

2009

The Insider's Guide to Email Marketing

**The Real Estate Industry's Complete
Guide to Successful Email Marketing**

*eCampaign***Pro** ™

www.ecampaignpro.com



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Introduction

The updated 2009 marketing guide *(now with listing syndication)*

In 2008, we introduced “The Insiders Guide to Email Marketing” to help our customers make the most of their email marketing efforts. As it turns out, it was exactly what our industry needed, as is evidenced by the thousands of times it was downloaded over the past year. Many of our clients tell us they use it as their handy reference guide.

We understand that real estate professionals need as many cost efficient tools in their arsenal as possible. Marketing in a down economy means utilizing cost-effective marketing tools to provide value and answers for your prospects. Doing more for less is key in today's market.

That's why when we noticed a trend toward placing listing information on sites like Craigslist, eBay and others, we added “listing syndication” as a service. We have updated the guide to include a basic introduction to “listing syndication.”

Email flyers are a cost-effective marketing tool.

But how do you get started? Should you use web-based software to create and send your emails, or purchase software to download on your computer? Does it matter and which is best?

Over the course of the last eight years, we at eCampaignPro™ have had tens-of-thousands of customers and we've learned quite a lot from them. We've kept track of their questions, how they go about creating their marketing campaigns, and the most common pitfalls they've faced. We've incorporated this knowledge into our software, providing our customers with an easy-to-use, effective marketing vehicle that's up-to-date and can be utilized for multiple purposes by anyone associated with the real estate industry.

We created this guide because we want anyone and everyone who uses email as a marketing tool to maximize their success by understanding its intricacies.

There are two fundamental issues to consider when marketing via email flyers:

1. What's the best way to create the flyers?
2. And, what's the most effective way to email them?

In this guide, we'll tackle both of those issues and answer questions like:

- Can you create your own flyer using MS Publisher™ or some other software, and simply email it out?
- Do you need to sign up with an email service?

- Why doesn't every email get delivered?
- Can you track which emails get delivered?
- Is there a best day of the week and time of day to send them?

And of course, we'll go over the best practices you can use to make sure, once delivered, your emails get read.

But first, what is eCampaignPro™ and why did we start this business?

About eight years ago, we noticed that Realtors™ were communicating more and more with each other about their listings through email. They were sending the listing information and attaching pictures and details into their emails. But it was a haphazard effort at best and, as companies started combating spam, fewer and fewer of these emailed communications were actually getting through to their intended recipients. Creating the flyer was hard enough and after all you're real estate professionals, not graphic designers. Making sure it got delivered was almost impossible.

So we created eCampaignPro™ with the dual goal of making it easy to create flyers to send through email and, more importantly, making sure these emails get delivered to their intended recipients! We make the latter possible by keeping strong relationships with the Internet Service Providers (ISPs) who allow your emails to go back and forth. And our proprietary database – available to you – has grown to 1.1 million real estate agents who, have opted-in to receive real estate-related email marketing.



***New* – Introduction to Listing Syndication**

Staying ahead of the curve in real estate means, you have to utilize all the marketing tools available to you in order to maximize your exposure. One of the newest tools available is listing syndication, a cost-effective way to use the power of the internet to increase the visibility of your listing.

What is Listing Syndication?

Listing syndication is one of the fastest growing advertising mediums available to real estate professionals over the internet. It allows you to duplicate your listings across many available large real estate websites to increase the reach and visibility of your individual listing.

For example, sites like Craigslist, eBay and ActiveRain all allow people to list homes. But, knowing how to customize your information in the specific format for each site can be daunting and time consuming. Listing syndication automatically formats your flyer for each site so you don't need to know any programming. You can simply cut and paste the special code that eCampaignPro™ creates into the corresponding website and see your property listed. It's just that easy.

Listing syndication is an important part of your internet marketing strategy. *eCampaignpro™ allows you to take advantage of this valuable tool at no additional cost.*

Create your flyer. Email it. List it across multiple sites.



Section 1: The Benefits of Using an Email Delivery System

Using an Email Marketing Company versus Doing-it-Yourself

When deciding whether or not you should subscribe to an email delivery service to create and/or send your emails, there are a few things you must know. In this section, we'll cover the following:

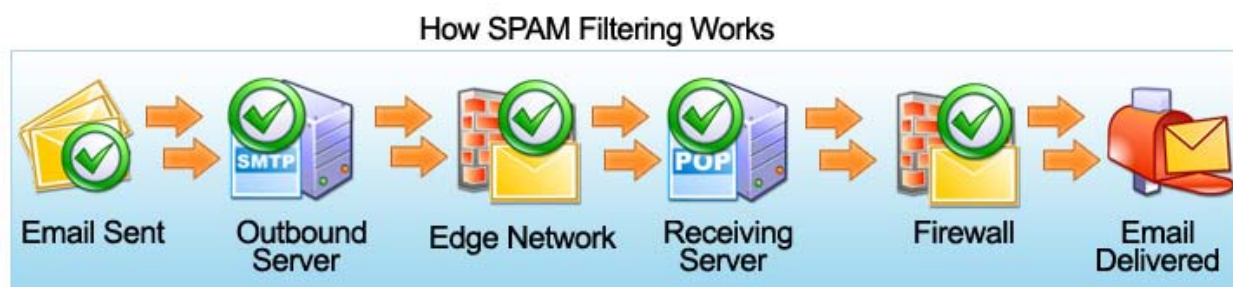
- If you have the email addresses already, can you send the emails yourself?
- How Outbound ISPs Work
- How Inbound ISPs Work
- Edge Networks, Receiving ISPs, Firewalls
- Blacklists

“Why Can’t I Just Send Out My E-Mail Marketing Myself?”

Why do you even need to sign up with a company to send out your email marketing? After all, you’ve collected plenty of email addresses yourself or have found a company that will sell you a list. And you’ve already paid for software that helps you create flyers. So you’re all set, right?

The reality is that sending out mass emails, from either your personal email address or your business address, can be very damaging to you and your company’s web presence. Without getting too technical, here’s what happens:

Since spam is a concern for Internet Service Providers (ISPs), they have to find ways to combat it. Believe it or not, your email passes through quite a few gatekeepers as it goes from your computer, through the virtual world, and lands in someone else’s inbox. And each step along the way, it can be blocked (see figure 1).



(Figure 1 – In this figure after the email is sent, it is approved for delivery each step as it passes through the outbound server, the edge network, the receiving server and the firewall, before it is delivered to the recipient’s inbox)

Let’s review how the different ISPs work and how they can block your emails, sometimes without you even knowing.

Outbound ISPs

One way to stop individuals from sending spam is to figure out how many emails the “average person” would send in a day. If you send out much more than that, your outbound ISP may assume that your computer has been taken over by a hacker and turned into a spam machine, and they’ll cut-off your ability to send emails through! They’ll simply block anything you send out. Better safe than sorry, they figure. And you’ll never even know your emails didn’t get through.

Edge Networks, Receiving ISPs, and Firewalls

Edge networks sit on the outside of receiving ISPs and filter incoming traffic for spam and viruses, among other things. They could block your email from getting through, especially if they come in at high rates or have badly written code (yes, there is such a thing as well written code and badly written code, and most of us never know the difference).

Even if the outbound ISP sends out your email, and it gets through the edge network, the receiving ISP can stop your email from getting to its intended recipient if you don't follow best practices.

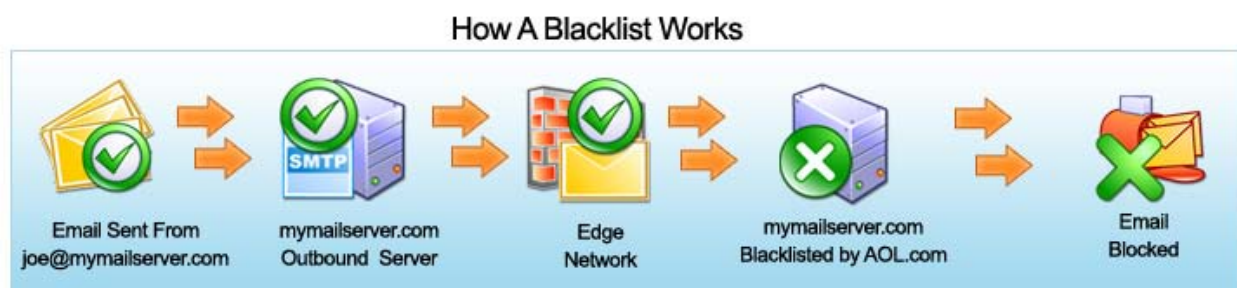
Nowadays, most companies have firewall systems in place that may not let your email in (think of a firewall as a spam filter on top of a spam filter). And if you're sending to an individual's email, they may have their own personal filter software too.

So, if the ISP said it's okay to go through, what else could be stopping your emails from being delivered?

The Accidental Blacklist

Getting blacklisted is no laughing matter and can happen innocently enough. If someone else using the same server as you sent lots of spam, the whole server can get blacklisted. That means that no emails going through that server will get delivered. So you're left scratching your head, wondering why some of your emails just aren't getting through.

If there are enough spam complaints about emails from you, or someone with your company's domain name, your URL or email address can be blacklisted (see figure 2). Once this happens, emails from you or anyone from your company will be blocked.



(Figure 2 – As Joe sends out emails from his personal email address, they pass through the outbound server, and the edge network. But as a result of complaints from AOL subscribers, Joe's emails will no longer get through to anyone with an AOL email address. They may get through fine to Yahoo or other email addresses, but in this example AOL has blacklisted Joe's server and will no longer deliver his emails to their customers)

The harsh reality is once you get blacklisted like this - whether or not it was you who caused the problem - it's very, very difficult to get whitelisted again. And you'll quickly find that not only are your marketing emails going nowhere, but since any email sent from your email address is getting blocked, *your everyday communications with your clients and prospects will no longer get through*. Just imagine trying to run your business without *any* emails getting through to clients. It could be devastating.

In severe instances, your entire URL can get shut down. So, Joe@mymailserver.com can get the whole site www.mymailserver.com shut down by accident.

Another reason emails get blocked could be because a filter scanning the text in your email found too many words that were too *salesy*. We'll get more into how to avoid this problem next.

So as you can see, when using email as a marketing tool, it's very important that you use a company that has strong, continuing relationships with as many Internet Service Providers (ISPs) as possible, and sends your emails through servers that are not blacklisted. For example, eCampaignPro™ stays up to date with new laws, keeps in constant contact with ISPs, and has a feedback loop with them to make sure all of its servers remain whitelisted.

- Now you have a basic understanding of how firewalls and filters work.
- And you know why using a reputable company to send out your emails is just good business practice.

But what can you do to get your email through those pesky filters that scan your text *and* also increase your chances of getting people to actually read your email?



Section 2: Best Practices for Writing Marketing Emails

The Art of the Email Flyer

Not surprisingly there are best practices that increase your odds of success, both in terms of getting your email through to the intended recipient as well as getting that person to read your email.

In this section, we'll go over the most common mistakes made in writing copy, the best way to write everything from the subject line to the body of the email, and explain that:

- The subject line is more important than you thought
 - Mistakes to avoid
 - Items to include and *not* include
- You should choose your words carefully in the body of the email
 - Personalize where possible
 - Include a call to action
 - Include all important details

Words really do matter!

The *way* you write your email can impact if your email is effectively delivered and whether or not it is read once it does arrive.

Statistically, the subject line is the most important line in the whole email. The subject line of your email should tell the recipient what's *in* your email, not try to *sell* your email.

So, what are the most common mistakes made when writing the subject line?

- 1) Too! Much! Punctuation! Avoid exclamation points, dollar signs, percent signs, questions marks, slashes, dashes, commas.
- 2) Ever see an email with LOTS OF CAPITAL LETTERS in the subject line?
It feels like the sender is screaming at you. And what's worse, you get the feeling they're not being completely honest about whatever it is they're yelling!
- 3) Misleading information. If it's not true, don't say it. It's against the law. The CAN-SPAM Act of 2003 specifically prohibits misleading information in the subject line.
- 4) A subject line that's too long greatly decreases the odds that the recipient will even take the time to read it because, after all, who is going to spend that much time

reading a subject line in an email from a person they may not even know? That was a mouthful. Surely there was a more succinct way to say that.

- You should try and limit your subject line to 50 characters or less. More than that and it may get truncated upon delivery.

5) Spam Trigger words should be avoided

- In the real estate world, there are certain words that are technological and psychological spam triggers. Even if your email gets through the filter (the technology part), the person who gets it is likely just going to delete it (the psychological part).

These words include: Sale, Free, Money, Income, Mortgage, Opportunity, and the newest one... Pre-Foreclosure.

- There's a more complete list of spam trigger words in the appendix of this document.
- Just to be clear, you generally need more than one of these words to trigger a spam filter. Filters use a point system to add up all "offenses" (it's actually a fairly complex algorithm). If they pass a certain level, the email won't make it through. You need to be conscious of this so you know what to avoid.

Here's the best way to write a subject line for a real estate marketing email:

1) A friendly, short sentence explaining why they may be interested in the listing.

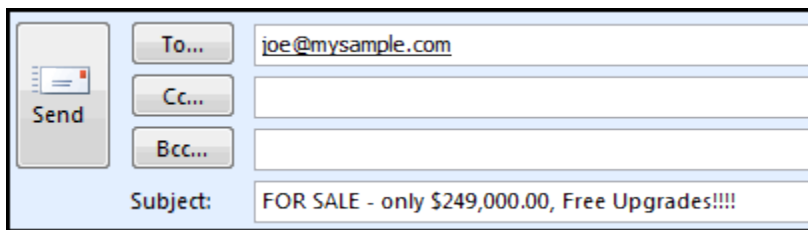
- Include information about a high split rate, or some unique or desired feature of the house.
- Remember, you don't have to say everything in the subject line.

2) Include your company name. It helps.

- If you don't put your company name in the subject line, then make certain it is in the "from" or "display" field.

Here's a great example of how NOT to write a subject line:

FOR SALE – only \$249,000, Free Upgrades !!!! (See figure 3)

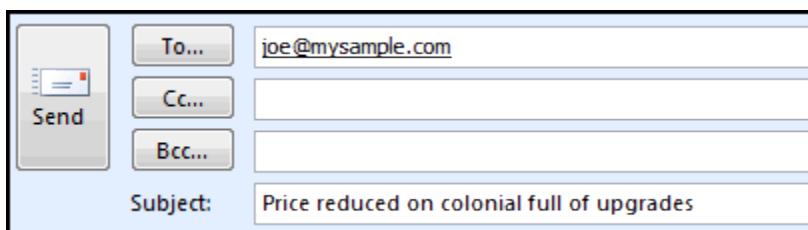


The screenshot shows an email composition window. On the left is a 'Send' button with a paper plane icon. To its right are three buttons: 'To...', 'Cc...', and 'Bcc...'. The 'To...' field contains the email address 'joe@mysample.com'. The 'Cc...' and 'Bcc...' fields are empty. Below these fields is the 'Subject:' label, followed by the text 'FOR SALE - only \$249,000.00, Free Upgrades!!!!'.

(Figure 3 -In this example, we've got too many capital letters, a dash, the word "free," and too much punctuation)

Here's how it should have been written:

Price reduced on colonial full of upgrades (See figure 4)



The screenshot shows an email composition window similar to Figure 3. The 'To...' field contains 'joe@mysample.com'. The 'Cc...' and 'Bcc...' fields are empty. The 'Subject:' field contains the text 'Price reduced on colonial full of upgrades'.

(Figure 4 – This subject line is grammatically correct and written without hyperbole)

That's it. Studies show that hype in a subject line greatly decreases the open rate. So, tempting as it may be, you should avoid it.

The Body of the Email

Some of the same rules that apply to the subject line apply to the body of the email.

Excessive punctuation, words in all CAPS and of course, spam trigger words are things to avoid. All of those things trigger spam filters and, if the email does get through, will likely just annoy the reader. Those tactics don't work.

So what does work? What are some tried and true methods of writing real estate marketing emails that are effective?

- 1) Personalize it. If you're using eCampaignPro™, use the function that will insert the recipient's name into the email. If you're using another service, find out if they offer that option.

- 2) Think about what action you want the recipients to take once they get your email:
 - o Do you want them to call you?
 - o Email you?
 - o Forward the note along to any interested third-party?

Whatever your call to action, let them know! Don't assume they know what to do next and make sure you give them all the information they need to actually do it (for example, include your phone number if you want them to call you or allow them to email you directly from your flyer).

- 3) Finally – and this may sound like a no brainer - but make sure you include all pertinent details regarding the listing. And that includes the price.

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Section 3: Creating an Email Flyer

Different Options for Creating Email Flyers

There's more than one way to create a professional looking flyer. In this section, we'll explain the advantages and disadvantages of each, so you can choose the best option for you.

- HTML Flyers
- Template Flyers
- Custom Flyers

The first type of flyer is an HTML flyer.

If you plan on creating your own HTML flyer, you need to know something about HTML code. The advantage to doing this of course is that you control everything! You handle the design from start to finish.

Just what exactly is HTML code anyway and what does it have to do with creating a flyer?

HTML is a kind of programming code and the main reason people use HTML is because it lets them embed images in their emails. Without that, they'd just be sending a text email out and it wouldn't be very pretty (See figure 5).



(Figure 5 – The HTML code is what actually creates the text and images on the flyer)

The easiest way to explain is that, even though you can see graphics in your emails, they're not really there. The images live on a server somewhere, and you put a snippet of code into your email that *pulls* the picture into the email when people open it.

Why does this matter?

If you're going to create your own HTML flyers, you have to have a server with enough bandwidth to host all of your images. Keep in mind that can take up a lot of server space.

You also need to make sure you've set up your server to deliver it in "Multipart-Alternative MIME format." Simply put, that means your mail agent bundles your HTML code -- plus a plain text version of your message -- into one email. That way, if your recipient can't see the beautiful flyer you created with all of your graphics and pictures, at least they can still read a plain text version of your note.

This is where a lot of people go wrong. They don't realize that they need to either program their emails this way or need to use a professional company, like eCampaignPro™, that handles these details for them.

The second kind of flyer option is template-based.

The second option is using a pre-made template from a company like eCampaignPro™. This option is probably the simplest, in terms of necessary technological know-how.

A template takes care of all the annoying details involved with creating the flyer. You don't need to know any code since it's already in the template and, generally speaking, they're pretty easy to use (See figure 6).

Also, you get to put lots of tracking information in a template. You can have multiple links in the email, giving you several opportunities to track how well received the message was.

Another advantage to using a template is that web-based software companies like eCampaignPro™, can keep your flyers and images securely on their server for you to use as often as you like.

So you don't have the large initial cost associated with purchasing your own server or software needed to create and host the flyers.



(Figure 6 – Because the code is in the template, you get to write as you would in a Word™ document. And the template takes care of the coding)

The disadvantage here is that you're constrained by the available templates. If you don't find a design you like, there's generally not much you can do. However, some software companies, such as eCampaignPro™, offer enough variety in template styles that you'll likely find several designs you like. And in the rare instance when you don't, they can custom create a template for you from scratch.

And, of course, if you get the templates from a company that can also email them for you (like, yes, eCampaignPro™) then you don't need to worry about sending them from your personal email address or signing up with a separate email delivery company.



The third option for sending out flyers is a custom flyer.

In some instances, you may already have some print flyers that you really love. And you'd like to figure out a way to send those through email. Some companies can take these print materials and create image-based flyers for you to email.

(Figure 7 – You supply your existing materials and we turn it into an email flyer for you)

eCampaignPro™ has service representatives that have done this for many of our clients. The advantage is that you get to send out a flyer you've already created (See figure 7).

The disadvantage is that you can only include one tracking link in the whole message. With HTML or template flyers, you can have multiple links that can be tracked. If you want more information about this, contact customer service at eCampaignPro™ and we'll take you through the specifics.

You've written great copy for your flyer, worked on the perfect subject line so recipients will open the email and read it. And you've created the graphic layout! All you need to do now is email it.



Section 4: Best Practices for Sending and Delivery

Before You Hit Send, Things to Consider for Maximum Success

Does it matter when you send it? Will that affect how many people read it? How exactly can you track how many people receive and open the email? If you want the greatest Return On Investment, you need to pay attention to the following:

- Days of the week
- Time Of Day
- Send all of them at once? Or split into separate groups?
- Sending the same message more than once

Here are some very simple rules and best practices regarding email marketing, specifically for the real estate industry:

Days of the week:

Statistically, the best days of the week to deliver emails are:

- Tuesday, Wednesday and/or Thursday are optimum.
- Mondays aren't terrible, but avoid them if you can.
- Fridays are the worst weekday, especially in the real estate industry.

The worst days to send email marketing:

- Weekends and holidays. Only half the number of people who would normally read your email will do so.

Time of day:

Best time for your emails to arrive is:

- You want all of your emails to arrive in people's inboxes *during normal business hours* locally, wherever they are.
- Emails should arrive *AFTER* 10am, and *BEFORE* 5pm, in *their* time zone.

The worst time for your emails to arrive:

- The absolute worst time to send emails is overnight.

When you think about your own habits, you'll probably understand why. People come in to work in the morning, and have dozens of emails sitting in their inbox. That's when they generally just go through and delete anything that doesn't require their immediate attention. If an email comes in later while they are at their desk working, they'll be much more prone to giving it a few seconds to see what it's about.

With these delivery guidelines in mind, you can figure out how fast you should be sending out your emails. With an email delivery service like eCampaignPro™, you can send out up to 500 emails every 15 minutes.

If you're only sending out 1,000 emails, then it's no problem for all of them to be delivered between 10am and 5pm, right? So you can send them out at, say, a rate of 250 every hour. But if you're sending 15,000 emails, you should make sure to send out the max per hour. Or, split it into separate days so that all are delivered in that 10am to 5pm window.

We realize that the next obvious question here would be, "Why shouldn't I always just choose the maximum rate of delivery? Why would I ever choose the slower option?"

The answer to that question is really super-technical but the gist of it is that, if you're using a professional delivery company, *choosing a slower delivery rate can mildly improve deliverability.* And even though it may only be *mildly* more effective, why not take the option that gives you the greatest potential to get more emails through – right?

So as a rule of thumb, choose the slowest option that will get all of your emails delivered between 10am and 5pm.

Finally, if you're sending out the emails yourself, you need to have software that can send them out in batches. If you just try and send it straight from your mailbox, your ISP will notice that your email address is hitting servers over and over again with emails. And of course, as we now know, they'll think you've become a spammer and they'll block your emails. But if you send out your emails in batches, then the servers will only get hit once with each batch and they won't cut you off.

Reinforce your message

Keep in mind that you can't expect to send an email flyer about a property once and have it sold the next day! Just like with all forms of advertising, you need to reinforce your message. So, plan on sending a flyer two to three times for optimal results. You don't want to send the same email more than once a week but *2 or 3 times in one month is perfectly acceptable.*

And, of course, if you use an email service like eCampaignPro™, you can remarket to people who've shown interest. **Because you can track your emails, and get statistics on who opened, forwarded or clicked on a link in your email, you can then set-up a campaign to remarket that property to the more targeted list.**

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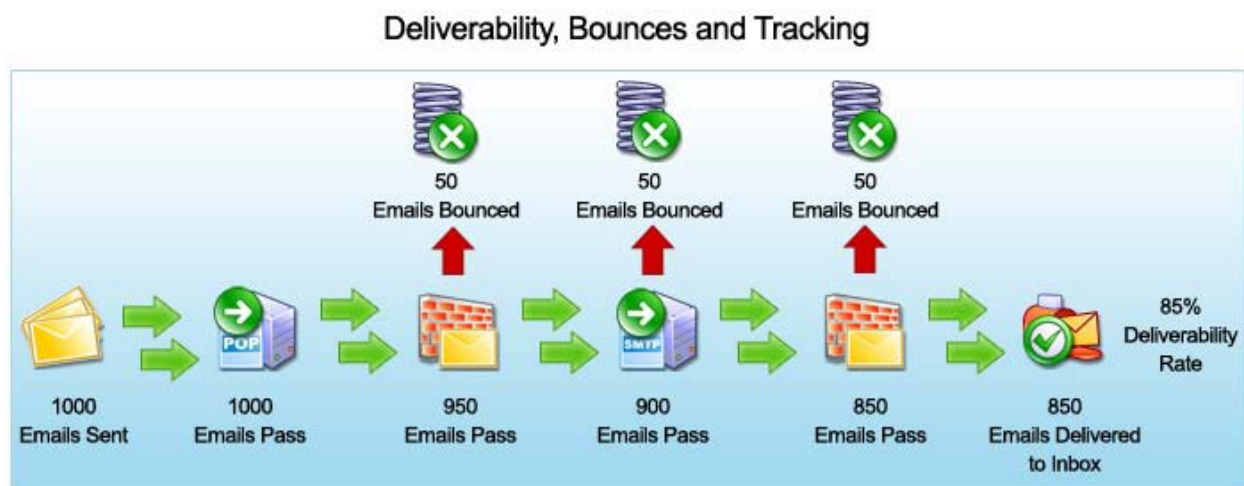
Section 5: Deliverability, Bounces and Tracking

Deliverability, Bounces and Tracking

What are they and how do they work? In this section, we'll cover:

- The definition of "deliverability"
- The difference between hard and soft bounces
- How it is possible to track your emails once they've been sent

First, deliverability is exactly as it sounds. It's just a long word for anything that affects the ability of your email to get to its intended recipient (See Figure 8).



(Figure 8 –1000 emails are *sent*, and all pass through the outbound server, but at the edge network 50 emails hard bounce back to the sender. Then another 50 bounce when they reach the inbound server. Finally, the personal or corporate firewalls of another 50 individuals bounce 50 emails. Some of these may be soft bounces due to inboxes that are full, and may get delivered later. The deliverability of this email campaign was 85%. This could go up slightly if some soft bounces are eventually delivered)

Incidentally, tracking an email isn't an exact science. If anything, your open rate is probably higher than what is reported. So let's go over hard versus soft bounces, and tracking an email and how that works.

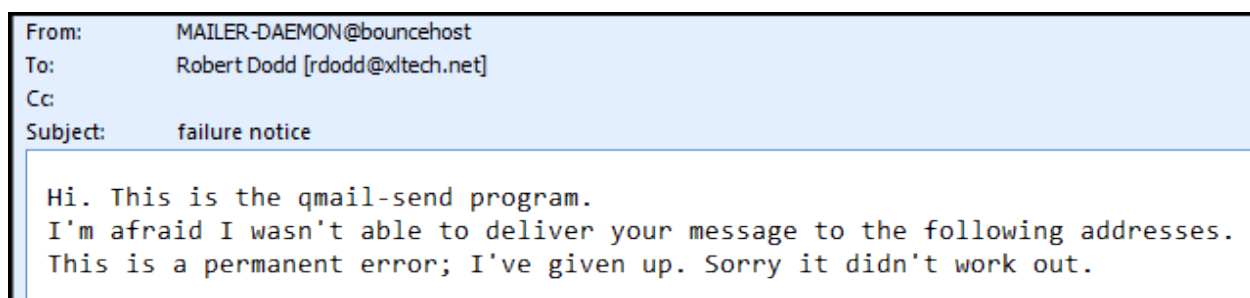
We've discussed spam triggers and filters that may block emails from getting to where they're going, but there are other reasons an email may get *bounced*. So, in order to fully understand deliverability, you need to know why emails sometimes *bounce* and why all bounces aren't created equal.

A bounce e-mail is electronic mail that is returned to the sender because it cannot be delivered for some reason. There are two kinds of bounces: a hard bounce and a soft bounce.

- Hard bounce email is permanently bounced back to the sender because the address is invalid (see figure 9).
- Soft bounce e-mail is recognized by the recipient's mail server but is returned to the sender for any number of reasons. It could be because the recipient's mailbox is full, the mail server is temporarily unavailable, or the recipient no longer has an e-mail account at that address.

When you send out email marketing, you want to make certain that your mail server can differentiate between the two types of bounces. Email addresses that return a hard bounce should be removed from the mailing list because they are invalid.

But emails that return a soft bounce shouldn't necessarily be removed. It could simply be that the server was busy at the moment your email was going through. A good email company will make an additional attempt (or two or three) at delivering a soft bounce before removing, or scrubbing, the email address from your list.



(Figure 9 - This is what is returned for a hard bounce. You can see it's a permanent error, meaning it's invalid)

So, now we've covered the things that can affect the deliverability of your emails. Once they arrive in the recipient's inbox, how can you tell which ones were opened?

Remember, we discussed HTML code that pulls down images when the recipient opens the email (refer to page 11). **If you use a mail delivery service, like eCampaignPro™, they'll keep track of how many times the images were *pulled* down, and how many people opened your email!**

Just remember that some people have images blocked in their personal computer settings. So those people get a text version of your email and may very well read it. But they aren't counted in the number of *opens* because the image wasn't pulled down. The point is, if anything, the total number of opened emails is under reported, not over reported.

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Section 6: Spam, Final Thoughts and Getting Started

A Word About Spam

Finally, as a result of the CAN-SPAM Act of 2003, there are a few things you have to make sure of *before* you send your email, and stay on top of *immediately after* it goes out. The CAN-SPAM Act is a federal law, with some pretty serious financial penalties. So you need to make sure your emails are compliant:

- You must always provide an unsubscribe link in the email (eCampaignPro™ makes sure there is one on every email that goes out).
- That unsubscribe link must work for at least 30 days after you send your email.
- If someone clicks on the unsubscribe link, you *must* remove that person from your list **within 10 business days**.
- You have to include the address for your place of business somewhere on the email.

One final thought about spam. It's not illegal to send marketing emails. Businesses send millions every day to people who have "opted in" or specifically agreed to receive emails for the specific information you are providing. What *is* illegal is sending out commercial or marketing emails for a specific business to people who have not agreed to get your message for that specific reason.

Here's an easy example of a commercial email message versus spam.

You get permission from a local restaurant to put out a glass bowl and collect business cards, with a note that says "drop your card here for a chance to win a free lunch." Then every week, you send an email to one person with a gift certificate for their free lunch. That's not spam.

Then you put all of the email addresses from the cards in your email contacts. You then use these addresses to send out real estate flyers. You cannot use their email addresses to market real estate! They didn't agree to that when they gave you their information! Those people can only receive emails from you about lunch at that restaurant. That's why it's so important, if you're going to buy a list of email addresses, that you make sure they are email addresses of people who have *opted-in* to receive real estate marketing emails (like the list at eCampaignPro™).

To learn more about the CAN-SPAM Act of 2003, go to:

<http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.shtm>



It's Time To Get Started

Now you're ready to get started with confidence.

Hopefully, you feel pretty secure about your knowledge of using email as a valuable marketing tool. Just think about all you've learned:

- Whether you have email addresses in your files or have purchased them, you need to make sure those individuals are OK with receiving real estate-related commercial (business) emails.
- It's so important to use a professional email delivery service, rather than go out on your own, so your emails aren't blocked and you or your server aren't blacklisted.
- Best practices for writing email flyers really do exist!
 - Following them can greatly increase both your deliverability and response.
- There are different kinds of email flyers to choose from, and each has its advantages and disadvantages.
- Best practices for sending email flyers exist too.
 - Following them increases the open rates of your emails
- It's possible to track the deliverability and open rates of your email flyer campaigns
- The CAN-SPAM Act of 2003 put laws in place regarding using emails for commercial means.

To get started with your first email marketing campaign simply go to www.ecampaignpro.com, where you are certain we use all of the best practices that are so critical to a successful email marketing effort.



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Mr. Robinson is an industry veteran with over 10 years of management experience. Bill has a proven record of success in sales, marketing, product development, merchandising, brand management, and customer service. He is a former real estate agent and has been involved with real estate software application development since 1993.

omgAPPENDIX: Spam Trigger Words and Phrases

http://www.eCampaignPro.com/realestate/spam_words.asp

Here is a list of 250 words and phrases from two spam filter lists. It is not complete since we left out "adult" trigger words. Most spam filters work on a point system, so that the occurrence of just one "spam phrase" probably won't trigger rejection -- except some that the filter considers notorious. SpamAssassin 2.43, for example, assigns default points for these top offenders, as follows:

Reverses aging	3.37
'Hidden' assets	3.28
stop snoring	3.26
Free investment	3.19
Dig up dirt on friends	3.12
Stock disclaimer statement	3.04
Multi level marketing	3.01
Compare rates	2.83
Cable converter	2.75
Claims you can be removed from the list	2.70
Removes wrinkles	2.69
Compete for your business	2.57
free installation	2.51
Free grant money	2.50
Auto email removal	2.36
Collect child support	2.33
Free leads	2.29
Amazing stuff	2.26
Tells you it's an ad	2.21
Cash bonus	2.20
Promise you ...!	2.15
Claims to be in accordance with some spam law	2.11
Search engine listings	2.09
free preview	2.07
Credit bureaus	2.03
No investment	2.01
Serious cash	2.00

Spam Phrases

But even if you don't use these notorious phrases, other spam words can add up. Here are some to be aware of in your email newsletters -- and ads contained in your newsletters.

4U	Click to remove mailto	Free hosting
Accept credit cards	Compare rates	Free installation
Act now! Don't hesitate!	Compete for your business	Free investment
Additional income	Confidentially on all orders	Free leads
Addresses on CD	Congratulations	Free membership
All natural	Consolidate debt and credit	Free money
Amazing	Stop snoring	Free offer
Apply Online	get it now	Free preview
As seen on	Special promotion	Free priority mail
Billing Address	Copy accurately	Free quote
Auto email removal	Copy DVDs	Free sample
Avoid bankruptcy	Credit bureaus	Free trial
Be amazed	Credit card offers	Free website
Be your own boss	Cures baldness	Full refund
Being a member	Dear email	Get paid
Big bucks	Dear friend	Get started now
Bill 1618	Dear somebody	Gift certificate
Billion dollars	Different reply to	Great offer
Brand new pager	Dig up dirt on friends	Guarantee
Bulk email	Direct email	Have you been turned down?
Buy direct	Direct marketing	Hidden assets
Buying judgments	Discusses search engine listings	Home employment
Cable converter	Do it today	Human growth hormone
Call free	Don't delete	If only it were that easy
Call now	Drastically reduced	In accordance with laws
Calling creditors	Earn per week	Increase sales
Cannot be combined with any other offer	Easy terms	Increase traffic
Cancel at any time	Eliminate bad credit	Insurance
Can't live without	Email harvest	Investment decision
Cash bonus	Email marketing	It's effective
Cashcashcash	Expect to earn	Join millions of Americans
Casino	Fantastic deal	Laser printer
Cell phone cancer scam	Fast Viagra delivery	Limited time only
Cents on the dollar	Financial freedom	Long distance phone offer
Check or money order	Find out anything	Luxury car
Claims not to be selling anything	For free	Mail in order form
Claims to be in accordance with some spam law	For instant access	Marketing solutions
Claims to be legal	For just \$ (some amt)	Mass email
Claims you are a winner	Free access	Meet singles
Claims you registered with some kind of partner	Free cell phone	Member stuff
Click below	Free consultation	Message contains disclaimer
Click here link	Free DVD	Money back
Click to remove	Free grant money	Money making
Month trial offer	One hundred percent guaranteed	Risk free
More Internet traffic	One time mailing	Round the world

Mortgage rates
Multi level marketing
MLM
Name brand
New customers only
New domain extensions
Nigerian
No age restrictions

No catch
No claim forms
No cost

No credit check
No disappointment
No experience
No fees
No gimmick
No inventory
No investment
No medical exams
No middleman

No obligation
No purchase necessary
No questions asked
No selling
No strings attached
Not intended
Off shore
Offer expires
Offers coupon
Month trial offer
More Internet traffic

Mortgage rates
Multi level marketing
MLM
Name brand
New customers only
New domain extensions
Nigerian
Offers extra cash
Offers free (often stolen)
passwords
Once in lifetime
One hundred percent free
We hate spam
We honor all
Weekend getaway
What are you waiting for?

Online biz opportunity
Online pharmacy
Only \$
Opportunity
Opt in
Order now
Order status
Orders shipped by priority
mail

Outstanding values
Pennies a day
People just leave money
laying around

Please read
Potential earnings
Print form signature
Print out and fax
Produced and sent out
Profits

Promise you ...!
Pure profit
One hundred percent
guaranteed

One time mailing
Online biz opportunity
Online pharmacy
Real thing
Refinance home
Removal instructions
Remove in quotes
Remove subject
Removes wrinkles
Reply remove subject
Requires initial investment

Reserves the right
Reverses aging
Risk free
Round the world
Real thing
Refinance home
Removal instructions
Remove in quotes
Requires initial investment

Reserves the right
Reverses aging
While you sleep
Who really wins?
Why pay more?
Will not believe your eyes

\$ 1618
Safeguard notice
Satisfaction guaranteed
Save \$
Save big money
Save up to
Score with babes
Section 301

See for yourself
Sent in compliance
Serious cash

Serious only
Shopping spree
Sign up free today
Social security number
Stainless steel
Stock alert
Stock disclaimer statement
Stock pick
Strong buy

Stuff on sale
Subject to credit
Supplies are limited
Take action now
Talks about hidden charges
Talks about prizes
Tells you it's an ad
Terms and conditions
The best rates
The following form
They keep your money -- no
refund!

They're just giving it away
This isn't junk
This isn't spam
University diplomas
Unlimited
Unsecured credit/debt
Urgent
US dollars
Vacation offers

Viagra and other drugs
Wants credit card
Winning
Work at home
You have been selected
Your income