

QUICK GUIDE

# TO BECOMING AN Email Marketing Superstar



Email marketing is a very **powerful and effective tool** every real estate agent should have in their arsenal.

**A recent study by the Direct Marketing Association showed that the average ROI on email marketing is 4300%.**

**4300%!**

This makes it clear why you should include email marketing in your business, but it doesn't answer the how. Simply writing some words and hitting send will not provide the kind of outstanding ROI you might be looking for.

To help you get on the right path, we've outlined the questions you should be asking yourself about your email marketing. If you are answering "yes" to most or all of these, you are on the right track. If you find yourself saying "no" to any of them, you'll know *where to improve!*







# PERSONALIZATION

IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT X IXACT CONTACT

## 1 Are you segmenting your mass emails?

Not every contact should receive every single email communication. According to a study by MailChimp, recipients of segmented email campaigns are 75% more likely to click on emails than those of non-segmented campaigns.

**Don't let "segmentation" intimidate you - what this really means is sorting your contacts into groups. IXACT Contact provides you the ability to create an unlimited number of Contact Groups, so you can always be certain your emails are going to pertinent contacts.**

## 2 Are you sending relevant drip email campaigns?

Not all marketing emails are mass emails. Drip email campaigns are a vital part of a healthy email marketing strategy. In fact, Dem and Gen reports that automated email workflows can net you 20% more sales opportunities. What agent doesn't like the sound of that?

**IXACT Contact helps you run effective drip email campaigns by providing 9 different pre-written campaigns that can be automatically assigned to new leads as they come in. You can ensure each lead is receiving a timely, targeted, and personalized communication from you without spending hours creating them.**





# The Bottom Line

Email marketing is a **fantastic tool** that can truly help your real estate business thrive – when it is done correctly. If you are already doing all of the above, way to go! If you aren't, you can now see how a few simple changes will **greatly improve your results**.

If you really want to simplify the process and start saying “yes” to every question above, use IXACT Contact for your email marketing. It checks all the boxes and provides a robust and integrated CRM – designed for real estate agents.

**Try it out FREE for 14 Days by signing up here. You'll be an email marketing superstar in no time!**



**Try IXACT Contact FREE for 14 Days**

If you have questions about getting started with IXACT Contact, please call us at **1-866-665-0018**, email us at **[info@ixactcontact.com](mailto:info@ixactcontact.com)** or check us out online at **[ixactconnect.com](http://ixactconnect.com)**