

# Email Marketing Tips

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## SEND EMAILS ANNOUNCING THE AUCTION TO:

- Your brokerage company's rolodex/prospective buyer list
- All brokers within your company
- All brokers with sale/lease signage within a 5 mile radius of the property
- All brokers within your professional associations – e.g., CCIM, MLS, Realtor Boards, etc.
- Prospects through 3<sup>rd</sup>-Party Email blasts

## WHEN TO SEND EMAILS:

- Start as soon as your auction site is complete
- Continue to send email blasts once or twice per week during the auction marketing period
- Don't send email blasts around major holidays
- Send on Tues/Wed/Thurs, after 9am local time

## WHAT TO INCLUDE IN THE EMAILS:

- The subject line is IMPORTANT. Buyers will only OPEN emails with interesting subject lines.
- The subject line should include these items: the word AUCTION, property type, location, and starting bid
- If sending a national blast, the subject line should include more details on location such as "West Texas" or "Upstate NY". Houston works for a national blast, but not all cities are that recognizable (e.g., Latham, NY)
- Here are a few sample subject lines:
  - Auction: Ontario Office - No Hidden Reserve - \$99 PSF Starting Bid
  - Auctions: Multifamily - Houston - No Hidden Reserves
  - AUCTION: Flex-Industrial Condo - Irvine - \$99 PSF Starting Bid
- Include a hyperlink to the auction website in the BODY of the email that can be clicked on