

Digital Marketing for the Real Estate Industry

Lesson #9 Assignment: Email Marketing

Instructions: Create a contact list and sample email campaign using Benchmark Email or your chosen email marketing application.

1. Create a sample contact list of at least 10 names in Excel. Put in fields for First Name, Last Name, Email. You will use this for your trial list in the email marketing application.

	A	B	C
1	First Name	Last Name	Email
2	Chris	Green	chris_green@yahoo.com
3	Maggie	Smith	maggie.smith@yahoo.com
4	David	Lee	david_lee@yahoo.com
5	Chia	Han	chia_han@gmail.com
6	Kathy	Agnes	agneskathy@hotmail.com
7	Jan	Taylor	Janet@yahoo.com
8	Scott	White	scott_white@yahoo.com
9	Arnie Jay	Parsons	arniejay@comcast.org
10	Devinette	Chiu	devinette@yahoo.com
11	Howard	Scott	howard.scott@gmail.com
12	Victory	Vigo	victory@yahoo.com
13	Andy	Harold	andy.harold@hotmail.com
14	geraldine	john	geraldinejohn@yahoo.com
15	Leon	Talena	leon17@yahoo.com.ph
16	Florence	Carson	florence.carson@yahoo.com
17	Evangelina	Yu	evy1984@gmail.com
18	John Paul	John - John	john_paul@yahoo.com
19	Michael	Charles	michaelcharles@gmail.com
20	Marie Anne	Stuart	marieanne@yahoo.com
21	Jan	Lee	janlee@yahoo.com

2. Sign up for a free trial account at Benchmark Email Marketing Tool at <http://bit.ly/1bHtjOk>, if you don't have an account yet. You may also sign up with other email marketing tools of your choice (e.g. MailChimp.com, MadMimi.com, iContact.com or ConstantContact.com etc.).
3. Take some time to explore the home page, the navigation bars and interface.
4. On the home page dashboard, go to "Contacts". In Benchmark, you mouse over to the envelope icon which says "Email", and click on Contacts on the drop-down list.
5. You'll be taken to the Contact List dashboard. Click on 'Create a New List'. Create a new contact list using all of the following three ways. Follow instructions in your chosen email marketing application.
 - Type in a New List Name in the given blank field (e.g. Clients 2013 List).
 - Upload names according to each of the following methods:

- Upload contacts from a file. Use your Excel file batch for the first 10 names, careful to match the correct list field with your data column. You may also use your list from your existing Yahoo/Gmail accounts. Confirm the data you've uploaded (and click for the meantime the check-box that you have permission to send email to these recipients).
- Copy and paste contacts.
- Upload names one at a time (thru typing in into the dialogue box).

Remember to save and add contacts for each process.

Do a screen shot which shows the results of each accomplished method, showing a sample of the new contact lists provided and paste in a Word document for your assignment submission.

6. Create a sample regular email campaign. Go back to the main Dashboard. Click on "Create Email", and do a regular email campaign. Follow the instructions in creating a mass mailer email informing your contacts in the list that they are now part of your mailing list. Use this together with the contact list that you've just created. You may use the templates provided in the email marketing system, or use plain text. Remember to put in your contact details in your email signature! Choose an opt-in method for sending.
7. Try to send a test email to yourself to check how it looks.
8. Take a screen shot of the output for each the new email newsletter, and your test email to yourself. Paste these screen shots in your assignment for submission.