



Digital Marketing: Email marketing: A tried-and-true tool - by Kimberly Zar Bloorian

September 07, 2021 - Front Section



Thanks to email, we can do business with people in any market in just a matter of seconds. With more than 3.9 billion email addresses worldwide, real estate companies have masses of opportunity

to connect with new people and create lasting, profitable relationships.

Although all marketing is about building relationships, opening an email is a personal commitment. In comparison to flipping through magazine ads or aimlessly scrolling through a social media feed, anyone who clicks on your email is immediately connected and engaged with your content, therefore more likely to work with you or think of you and your company.

Here are a few tried-and-true tactics to use email marketing to generate business for your real estate company:

Don't Be Afraid to Share: Whether it is highlighting new listings, presenting your company's latest services, sharing an investment opportunity or bragging about the latest deal you closed on, sending updates to your email subscribers will keep them informed. Next time they're looking for the best financing, they'll remember that deal you just highlighted in your latest email blast.

Add Value as a Market Thought Leader: With the new post-pandemic market and ever-changing regulations, it is important to offer guidance to your industry peers. Showcasing interesting insights about the market can position you as a thought leader within the CRE industry. And don't be afraid to create a call-to-action to have your subscribers reach out to you with questions.

Get Personal with Special Events and Deal Anniversaries: Email can be very intimate--countless brands, regardless of the industry, send their subscribers emails to mark special occasions like birthdays, anniversaries, and the like. To take this a step further, you can create an email sequence that sends an email to clients after a set-period of time to congratulate them about a past closing and ask what they have in the pipeline to keep you connected and top-of-mind with your clients.

Don't forget that along with generating significant return for minimal investment, email marketing provides valuable data, from which you can take the temperature of your campaigns, your customers, and even your competitors. So, in addition to gaining and retaining valuable client relations and making you a marketing force to be reckoned with, your email marketing campaigns are your top resource for keeping your real estate business in touch and on trend.

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