

EMAIL GUIDE

*little
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studio*



www.littlewordstudio.com

OVERVIEW

re: keeping in touch

Say what you want about email but it's still one of the best ways to communicate with current, past and prospective customers. There's a reason even the tech-iest startups have entire teams dedicated to crafting and testing emails on major services, segmenting messages, A/B testing subject lines and more. For you, the small business owner or real estate professional, email can strengthen relationships and help you build new ones. It's also a 1-1 communication unmitigated by an algorithm, unlike social media. Send an email, receive a response (maybe). Whether or not you get a reply, you will at least know your email isn't being ranked according to certain factors, like a typical Facebook or Instagram post. For the most part, an email appears chronologically in your recipient's inbox. So, now that we've got the WHY out of the way. Let's focus on the HOW. This guide will explain ways you can use simple email marketing techniques to your advantage to stay connected with your customers no matter how far away they may be ...



EMAIL MARKETING PLATFORMS

Which one will you choose????

(There is no right answer.)

Selecting the right email marketing platform is like selecting the right donut from a delicious donut shop. There are advantages to a classic powdered confection (Mailchimp), the strawberry sprinkled number (Constant Contact) or even the bacon-glazed version (Kajabi). This guide will not tell you the platform you should use. We'll simply go over three popular platforms and then, you can decide.



mailchimp

OK, I said I wouldn't be biased but I LOVE Mailchimp, so I'm putting it first. Mailchimp has some amazing templates you can drop your logo and images into and send very professional-looking emails. Plus, the team is on the cutting edge of the cutting edge of email marketing, so updates and new tools are constantly rolled out for better A/B testing, template creation and more.



If you've seen the Constant Contact commercials, the company is making a push to compete with Mailchimp. While Mailchimp offers about 80 different customizable platforms, Constant Contact has 100. Constant Contact also reportedly has less of their emails end up in spam folders. If you have a lot of recipients, you might want to consider Constant Contact as your email marketing platform.

Quick Tip



Including HubSpot on this list is a little misleading. It really isn't an email marketing platform exclusively. It's a marketing automation and business growth tool with email automation features. However, if you're really looking to track your lead generation efforts, you can tailor your email marketing to certain contact behavioral triggers, creating a powerful way to stimulate business.

Even if you don't end up using Mailchimp, visit the Mailchimp website - www.mailchimp.com and check out "Resources" in the navigation tab. Sift through the Mailchimp marketing tips, which will help you better understand the basics of email marketing. You should also check out the "Inspiration" tab and listen to some of the podcasts, which feature successful small business owners and their advice for sustainable growth.

CONTENT IDEAS

Awesome, you selected a platform, played around in it and now you've got a blinking cursor in front of you, wondering what to say for your very first correspondence. Here are a few ideas to inspire your writing.

DISCOUNTS, DONATIONS AND EXCLUSIVE OFFERS

If you downloaded our press guide, ([find it here](#)) you already know free deals and donations are really resonating with audiences. If you're offering a special service (e.g. 15-minute free consultations) or donating a portion of your sales to a particular charity, you've already got your next email practically written. Simplify your message, put your service offer or donation in bold and BOOM. You can also tease an email-only offer on your website or social media platforms, (e.g. sign up for our newsletter to receive email [SOMETHING] from us and you'll get SOMETHING). As for donations, describe how purchasing your products is giving back to the community and world.

VALUE-ADD TIPS + INSPIRATION

People always crave positivity and inspiration. I know a fantastic CEO who sends inspirational quotes (and nothing more) as an email each morning. It's a simple yet inspiring tactic to motivate his team (and sphere) to achieve. Be brutally honest in the value of your email and if you don't think it meets your high standards, don't hit send. You want people to have the expectation that every time they see an email from you, it will contain something that will either benefit their life in a way nothing else has before or it will improve upon a pain point that they need addressed. Those are the two triggers (a benefit and a cure) you should focus on when you're drafting an email with tips or inspiration.

ON-BRAND LIFESTYLE CONTENT

Not everything has to be about business. In fact, it shouldn't always be. Sometimes the best sales tactics have no sales hook in them at all. If you're a real estate agent, this might mean providing community insights or events, a review of a new restaurant or a hint about where to find the very best pizza in town. Maybe you know about a free outdoor workout that's happening or a free movie in the park. Or, maybe there's a festival people pay for but it's so good, it's worth the price. Lifestyle for agents typically means hyper-local content. For small businesses, it means content that focuses on the joy of living rather than what your brand/product/service brings into their lives.



Content creation tip

When you write, your content should address one of these goals: help, serve, entertain, enlighten or inspire. Think about these goals each time you craft an email and switch it up! See if your recipients really like content that inspires (your click-through rates and replies will lead the way on this). If they do, double down on inspirational content. If they love entertaining content, create more of that.

SUBJECT LINES

Open me please!! (No, don't use that ...)

Best Practices

ASK A QUESTION

This is an old trick but it works. Think of a question (and caveat: you must answer it in your email) that will entice readers to open. E.g. "Do you know the value of your home now vs. when you bought it?" Or, "Free pizza in the park?"

GET TO THE POINT

Depending on the email service, you have very little space to convince a recipient to open your message. Try getting to the core of what your offer/deal/content is about in four words or less. (You can use the preview text for additional messaging.) Thee faster you can get to the real point, the more likely people are to respond.

USE EMOJIS

Studies estimate subject lines with emojis receive 50% higher open rates and 93% higher Click Through Rates (CTRs). Bottom line: If it feels on brand, add that heart emoji or smiley face. Your business will thank you.

RUN A SIMPLE A/B TEST

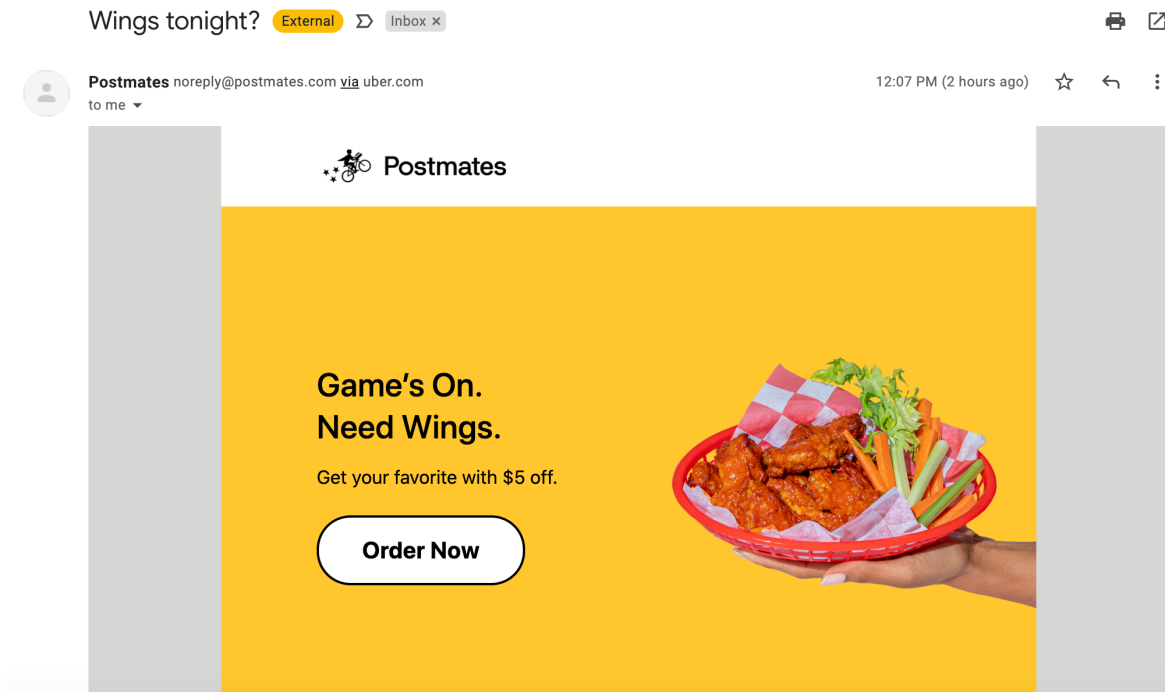
Run simple A/B testing by sending two emails with two different subject lines. (Your email marketing platform should allow you to track open rates and CTRs, and if it doesn't switch to one of the three listed in this guide). If you keep all else the same but change the subject line, you'll know which one had the greater impact with your contact list and can write something similar for the next email.



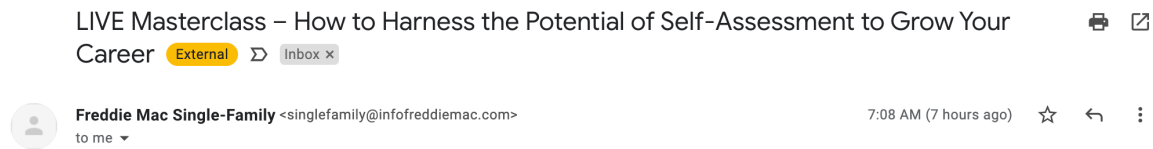
EXAMPLES

There's nothing wrong with taking inspiration from what's working for other people. In the spirit of inspiration-sharing, here are a few emails that might spark your imagination ...

Postmates asks a question (short and sweet) as the subject line and the email is one enticing image with a button to Order Now (clear call to action).

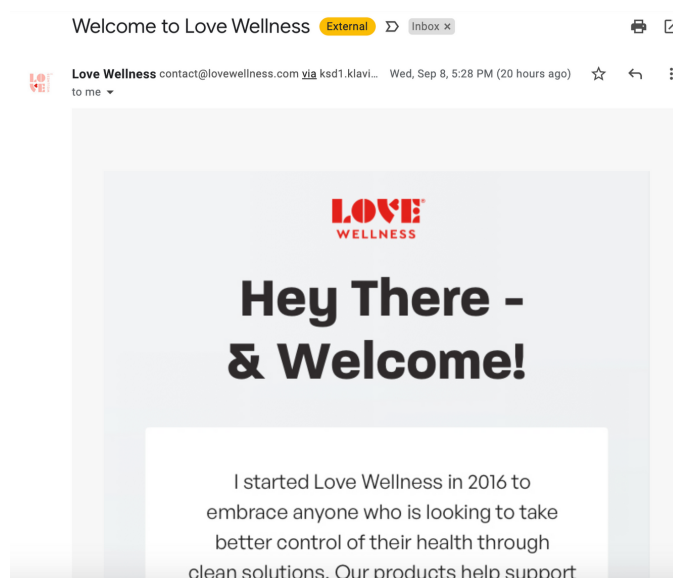


Freddie Mac promotes a masterclass with a direct subject line and a simple email with image header and text



LinkedIn Live Masterclass: How to Harness the Potential of Self-Assessment to Grow Your Career

Love Wellness sends a "Welcome" email when you sign up on the website. This is HUGE. If you have an opt-in form on your website, make sure you've also used your email program to automate a welcome sequence, which can be a simple email (just one) or it can be a series of emails with downloadable PDFs, links to blog posts you've written (real estate agents, Elite Content Collective can help with this) and more. Welcome emails make your recipient feel like you're really taking the time to bring them into your world.



A one-image email with a Call to Action (CTA) to click and learn more about a charitable initiative

Help Support our Team Members!






by CHLOE. <emails@thanx.com>


[Show Details](#)




Apartment Therapy has a catchy subject line (what are those things nobody should be storing?) and uses tiled images to send readers to multiple places on the site.


54 Things Absolutely Nobody Should Be Storing, Anywhere External Inbox x  

 **Apartment Therapy** <newsletters@mail.apartmenttherapy.com> [Unsubscribe](#) Sat, Sep 4, 5:05 AM (5 days ago) ☆ ↶ ⋮
to me ▾

apartment therapy
 WEEKLY digest






54 Things Absolutely Nobody Should Be Storing, Anywhere
[READ MORE](#)



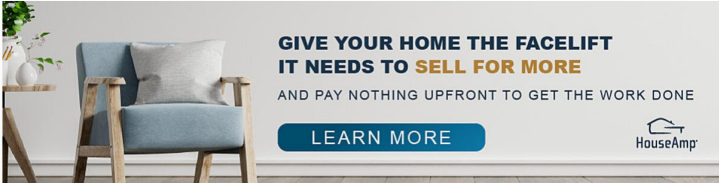
A Brief History of Depression Glass, the 1930s Kitchen Staple Making a Comeback
[READ MORE](#)

Subject line asks a question. Email is sent from a person, not from a company email starts out right away with a good first line: "I've realized ..." (this falls into the enlighten category, by the way.)

Are you winning the culture game? External Inbox x  

 **BrokerSource @ RealTrends** <tvelt@realtrends.com> [Unsubscribe](#) Fri, Sep 3, 7:08 AM (6 days ago) ☆ ↶ ⋮
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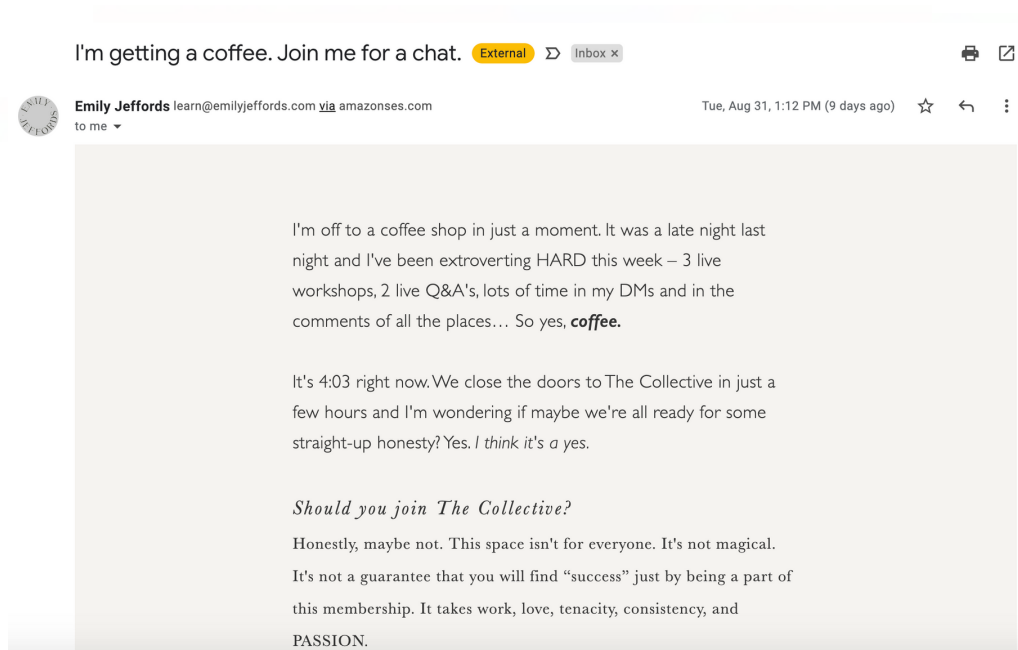


Was this newsletter forwarded to you? [Sign up here.](#)

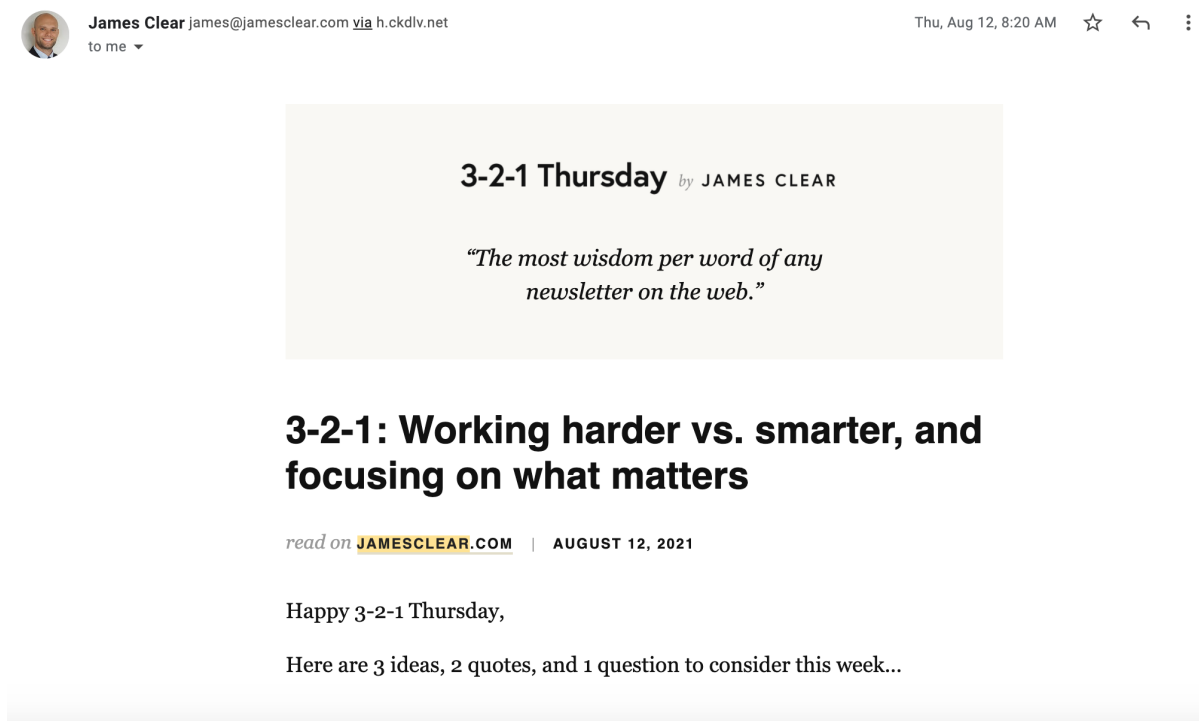
Hi Real Estate Leaders,

I've realized something after interviewing Thad Wong and Mike Golden of @Properties (podcast coming soon.) They talked a lot about the culture of their brokerage, were clear on how they defined it and then backed that up with action.

Artist and teacher Emily Jeffords gets real with her highly personal-sounding subject line and simple but elegant email. (Agents, would you ever send an email that said, "Is now the time to sell your house? Maybe not." It's an interesting approach and one to consider. (It can be followed up with a call-to-action for recipients to contact you to discern if now IS the right time to sell.)



Text-only message, upfront synopsis of email takeaways and value-add for readers



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Questions? Get in touch:

hello@littlewordstudio.com

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