



Engagement Series (The Different Types of Email Campaigns)

Take Away Campaign

This campaign emails get your seller and buyer to make a choice to either work with you or not. It's a way to create a deadline without and actual deadline being needed. It's not as strong as an actual close, but it works well for "deals" that do not have an actual close date.

News Jacker Campaign

The purpose of these emails is to connect your buyer and sellers to a timely, relevant newsworthy item, positioning it alongside of an established and trusted brand (news source). You keep your service top-of-mind and show that it is the answer to the issue at hand, or that it solves a problem, etc.

Join Me In Congratulating Campaign

The purpose of this email is simple **SOCIAL PROOF!**
It doesn't matter if you're offering a to sell the house, find them a house to buy, or leasing a house... everyone wants to know that their peers have seen success with whatever you're offering.

Tube Jacker

The purpose of this email is to find a relevant 3rd party video on a site that is established and well-known (like Youtube) that has a subject related to selling a house or buying a house (or anything that you can "connect" to a campaign) that reinforces an overarching story or theme that you're trying to get across. Because let's face it...sometimes other people do a better job telling our story than we do.

Need Help Campaign

The "Need Help?" email is designed to be deployed in a campaign to immediately get a response to buy or sell. This campaign can only be used every 30 to 45 days.
This powerful email is best "stacked" after a "Strategy Call Show Up" campaign, or any new contact campaign.

Don't Stand Me Up Campaign

Getting someone to schedule a call (with a calendar scheduler) is only half the battle... in fact in most cases that's the EASY part. Now you've got to get them to actually follow through and show up! It's important to remember that someone's time can be just as valuable and tough to part with (if not MORE so) than his/her wanting to buy or sell a house from you.