

EMAIL CONTENT IDEAS FOR REAL ESTATE

Stay connected to existing clients and expand your reach to new clients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Share useful home maintenance tips (i.e., gutters, lawn, wood floors) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See all tips• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter• Product/Service Showcase
Share local community news (i.e., schools, events) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Share tips for financing home improvements (i.e., loans, refinancing, credit) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See all tips• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Share market trends (i.e., home prices, sales) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• Learn More• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Announce an incentive (i.e., entry into a raffle) when clients provide a referral. Include an overview of your services and testimonials.	<ul style="list-style-type: none">• Refer a friend, family member or colleague	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking clients for their loyalty and wishing them a happy new year.

Take advantage of the change in seasons by sharing seasonal prevention, maintenance, fix it or decorating tips.