Your email marketing could be so much better: 4 hacks

With so many different marketing options available to connect with buyers and sellers, it can be tough to figure out where to double down. Email is often overlooked as old school or unimportant, but oh contraire, email still rules! In the U.S. alone, over 90 percent of adults are using email regularly, and despite the rise of social messaging apps. As more real estate agents employ advanced CRM (customer relationship management) systems and data for personalizing their messages, email marketing is producing higher ROI than ever. You can't expect results without effort. Agents and brokers have to follow industry best practices and use the latest technology to make sure email delivers on its promise. Source: Placester.com I love email. Email is one of the most cost effective channels for converting new leads and nurturing old ones. As a businessperson, email is powerful: it’s private, permission-based and pervasive. Here are four pillars of email marketing to share ...

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