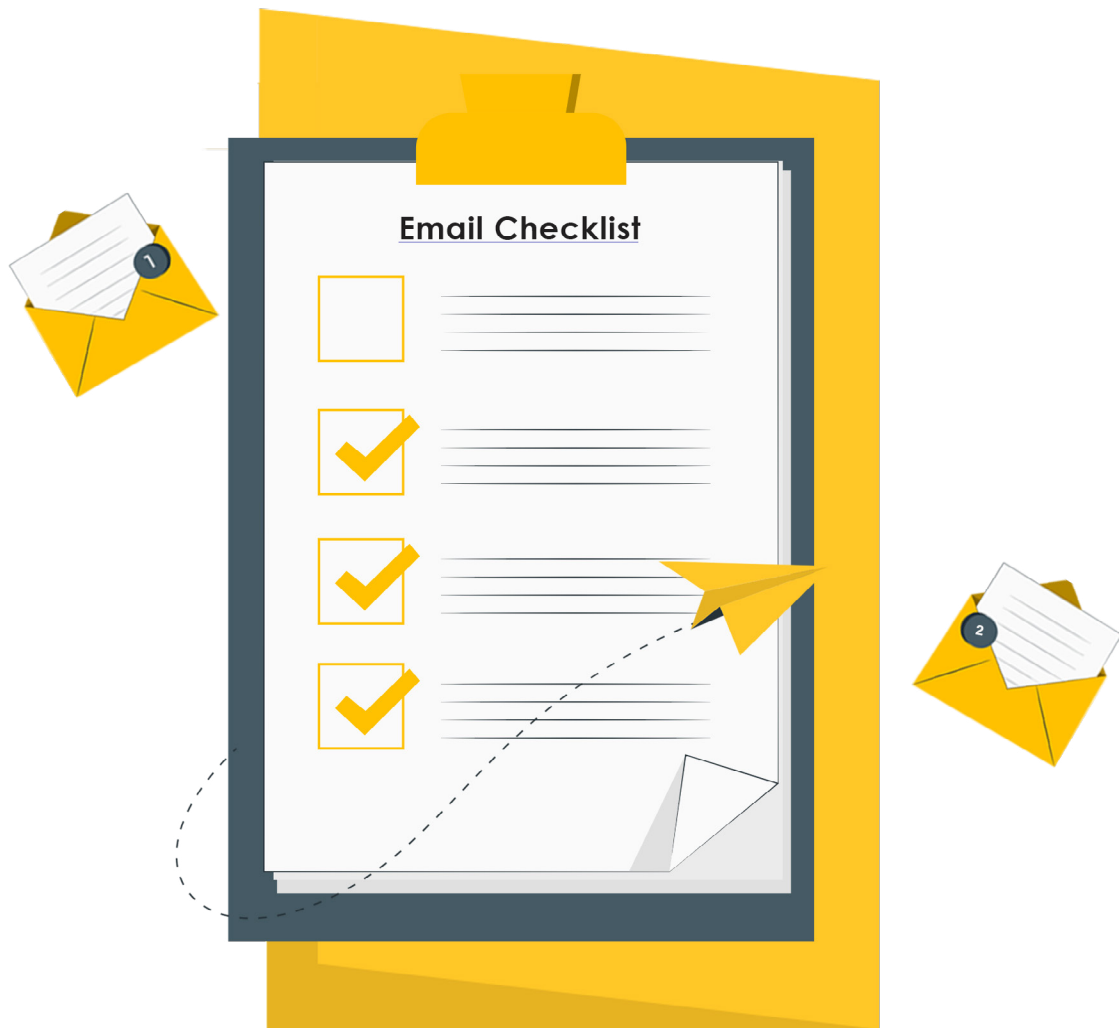




THE MODERN REALTOR'S

Newsletter Launch Checklist





Newsletter Launch Checklist

VALUE-FIRST APPROACH

The email newsletter begins with the most relevant, interesting, and valuable content, beyond my listings and services. The email starts with information that serves my buyers & sellers' interests first.



PERSONAL TOUCH

The email is addressed directly by first name. It gives the newsletter that direct connection will make the email feel personal, rather than a general email addressed to no one in particular.



CONSISTENT TONE & VOICE

The newsletter voice reflects my personality and the tone is consistently represented throughout each piece of content on the newsletter.



COMPELLING SUBJECT LINE

The subject line is the first thing my contact sees. When the newsletter arrives in my contact's inbox, the subject line is clear, concise, and intriguing enough to warrant an open.



CONSISTENT LOOK & FEEL

All of the fonts, colors, and element sizes are consistent across the entire newsletter. The overall look and feel is consistent with my core brand and personality.



INCLUDES CALL TO ACTION BUTTONS

The content is structured to include prompts which guide my database to take my desired action, for example, to click to “read more” or “view more” about a property, or even “contact me”.



ALL WEBSITE LINKS WORK

Double check! When a contact clicks on a piece of content within my newsletter, they arrive in the correct place on the web. Broken or incorrect links negatively impact the user experience.



LINKS TO MY SOCIAL MEDIA

An opportunity to prompt my contacts to follow me on social media to grow my following and deliver information about listings, market updates and other valuable content that I share.



Perfect! Hit the send button.

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