



# Build Relationships with Email Marketing

Digital Marketing for the Real Estate Industry

Module 9

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The goal of the Permission Marketer is to move consumers up the permission ladder, moving them from strangers to friends to customers. And from customer to loyal customers. At every step up the ladder, trust grows, responsibility grows, and profits grow.

---Seth Godin



# Objectives

- Getting permission to e-mail and minimize opt-out.
- Making your e-mail valuable to subscribers.
- •Creating an E-Mail Marketing Campaign.



# Definition

## Permission Marketing

- Marketers obtain permission before advancing to the next step in the purchasing process.
- Requires that the prospective customer has either given explicit permission for the marketer to send their promotional message (like an email or catalog request) or implicit permission (like querying a search engine).



# Definition

## Opt-in Email

**Term used when** someone is given the option to receive "bulk" email, or email that is sent to many people at the same time.

Usually this is thru mailing lists, or thru a newsletter they asked to be part of.



# Types of Opt-In

## **Unconfirmed opt-in**

Someone voluntarily gives his email address (e.g. in a sign-up form) but the marketer doesn't take steps to confirm the address's authenticity, or if the sender actually invited the sender to give him e.g. information, a newsletter or product information.



# Types of Opt-In

## Confirmed Opt-in

- A new subscriber asks to be subscribed to the mailing list.
- Your email subscription system (or thru manual means) verifies the end-subscriber's e-mail address, thru e.g. clicking a special web link or sending back a reply email (e.g. “please acknowledge your receipt”)
- Using a confirmed opt-in (COI) procedure helps to ensure that a 3rd party (including the marketer) is not able to subscribe someone else accidentally in that list, nor subscribe him without seeking new permission for information other than what he really asked for. If subscriber doesn't confirm, the list operator or marketer's system will cease sending information.



# CAN-SPAM Act of 2003


Federal anti-spam legislation passed in 2003 that requires the following in each email:

1. A legitimate header
2. A valid "From" address
3. A straightforward "Subject" line
4. An unsubscribe/opt-out link and/or instructions
5. A physical address
6. All unsubscribes processed within ten days of receipt





## A Step-by-Step Guide to Using Twitter Chats in Your Content Plan ▾ 1

 **Content Marketing Institute** info@contentinstitute.com via b2b-mail.net  
to me ▾

2 from: **Content Marketing Institute** <info@contentinstitute.com>  
reply-to: Content Marketing Institute <info@contentinstitute.com>  
to: "msiquijor@residencesmanila.com" <msiquijor@residencesmanila.com>  
date: Thu, Nov 28, 2013 at 11:14 PM  
3 subject: A Step-by-Step Guide to Using Twitter Chats in Your Content Plan  
mailed-by: b2b-mail.net  
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[A Step-by-Step Guide to Using Twitter Chats in Your Content Plan](#)

November 28, 2013 6:00 am | Cathy McPhillips

Today we're thankful for everyone who has helped make our #CMWorld Twitter chats a success by attending, participating or reading the Twitter streams each week. To say thanks, we're sharing some of the lessons we learned from running our chats. Get a step-by-step guide for using Twitter chats in your content plan.

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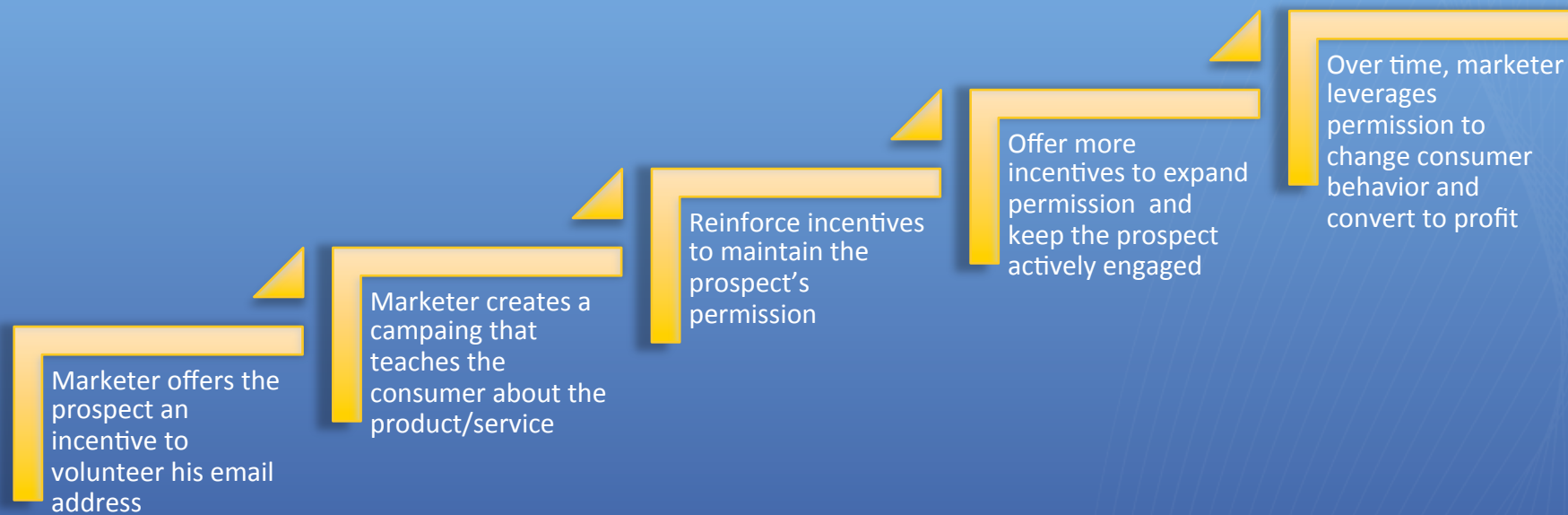
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# Permission Steps



Adapted from Godin, S. (1999) "Permission Marketing in the Context of the Web" from Permission Marketing: Turning Strangers into Friends, and Friends Into Customers (p. 155-167) (Simon & Schuster, NY)

# Example

The screenshot shows a web browser window displaying the Harvard Business Review website. The browser's address bar shows several tabs, including 'BookmarksMenu', 'Home Renovations &', 'Elearning resources', 'Ateneo PAREB Real E', 'Seton School Program', and 'MyHomeMavenSites'. A 'Give a Gift' button is visible in the top right corner of the browser window.

The website header features the Harvard Business Review logo on the left, a search bar with a 'SEARCH' button in the center, and social media icons for Twitter, Facebook, Email, and LinkedIn on the right, along with the text 'FOLLOW HBR: DIGITAL & MOBILE'. Below the header is a navigation menu with links for 'THE MAGAZINE', 'BLOGS', 'VIDEO', 'BOOKS', 'CASES', 'WEBINARS', 'COURSES', and 'STORE'.

A promotional banner for 'Guest' subscribers is displayed, with the text 'Subscribe today and get access to all current articles and HBR online archive.' and links for 'Subscribe', 'Sign in', 'Register', and a shopping cart icon.

The main content area features a video player with a thumbnail image of wooden Go stones. The video title is 'Who's Running Your Business in China?' by James McGregor, with a subtitle 'It's the most important decision the CEO of a multinational can make.' The video player includes a play button and progress indicators.

To the right of the video player is a 'Harvard Business Review' subscription box. It lists benefits: 'The latest business research and ideas', 'The secrets to creating and executing strategy', and 'Access to the in-depth online archive'. It includes a 'SUBSCRIBE' button and a 'Subscription Help »' link. Below this is a 'CREDIT SUISSE' advertisement featuring the text 'Tony Fernandes had a dream'.



harvard business review



+Maita



More

1-20 of about 83

- Harvard Business Review Inbox The Daily Alert from Harvard Business Review - \*\* HARVARD BUSINESS REVIEW \*\*\*\*\*
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- HBS Executive Educatio Inbox Leadership Insights: Women Rising--The Unseen Barriers - In this Harvard Business Review art
- Harvard Business Review Inbox The Daily Alert from Harvard Business Review - \*\* HARVARD BUSINESS REVIEW \*\*\*\*\*
- The Publisher, Harvard B. Inbox A personal request to help me shape the future of HBR (and win an iPad mini) - Group Publisher Harv



November 27, 2013



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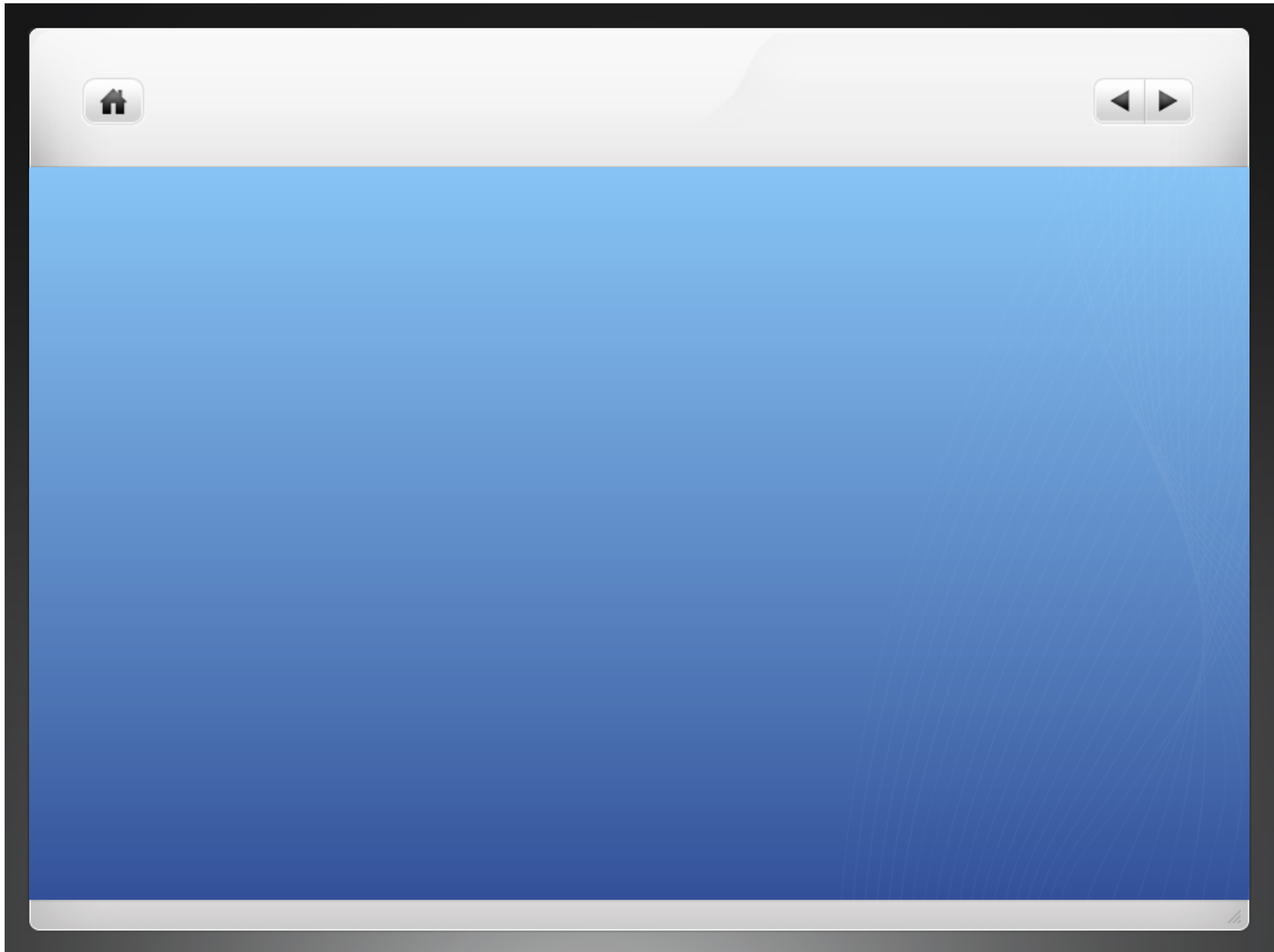


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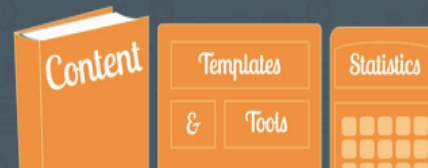


# Websites Selling Services: Hubspot

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## Your Marketing Resource Hub

Hi Maíta, here's your source for all the marketing tools, ebooks, webinars, and templates you need to learn, do, or reference for your marketing.



### I WANT TO LEARN

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Worksheets  
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### I WANT TO REFERENCE

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Statistics

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# Campaign to Keep Permission

Google   +Maita Share

Mail    1-20 of about 32

Category	Sender	Subject	Date
<b>COMPOSE</b>	Ian Stanley, HubSpot	<b>250 Free Seasonal Stock Photos For La Maisonette Manila</b> - your holiday marketing campaigns. Froi	5:30 pm
<b>Inbox (19,226)</b>	Ian Stanley, HubSpot	Here are 5 free blog post templates every marketer needs - offers.hubspot.com/blog-post-templates?utm	Nov 26
Starred	Ian Stanley, HubSpot	<b>How to use social media to find more leads [printable workbook]</b> - offers.hubspot.com/social-prosp	Nov 23
Important	Ian Stanley, HubSpot	<b>Don't let your competition be the top story...</b> - offers.hubspot.com/newsworthy-guide-to-inbound-pub	Nov 14
Chats	Ian Stanley, HubSpot	<b>Create your own ebooks with these five free templates.</b> - for your marketing. You can download your	Nov 12
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<b>Drafts (150)</b>	Ian Stanley, HubSpot	<b>Tired of searching for icons to use in your marketing?</b> - for your marketing collateral can be a pain ir	Nov 5
All Mail	Ian Stanley, HubSpot	<b>FW: [Free Webinar] Transform La Maisonette Manila's Twitter presence into lead generati...</b> - offers	Oct 31
<b>Spam (173)</b>	Ian Stanley, HubSpot	<b>Free Guide: An Introduction to Twitter for Business</b> - business' marketing strategy. To help business	Oct 29
Trash	Ian Stanley, HubSpot	We messed up. - offers.hubspot.com/webinar-twitter-for-business?utm_campaign=offers-webinars&utm_s	Oct 24
Circles	Ian Stanley, HubSpot	<b>[Free Webinar] Transform La Maisonette Manila's Twitter presence into lead generation m...</b> - socie	Oct 24
Client inquiries	Ian Stanley, HubSpot	The ABC's of Inbound Marketing - of inbound marketing so you can start closing more deals? With the hel	Oct 22

# Example

HubSpot

Hi Malta,

Blogging can be hard -- sometimes, you find yourself sitting in front of a blank screen but just can't seem to formulate a post. To help you get through your writer's block, I'm sending along these [5 free blog post templates](#) --

1. The How-To Post
2. The List-Based Post
3. The Curated Collection Post
4. The SlideShare Presentation Post
5. The Newsjacking Post



[Download Your Templates Now >>](#)

With these templates, you'll never start the logging process 100% from scratch again! Feel free to [tweet this](#) to your friends and colleagues in marketing.



All the best,  
Diane



# Ways to Get Permission To Email (Opt-In)

- Create A Sign-up Form

## Sign up for our monthly newsletter!

Join our monthly newsletter list. Just enter your email and name below and start receiving updates on new products, new services and more.

Email Address \*

First Name \*

Last Name \*

Submit

\* Required Field

# Use a Forward-to-a-Friend-Link



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## Promote Your Newsletter in Other Newsletters (Online) or Printed Media

- Promote your link in all printed and online forms. If you put your site name, make sure that there's a sign-up or 'subscribe to' form on it!
- For other sites, re-confirm e-mail subscriptions thru a text email. You can set up a different email address to send the re-confirmation emails from. Then view those who opted in (latest batch) to start sending them emails. This is done automatically in an email marketing system such as iContact, MailChimp, or MadMimi but you can do it also in the manual system.



←	TEXT	IMAGE	MESSAGE	EDITOR STYLE	CHECKS	DISPLAY
				Design HTML	ABC SPAM	
				PREVIEW POPUP	TEST	

## Please Confirm Your Email Address for Tres Palmas Taguig Updates

**You have been invited to join the [abusiness] email list.**

You must click the link below to confirm your email address and complete the sign up process. If you do not want to be added, do not click on the link.

[Confirm my subscription\(s\)](#)

### Why are you receiving this email?

Our email marketing is permission-based and our records show that you have opted in to receive email from us. We will only send you information relevant to what you signed up for.

### How can you stop receiving email from us?

You can click the link at the bottom of any email we send to instantly and securely unsubscribe.

### How can you ensure our email gets to you?

You can help us reach your inbox every time by taking a few seconds right now to add our email address to your contacts or safe senders list.

### Is my information secure?

We value your privacy and use a variety of security measures to protect your personal information.



## Hold a Subscription Drive

- A discount on your goods or services
- Special access to VIP sales and other events
- A free gift thanking them for signing up
- Early notice on blowouts and holiday sales
- Raffle off a free gift to one of your new subscribers





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- A full year of *Allrecipes* Magazine
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- 90% savings off the newsstand price with all the benefits of our Continuous Service Program . . . but hurry -- we can't offer this deal for long!

Click here now to get our very best offer!





# References

- Godin, S. Permission Marketing (1999): Turning Strangers Into Friends, and Friends Into Customers (Simon & Schuster, NY)
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- Hubspot Marketing Resource Hub – <http://www.hubspot.com>
- How to Grow a Permission-Based Email List– from <http://www.benchmarkemail.com/resources/email-marketing-articles/permission-based-email-list>
- Seth Godin's Blog - -<http://www.sethgodin.com>