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EMAIL MARKETING  
RULES to attract and  
engage

# About me ...

- 25 years of sales, marketing & customer service  
Helped 100s of builders, developers & sales agencies with online marketing & sales process.
- Let's chat after the session. There will be time for questions
- Let's continue the conversation. Email [dave@lassocrm.com](mailto:dave@lassocrm.com) Twitter [@davebetcher](https://twitter.com/davebetcher).
- Everything I talk about today can apply to YOUR email communications as well as your company's



# Delivering the Perfect Email Experience ...

- Email stats & tips: How to improve what you're already doing.
- Design & layout that works.
- Why personalization makes a difference
- How to reignite the spark in your relationship with your disengaged prospect.
- 2016 trends: create emails that your prospects want to receive



# Is Email Dying? The Stats...

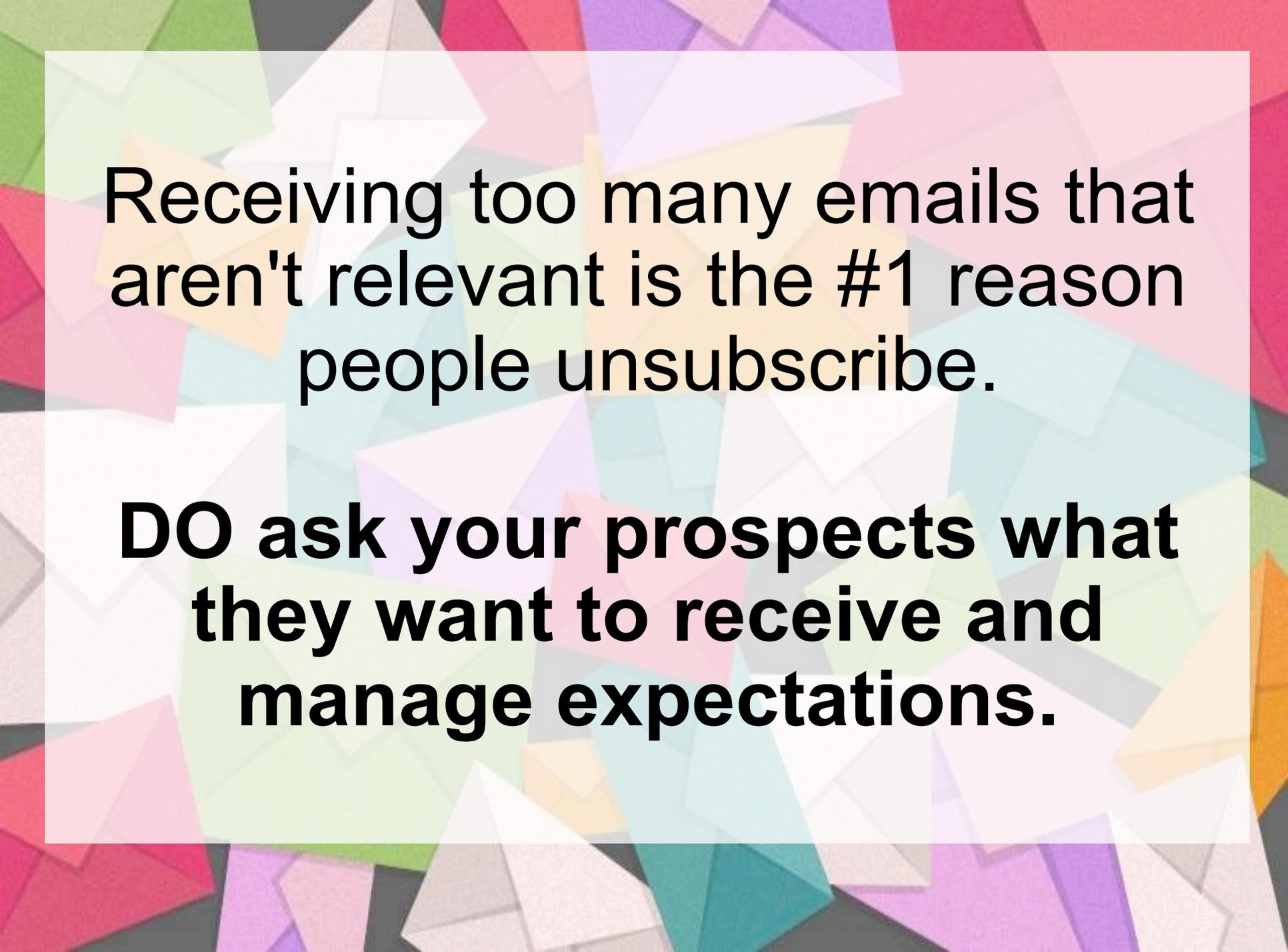
- Over 100 Billion Emails Sent and Received Per Day.
- Consumer email traffic is decreasing, due to social media, text message, IM
- 91% of people check their email at least once a day on their phone.
- 70% of people open emails from their favorite brands.
- Over 50% of your audience will check their email on a mobile device.
- Real Estate Email Open Rates >20%



# Know your audience

- For email to be effective know the person behind the email address and make it personal. What do they like or dislike? Are they a buyer, prospect, or Realtor?
- It's now less about the 'broadcast' email and more about conversations and context.
- **STOP BATCHING AND BLASTING** (please)





Receiving too many emails that aren't relevant is the #1 reason people unsubscribe.

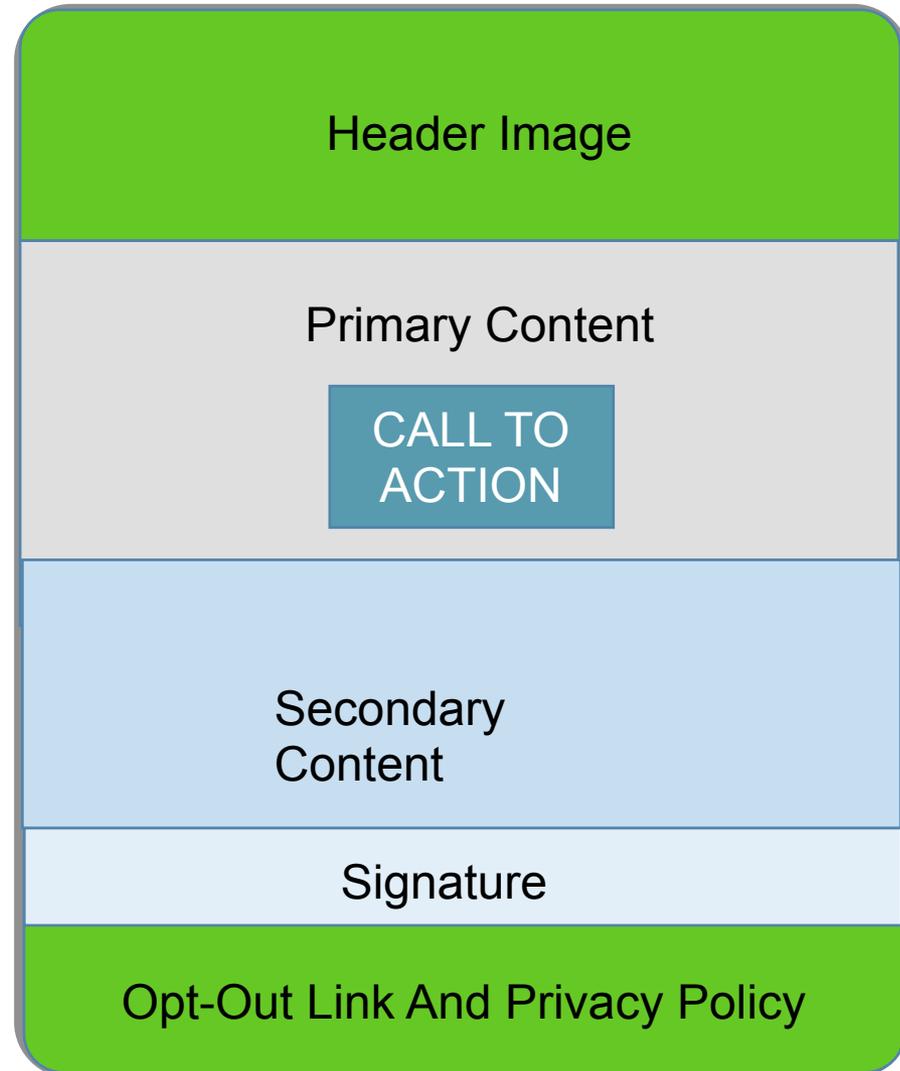
**DO ask your prospects what they want to receive and manage expectations.**

# DESIGN: The core elements

**FROM:** Recognizable name

**SUBJECT:** Question, compelling, brief

Preheader: Use personalization. After the subject line, this is what your recipient will see, Include your call to action



80% of people are only scanning your email when they decide to open it.

The **big idea** in your email needs to stand out.

How Can We Do That? 4 Steps...



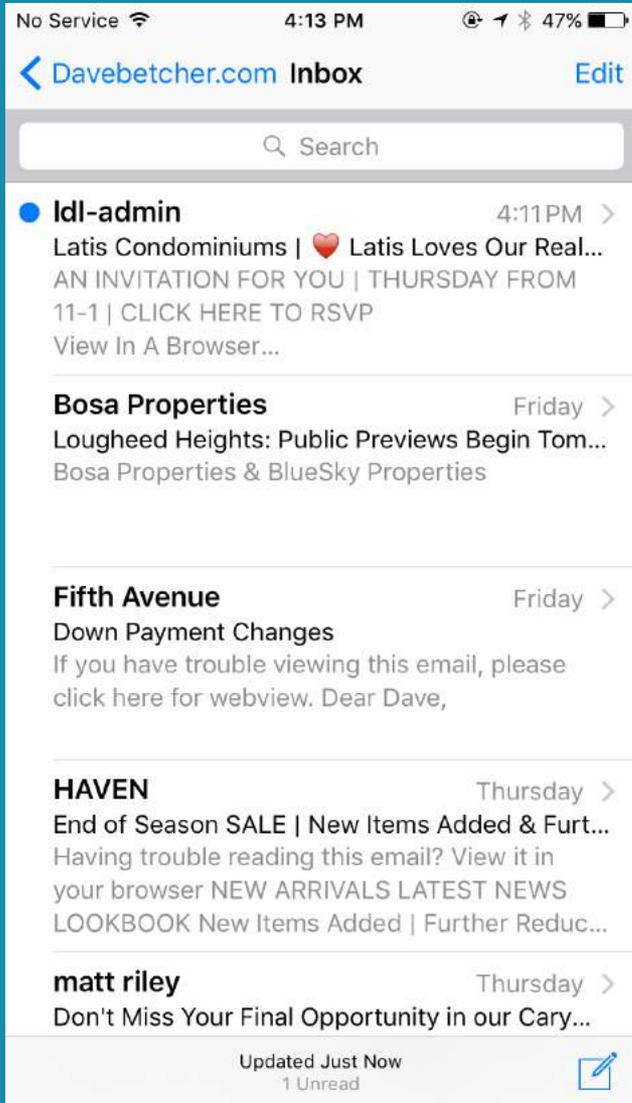
# Step 1: Get Into The Inbox - Avoid 'Spammy' Subject Lines

- Stay Away From Offer Words like “Call”, “Deal” or “Trial”
- Financial words like “Financing”, “Approved”, Or Numbers (unless you are a Nigerian Prince)
- Strong Calls To Action, like “Visit Our Website” or “Great Offer”
- Get Familiar With Spam Assassin



# Step 2

make an impact  
clear call-to-  
action.



# Step 3: Design With Mobile In Mind



- Single column
- Larger font
- Color blocks
- Spacing around your links
- Link Images, Logos, Call To Action

# Step 4: Show People How To Reach You - Your email signature



## **Dave Betcher**

Vice President of Sales

Lasso CRM

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c 604.240.7081

o 604.214.8552

a 13353 Commerce Parkway, Richmond BC



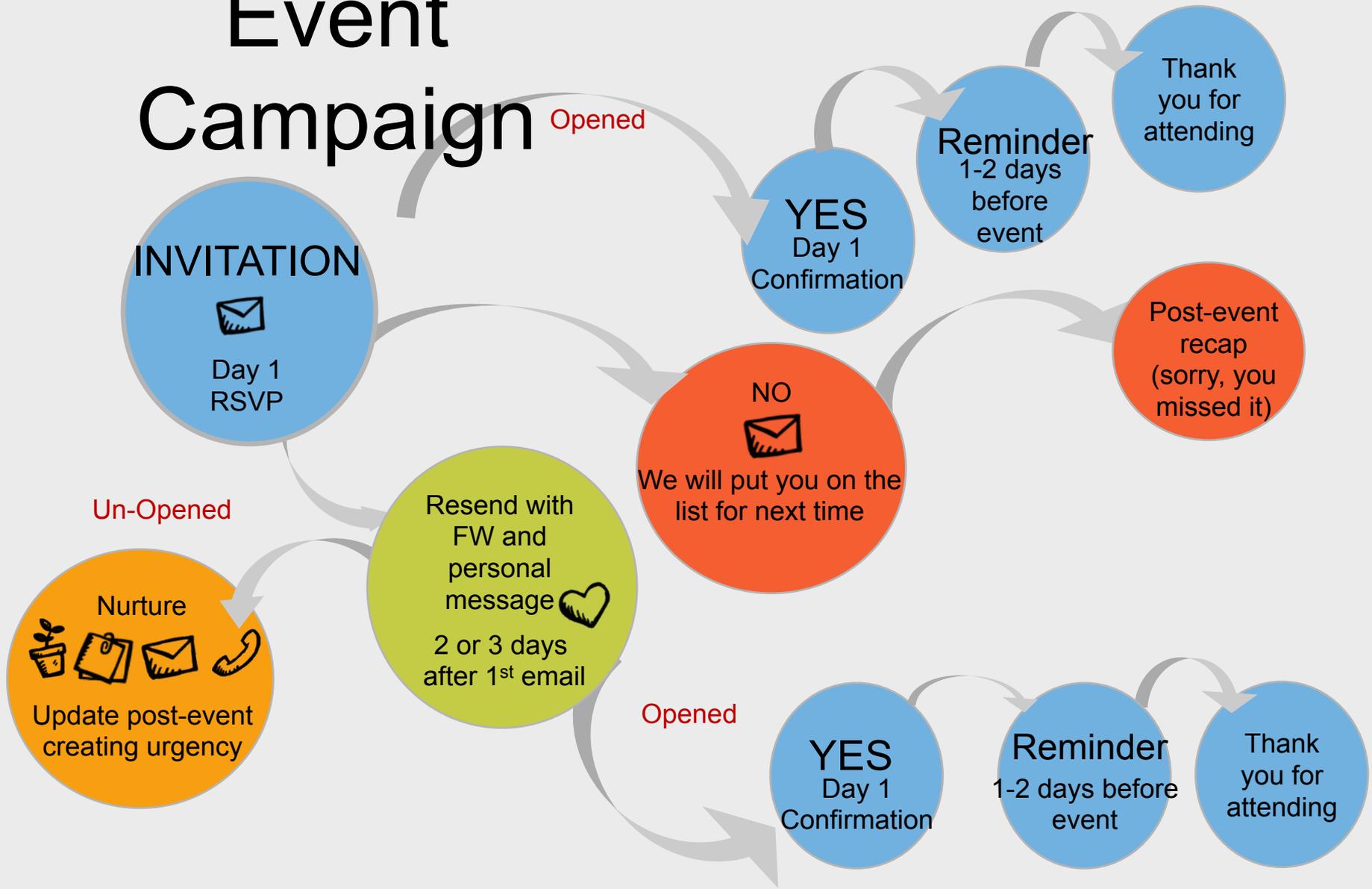
*Watch My Video On CRM Fundamentals*

1



# HAVE A PLAN (and a purpose)

# Event Campaign

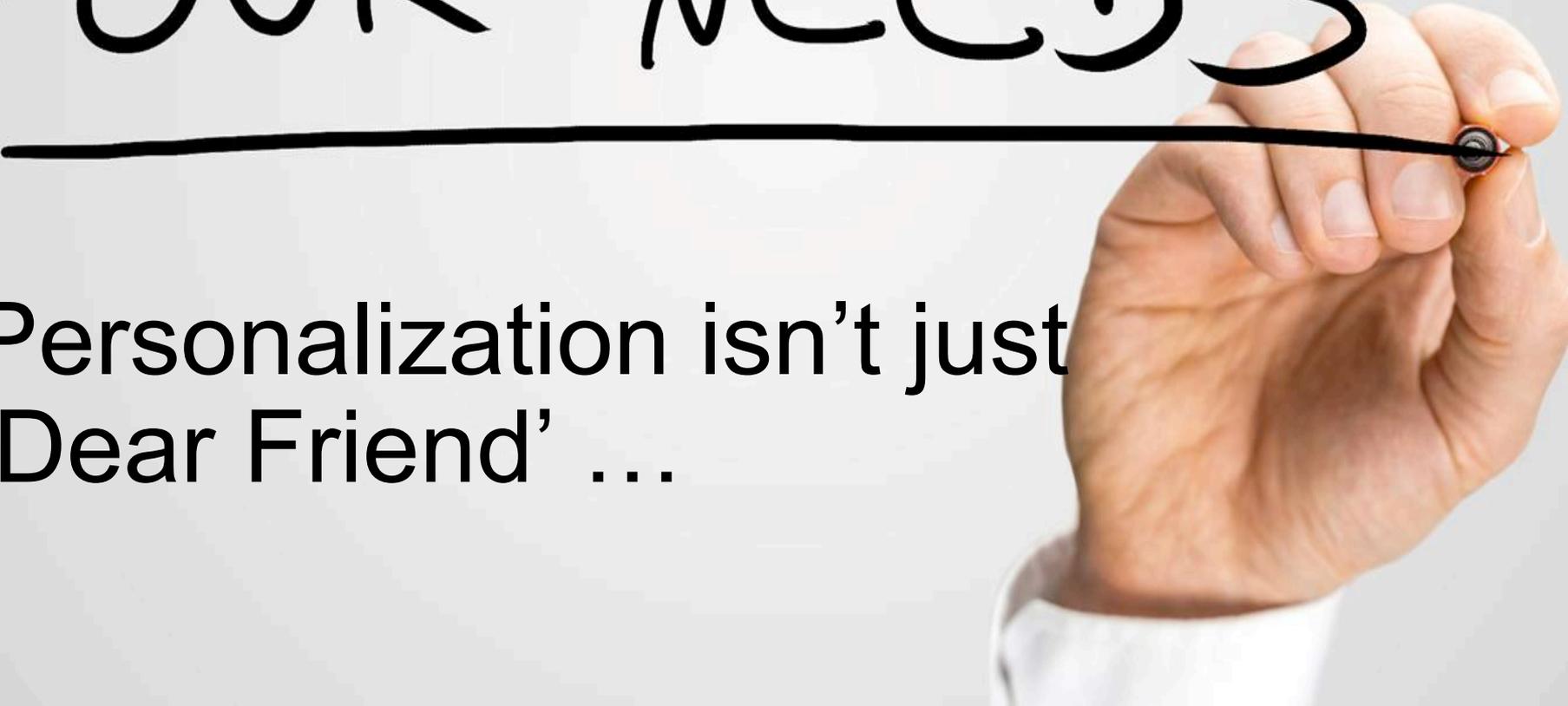


2

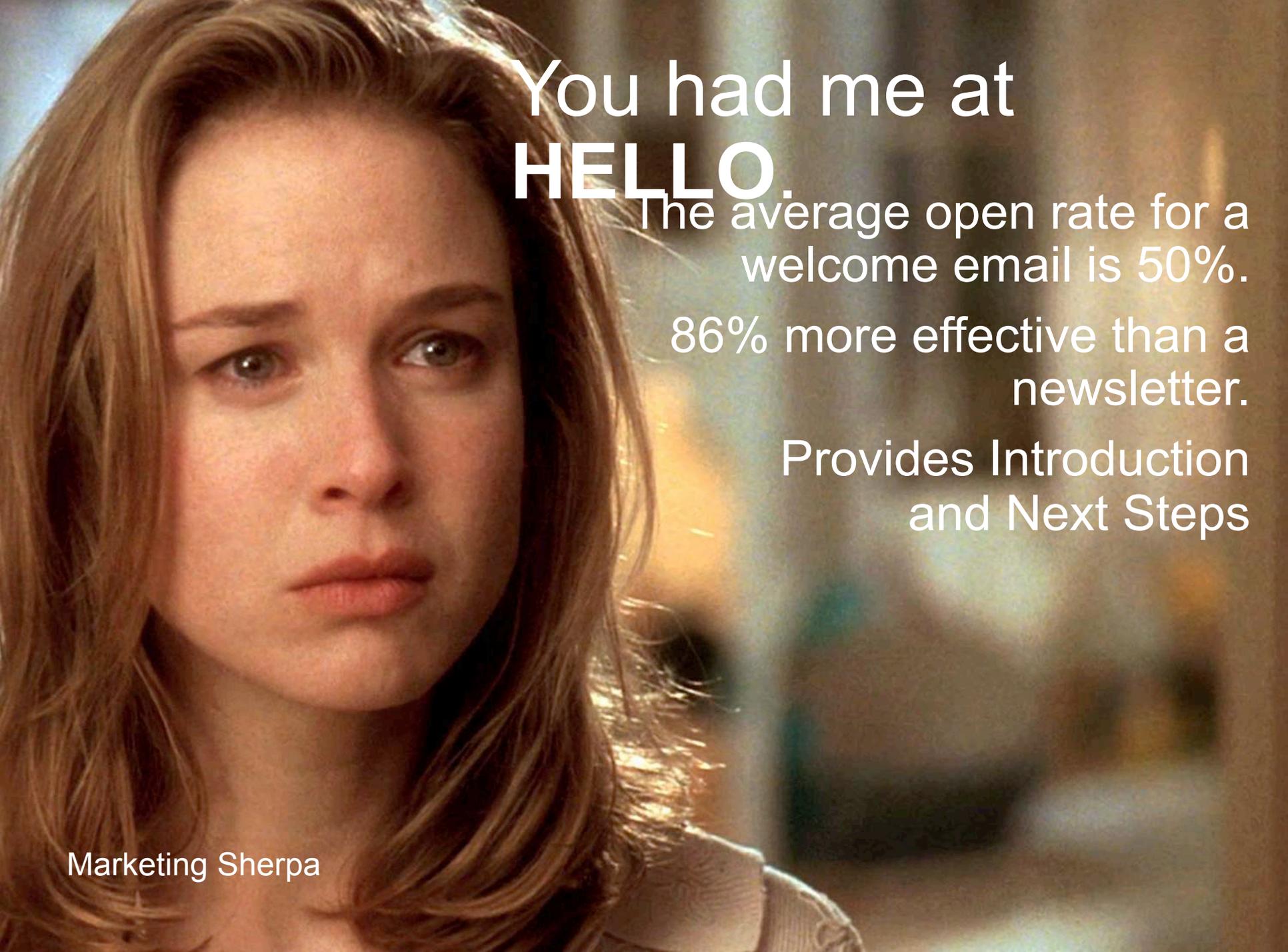
## Personalization & Tone



WE UNDERSTAND  
YOUR NEEDS



Personalization isn't just  
'Dear Friend' ...

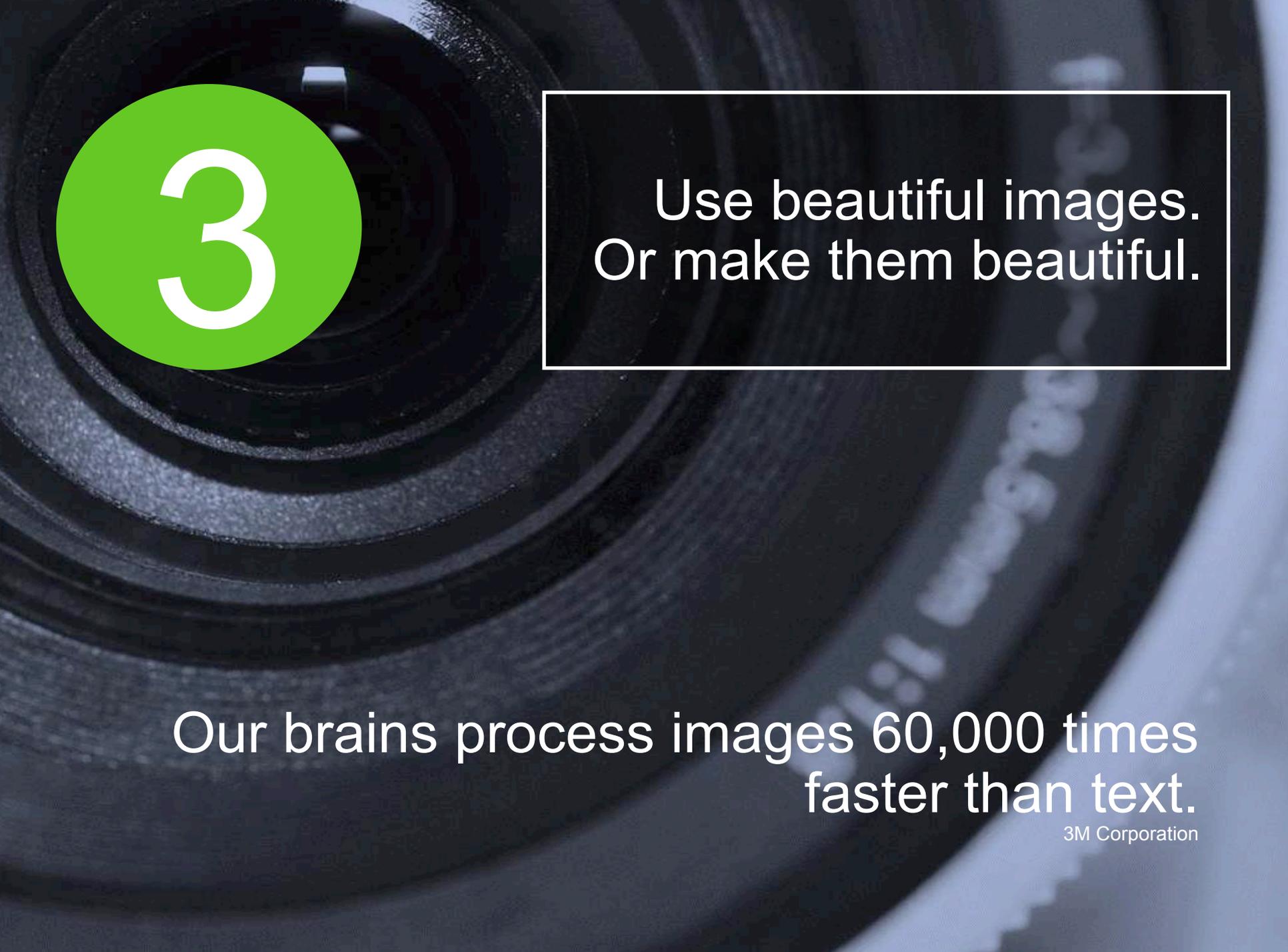


# You had me at **HELLO.**

The average open rate for a  
welcome email is 50%.

86% more effective than a  
newsletter.

Provides Introduction  
and Next Steps



3

Use beautiful images.  
Or make them beautiful.

Our brains process images 60,000 times  
faster than text.

3M Corporation

# Before ...



# After ...



WELCOME TO YOUR  
NEW HOME

[lifestyle-online.com](http://lifestyle-online.com)



  
THE WILSHIRE  
AT RIVER OAKS DISTRICT

NOW 50% SOLD



**PREVIEW**

Greenwood King Properties  
is invited to preview  
The Wilshire at River Oaks District.  
Be the first to learn about this  
landmark address your clients  
will want to know.

Please join us at The Wilshire sales center.  
Friday, December 4th, 10:00am - 12:00pm  
2049 Westcreek Lane, Houston, Texas 77027  
Breakfast/Brunch will be served.



**CLICK HERE TO RSVP**

TheWilshireHouston.com 713.600.5072

PELICAN BUILDERS, INC. 

# Can I send a single image?

*it's so much easier, but will it be read?*

[www.inkbrush.com](http://www.inkbrush.com)



THE WILSHIRE  
AT RIVER OAKS DISTRICT



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is invited to preview  
The Wilshire at River Oaks District.  
Be the first to learn about this  
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CLICK HERE TO RSVP

PELICAN  
HOLDINGS

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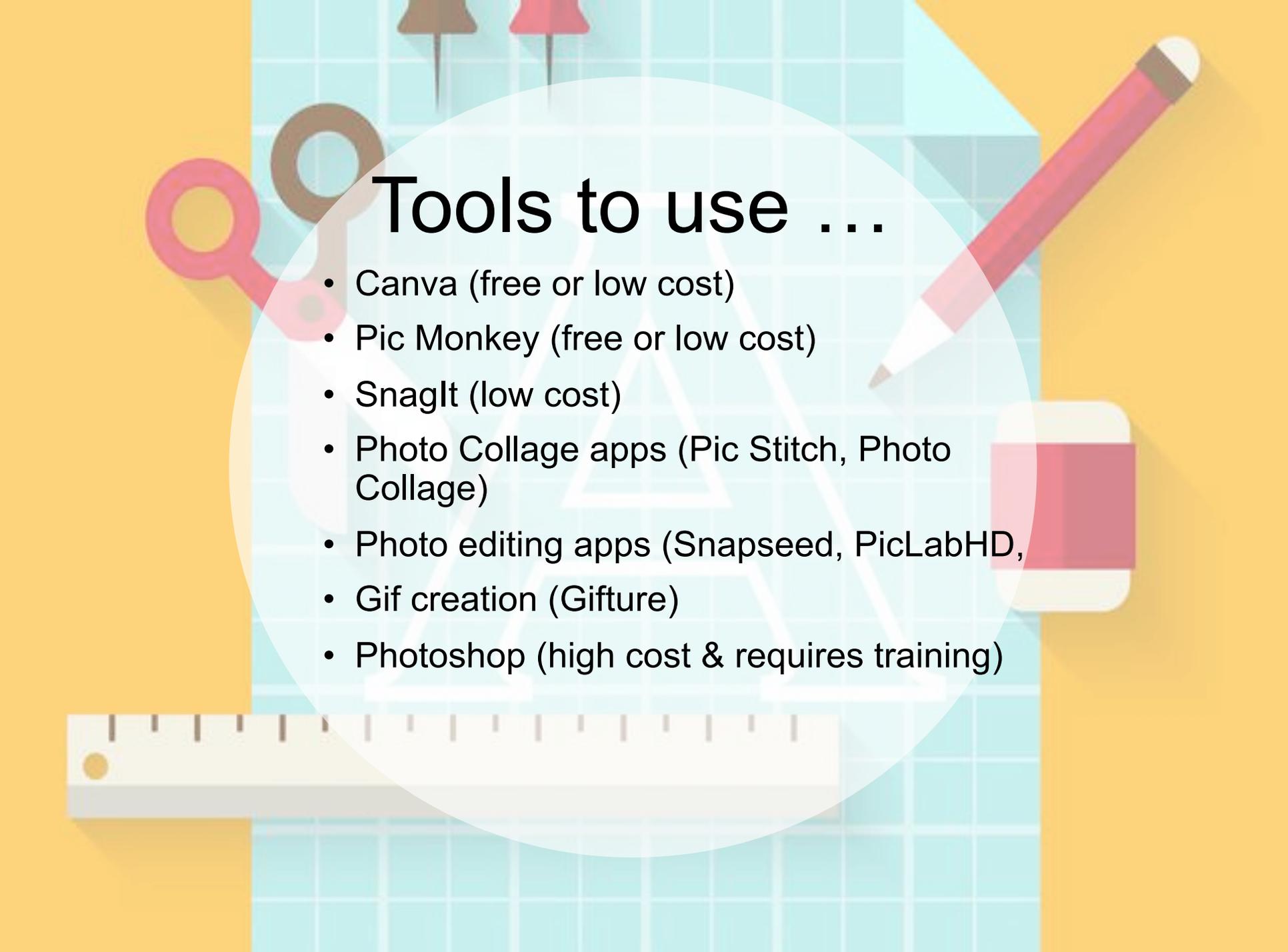
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Sutthoff  
CORPORATE  
FINANCIAL

# Absolutely, you can BUT...

[www.inkbrush.com](http://www.inkbrush.com)





# Tools to use ...

- Canva (free or low cost)
- Pic Monkey (free or low cost)
- SnagIt (low cost)
- Photo Collage apps (Pic Stitch, Photo Collage)
- Photo editing apps (Snapseed, PicLabHD,
- Gif creation (Gifture)
- Photoshop (high cost & requires training)



4



Add video to your email.  
Click rates can increase by  
300%

Wistia

# GIFs and Video



# GIFs and Video

Click here to priority register for Cates Landing

CATES LANDING | RARE WATERFRONT LIVING IN NORTH VANCOUVER

Polygon Homes

Subscribe 167

21,866

+ Add to Share More

15 6

5

The Art of the Mistake

Is it too late  
now to say  
sorry?



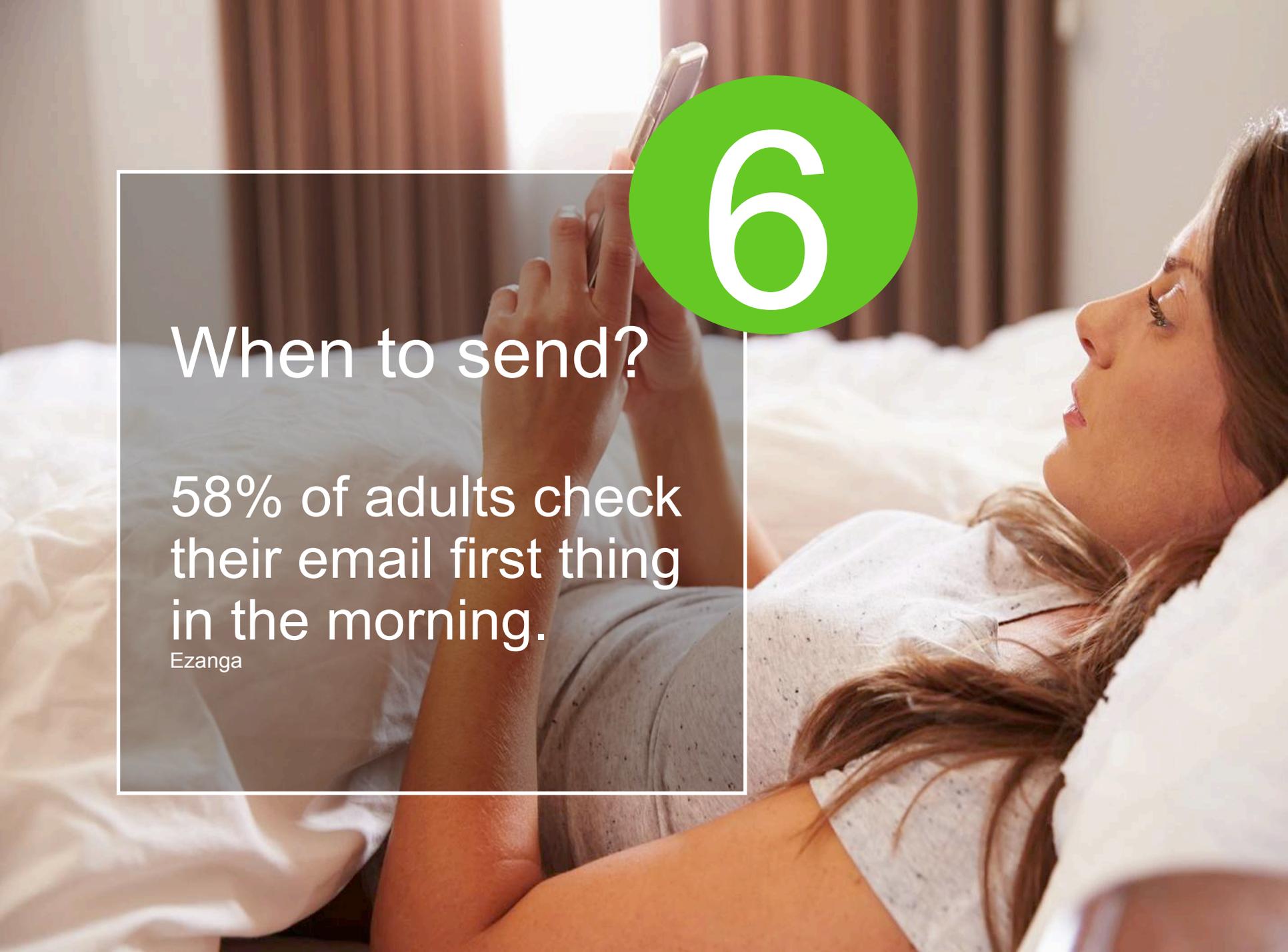
# Why It's Important To Always Say 'I'm Sorry'

People are more likely to trust and like if you apologize.

Demonstrating empathy for another human not only makes them warm up to you, but gains their trust almost immediately.

Apology emails work, and every email marketer should have them pre-built and ready to drop when things take an unexpected turn.

Being transparent can turn an embarrassing mistake into a quick win.

A woman with long brown hair is lying in bed, propped up on white pillows. She is wearing a light-colored, short-sleeved top and is looking at her smartphone. The room has brown curtains in the background, and the lighting is soft and warm.

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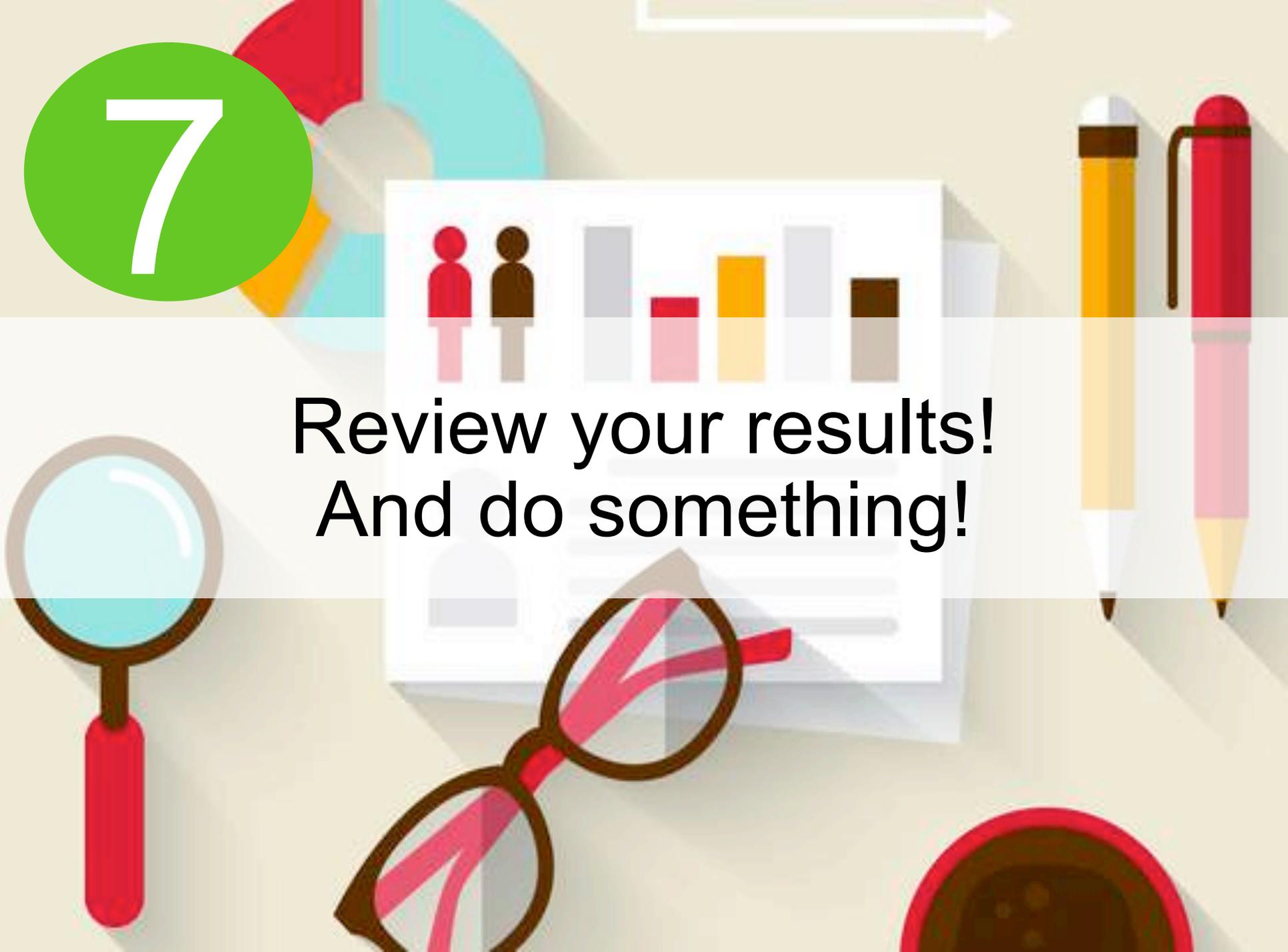
When to send?

58% of adults check their email first thing in the morning.

Ezanga

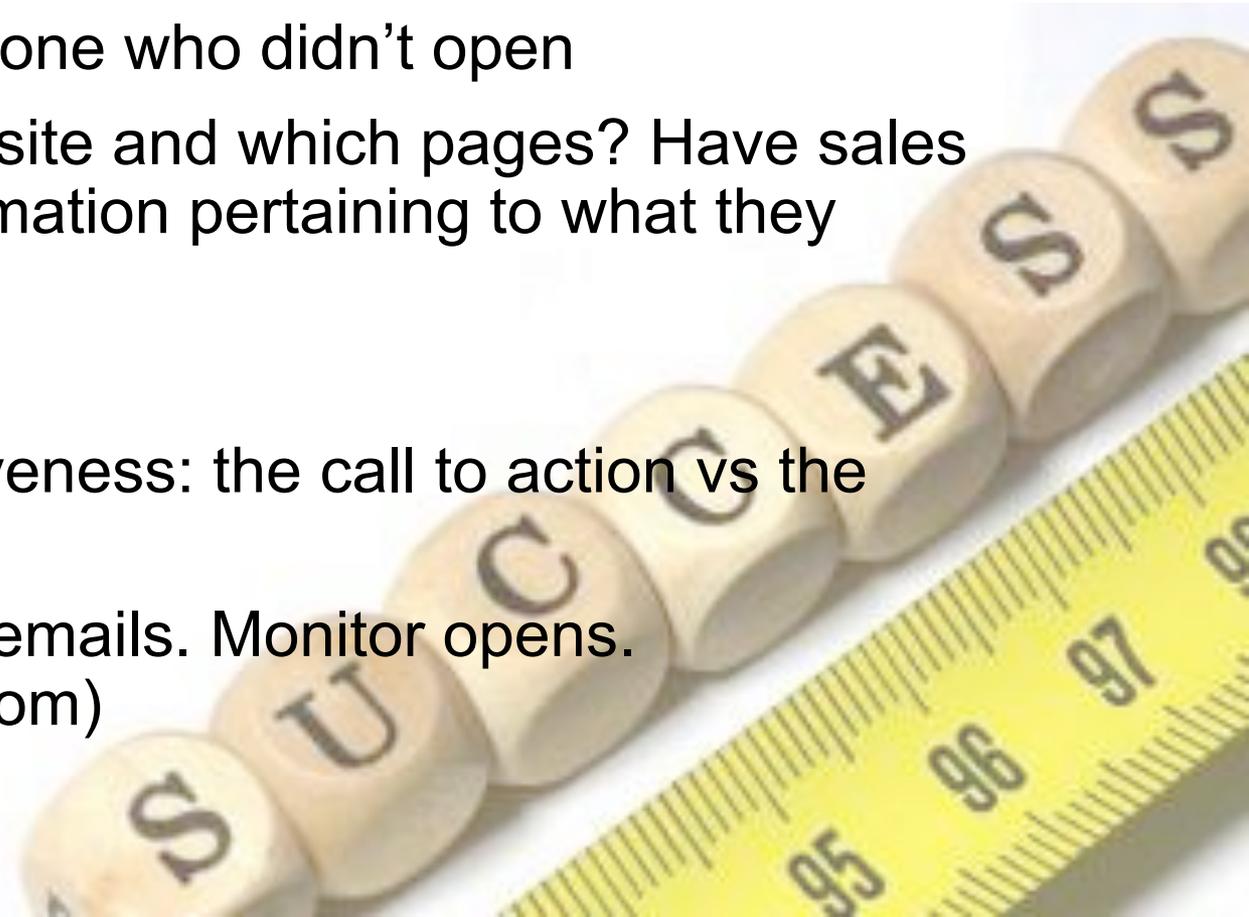
7

Review your results!  
And do something!



# Review your reporting & analytics

- Follow up emails to everyone who opened and or clicked a link.
- FW emails to everyone who didn't open
- Who's on your website and which pages? Have sales follow up with information pertaining to what they visited.
- Clean up your list.
- Analyze the effectiveness: the call to action vs the results.
- Sending individual emails. Monitor opens. ([www.getsidekick.com](http://www.getsidekick.com))



# FW: or RE:

- One of the most effective emails
- It's a personal looking email
- A higher open rate
- Exponential reply rate.

**Email Template**

Type: Email Template - General

Name: BuilderTech 2016 - RESEND

Subject: FW: Exclusive Invitation from Lasso

Font Family Font Size Format

Hi ##registrant.firstName##,

Are you attending the Builders' Show in January? We'd love to see you there. I wanted to make sure you received the email below - an invitation to our annual BuilderTech cocktail party, hosted by Lasso and Builder Designs. Please register using the link below.

Cheers,

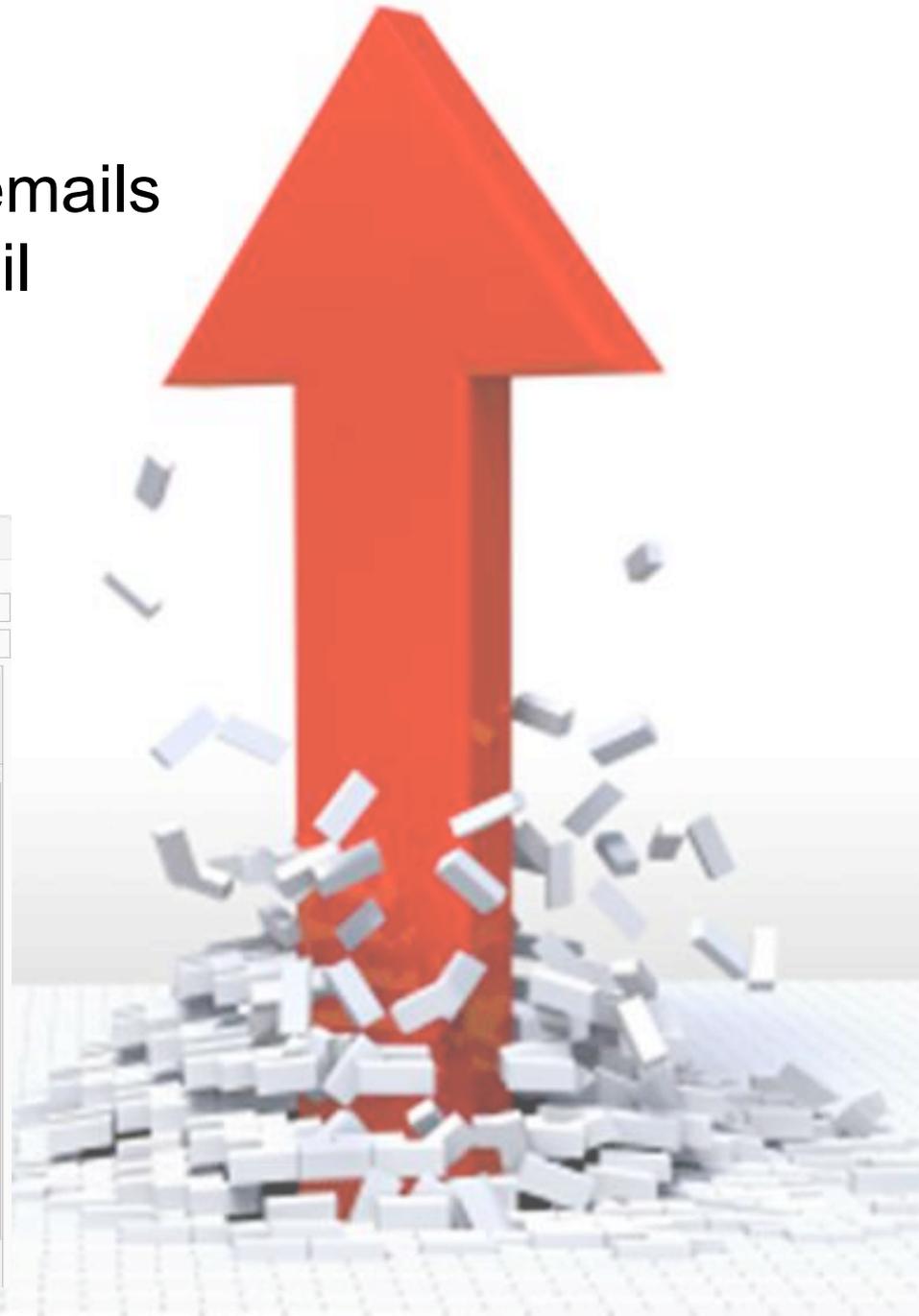
Dave Betcher  
VP Sales | Lasso CRM  
Direct: 604.214.8552

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**From:** Angela McKay <angela@lassocrm.com>  
**Date:** Friday, December 4, 2015  
**To:** ##registrant.firstName## ##registrant.lastName## <##registrant.primaryEmail##>  
**Subject:** Exclusive Invitation from Lasso

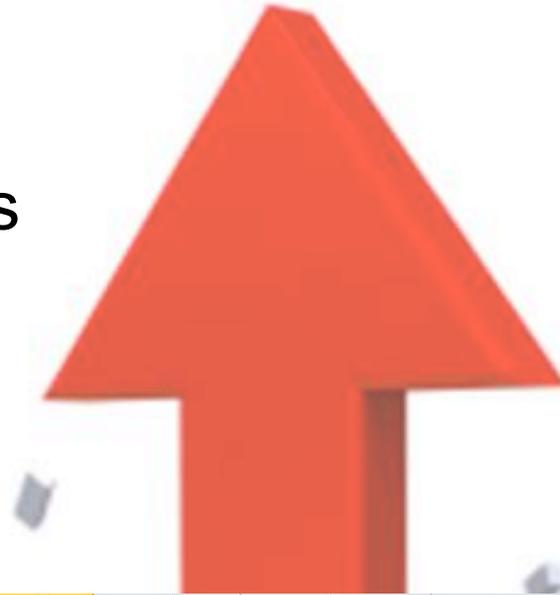
**ASSO**

f t YouTube +



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A B C D E F G H I J K L



Mass Mail Summary											
Subject	Sent By	Date Sent	Delivered	Unopened	Opened	Open Rate	Unique Clicks	Unique Click Rate	Total Clicks	Forwarded	Referral Rate
FW: Exclusive Invitation from Lasso	Cuffy, Thais	2015-12-10 8:58	1,739	1,043	696	40.17%	313	24.15%	337	511	39.43%
Exclusive Invitation from Lasso	Cuffy, Thais	2015-12-04 10:56	2,493	1,739	754	30.24%	202	26.79%	218	188	24.93%
			12,313	8,611	3,702	30.07%	565	15.26%	611	893	24.12%





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Use Timely Content



*Happy*  
**FATHER'S**  
**DAY**



9

## Follow the brands you like

- Your competition
- Starbucks
- Gap (Old Navy & Banana Republic)
- Pottery Barn
- Crate & Barrel

COLORED  
DENIM \$69.95

KHAKIS FOR WOMEN &  
MEN \$49.95-\$69.95

# What's in store for 2016?

- More video & gifs.
- Conversational tone. More personal.
- Images that inspire
- Consider color choices
- Emails should compel subscribers to interact with you via all channels
- The buyer is in control: give them reasons to stay



THANK YOU!

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- Everything I talk about today can apply to YOUR email communications as well as your company's

