EMerge wants to create your email marketing strategy, and then some

Have suggestions for products that you'd like to see reviewed by our real estate technology expert? Email Craig Rowe. EMerge is an email marketing and lead generation platform for real estate. Platforms: Browser; mobile-optimized Ideal for: All agents; brokers; agent recruitment; large offices Top selling points Large library of content Many integrations with popular business tools Superb mobile experience Automated tasks and marketing activities Top concerns EMerge is much more than email marketing. Agents looking for merely another "email template machine" wouldn't be the best fit. What you should know I'm glad I went into my demo of eMerge unaware of its feature set because I was able to see without bias how much power email holds when leveraged so strategically. This is a tool for those brokers and agents wanting to create an email strategy, as opposed to a vehicle through which to simply send a market report every other month. EMerge structures ca...

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