

EMAIL MARKETING FOR PROPERTY INVESTORS

THE QUICK GUIDE

Email marketing is still one of the best and most effective methods of real estate marketing for investors. How do you do it well?

Email Marketing 101

Email marketing is very important in real estate. It is a proven staple of good marketing mixes, and is still one of the most effective and affordable methods of generating leads, nurturing prospects, maintaining client relationships, and closing sales.

It's hyper-important for many reasons, including:

- Ease of scale
- It is virtually free
- Ease of use
- Speed of delivery
- Offers both short and long term value
- Keeping your brand and contact details at top of mind and the fingertips of leads
- Reaching email users who aren't on social, don't answer the phone, or check the mailbox

Email Services & Automation

Another great benefit of email marketing is the ability to automate. So much can be set up and automated, that you can get on with other money making activities, while your email goes to work mining leads, converting prospects, and bringing in repeat business.

A good email platform and service will also keep you organized, preserve your contacts and the valuable database you are building.

There are many to choose from, including:

- Constant Contact
- Mailchimp
- iContact
- Vertical Response
- Pinpointe
- Infusionsoft
- AWeber
- GetResponse
- Many more!

The truth is that most of these companies offer pretty much the same features and tools. It isn't that there is one that is really best. It is about finding the right fit for you.

Factors in choosing include:

- Budget (there are free options for beginners)
- Scale and how big you plan to grow
- Ease of integration with your website, blog, and landing pages
- Ease of adding your existing lists, and exporting lists later if you want to change provider

How Do I Build Email Lists?

One of the biggest questions newer investors and marketers have is, where to get lists of people to email. There are a variety of solutions and tactics for this.

Existing Contacts:

All of your existing contacts should make it into your email lists.

- Friends
- Family
- Current and former co-workers
- Your LinkedIn connections
- Potential leads and past clients
- Vendors

Buy & Rent Lists

There are also a wide variety of data and lead providers who have massive email databases. They can provide you with targeted lists based on your preferences.

For example:

- Homeowners
- Late on mortgage payments
- In your target zip codes
- With 30% plus equity in their homes
- With more than \$10,000 in debt

The more targeted and better quality the list the more expensive, but also the better conversion rates.

You may also get mailing addresses, names, and phone numbers with these lists.

Another, less expensive alternative is to rent lists from these companies. People don't seem to be changing email addresses as fast they used to, but it can be cheaper just to send out an email blast to one of these lists, than to buy all the data. The downside is that you don't own it, and you'll have to pay again, every time you want to send out a message.

Some sources for buying and renting lists include:

- InfoUSA
- US Data Corporation
- Experian

Cross-Promotion & Email Exchanges

One of the best hacks for getting your messages out by email in volume is to exchange messages. Someone else already has a targeted list of email users that are right for your business. They may not be able to give you the data, but they can send out a message from you, or recommending you, to their contacts.

That could be a mortgage company, title company, debt consolidation agency, credit repair firm, attorneys, or someone else.

For example:

“Hi List,

I want to introduce you to a good friend and investor [your name]. They are currently looking for a property like yours in this area, and are well qualified buyers.

If you have been thinking about, or would consider selling, or know anyone in your neighborhood who might, I strongly encourage you to reach out and see what they can offer. They are willing to buy in as-is condition, and let you choose the closing date.

Regards,”

They may do this for you simply to get more business. If you get a purchase deal, and they can make the loan, or handle the closing, they make more money. Or they might do it if you send a similar message for them to your list. Or, where legal you can offer a split of referral fee for any deals you get and close.

Building Your Email Lists with Opt-Ins

To build, expand, and own your own list, one of the best options via creating opt-ins. These are lead capture opportunities and funnels which trade something of value for email addresses and subscribers.

This can be opting-in for:

- Property lists
- Newsletters
- Ebooks
- Access to membership sites
- Special reports
- Access to videos
- Giveaways

This can be done on your:

- Website
- Real estate blog
- Special landing pages
- Facebook pages

What to Email

- Links to your latest blog posts
- Recurring newsletters
- Sales emails
- Upgrade and upsell opportunities
- Lead nurturing emails
- Conversational and relationship building emails

Best Practices

Email Length

Think about your list members and the ultimate action you want them to take. Do you want them to get all the info in the email body? Or to quickly click through to your website or other page to sign up or buy something, or call you? Tailor the length of your messages to that.

When to Email

This is all about your list. When do your list members have a device in front of them, and time to open and read your emails? Before work? At lunch? After work? On the weekends?

Email Frequency

Generally, more content can produce more results. Yet, too much junk can be counterproductive. Email as frequently as you can deliver awesome content that has value to them. It may be daily, weekly, monthly, or something else.

Watching Your Stats

It's hard (impossible) to know what is and isn't working, and where you should invest more if you aren't watching the data. Where are people clicking in your emails? How many are opening? What about opening versus clicking, versus buying? How many are complaining, and why? If you don't have the time or interest in digging through this data, which is easily accessible for you, then hire someone to do it, and report it back in the most concise way. Take it with a grain of salt too. We are all so busy today. Sometimes we don't have time to read something we really want to, or forget that we signed up for something. Don't take the stats personally when they aren't going your way. Don't give up. Just do it better.

Where to Get Help

- See your dashboard for many email templates you can plug in and use right away
- Check with Jabber Mouth Marketing for help with custom emails, newsletters, and campaigns