The Ultimate Checklist for **Effective Real Estate** Email Marketing

The Email Marketing Checklist: 30 Things For Every Successful Campaign

You know that buying or selling a home is a huge decision for your clients. It can take months or years for homeowners or would-be homeowners to make the leap and contact a realtor.

Instead of just hoping potential clients in your area find you when they're ready, you can use email marketing to nurture an audience that isn't ready to buy right now but will be eventually. Then, when they need a realtor, you're already someone they know and trust as an expert.

- [ ] Avoid Spam Filters
- [ ] Staying relevant to your subscribers
- [ ] Optimize for Plain Text
- [ ] Include Sharing Buttons
- [ ] Create Exclusive Offers
- [ ] Length
- [ ] Feedback
- [ ] Avoid Generic Templates
- [ ] Choose a Professional Email Address
- [ ] Frequency
- [ ] Provide Something of Value
- [ ] Never Use All-Caps
- [ ] Put Your Audience First
- [ ] Develop a Unique Voice
- [ ] Links and Subject Lines
- [ ] Use Clear Email Address
- [ ] Use Images and CTA

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- [ ] Email Preview Across Devices
- [ ] Tablet and Mobile Testing
- [ ] Pick Your Sending Time
- [ ] Tracking Email Metrics and Analysis
- [ ] Create Engaging Copy
- [ ] Having Clear Campaign Goals
- [ ] Avoid bombarding your subscribers with mails
- [ ] Proper Segmentation
- [ ] Personalizing your email
- [ ] Have a clear link for the user to unsubscribe
- [ ] Proofreading your email and checking for typos or spelling
- [ ] Monitor Your Email Bounce Rate

Bottom Line

There you have it. A great email marketing checklist will help you to remain focused and on track without becoming distracted and unproductive. All you need to do is to implement every point listed out, and you'll be taking the email marketing system by its horns.