

QUICK GUIDE

# To Becoming an Email Marketing Superstar



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Email marketing is a very **powerful and effective tool** every real estate agent should have in their arsenal.

**A recent study by the Direct Marketing Association showed that the average ROI on email marketing is 4300%. 4300%!**

This makes it clear why you should include email marketing in your business, but it doesn't answer the how. Simply writing some words and hitting send will not provide the kind of outstanding ROI you might be looking for.

To help you get on the right path, we've outlined the questions you should be asking yourself about your email marketing. If you are answering "yes" to most or all of these, you are on the right track. If you find yourself saying "no" to any of them, you'll know **where to improve!**



# Content



1

## Are you using video in your email marketing?

Why do you want to use videos in your email marketing? Because, according to a study by Campaign Monitor, including a video in your email can increase the click rate by 50%. That's a lot more people clicking through to your listings, your promotions, your events.

If creating and embedding videos into your email feels overwhelming to you, don't panic. When you use IXACT Contact, there is a direct integration with BombBomb. Adding videos to your email marketing couldn't be simpler.

2

## Are you sending a monthly e-Newsletter?

This is a particularly important tool for real estate agents. Staying top of mind with your contacts is crucial to the health of your business. A monthly e-Newsletter allows you to do that while also demonstrating your expertise, without becoming overwhelming to the recipients.

Don't feel confident in your ability to write and design compelling content on a regular basis? IXACT Contact provides a done-for-you e-Newsletter with 3 fresh articles every month. It can be sent out automatically, so you don't even have to think about it.

3

## Are you sending relevant and useful content?

It's important to think about what you are sending out in your emails. If it is an endless stream of "Just Sold" emails, those will lose their appeal quickly. Try to send a variety of content, and select the contact groups each type of content is most suited to.

IXACT Contact not only allows you to create Contact Groups, but offers dozens of Mass Email templates to inspire you in your content and keep things fresh.



# Design



1

## Is your email marketing mobile friendly?

By the end of this year, 80% of email users are expected to access their email accounts on a mobile device (Radicati, 2018). And according to Campaign Monitor, emails that display incorrectly on mobile may be deleted within three seconds. That is a lot of readers you could be missing out on if your emails aren't mobile-friendly!

IXACT Contact takes the guesswork out of this with 100% mobile-friendly e-Newsletters. That all-important piece of email marketing will look great and be easy to read no matter where your contact is viewing it, allowing you to get the full benefits.



2

## Do your marketing emails contain your branding?

As a real estate agent, you know how important your brand is to your business. So why wouldn't you include it in your email marketing? Your brand colors, your headshot, your business logo – they should all be present in your marketing!

IXACT Contact makes this incredibly simple by allowing you to design your own custom email header once and use it across all of your marketing emails. You'll be reinforcing your brand with every communication without even thinking about it.

3

## Are you including a signature on your marketing emails?

Not only does a signature add a personal touch, but it provides an easy way to find all of your pertinent contact information should a lead require it. Plus it's the perfect place to include all your designations and awards. It's a simple addition that can have a big impact.

IXACT Contact allows you to easily create a personalized signature that you can choose to include or exclude on every marketing email you send. These extra details show your contacts how professional and organized you are, in a subtle and helpful way.

# Personalization

## 1 Are you segmenting your mass emails?

Not every contact should receive every single email communication. According to a study by MailChimp, recipients of segmented email campaigns are 75% more likely to click on emails than those of non-segmented campaigns.

Don't let "segmentation" intimidate you – what this really means is sorting your contacts into groups. IXACT Contact provides you the ability to create an unlimited number of Contact Groups, so you can always be certain your emails are going to pertinent contacts.

## 2 Are you sending relevant drip email campaigns?

Not all marketing emails are mass emails. Drip email campaigns are a vital part of a healthy email marketing strategy. In fact, DemandGen reports that automated email workflows can net you 20% more sales opportunities. What agent doesn't like the sound of that?

IXACT Contact helps you run effective drip email campaigns by providing 9 different pre-written campaigns that can be automatically assigned to new leads as they come in. You can ensure each lead is receiving a timely, targeted, and personalized communication from you without spending hours creating them.



# Reporting



## 1 Are you tracking your email marketing performance?

As a real estate agent you don't have a lot of extra time. If the email marketing you are sending out isn't performing well, you are wasting a lot of that precious time. This is why it is critical that you pay attention to campaign reporting statistics such as open rates, clickthrough rates, and unsubscribe rates. You need to see if your efforts are drawing in your contacts or pushing them away.

IXACT Contact has built-in email campaign reporting that will give you a quick snapshot of your email performance or a more detailed report. Either way, you'll know if your efforts are paying off and be able to make necessary changes in a timely manner.

## 2 Are you using email campaign reporting to find hidden leads?

Lead generation is a huge concern for many real estate agents – but what if your email campaign reporting could reveal hidden leads you already have? Well, it can. If a recipient is opening or clicking on an email or link multiple times, this is a clear indication of interest and something you should follow up on.

IXACT Contact helps you do this by allowing you to see exactly which contact is opening or clicking on your emails. Even if the contact themselves aren't interested, they may very well be passing along the information to someone they know who is. It's a simple way to garner more business from the work you have already done.

## 3 Are you cleaning out dead emails?

In every database, there are some contacts that have become “dead” – meaning they will never receive or open any email communication you send them. It is important to weed these out on a regular basis in order to improve deliverability and keep your database healthy.

IXACT Contact's email campaign reporting will show you “Hard Bounces” – email addresses that will never successfully receive your communications. It's a good idea after every mass email to follow up with hard bounce contacts to see if they have a new email address you should be using.





# The Bottom Line

Email marketing is a **fantastic tool** that can truly help your real estate business thrive – when it is done correctly. If you are already doing all of the above, way to go! If you aren't, you can now see how a few simple changes will **greatly improve your results**.

If you really want to simplify the process and start saying “yes” to every question above, use IXACT Contact for your email marketing. It checks all the boxes and provides a robust and integrated CRM – designed for real estate agents. **Try it out FREE for 35 Days by signing up here. You'll be an email marketing superstar in no time!**

**Try IXACT Contact FREE for 35 Days**

If you have questions about getting started with IXACT Contact, please call us at **1-866-665-0018**, email us at **[info@ixactcontact.com](mailto:info@ixactcontact.com)** or check us out online at **[ixactconnect.com](http://ixactconnect.com)**