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Real Estate Drip Campaigns: Ultimate Guide & Templates

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By Diana Bourgeois on November 13, 2019

Diana has over 15 years of experience executing social media best practices and loves sharing proven tips and tricks to grow business online. Her expertise is highlighted in Fit Small Business's real estate and marketing content.

A real estate drip campaign delivers emails or text messages to leads on a set schedule to generate interest in properties and encourage engagement with an agent. Over time, this increases sales. To create your own campaign, choose an email or text marketing platform, pick a template, design your campaign, then schedule and send it.

Many agents waste valuable time and money trying to learn email and text marketing platforms to get their drip campaigns going. To make the process easier and more affordable, set up an account at Constant Contact. This vetted platform is intuitive and includes attractive templates for any kind of drip campaign as well as stellar customer service. Check out the templates, and sign up for a free 30-day Constant Contact trial account today.

Visit Constant Contact

How a Real Estate Drip Campaign Works

A real estate drip campaign delivers scheduled emails—and sometimes text messages—to a lead at regular intervals. This keeps the agent connected to the lead until they decide to make a purchase or sell their property. Creating an effective campaign is easy. Choose an intuitive and affordable email marketing platform like Constant Contact, then choose a template for your campaign, design your emails, and then schedule and send them.

After you sign up with a real estate email marketing company, determine the email types you would like to include in your campaign. The first email in a campaign is usually an introduction or welcome email, sent after first receiving a lead's contact information. Subsequent emails can include information on single or multiple listings, invitations to education events, promotion of open houses and, after a sale, request for a referral.

With your campaign mapped out, use available templates to create each email in your campaign. On most email platforms, you can use an online editor to drag-and-drop text boxes and fields for different content types. You can also change the background, layout, images, and design easily by clicking on preset options or uploading your own images. Once your emails are created, schedule your drip sequence using the platform's drip campaign scheduler.

Once all of the emails have been scheduled, make them live. This ensures that every time you get a lead's contact information, they will receive the emails from your drip campaign automatically. In time, you will notice leads engaging with email content and reaching out for information on specific properties. If you respond with the information they are looking for, they will likely make a purchase or choose to sell their home—with you as their agent.

5 Elements of a Drip Campaign Email

While the various emails in a drip campaign have different types of content, they should all have some basic elements in common. These include a strong subject line to make the reader open the email, succinct body text, compelling images, a strong call to action, and social icons to promote further engagement.

These are the five elements of an effective drip real estate marketing campaign email:

- **Subject line:** The subject line is the first thing that a buyer sees in their inbox. A strong subject line piques the interest of the buyer and compels them to open the email.
- **Body:** The body of the email is filled with interesting content to give the reader a reason to continue reading and connect with the agent.

- **Images:** Images give recipients a visual representation of the information in the email. This is ideal for readers who are just skimming content and want to get a sense of what the email is about. It's also the best way to showcase the outstanding features of a property.
- **Call-to-action (CTA):** An effective CTA asks the reader to take action so that they can move forward in the buying cycle. Strong CTAs are actionable and often create a sense of urgency for the reader.
- **Social icons:** Social icons allow readers to connect with the agent on Facebook, Twitter, Instagram, and LinkedIn. While they can always send an email to an agent, this gives them a way to engage on the platform with which they are most comfortable.

Real Estate Drip Campaign Costs

There is only one drip campaign cost: An email or text marketing platform. These platforms are priced based on the number of contacts in your list. For example, Constant Contact pricing starts at $20 per month for 500 contacts. There is a 15% discount for annual plans and a 30-day free trial.

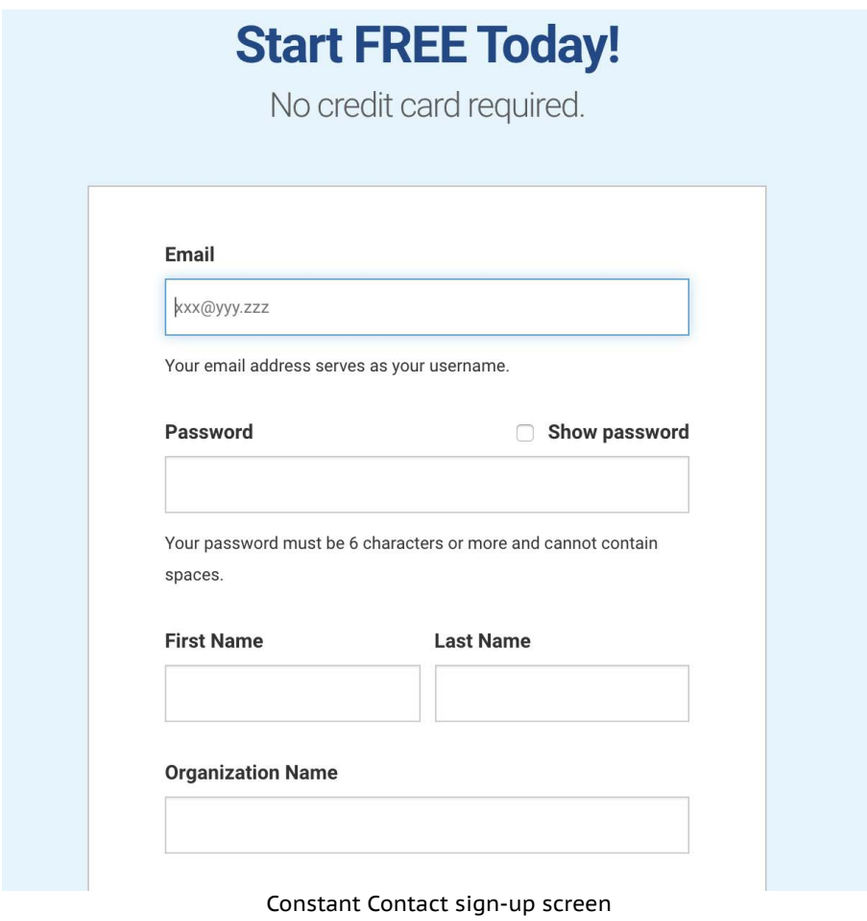
How to Create a Real Estate Drip Campaign in 9 Steps

In the steps below, we'll walk you through how to set up an email drip campaign as that is the most common type used by agents. To start, sign up for an account with an affordable platform like Constant Contact, outline your campaign, choose and customize templates for your emails, check your campaign for errors, set an automation sequence, and then make your campaign live. Finally, set up lead capture forms to collect lead addresses.

Here are the nine steps to setting up a real estate drip marketing campaign.

1. Sign Up With an Email Marketing Platform

While there are many email marketing platforms to choose one, we recommend Constant Contact. Not only is it intuitive and well-reviewed, but it's affordable with plans starting at just $20 per month. To sign up for a Constant Contact account, visit their website and click on "Sign Up for Free" in the upper-right-hand corner. Then, complete account registration by adding relevant contact and business information.



Constant Contact sign-up screen

2. Outline Emails for Your Drip Campaign

Next, outline what emails will be included in your drip campaign. Most campaigns have five to seven types. While these will vary depending on your needs, there are some commonly used ones that you should consider. These include a welcome or introduction email, a single or multiple listings email, an event invitation email, an open house promotional email, an informational or educational email, a reduced price email, and a referral email.

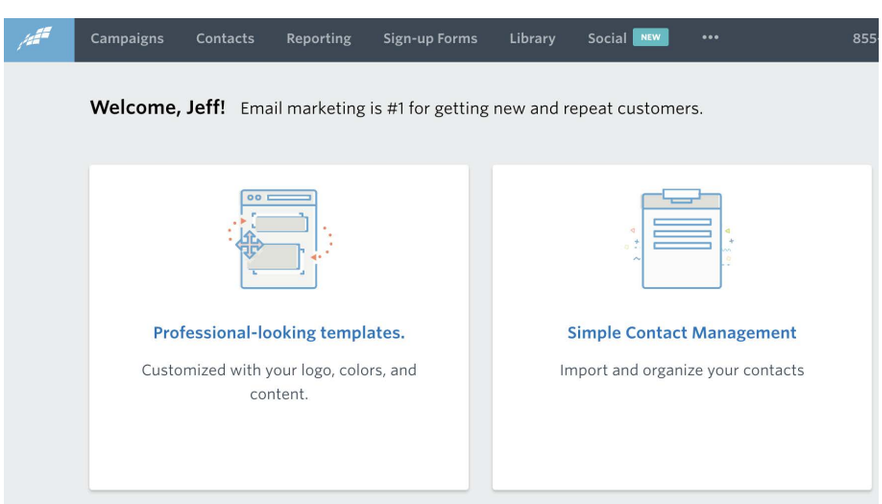
Here are the most common email types used in real estate email drip marketing:

- **Welcome email:** This email generally includes a headshot of you as the agent as well as a brief bio and highlights of your experience. It's important to make this approachable, so include fun and personal information as well—like your favorite hobbies and pastimes.
- **Single listing email:** If a lead signs up based on their interest in a specific listing, you can send additional listings with greater detail as part of your drip campaign. Be sure to match at least some of their interests and preferences with the listings you send to increase the chances of lead engagement.
- **Multiple listings email:** Much like a single listing email, the multiple listings email is designed to increase interest in various properties so that leads move closer to a purchase. Multiple listings emails, however, often include less detail on each listing while still aligning with lead preferences.
- **Event invitation email:** If you are hosting a get-to-know-you or community event, increase attendance by sending out an invitation. These tend to get the greatest response if you offer something of value to the lead—free food and drink at the event, for example, or information that they wouldn't otherwise be able to get.
- **Open house promotional email:** If you have a prime property you're showcasing, be sure to hold an open house and share the details with your subscriber list. Let them know where and when they can show up and add any relevant details like parking information. You can even offer incentives for attending like a free giveaway.
- **Educational or tip email:** Educational emails often include information that appears in agent newsletters, but sometimes a topic is interesting enough to warrant its own email. Consider sending these periodically to update leads on real estate trends, educate them about the process of buying or selling a home, and provide news about homes in your area.
- **Reduced price email:** A sense of urgency is a great reason for a lead to take action and make a purchase of a house. You can create this urgency by sending out reduced price emails for listings that have become more affordable. Make sure your CTA encourages follow-up with you personally about scheduling a showing or discussing financing.
- **Referral email:** When a sale has finally closed, and you have a happy client, it's time to make the most of your success. Give the seller or buyer a chance to settle in after the transaction, then send out an email asking for referrals and, if appropriate, a positive review or testimonial. This will help you land future sales.

After considering the main campaign email types, outline the ones you'd like to use as part of your drip campaign. Keep in mind that you can always change this later to reflect new markets or specialties. For now, you want to be sure that your brand and expertise is top of mind for all leads.

3. Create a Campaign

Once you have set up your Constant Contact account and outlined your emails, you can begin to build your drip campaign. Start by navigating to your account dashboard, and then click on the "Campaign" button in the top left of your dashboard. In the top right, click "Create."

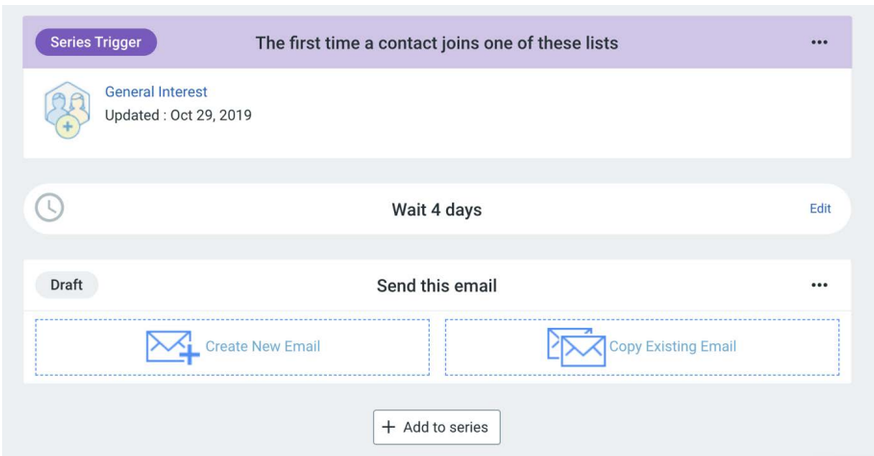


Constant Contact dashboard

On the following screen, you will be prompted to pick a campaign type. Select “Email Automation,” then “Create Automated Series.” Add a campaign name in the box provided. Next, select the trigger that will start your automated drip campaign; you can choose from “Open the email,” “Click a link,” or “Contact joins a list.” Most agents start their campaigns after a new lead submits their contact information, so select “Contact joins a list” and pick the appropriate list.

On the following screen, you will see the automation sequence with boxes for each email in the sequence and the time delays between each email send. First, choose when you want to send your first drip campaign email by clicking “Edit” in the “Wait 4 Days” box. Select the time delay between a lead submitting contact information and them receiving your first email. Then, click “Confirm.”

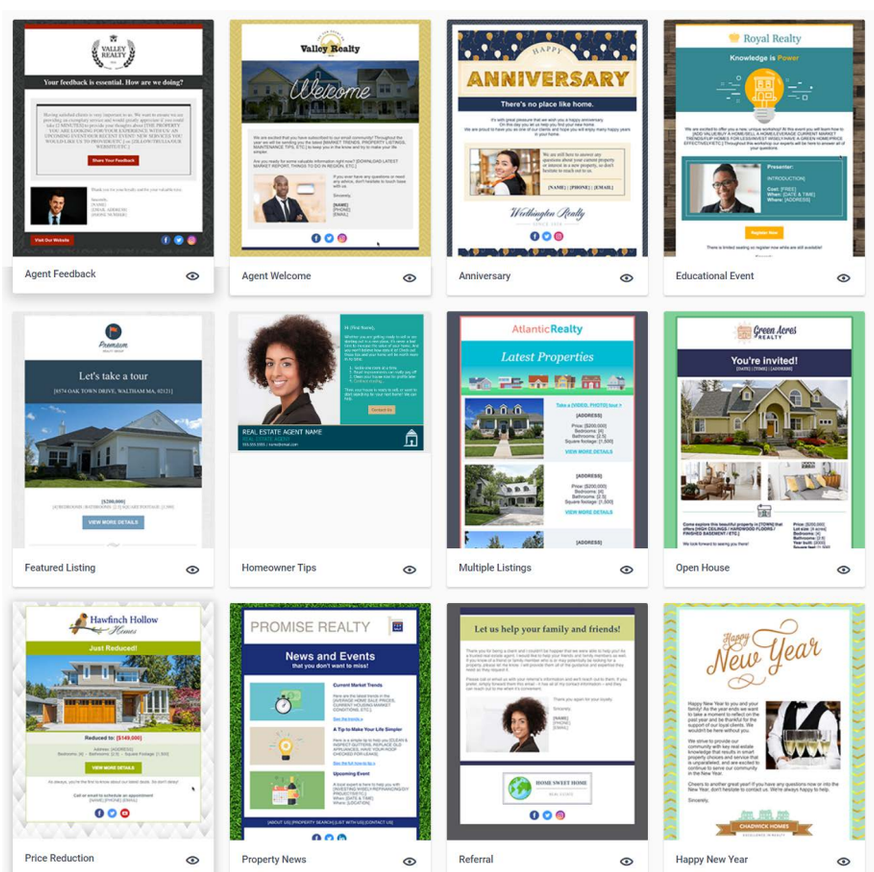
Next, start creating emails for your campaign. To do so, click on the “Create new email” link under “Send this email.”



Setting up an automated drip campaign sequence in Constant Contact

4. Pick an Email Template

On the next screen, you will see a selection of email templates. Scroll through the template selections and look at the layouts. Match the type of template you want to your initial campaign email. Once you find the ideal template, click on it.



Email templates available from Constant Contact

5. Customize Your Email

Once you have selected your template, customize the text, images, background, and icons using the drag-and-drop editor. By default, the “Build” tab will appear on the left-hand side. This features all of the content elements you can drag and drop onto a page. To view the images you’ve uploaded to your image gallery, click on the “Images” tab. To change design elements, click on the “Design” tab. To edit your subject line and to and from information, click on the header.

Edit Existing Content Blocks

To make email creation easier, each template will have predesigned sections with default text included. To edit these, simply hover over them. You can change settings by clicking the gear icon that appears, edit text by clicking on text boxes, or move sections by clicking on the four-point navigation icon and dragging the section to a new area on the page.

Use the Build Tab to Add Content Blocks

The build tab allows you to click on and drag boxes onto a template easily to add text, buttons, or shopping modules. If you want to include these elements in your email, click on each one in the Build tab and drag it onto the place you want it to appear in the template.

Upload Images

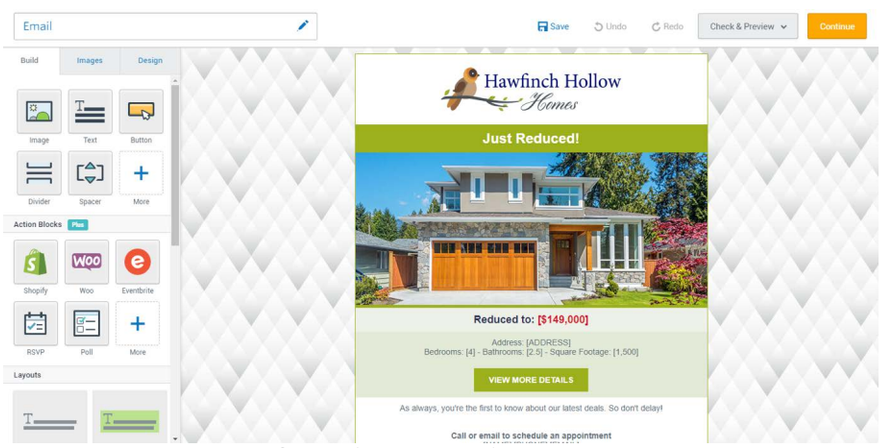
The images tab allows you to change, add, or remove images and videos in your media gallery. These can then be added easily via the appropriate Build tab content block. To add images, click on “Upload” in the “Images” tab and follow the prompts. You can then drag and drop the “Image” content box from the Build tab onto your template. To add an image from your gallery, hover over the placeholder image and click “Edit,” and then select your newly uploaded image.

Change Email Design

The Design tab gives agents the ability to change the background, fonts, and color palette of your email campaign. Click on any of the settings you want to change and scroll through available options. For example, to change the body font, click on the “Body” drop-down box under the “Fonts” section and select the font you’d like to use for your main body text.

Edit Header Information

At the top of your email will be your subject line and to and from information. To change this, click on the header and update any fields that need to be changed. When you are done, click “Save.”



Customize your email template

6. Check Your Email for Errors

Once your email is complete, check it for errors and preview it to be sure it renders correctly. To do so, click on the “Check & Preview” button in the upper-right-hand corner of the screen. To preview the email on either desktop or mobile, click “Preview.” To check for errors, including missing or broken links, placeholder content, and incorrect dates, click “Check for Errors.” On the right-hand side, review the errors that appear and correct as needed, and then click “Continue.”

7. Add Remaining Drip Campaign Emails

After you’ve added your first email, you will be returned to the automated email sequence screen for your campaign. Continue adding emails, as well as customizable time delays, by clicking on “+ Add to Series” at the bottom of the screen. Repeat the same design process as you did for your first email above.

8. Activate Campaign

Lastly, click on the blue "Activate" button in the top-right-hand corner of your automated email sequence screen. This will allow you to confirm the activation of your drip campaign and ensure it goes live.

9. Set Up Lead Capture Form or Landing Page

For your drip campaign to work, you must create a place for leads to submit their contact information. You can do this in two ways: via an embedded Constant Contact form or a custom Constant Contact landing page.

To use a form, click on the "Sign-up forms" in your account dashboard. Follow the relevant prompts to create your form, ensuring you have fields created for, at minimum, a lead's name and email address. When you're satisfied with your form, click "Get Code." This will generate a unique code you can copy and paste into HTML blocks on your website. Your new form will render there for easy lead capture.

Alternatively, you can create a landing page. To do so, click on "Campaigns" from your account dashboard, and then select "Landing page." Follow the prompts to set up and publish your landing page with a lead capture form. You can then connect this page to ads or promote it on social media and your website to generate new leads for your drip campaign.

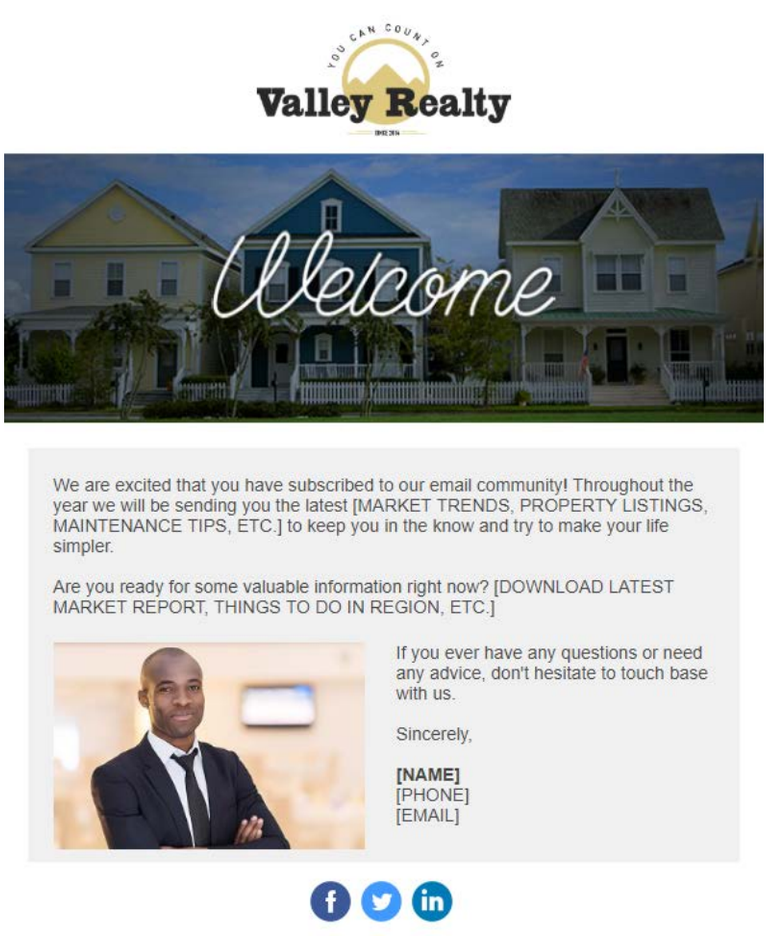
8 Top Real Estate Drip Campaign Templates

Professionally designed templates allow agents to create drip campaign emails quickly and easily. If you sign up for an account on a platform like **Constant Contact**, you can use specific real estate templates that can be adjusted to fit with standard drip campaign email types, including welcome emails, listing emails, event emails, and more. Look at the templates below for inspiration.

Here are eight examples of real estate drip campaign templates from Constant Contact.

1. Welcome Email

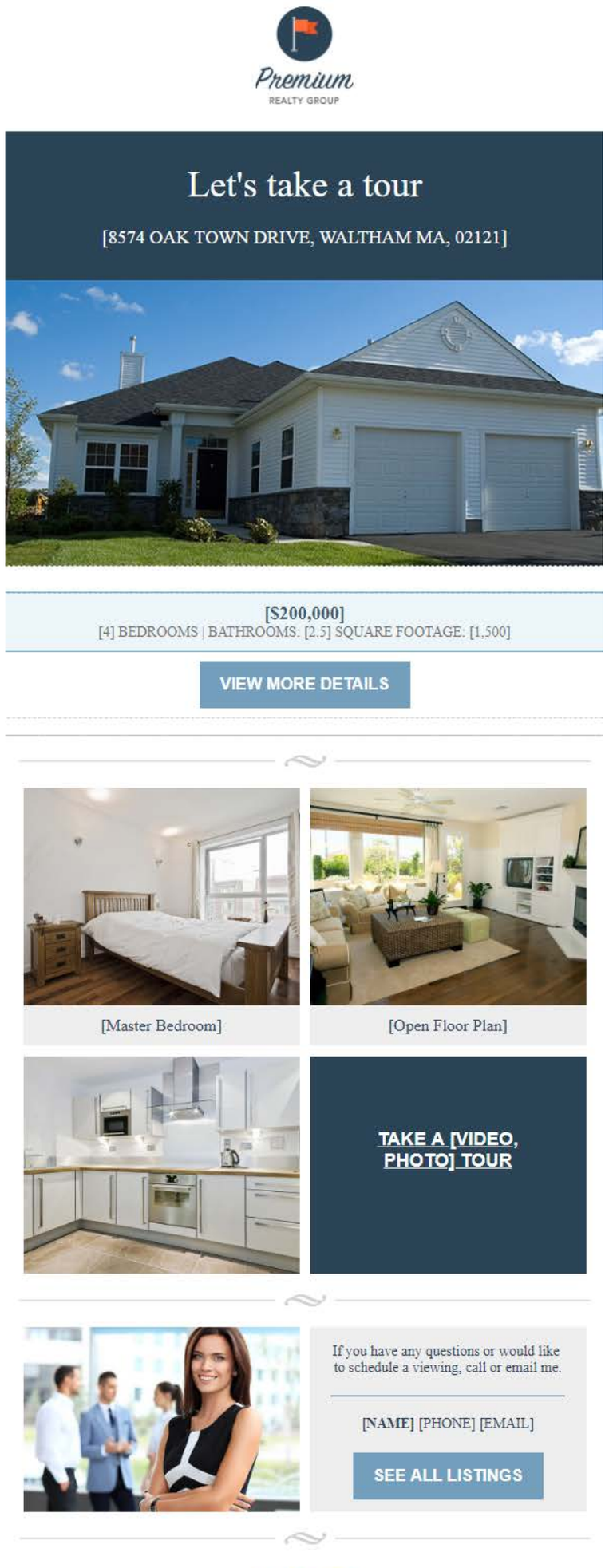
The welcome email template allows the agent to connect with new leads with a short message, headshot of the agent, contact details, and social media channels. This email template is the first message that the buyer will see from the agent, so it's important to make it brief, captivating, informative, and approachable.



Welcome email template

2. Single Listing Promotion Template

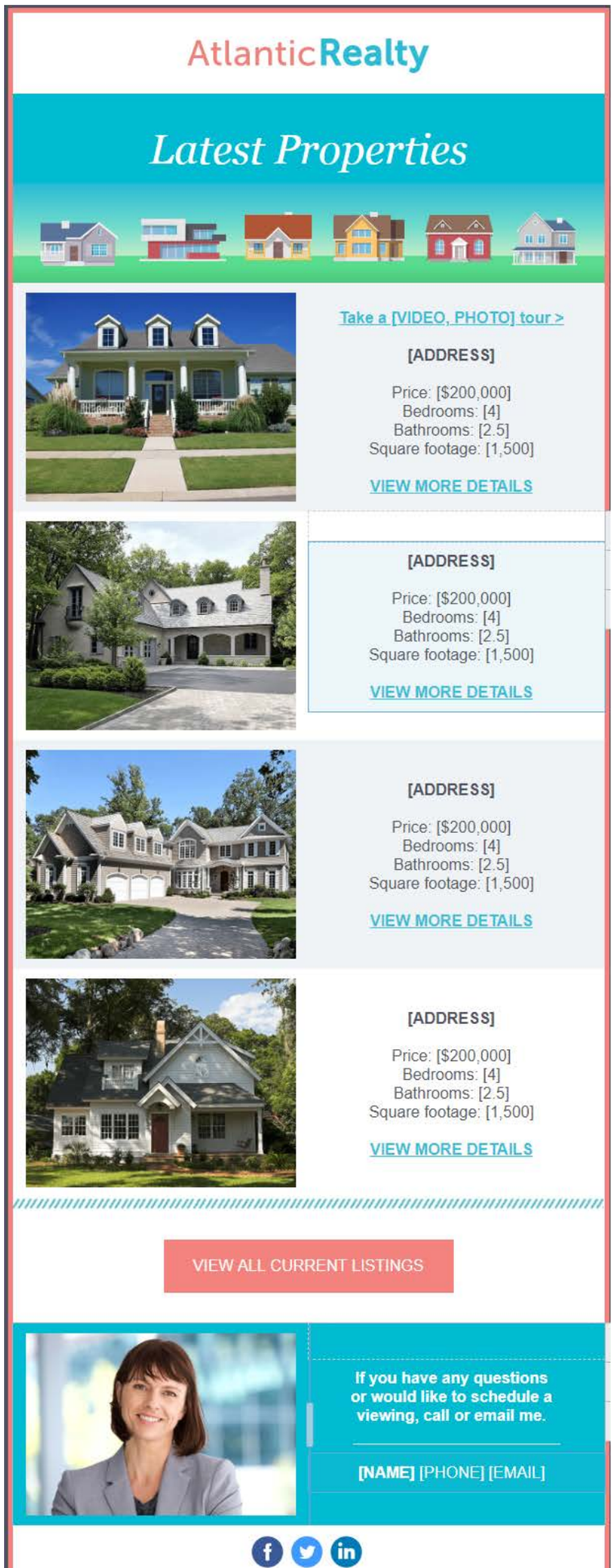
The single listing promotion template allows agents to share a property quickly, highlight its features, and close with contact details for more information. This is best for segmented contacts that are looking for properties in a certain area or properties with specific features.



Single listing promotion template

3. Multiple Listings Template

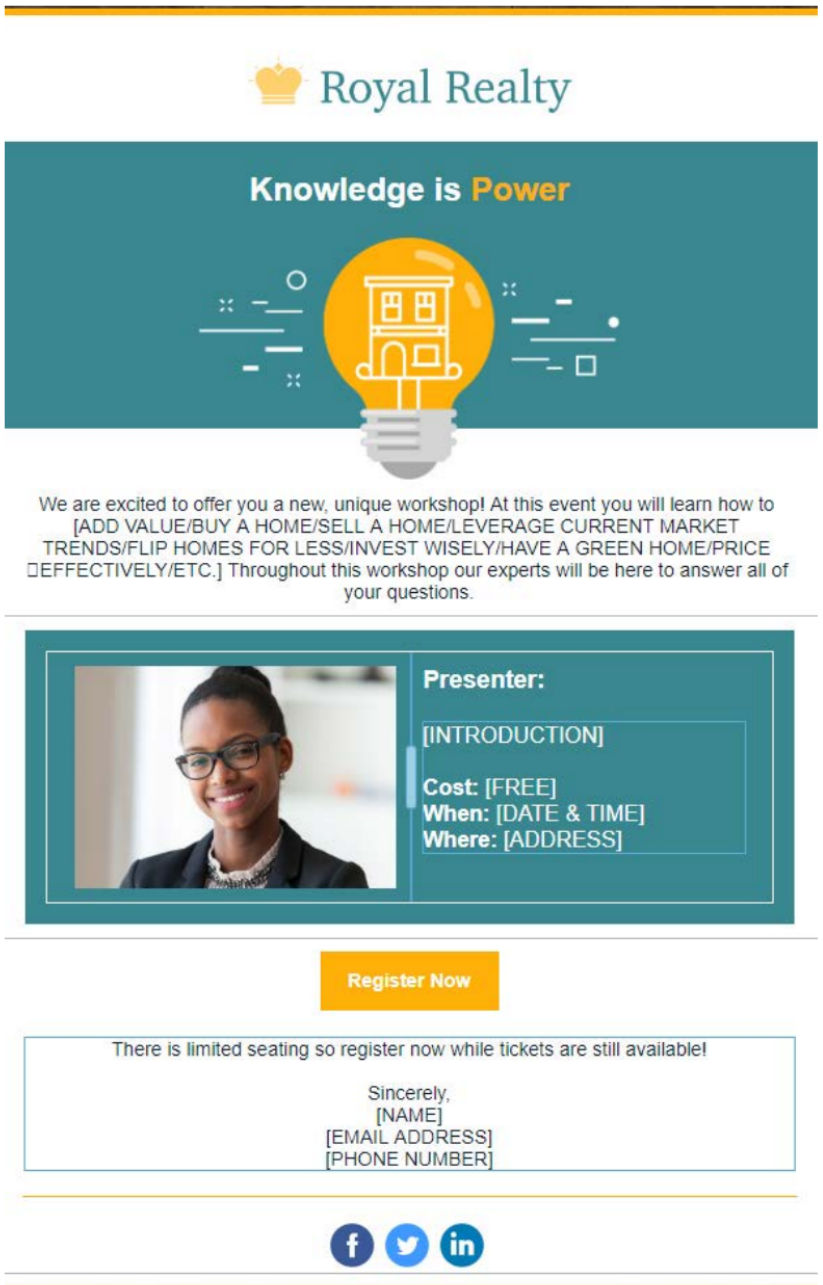
The multiple listings template allows the agent to present several properties that might appeal to a buyer. Featuring more streamlined information like price, room count, square footage, and address, these listings allow for easy property comparison. Again, the inclusion of agent contact information is critical as it allows leads to reach out with questions.



Multiple listings template

4. Event Template

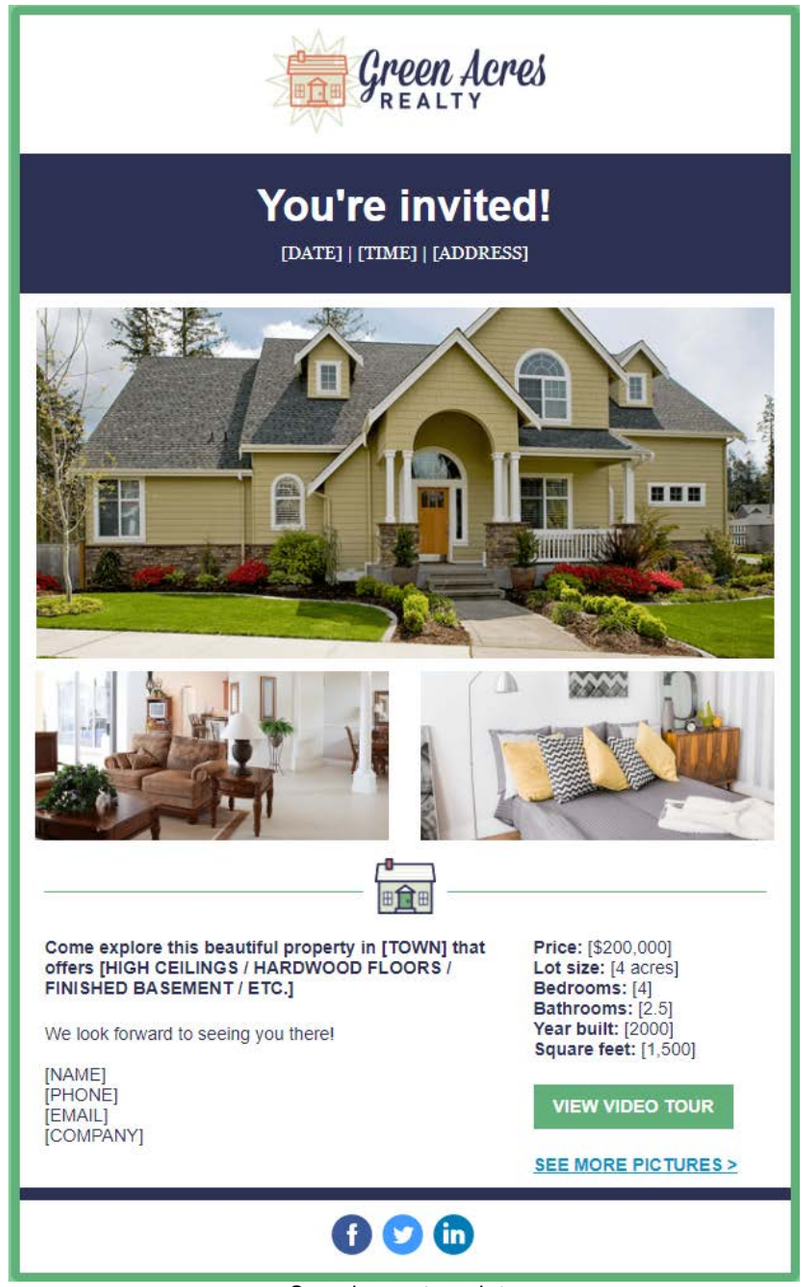
The event template is created for agents and brokers who offer classes, seminars, or social events to those in their community. This is an ideal way to introduce interested leads in the buying and selling process and give them more interactive instruction on how to work with an agent. An easy-to-click registration button gives leads the ability to sign up directly from the email after reading all of the details about the event.



Educational event template

5. Open House Template

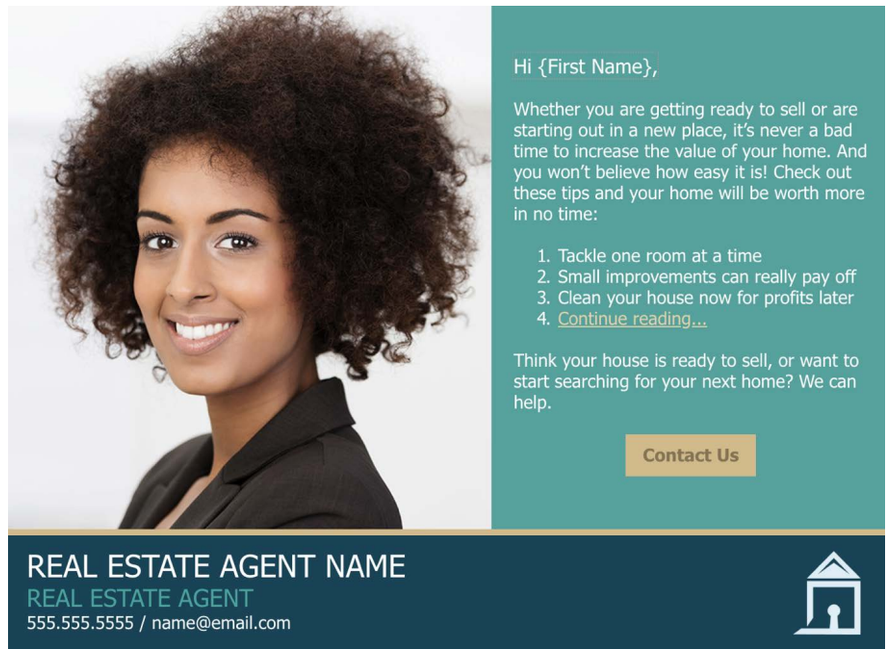
The open house template is designed to let leads know about an opportunity to visit and tour a unique property. RSVP buttons are often included as are extensive details about the property and pictures of the interior and exterior. Most often, these emails are framed as exclusive invitations, which makes leads feel special and increases interest.



Open house template

6. Educational & Tip Template

The tip template is best for sharing information in small, digestible bullets or numbered lists. This type of template is designed to touch base with the buyer quickly and give them several small pieces of information like market sales trends or home inventory in their area. This template is best for agents that want to share quick tips about buying a house as a way to stay top of mind.



Educational and tip email template

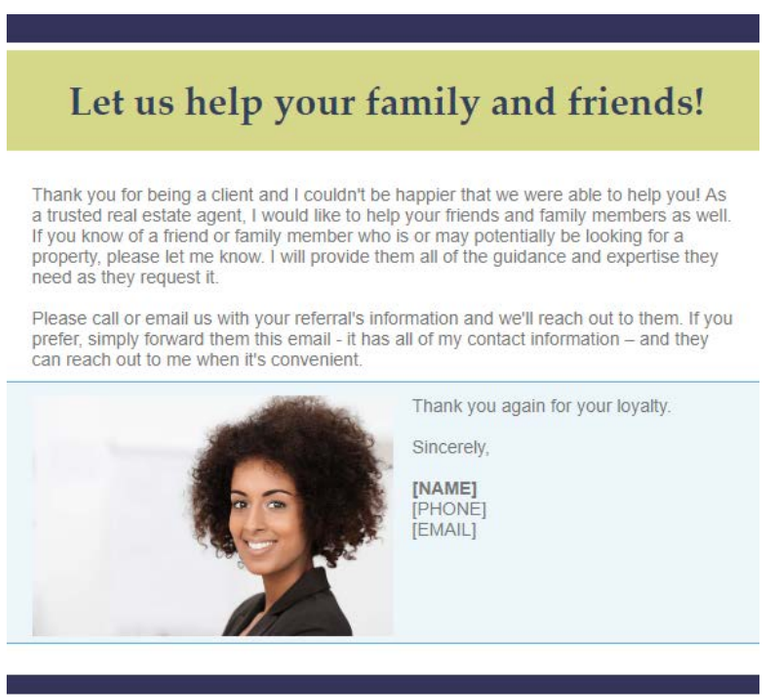
7. Reduced Price Listing Template

The reduced price listing template is designed to reach out to leads and let them know about a drop in price for a listing they've shown interest in. The header is simple—a statement about price reduction—with added invitations below to reach out about purchasing. Reduced price emails generally feature urgent language as a way to get leads to take advantage of the incredible value.

Reduced price listing template

8. Referral Template

The referral email template allows agents to reach out to current or past customers and ask for names of individuals who might need help buying or selling a home. For agents with a list of happy customers, this type of email template can generate leads easily. Be sure you get contact information with the name of the new lead.



Referral template

4 Top Real Estate Drip Campaign Providers

Real estate drip campaign providers vary in price, features, templates, and subscriber levels. However, they should be affordable, easy to use, and offer enough customization so that you can create emails that fit your brand and campaign needs. To help you choose the best one, we've highlighted for industry leaders below.

Here are four top real estate email drip marketing platforms.

1. Constant Contact

Constant Contact offers agents a free 30-day trial to test hundreds of templates and their robust email editor. Prices start at $20 per month for up to 500 contacts, and there is a 15% discount for annual plans. Check out Constant Contact reviews and pricing.

2. LionDesk

LionDesk offers agents video email capabilities starting at $25 per month. There is a 30-day free trial to test features and a plan that includes video texting for $45 per month. Learn more about LionDesk pricing and reviews.

3. Real Geeks

Real Geeks offers agents lead generation through Facebook and Google, combined with a website builder and email marketing short message service (SMS) texting. The price for Real Geeks starts at $199 per month. Find out more about Real Geeks pricing and reviews.

4. Mailchimp

Mailchimp has a free plan that includes up to 2,000 contacts and 12,000 emails per month. With professional templates, agents can customize their drip email campaigns easily to stay connected to their leads. Check out Mailchimp user reviews and pricing.

9 Real Estate Drip Campaign Pro Tips

Real estate agents can spend a lot of time and money trying to create real estate drip campaigns that likely engage leads likely. To help you craft the best emails for your campaigns, we reached out to nine industry experts to get their advice for creating a successful email marketing campaign.

Here are nine pro tips about making the most of your drip marketing campaigns.

1. Include Engaging Videos

Jay Macklin, Co-owner, Platinum Living Realty

Incorporate video email and voice broadcasts into your drip campaign, tying in the information you've already sent to the receiver. Some people may be more inclined to watch a video or listen to a recording than read a text-based message.

2. Customize Your Communications

Justin Farrell, CEO/Creative, COWTS Design Studio

Leverage mail merge tags to personalize [content]. Most systems can put their name or address in the message. It makes it feel more direct and personable. Nothing gets discarded faster than “Hi there.”

3. Send Targeted Emails

Shauna Ward, Content Marketing Manager, Matcha

Segmentation is the single most effective email marketing tactic you can use. A Klaviyo study found that highly segmented emails get approximately 2x more opens and clicks than unsegmented emails. You can slice and dice your list using demographic data as well as behavioral data. For example, someone who viewed properties in Neighborhood A should receive a different email sequence than someone who viewed properties in Neighborhood B.

4. Add Incentives for Engagement

Regine Nelson, Realtor & Founder, Wealthward Realty

People get excited to open emails when they know that a coupon for something or a surprise will be inside. Leave a little Easter egg in your email drip campaign. For example, at the very bottom, leave a message such as this: “If you get to the bottom of this email, you’ll get a free $5 Starbucks gift card.” Don’t do it every newsletter. Keep them guessing.

5. Craft Emails in Logical Order

Téa Liarokapi, Content Writer, Moosend

Start with a welcome email and craft your emails as you go. Your welcome email is of high importance, seeing as it’s an email that your leads expect—even more so than the rest of the emails on your drip campaign. About the value part—be clear on what your leads are going to get when they sign up. Provide a little extra as a small surprise. It doesn’t need to be something that breaks the bank—just a little discount, or maybe a free ebook will be enough.

6. Use Emojis

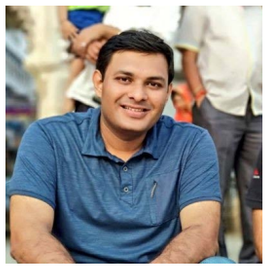
Travis Carroll, Licensed Real Estate Salesperson, Oxford Property Group

Put an emoji in the subject line, the front, the end, the middle —somewhere.

7. Set Clear Objectives

Mayank Batavia, Manager Marketing and Partnerships, QuickEmailVerification

Each of your emails should have one and only one objective. If you’ve designed a set of six emails to go out in your campaign, each email should target exactly one desired outcome. That one outcome could be getting subscribers to download an ebook, confirm an appointment, like a social media [account], or anything similar. Any email trying to achieve more than one thing will likely end up achieving nothing.



8. Experiment With Different Types of Content

Jaykishan Panchal, SEO Consultant & Content Marketing Manager, E2M Solutions Inc

Email drip campaigns deliver different types of content with varying engagement levels. Real estate agents must focus on the type of content that has been accepted by the majority of their audience. This content should also be useful to educate, nurture, and convert prospects.

9. A/B Test Your Email Offers & Content

Adam Hempenstall, CEO & Founder, Better Proposals

Always split test. Never bet all your money on a single offer. One email may not work well, which is why you always need several versions, especially if you have a large enough list and budget to experiment.

Frequently Asked Questions (FAQs)

Is text or SMS a part of drip campaigns for real estate?

Some real estate drip campaign providers like **Real Geeks** include SMS text marketing features. The ability to text stay connected to buyers through text means that you can send them notices directly to their phone about open houses, price changes, and new listings. Be careful how you use this, however, because you might push recipients to block you.

Can I use a real estate script?

A real estate **script for internet leads** is the basic text of marketing communication that agents can customize with their own information. Essentially, it is a roadmap for what the agent should say to connect with the lead. These scripts can be used in the body of drip marketing emails but should always be personalized to ensure maximum reader engagement.

Do I need a CRM?

A customer relationship manager (CRM) helps agents manage leads, including those targeted with a drip campaign, through the sales cycle. While it is possible to keep up with leads through a spreadsheet or other type of database management, a CRM can give you at-a-glance tracking and help you stay connected with potential buyers and sellers until they are ready to work with you. Read more about the **best CRMs for real estate**.

Bottom Line: Drip Campaigns for Real Estate

Real estate drip campaigns help agents stay connected to the buyer through email or text messages until they are ready to purchase or sell a property. These emails are often spaced out by a few days and follow a logical pattern. Common drip campaigns include a welcome email, a notice of an event or new properties, and referral emails.

Agents can spend hours trying to set up and deploy drip marketing emails to keep buyers engaged, however. Fortunately, **Constant Contact** makes it easy with a drag-and-drop editor, intuitive interface, real estate-specific templates, and a simple automated email setup feature. Learn more about the **free Constant Contact 30-day trial** and try out the features today.

Visit Constant Contact

About the Author

Diana Bourgeois

Diana Bourgeois specializes in real estate and social media marketing. With over 15 years of experience executing social media best practices, Diana takes every opportunity to share proven tips and tricks to grow business online.

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