

# Drip Email Templates:

**A Visual Guide to Enhance  
Your Real Estate Email Marketing**







An impressive 89% of marketers say **email is their primary channel for lead generation**. Maybe that statistic doesn't come as such a surprise, considering how coveted the email inbox really is to businesses intent on getting their specially crafted messages in front of an audience.

However, it's that kind of data point that proves just how important real estate email marketing should be to your business, and how specific messages targeted to your prospects increase conversion rates. Read on to discover how drip email campaigns work, and the best messages to send your leads depending on where they are in the sales funnel.



89% of marketers say email is their primary channel for lead generation.

— **Mailigen.com**

Think about these other stats for a minute to get some context as to just how vital email is to everyone — including and especially those living or looking in your market:



193.3 billion emails

The human race as a whole receives 193.3 billion emails a day.

— **The Radicati Group, Inc., 2014**



66%

66% of all emails are opened and read on a mobile device.

— **MovableInk, 2014**



18<sup>x</sup>

Targeted emails to leads receive 18 times more revenue than standard email sends.

— **Mailigen, 2015**



14%/10%

Personalized email messages improve click-through rates by 14% and conversions by 10%.

— **Aberdeen Group, 2015**



2<sup>x</sup>/mo

Open rate is highest when companies send two emails per month.

— **Database Marketing Institute, 2013**

If there's one thing experienced marketers and brands know, it's how effective email really is when it comes to nurturing a single prospect or groups of potential customers. That means you need to implement email as a large part of your digital strategy today.

Just know that a series of consistent messages targeted directly at a specific segment of leads is an ideal way to remain top of mind, showcase your knowledge, and remind prospects you're available to help make the buying or selling process as smooth as possible.

# Understanding the Basics of Drip Emails

In a nutshell, drip email marketing campaigns are a series of automated nurture emails set up to attract and convert real estate leads into clients. They're triggered by actions taken by a lead (e.g. form fillout on website, favorited listing) that an agent has deemed important and a required action for a next step — in other words, to continue nurturing the prospect with info they really need to make an informed decision.

And staying in touch with your prospects without having to do it by hand every time means you're automating. Automation is helpful in a number of ways — particularly when it comes to setting up drip email campaigns for your audience.



## The Power of Automation

If you've largely disregarded your CRM in the past, now's the time to embrace the benefits it can offer your business. While a dynamic Realtor CRM system may seem complicated if you're unfamiliar with it, the benefits it offers your business in organization and automation shouldn't be overlooked. Instead of manually sending out every email you compose, you can automate your drips so you have one less thing to worry about, and your prospects receive your content on schedule.

**Consider an example:** If a prospect fills out a lead capture form on your site, they could receive, say, a free home buyer checklist from you (or a similar nurture asset). After they consume that collateral, they then could receive another email with additional content they may like as well, like a blog post roundup email featuring buying tips and tricks. Over time, this type of drip campaign can nurture your new leads through your marketing funnel and, hopefully, all the way to conversion: signing on with you to represent their housing needs.



### Lead capture form

A prospect fills out a lead capture form on your website.



### FREE checklist

Then, they receive a free home buyer checklist.



### Email

Then they receive another email with additional content.

This, of course, is a single, fairly specific example of when drips can work for you. Drip email campaigns are implemented based on the specific needs of an agency: what their goals are for lead generation, nurture, and conversion. There are various campaigns agents can choose to opt into all according to what they're hoping to achieve.

Now that you know what email drips are for, you're ready to start thinking about your leads and the types of messages you can send them.



**View Placester's checklist** for a printable, step-by-step guide to planning out your drip email campaigns. **[View Here](#)**



**Want more information on how to nurture your contact list of leads with drip email marketing?** Check out **[Placester's exclusive webinar](#)** to learn more!



## Types of messages to send prospects based on where they are in the funnel

The beauty of an effective CRM is that it essentially does the work for you. There are various benefits to the tools available, depending on your individual business goals, and research shows CRM software has the **biggest impact on customer retention rates** and customer satisfaction rates in businesses who use those tools.

The following emails are just a few examples of messages you can send to your leads. When you're composing your own emails for your drip campaigns, don't be afraid to put a personal spin on them! Get creative, be authentic, and make sure what you're saying is valuable to your audience.

## New Buyer Lead Message

New Message

Recipients

Jane Agent

Subject

Do You Dream of Owning a Home? This is For You!

Hi [Prospect Name],  
  
Thanks for taking the time to check out my in-depth guide for first-time home buyers! I've worked hard to compile answers to the questions I hear the most frequently from my clients, along with a checklist you can use at every step of your buying journey to keep track of everything you'll need to do, and the tasks that have already been taken care of.  
  
I understand buying a home is one of the biggest decisions people make in their lives, and it can be both scary and thrilling. It's my goal to help in any way I can along the way so please don't hesitate to reach out if you have any questions!  
  
Best,  
Jane Agent

Sans Serif | T | B | I | U | A | List icons | Quote icon | Link icon

Send | Attachments | Rich text toolbar (A, link, etc.)

This is the type of message to send to your real estate leads at the top of your funnel. Think of it this way, this group of prospects are just beginning the process of buying or selling a home. In a sense they're impressionable. They're likely looking for guidance, which means this is prime time for you to step in and offer your expertise and really showcase your skills and prove how dependable you are. This is especially necessary for people who don't have previous experience listing their home or navigating a buyer's market.

## Seller Lead Message

New Message

Recipients

Jane Agent

Subject

Weighing Your Options?

Hi [Prospect Name],

It's been a couple of months since we've last spoken, and I wanted to check-in and see how things are going. In case you're still on the fence about selling in [community name], I've included some information you may find useful. Below you'll find the link to a free copy of my home valuation guide so you can easily compare other homes in your neighborhood to your own.

I'm always happy to help people on their selling journey, so please reach out with questions or concerns, and we'll set up a time to discuss everything you'd like to know.

Best,  
Jane Agent

Sans Serif | T | B | I | U | A | | | | | | | | | |

Send

A

\$

For prospects you've been nurturing longer, communications should be helpful but not pushy. You want to encourage your leads to spend time checking out your content with the end goal being that they request a consultation with you, but you don't want to do so in a manner that irritates and ends up having the opposite effect of what you ultimately want.

Remember, ideally your real estate buyer leads should think of you as a confident resource and not as someone who's desperate for clients.

4

### Brand Promotion Message

[illegible]

These types of messages should display everything that's great about your brand, and the overall benefits you offer prospects. Social proof in the form of testimonials, reviews, or any positive data that supports the success of your business is ideal to share in these messages.

Once you have a handle on the various types of messages your prospects can receive, the process of organizing each campaign can begin.



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## Introductory Message

New Message

RecipientsJane Agent

SubjectLearn About [Agency Name]

Hi [Prospect Name],  
  
You may have seen my name around town, but in case you haven't, I wanted to reach out and introduce myself and share the story of how I got my start in real estate — and how I could help you. Below, you'll find a link to my website. Don't hesitate to contact me if you think I would be helpful in your home search!  
  
Best,  
Jane Agent

Sans Serif | T | B | I | U | A | List icons | Quote | Link icon

Send | Attachments | Rich text toolbar (A, Paperclip, etc.) | Trash | More options

As one real estate professional among many others in your city or town, it's important to send your prospects a message that distinguishes you from your competition. You want to strive for being relatable and personable, instead of generic.

## Testimonial Message

New Message

Recipients

Jane Agent

Subject

See What 15 Homeowners Had to Say About [Agency Name]

Hi [Prospect Name],  
  
We've helped a large number of people find and settle into their homes in [Community Name]. We've taken our favorite clips from clients and put them into an exclusive video for your viewing pleasure. Discover why [Agency Name] is the best choice for all of your buying and selling needs.  
  
**Click for [Agency Name's] Video**  
  
Best,  
Jane Agent

Sans Serif | T | B | I | U | A | List icons | Quote | Link icon

Send | Icons: Share, Bold A, Attach, Dollar, Camera, Link, Smiley | Trash | Dropdown

There's a reason why referrals are so valuable to real estate agents. You may not check out a restaurant on your own, but if you have a recommendation from a friend or family member, you're more likely try it. The same goes for your prospects when it comes time to select an agency to represent them.

## Market Report Message

### New Message

Recipients Jane Agent

Subject Are You A Numbers Person?

Hi [Prospect Name],

Some people like data, others don't. We understand. No matter how you like to learn, we think you'll find our infographic on [Community Name] useful in understanding why 20,000 people (see what we did there?) call it home. Take a peek at our in-depth graphic to see what's going on housing-wise around the area ... and contact me if you want to learn more about my buying/selling services.

Best,  
Jane Agent

Sans Serif | T | B | I | U | A | List icons | Quote icon | Link icon

Send

Using data to present the finer points of your community is a great idea because it gives your leads something to reference. You can say you live in a great area, but if you have facts to back it up, you'll be seen as an expert by your potential clients.

## Home Valuation Message

New Message

Recipients

Jane Agent

Subject

How Does Your Home Compare?

Hi [Prospect Name],  
  
Have you ever thought about the value of your home or your neighbors' homes? It's a good thing to consider, especially if you'll be taking the plunge and listing your residence in the near future. I've included my home valuation calculator and guide in this very email. All you need to do is click the links to discover the relative value of your home!  
  
**Receive Your Home Valuation Calculator and Guide!**  
  
Best,  
Jane Agent

Sans Serif | T | B | I | U | A | List icons | Quote icon | Link icon

Send | Attachments | Rich text toolbar (A, link, emoji) | Trash icon

This kind of message is ideal for leads in the middle of your funnel. Particularly if you work in an area where property values fluctuate or certain neighborhoods are in high demand.



## Previous Client Message

New Message

Recipients

Jane Agent

Subject

How Are You Settling In?

Hi [Client Name],  
  
The end of the year is here again, and it's been awhile since we've spoken! I wanted to reach out to see how everything is going with you, your family, and anything else interesting going on in your life since we last touched base. I'd also love to learn about your plans for the upcoming year. If you're ever in the market for a new home (or even a second) home, I'd be more than happy to help once again!  
  
Best,  
Jane Agent

Sans Serif | T | B | I | U | A | List icons | Quote | Link icon

Send | Attachments | Rich text toolbar (A, link, emoji, etc.)

Since you can't guess when your former clients will need to relocate or decide to move into a bigger home, it makes sense to periodically check-in with them. If people have used your services in the past, there's a good chance they will again.

## Agency Updates Message

**New Message**

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**Recipients** Jane Agent

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**Subject** Do You Dream of Owning a Home? This is For You!

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Hi [Prospect Name],

Thanks for taking the time to check out my in-depth guide for first-time home buyers! I've worked hard to compile answers to the questions I hear the most frequently from my clients, along with a checklist you can use at every step of your buying journey to keep track of everything you'll need to do, and the tasks that have already been taken care of.

I understand buying a home is one of the biggest decisions people make in their lives, and it can be both scary and thrilling. It's my goal to help in any way I can along the way so please don't hesitate to reach out if you have any questions!

Best,  
Jane Agent

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Sans Serif | T | B | I | U | A | List icons | Quote icon | Link icon

Send | Attachments | Rich text editor toolbar (A, link, etc.) | Trash icon

This kind of message is best for prospects at the top of your funnel. Receiving regular content updates will keep your name top of mind with your leads, and will consistently educate them as well.

## Planning Out Specific Drip Campaigns

When you're setting up drip email campaigns to send to your prospects, organize the content you'll be sharing, how many leads will receive your messages, and what specifically will go into these messages.

### Segment leads into distinct categories.

All of your leads should be categorized based on who they are, like if they're buyers, sellers or renters — and, when you master the art of drip campaigns, by their niche housing needs (first-time buyers, luxury sellers, etc.).

Focus on Organization: Since CRMs allow for categorization of your lead groups based on parameters you choose, you can segment your hot, warm, and cold leads into different drip campaigns to keep track of. You can also search for your contacts within your email system by name or email. Much like automation, how you decide to organize the prospects in your email list saves you time and effort in the long run.

Here's the most basic type of drip campaigns real estate pros such as yourself can set up to start (or revamp) your email efforts and begin to more effectively nurture your leads online:



**Hot leads:** Prospects who are very interested in what your agency has to offer. These people are likely quick to schedule a consultation with you, favorite several of your listings, or interact with most of your content. They want to be educated because they're ready to make purchasing or selling decisions.



**Warm leads:** A lot of your prospects will fall into a middle ground category in which they're interested in what you're offering, but they're not ready to make a decision yet. You can work with people who are on the fence by consistently educating them.



**Cold leads:** Prospects who are interested, but not consistently. These people browsed your listings months ago and haven't replied to the emails you sent them, or perhaps they downloaded one of your ebooks and then nothing happened. Prospects who fall into this category should still be nurtured, but not enthusiastically.



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## Put your best content forward.

Aside from spending time composing the best real estate emails you possibly can, select the pieces of content assets that have performed well on your site in the past and resonated with your prospects. Some of the most ideal pages, posts, and resources to share include:



### Blog Articles

If you want to increase initial engagement from your leads, sharing solid blog posts is a way to do it. Include unique details, **area-specific data, and visuals in your posts.**



### Area and Community Pages

This type of content informs your leads about the best parts of your community: the restaurants and businesses, yes, but more than anything they give your prospects a chance to learn about specific neighborhoods and picture themselves living there.



### Your Listings

Your prospects will want a good idea of the kinds of properties you're an expert in. If you work in a niche like urban townhouses and your prospects are looking for just that kind of home, it's a win-win.



### Local Listings

Similarly, it's important to provide leads with a wide array of listings in your community so they get an idea of what's popular and selling.



### Buying or Selling Guides

This is the type of go-to content for new leads and those you've been nurturing for a while. Prospects will value having information in one place to refer back to.



### Infographics

**40% of people respond better to visuals** than text alone, which is good information to keep in mind when you're torn between writing blocks of text and transforming your market data into colorful visuals.





## Videos

**Leverage the emotions of your leads** with assets like a virtual tour of your favorite neighborhood or a filmed testimonial from previous clients in their new home.



## 3-D Virtual Tours

Are the majority of your leads out of state and planning to relocate? Virtual tours are an excellent way to showcase the inside of some of your most sought after properties. They can make your leads feel like they're actually in the home, even if they're hundreds of miles away.

Don't worry if you don't have a lot to choose from at first. After you've been managing these email campaigns for a while, you'll get an idea of what's popular and can focus on creating similar pieces of content to include in your email sends.

### **Timing is everything with drip email campaigns.**

The frequency of your specific drip campaigns depends on the groups you're nurturing and how long you estimate these prospects will take to become clients.

For example, if you have a group of cold leads you're trying to nurture to conversion, it may be a good idea to set a natural cadence to your messages— anywhere from 6 to 45 days, research suggests.

Hot leads on the other hand, will not require as much nurture because they're already interested in your agency and value prop. Sending messages to these prospects anywhere from once a week to every other week is a good idea.

# The Step-By-Step Drip Planning Process

- ☐ **1.** Select drip marketing software that best meets the needs of your business.
- ☐ **2.** Categorize your contact list into hot and cold leads.
- ☐ **3.** Decide which messages your leads will receive first.
- ☐ **4.** Map out a send schedule both for your content and each lead group.
- ☐ **5.** Build the drip email campaigns you'll start sending to your prospects.
- ☐ **6.** Consistently produce new content to include in email drips.
- ☐ **7.** Sync your email with your CRM to collect your leads' information.

## Consistently Improve Drip Campaigns

After you've charted the progress of the different types of drip campaigns you've implemented and have a better understanding of which resonate the most with your real estate leads, you can take steps to further enhance the content you send out and the messages you create. Progress won't happen all at once, but if you take the time to analyze your messaging and how your email drips are performing, you can rest assured your efforts will pay off.

# Improve Your Lead Management with Placester

The Placester platform empowers you to learn more about drip email marketing for your business. The various email templates and capabilities on the platform help agents and brokers take control of their lead management strategy.



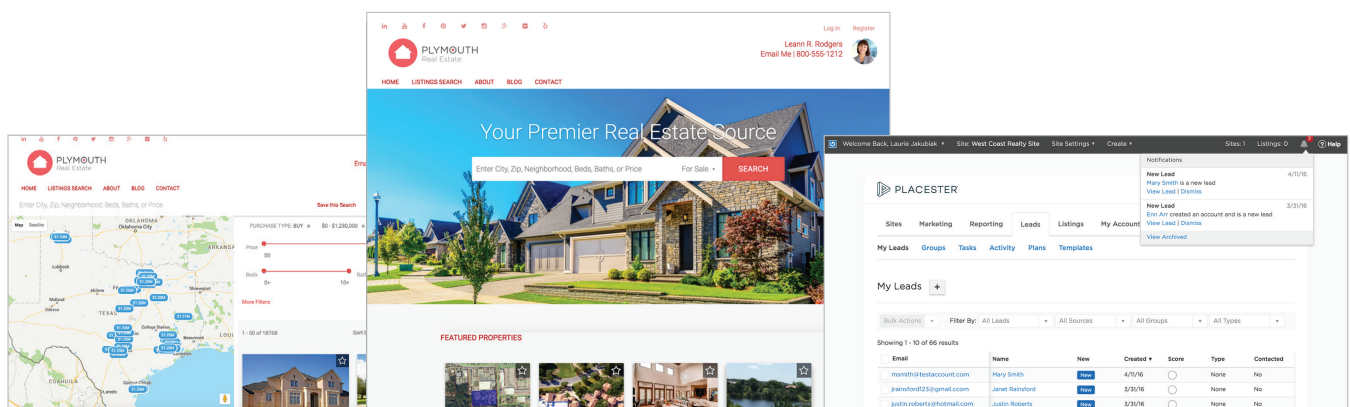
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# Want to use drip email campaigns to communicate with your prospects?

Click below to get a complete overview of **Placester Plans** for both agents and brokers.

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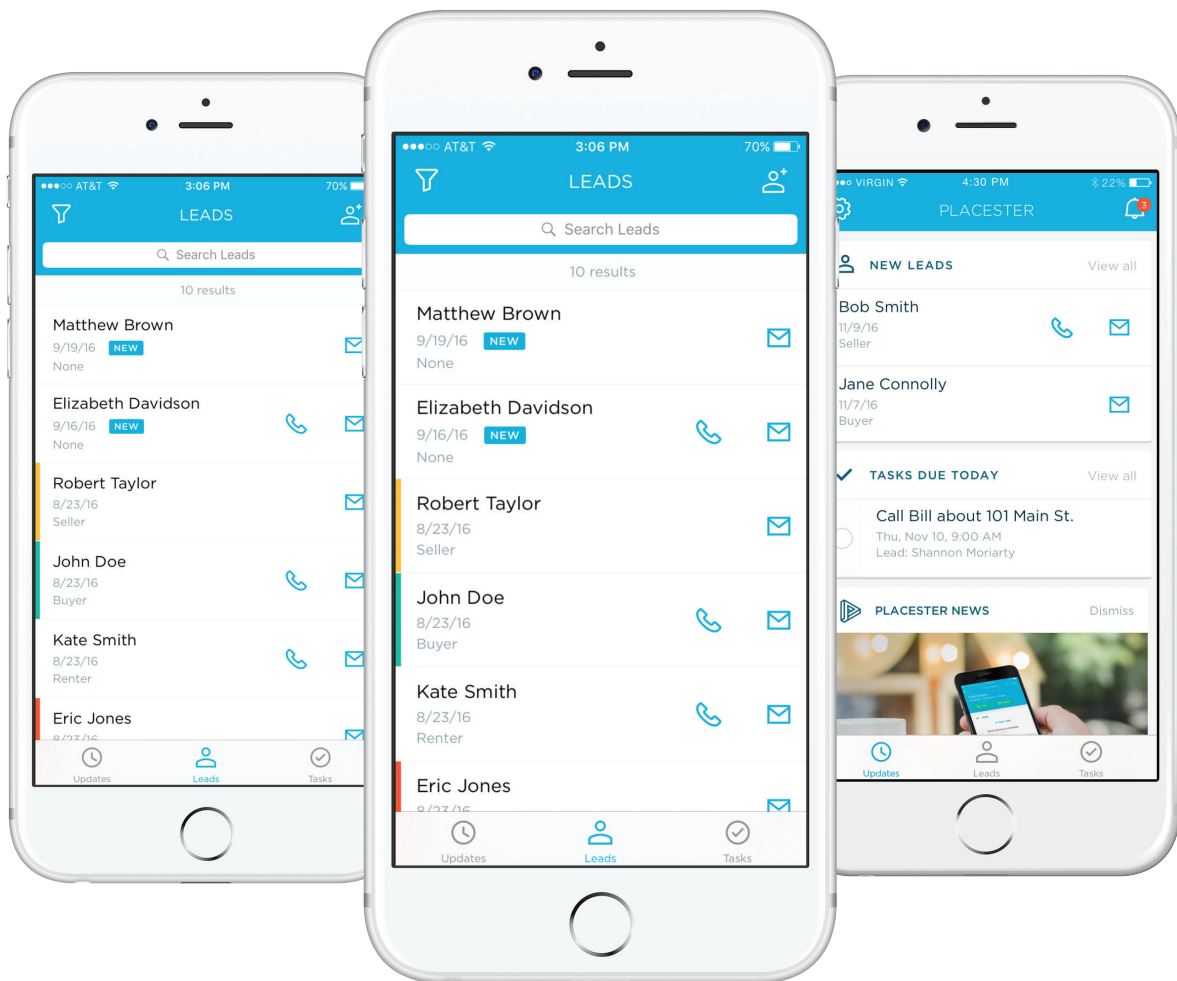
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