

## 6 Real Estate Email Marketing Ideas

Nowadays, [real estate](#) businesses have evolved along with technology. Marketing ways are becoming more dependent on the internet. Realtors and clients connect and communicate through [social media](#) networks. These may be the easiest way to advertise and market. However, email is still a highly effective messaging channel that successful professionals use. According to HubSpot, 99% of consumers check their email every day. Additionally, 80% of business people believe that customers are retained through this channel. So, how do you retain a number of possible leads and make them your clients through email? In this article, we will improve your [real estate business plan](#) by discussing the different email [marketing strategies](#). But first, let us dig deeper into why you should use email marketing.

### Why Should You Use Email Marketing?

Email had 3.9 billion global users in 2019. It had more users than the largest social media network which is Facebook. Additionally, In 2024, the number of email users is set to grow to 4.48 billion. These reports by Statista only showed how large your reach could be when you use email for marketing purposes. Many consumers as of today have active email addresses. When you sign up for online stores, you are asked to enter your email address.

There are also a lot of social media users who have active emails since platforms like Facebook and Twitter notify their users through email. With those said, you hit online customers and social media users through email. Additionally, marketing through email is comparable to personally introducing your brand to an individual. The best thing about it is you can personally introduce your business to no limit all at once! Plus, you will be able to get to know your subscribers on a personal level and come up with better analysis for your leads. With email marketing, your [branding](#) becomes more personalized and professional.

### Real Estate Email Marketing Ideas and Strategies

Here is a checklist of the strategies you need to utilize one of the most effective [marketing tools](#) today which is email. With the ideas below, you will achieve your goals by learning more about [lead generation](#) and turning your referrals into clients!

## **Send a Welcome Email**

It would be unlikely to send emails consecutively out of nowhere without even introducing your brand. It is vital for you to inform your subscribers that they are officially connected to you through a welcome email. To have an effective one, thank them for joining or accepting you. Remind them why they joined. Also, inform them of your future emails and promotions to come.

## **Have a Great and Useful Subject Line**

Your subject line may be the smallest part of your message. However, it is one of the very first impressions you set to the readers. If you want to stand out in a crowded inbox, you need to know the fundamentals of making a great subject line. Put a sense of urgency in it. However, only do it genuinely. If you put an irrelevant scarcity on your subject line, the readers will take your emails for granted next time. A subject that also stirs curiosity will more likely have a higher open rate because it will require the receiver to read more of the email to gain more information. You can also choose to put a discount or free stuff on your subject line since people always love offers. It is also fundamental to know at least the professional backgrounds of your receivers. This way, you can personalize your subject line. It is also better for you to recognize their names. The more relatable and special it sounds, the more interest you set to your potential customers.

## **Focus on Real Estate Leads**

You may have gotten a decent number of subscribers. However, you will only be wasting time and effort on those who don't meet your lead requirements. Pre-qualify your subscribers by knowing them as much as you can. You can also give them surveys and come up with analysis.

## **Build a Personal Relationship**

You can build a personal relationship by segmenting your subscribers' age, gender, location, or whether they rent, purchase, or sell properties. By doing so, it will be easier for you to personalize your messages about your brand and earn their trust.

## **Stay on Top With Targeted Emails**

Targeted emails are highly personalized content. These messages aim to be very informative and relative to a point that people become dependent on their real estate updates. Make your content such as statistics or how-to topics relevant to each segment.

## **Brand Yourself**

By branding yourself, you can build your own community. You can do this by promoting brand awareness, building better campaigns, adding value to your content, and making the recipient's experience smoother as ever. To promote brand awareness, make your brand familiar to your leads by scheduling a [newsletter](#) for them weekly or monthly. Also, maintain good content that will interest them. Make every newsletter timely and relevant. Build better campaigns by having an email marketing software that gives you insights on metrics. Know how many people have opened your email and how many have clicked through the links in it. By knowing so, you can improve your content for your next campaigns. Add value by showing your genuine care for your subscribers. Offer them solutions to their problems. Also, let them know if you have a good cause for your business. The more humane your purpose is, the better persuasion you set. Make the experience of your recipients better by letting your messages load quickly. You can do so by not overdoing the graphics.

To sum everything up, your emails need to be personalized, relevant, informative, and consistent. Welcome your subscribers by introducing your brand and reminding them why they joined in the first place. Relate to them the reasons why by explaining how these can solve their problems. Always think of a catchy subject line for a chance of a higher open rate. It is also vital for you to know who among your subscribers are potential clients.

So know your leads before you build a personal relationship with them. Once you have built a personal connection with your audience, consistently send relevant and informative messages to keep your brand on top. Email marketing needs a lot of time and effort. But when you know how to do it properly, you can leverage it for your success.