

REAL ESTATE NEWSLETTER ROAD MAP



REGAIN, RETAIN and RE-ENGAGE **YOUR SOI WITH A CONSISTENT EMAIL NEWSLETTER.**

This is your go-to guide for transforming email engagement into real estate deals. Below you'll find five well-defined steps to create a compelling real estate newsletter that not only captivates your audience but also leads to higher conversion rates. From setting goals to leveraging automation, this roadmap simplifies the newsletter process, saving you time and boosting your engagement.

Let's do it!





Step 1: Build your email list

Building your email list is the foundational step for effective real estate marketing, allowing you to maintain ongoing communication with potential customers

LEAD MAGNETS

Offer something of value, like a free checklist or how-to guide, in exchange for their email address. Create specialized landing pages that offer value to visitors in exchange for their email. For example, offer a free e-book on “How to Buy Your First Home” or “Step-by-step process to securing a home loan”.

GATHER CONTACTS FROM OPEN HOUSES

Utilize open houses as an opportunity to collect emails. You could have a sign-up sheet or use a tablet for people to enter their information.



Step 2: Plan and organize your content

Be a storyteller! Have a beginning, a middle, and an end.

BEGINNING

Hey [name],

[Set up your newsletter by telling a short story about what's on your mind or what you've been up to and how it relates to them]

[Share what you learned]

[Connect the story to why you're in their inbox today]

MIDDLE

3-5 helpful, relatable or interesting resources with links

Think:

Market Stats

Seasonal homeowner tips

Community events

Your latest passion project

END

Sign off with a call to action.

Be clear about what action you want them to take.

Ideas and Insights

STEP 2 WORKSHEET

Use this worksheet to brainstorm ideas for content and planning.

BEGINNING _____

MIDDLE _____

END _____



Step 3: Design like a professional

People are drawn to beautiful, easy-to-read design. Designing like a professional means creating a polished, cohesive look that improves open rates.

HIGH-QUALITY IMAGES

Use expressive, high-quality images to capture attention and convey your message effectively.

STICK TO YOUR BRAND

Consistency in colors, fonts, and layout makes your email instantly recognizable and builds trust.

MOBILE RESPONSIVENESS

Make sure your email design is mobile-friendly. This is crucial given the significant number of people checking emails on their phones.

Ideas and Insights

STEP 3 WORKSHEET

Use this worksheet to organize your design elements.

MAKE NOTE HERE OF YOUR BRAND COLORS _____

MAKE NOTE HERE OF YOUR BRAND FONTS _____

WHAT PHOTOS CAN YOU PULL FROM IN YOUR BRAND LIBRARY? _____

WHAT PHOTOS CAN YOU PULL FROM CONTENT IDEAS (*i.e. event images*)? _____



Step 4: Create masterful content

Creating masterful content in your real estate newsletter involves offering valuable insights and information tailored to your audience's needs, building the know, like, trust factor.

IMPRESSIVE SUBJECT LINES

The subject line is your first impression. Make it concise, personalized, and relevant to grab attention and encourage opens.

CLEAR AND ACTIONABLE CONTENT

Write for your target market and use clear, actionable language. Make sure your content aligns with the goals of the email and has a logical flow.

INCLUDE AN ATTRACTIVE CTA

Your Call to Action (CTA) should be clear and drive the desired action. Make it visually prominent and tie it directly to the email's purpose.



Step 5: Schedule, Send and Track

Strategically time the dispatch of your newsletters and then closely monitor key metrics for engagement.

SEND TIMES

Send emails when your audience is most active. Consider time zones and work hours for maximum reach.

PERSONALIZATION & SEGMENTS

Use personalized fields like first name and segment your list to target specific demographics.

CHECK YOUR METRICS

Focus on open rate, click-through rate, and conversion rate to gauge success. And keep your unsubscribe under 2%.

CLICKS to CLOSINGS

CRAFTING AN ENGAGING REAL ESTATE NEWSLETTER IN FIVE SIMPLE STEPS



Clicks to Closings is the only newsletter course designed specifically created for real estate professionals!

Purchase it **HERE** for just \$99!

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