



Making A Difference In 90 Days



Optimize Your E-mail

How will you keep in touch with clients and prospects? More importantly, will they want to receive what you have to say?

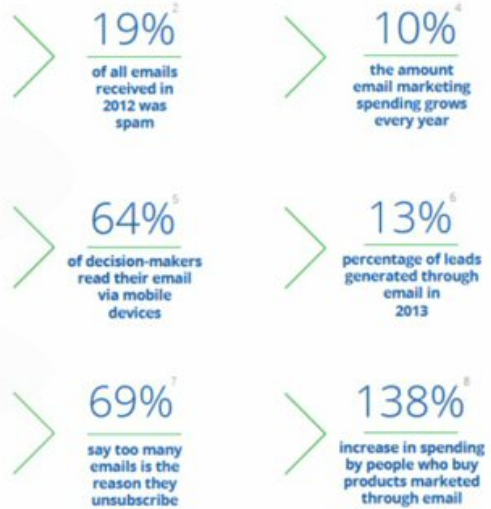
These are slides distilled from a 2014 white paper produced by Redbase Interactive, a company that specializes in marketing intelligence for high technology and business-to-business services and products. Polley Associates originally created it as an animated and interactive slide-show that is now simplified for this PDF version.

As of July 17, 2015, the white paper was available here:

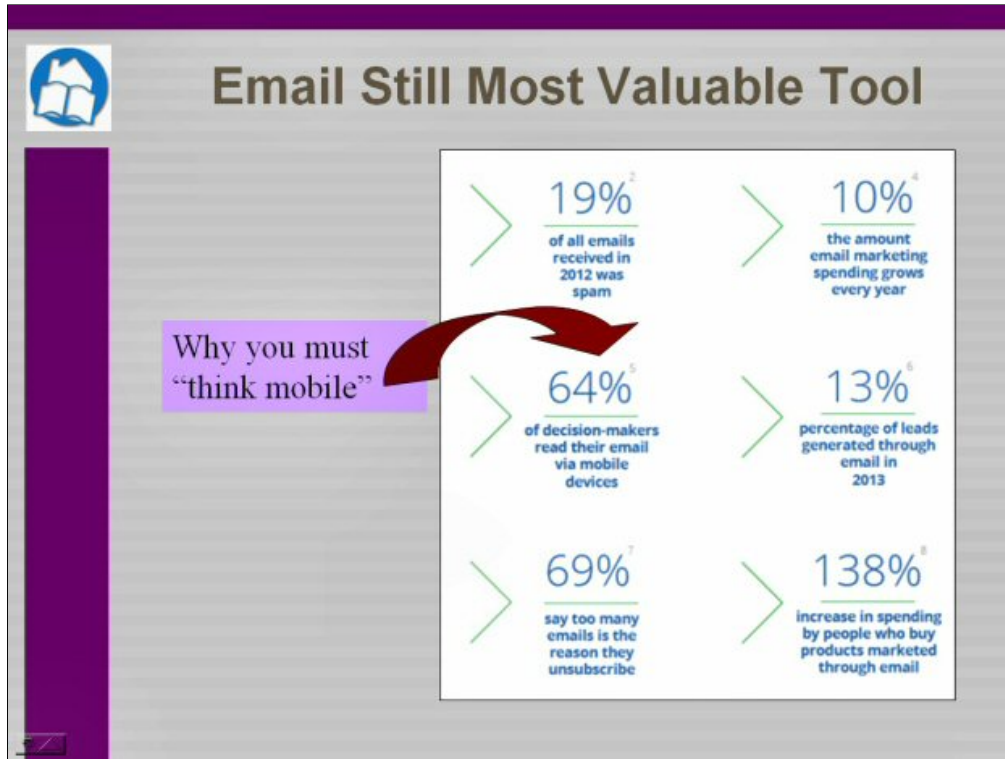
<http://redbaseinteractive.com/whitepapers/best-days-times-for-email-marketing/>



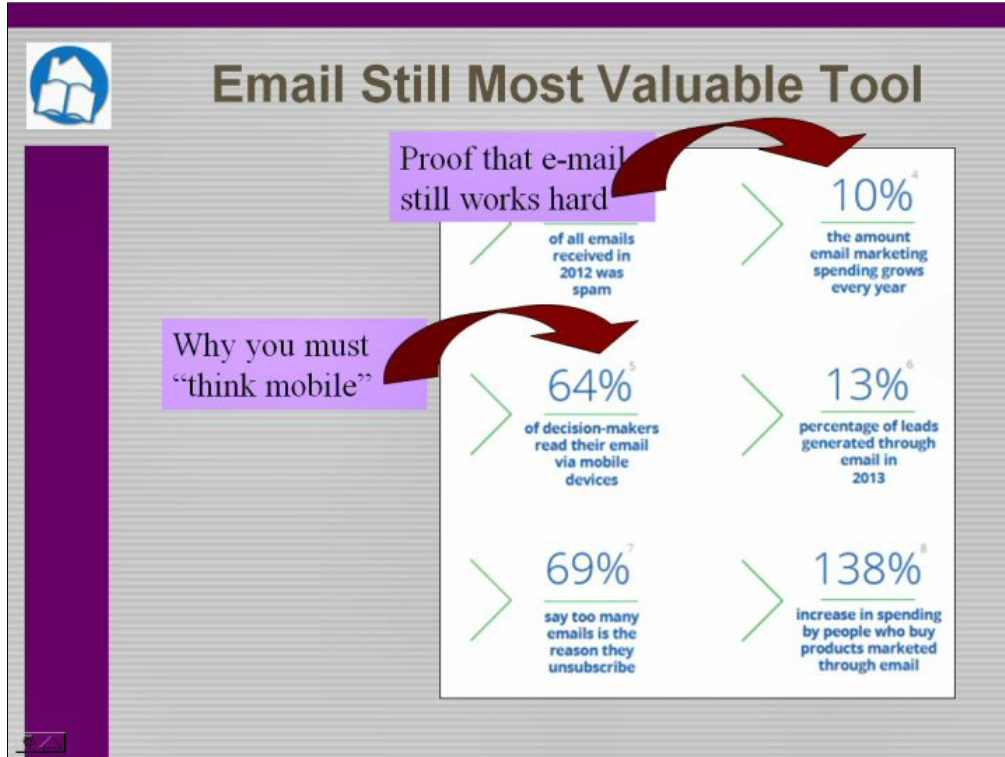
Email Still Most Valuable Tool



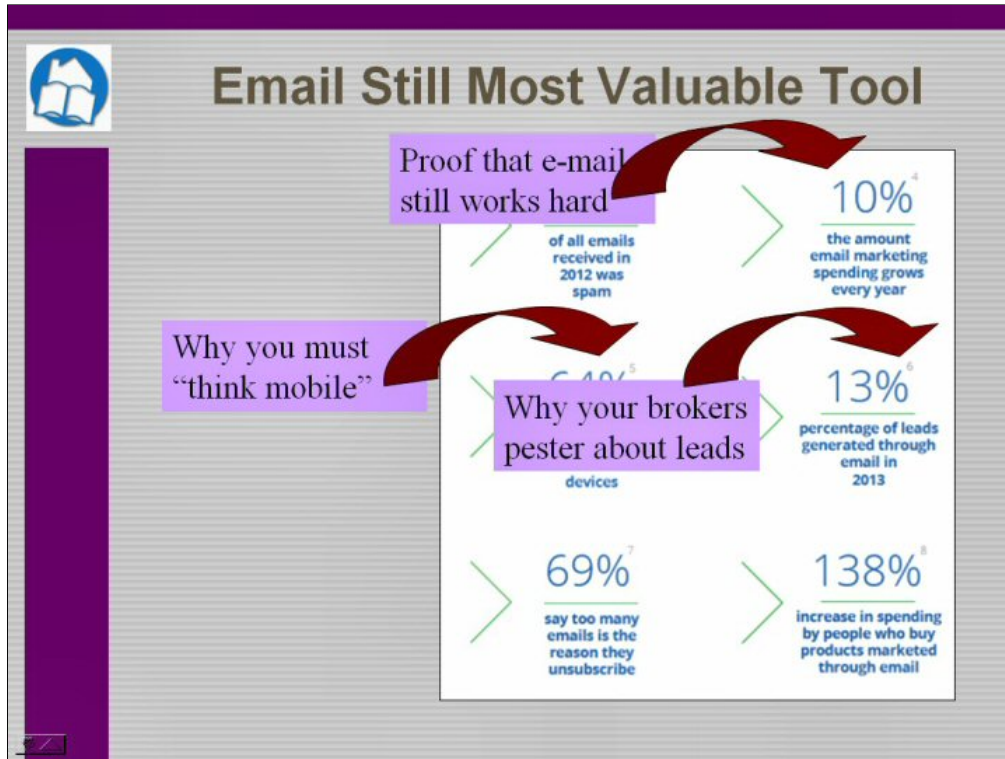
Take a look at these e-mail statistics, gathered from a national audience of respondents.



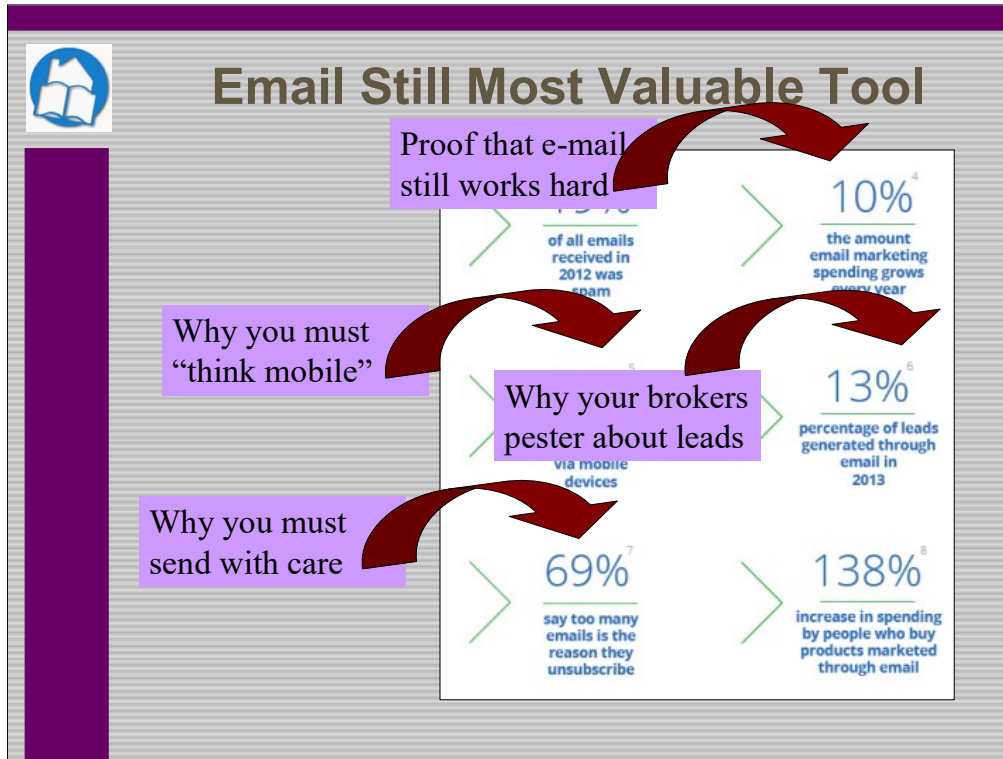
Notice the pervasive use of mobile devices (phones, smart phones, iPods, iPads and other tables) in reading e-mail. Conclusions: 1) your e-mail should be brief, so it can be read without too many finger "swipes;" and 2) any graphics in your e-mail should be responsive, which means they can adapt to the width of any screen.



Does e-mail succeed? You betcha! That's why so many businesses not only rely on it, but increase their marketing budgets for it by about 10 percent annually. E-mails solicit a higher rate of response, and a faster rate of response, than almost any other form of marketing contact. That's why it is important to get, and get permission to use, the e-mail address of your prospects and clients. If you don't, you're a spammer.



Real estate brokers know that e-mails often result in good leads. The Redbase study showed that, during 2013, 13 percent of e-mails resulted in leads for potential action. That's why more brokers are willing to buy leads from third-party vendors. Brokers or branch managers then distribute those leads to their sales licensees for follow-up.



Be careful about what e-mails you send, and to whom. Flood too many in-boxes with your messages or send messages too often, and people who subscribed for what they thought would be a good thing - your wisdom on real estate - quickly grow tired. The study showed 69 percent of e-mail recipients reject e-mails and cancel subscriptions because they get more than they want.



Best Day For Email 'Opens?'

THE FINAL RANKING > OPENS > DAYS

1.
TUESDAY

2. **WEDNESDAY** 5. **FRIDAY**
3. **MONDAY** 6. **SUNDAY**
4. **THURSDAY** 7. **SATURDAY**



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THE BEST DAYS AND TIMES FOR EMAIL MARKETING

Tuesday is the day people will most often open e-mails, or open the greatest number of e-mails. Wednesday ranks second. They're too busy at the start of the work week, Monday, to get to them. Conclusion: time e-mails you send to arrive on Tuesday or Wednesday mornings.



So You 'Hate' Social Media

- Keeping up with it a giant pain in the ...
- Being 'social' isn't the point; **making your e-mail work harder** is!



Social media is valuable because it serves as another digital touch-point between your and prospects or clients.

But it's even more valuable because your e-mails to clients and prospects - if they're COMPELLING ENOUGH; if they've got CONTENT OF VALUE - may be shared by those you do know with those you don't know. The effectiveness of your marketing message can double or triple, and still at little or no cost.

Conclusion: it will be helpful to use an e-mail distribution service that includes social media sharing. We favor MailChimp (<http://mailchimp.com>) because it can be free, it's got a great delivery track record, and it gets results.

Best Day For Email 'Clicks?'

THE FINAL RANKING > CLICK-THROUGHS > DAYS

1. THURSDAY	2. FRIDAY	3. SATURDAY
	3. TUESDAY	6. SUNDAY
	3. WEDNESDAY	7. MONDAY

A 2-day 'thought gap'

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THE BEST DAYS AND TIMES FOR EMAIL MARKETING

Click-thrus determined by 1) **personalization**,
2) **relevance**, 3) **clear** and 4) **compelling** call to act

We've already mentioned that Tuesday is the best day for people to open e-mails. Interestingly, Thursday ... yes, two days later ... is the best day for e-mail click-throughs. In other words, it may take people two days to read and think about the content of you e-mail before they're inclined to act on it and click on any links it contains. That "thought gap" is important, and e-mail recipients apparently consider several things in deciding whether or not they'll act on the link(s) you embed.

Recipients respond best to e-mails that are:

- 1) Personalized. They see they're name in the subject line or the message in the body of content, and conclude you've customized this e-mail specifically for them.
- 2) Relevant. Would be buyers, for example, aren't likely to respond to messages intended for sellers.
- 3) Clear. Did you write plainly? Are your sentences short, and not run-on? Did you use a 10-letter word where a 5-letter word could have said the same thing? How well are you communicating? Your response rate can tell you volumes.
- 4) Compelling! Did you say "I've got a house for sale. You might want to see it." Or did you say, "The best home for your money lies just behind this link. Click now to view a gorgeous home in Manayunk at a surprising price!"

Best Day For Email 'Clicks?'

THE FINAL RANKING > CLICK-THROUGHS > DAYS

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A 2-day 'click-through' strategy

22.2%¹¹
The increased likelihood emails with personalized subject lines will be opened.

Why be personal?

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THE BEST DAYS AND TIMES FOR

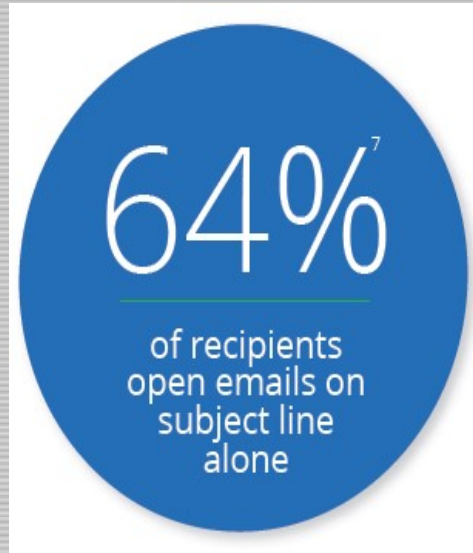
Click-thrus determined by 1) **personalization**, 2) **relevance**, 3) **clear** and 4) **compelling** call to act

Remember Dale Carnegie and his wisdom on the importance and value of a name. Personalization in a subject line increases by more than 22 percent the likelihood that your e-mail will be opened.



Least Thought, But Most Read

- How much effort do you put into your email content?
- And how much effort do you put into the email **subject line**?



Go one step further than personalization in a subject line. Recognize the subject is the only introduction to an e-mail before it gets opened. The subject line alone can determine whether the e-mail is opened or not.

Does it reflect the content? Is it compelling? Does your subject line somehow scream, "I'm going to be worth your time!" If the answer's no, don't send that e-mail unless you've reworked the subject line to perfection. Otherwise, the unopened rate can be so high the e-mail may not be worth sending at all.



Exercise: Write The Subject Line

Try Google AdWords™

719 Meadow Wood Ave, Pottstown, PA - Presented by The Megan Goldstein - Joe Dudek Team

Property Details

Price:	\$359,900
Beds:	4 Bed
Baths:	2 Full, 1 Half Bath
House Size:	2,747 Sq Ft
Lot Size:	0.36 Acres
Year Built:	2008

Image Thumbnails

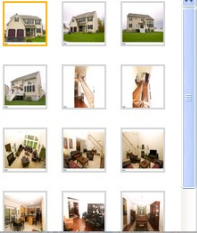



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Up 1 Search 1 Property [Get results](#)

Here's an exercise to try. You're sending an e-mail about this listing. It's a 4-bedroom, 2-1/2 bath single-family home, built during 2008 on about a third-of-an-acre in Pottstown PA, northwest of Philadelphia. Its price is \$359,900. Write a subject line for this e-mail that will convince a reader to open it.



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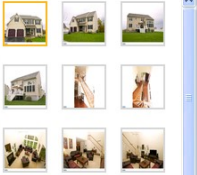



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Maximum: 6 words, 48 characters

Up 1 Search 1 Property 1 Get results

Oh, by the way, here's the tough part. The Redbase study showed the most effective e-mail subject lines are no more than 6 words or 48-characters long. Too many words or characters in your first try? Try, try again! Make it compelling.



Exercise: Write The Subject Line

Try Google AdWords™

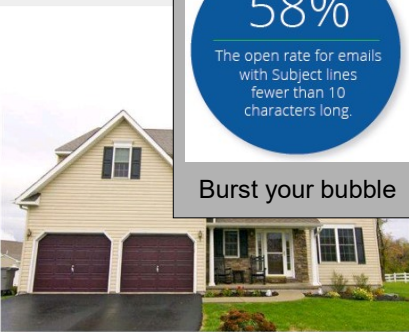
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Photo 1 of 18 [Pin it](#)



58%¹²

The open rate for emails with Subject lines fewer than 10 characters long.

Burst your bubble

Maximum: 6 words, 48 characters

Up 1 Search 1 Property Get results

Yikes! Redbase also claims that e-mails with subject lines of 10 or fewer characters (like "Holy Cow!") get opened 58 percent of the time. Short is good. Short and compelling is better. Short, compelling and personal is best (like "Joe, for you"; and even that needs work).



Best Time For Email 'Opens?'

THE FINAL RANKING > TIME OF DAY



It's a tie! The data unequivocally supports that the morning hours tend to be best for email marketing opens.



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THE BEST DAYS AND TIMES FOR EMAIL MARKETING

A dead heat, but certainly earlier better than later

What time of day are e-mails opened most often? Anytime between 8 and 11 a.m. no matter what day, according to the Redbase study. Sending an afternoon e-mail? Good luck with that.



Email Best Practices Now

- Experiment! Measure results on 2 emails
 - Use fewer than 3 fonts, avoid clutter
 - Put your call-to-action at the top
 - Sending HTML? Make it max 650px, avoid bottom scroll
 - Write compelling subject lines; 10-50
- Best subject words:
money, revenue, profit
- Emails should reflect landing page content
Ask friends to do the 5-second test: what's your call-to-action?
Watch what the other guys are doing; they're watching you

Here are Redbase's tips for best e-mail sending:

- 1) Experiment by sending separate e-mails using the same content but possibly different subject lines or graphics to two different audiences. Measure response rates. Which worked best (ie. got more opens, got more click-throughs, or ended with more transactions)? Send more of the winning e-mail, less of the loser.
- 2) Keep the look simple for the eye. Limit your use of fonts.
- 3) Put your call to action at the top of an e-mail. What are you asking the recipient to do in response? Make it highly visible.
- 4) Most of us will send HTML e-mails (so recipients can see graphics and photos, not just text). Limit the width of the e-mail so the recipient doesn't need to scroll from side-to-side to see the content. A good e-mail service will offer templates that do this automatically.
- 5) 10 characters may be too short for most subject lines. Between 10 and 50 characters may be acceptable. What compelling subject line can you write in 50 characters? OK, now shorten it.
- 6) The three most compelling words in a subject line? A) Money; B) Revenue; C) Profit. We are driven by finance.
- 7) Where does the click-through link in your e-mail go to? Does it land on a page where its easily and readily apparent content reflects the same content included in the e-mail? If not, you're misleading recipients. They won't come back, or worse, won't open again.
- 8) Have a friend or adviser or spouse or significant other read your e-mail before sending it. Can they identify, within 5 seconds, your call to action? If not, something's wrong. Don't send without a re-write.
- 9) Your competitors are reading your e-mails. You should be reading theirs (probably passed on to you by a friend who is a subscriber). Are the competitor's e-mails effective? Are they compelling? Do they motivate YOU to take action? If so, what can you learn from what the "other guy" is doing?