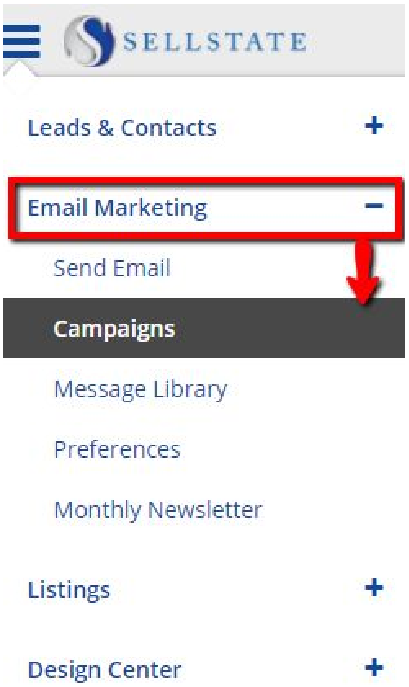
SELLSTATE POWERSUITE

Email Marketing Drip Campaigns

SELLSTATE



Email Marketing Drip Campaigns

The Email Marketing Application section of Power Suite allows you to enroll a client, or a prospective buyer, into a professional email campaign with a few simple clicks.

How Do I Enroll Clients Into The Email Campaigns?

You can simply add a contact from the [Power Suite Contacts Manager], or go to the Email Marketing Application and add a contact to an existing email campaign.

Within the Email Marketing Application: First select the Campaign that you would like to enroll your clients in to and then use the

Down Menu to Edit:

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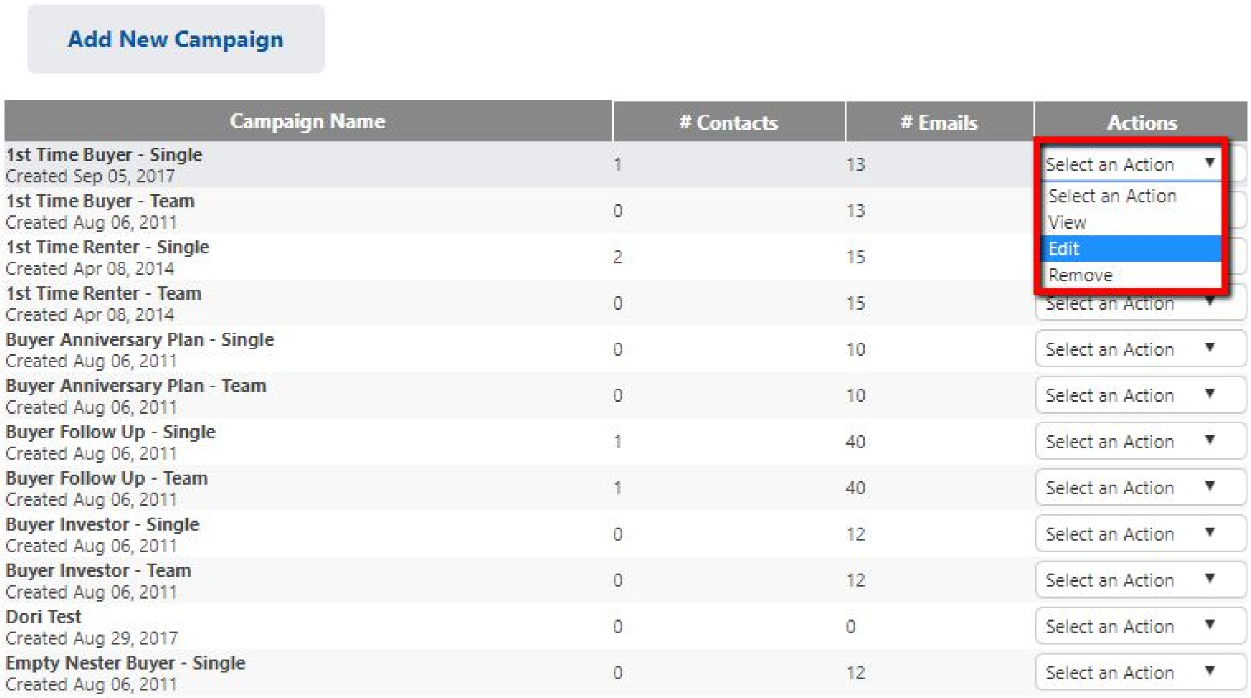

Add New Campaign

Campaign Name	# Contacts	# Emails	Actions
1st Time Buyer - Single Created Sep 05, 2017	1	13	Select an Action
1st Time Buyer - Team Created Aug 06, 2011	0	13	Select an Action View
1st Time Renter - Single Created Apr 08, 2014	2	15	Edit Remove
1st Time Renter - Team Created Apr 08, 2014	0	15	Select an Action
Buyer Anniversary Plan - Single Created Aug 06, 2011	0	10	Select an Action
Buyer Anniversary Plan - Team Created Aug 06, 2011	0	10	Select an Action
Buyer Follow Up - Single Created Aug 06, 2011	1	40	Select an Action
Buyer Follow Up - Team Created Aug 06, 2011	1	40	Select an Action
Buyer Investor - Single Created Aug 06, 2011	0	12	Select an Action
Buyer Investor - Team Created Aug 06, 2011	0	12	Select an Action
Dori Test Created Aug 29, 2017	0	0	Select an Action
Empty Nester Buyer - Single Created Aug 06, 2011	0	12	Select an Action

From there, scroll down until you see " " and you can search for the contacts that you would like to enroll either by doing a quick search (this is where Custom Contact Categories really come in handy):

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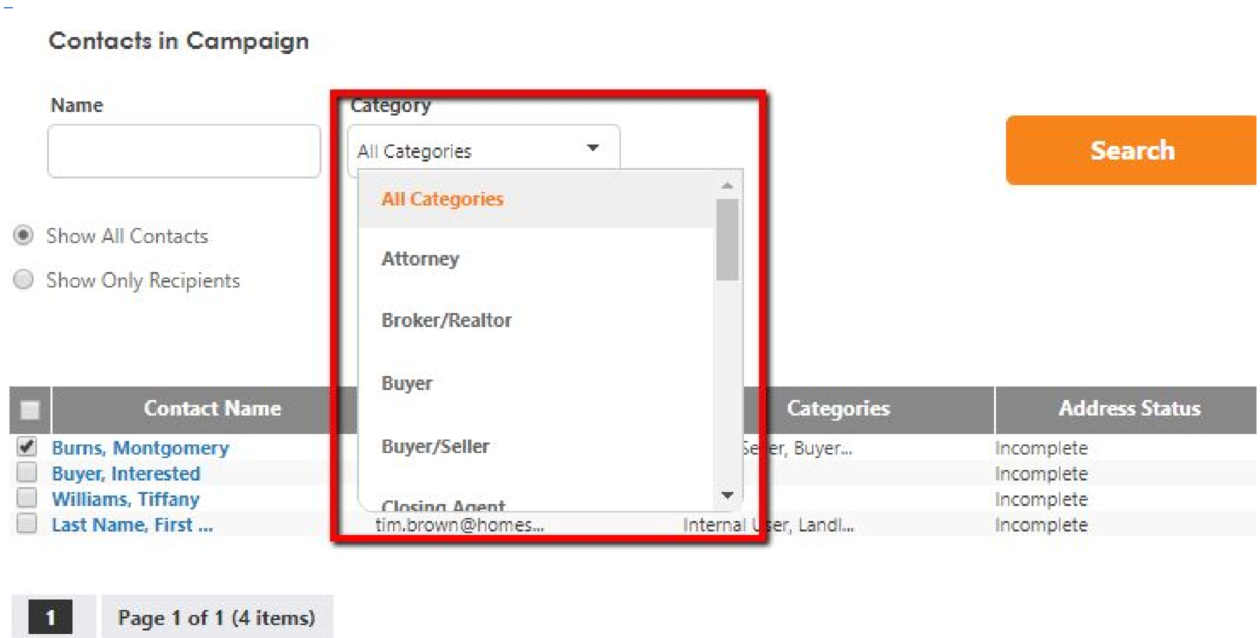


Or going through your existing contacts:

	Contact Name	Email Address	Categories	Address Status
☑	Burns, Montgomery	releasethehound...	Buyer, Seller, Buyer...	Incomplete
☐	Buyer, Interested	Interested@Home...	Buyer	Incomplete
☐	Williams, Tiffany			Incomplete
☐	Last Name, First ...	tim.brown@homes...	Internal User, Landl...	Incomplete

1 Page 1 of 1 (4 items)

Select the checkboxes for the contacts that you would like to enroll, and then to apply your selections to the campaign hit **Save Changes** (located at the top right corner)

Where Can I View The Emails within the Campaign?

There's two ways to do this depending on where you are in the Email Marketing app. The first way is in the Campaigns view under the drop-down menu:

Campaigns

Add New Campaign

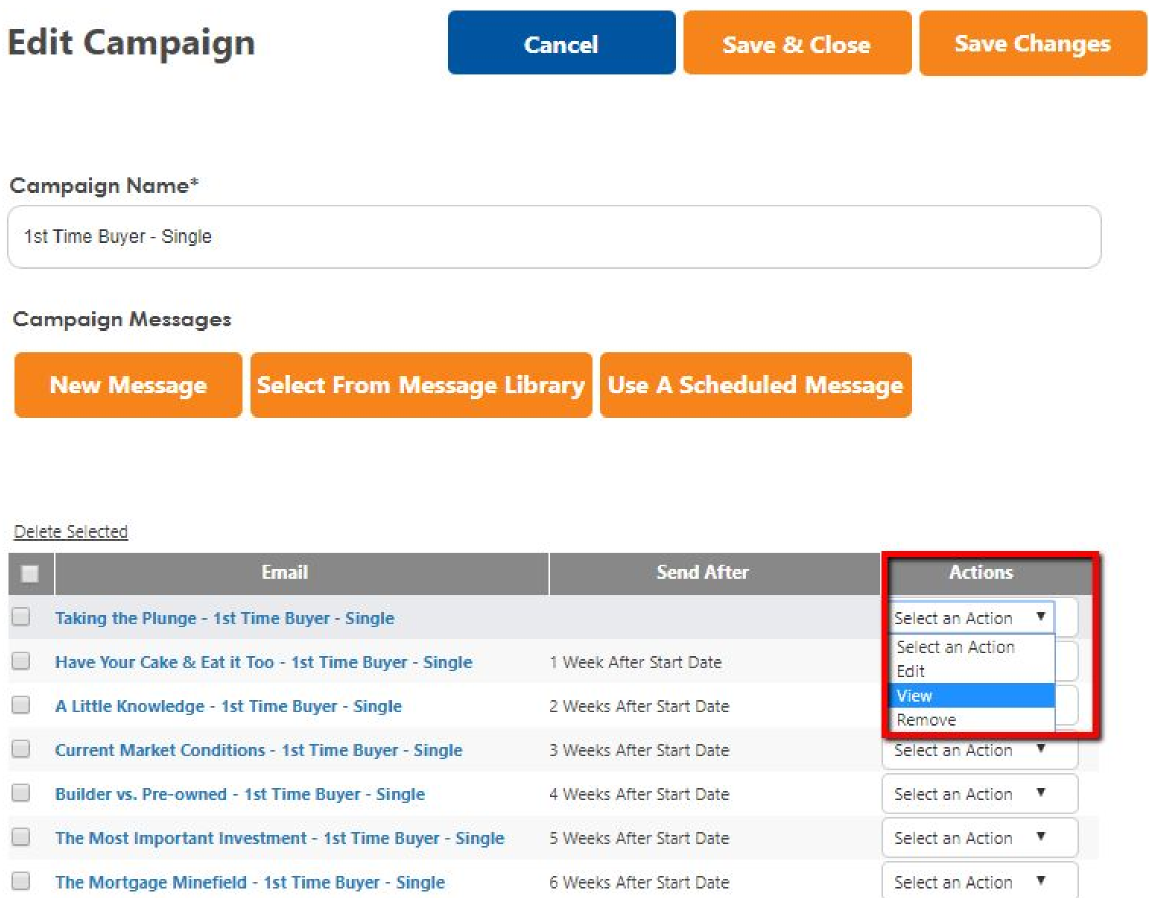
Campaign Name	# Contacts	# Emails	Actions
1st Time Buyer - Single Created Sep 05, 2017	1	13	Select an Action Select an Action View Edit Remove
1st Time Buyer - Team Created Aug 06, 2011	0	13	
1st Time Renter - Single Created Apr 08, 2014	2	15	
1st Time Renter - Team Created Apr 08, 2014	0	15	Select an Action

A window will pop up in your browser with all the emails within that campaign, and you can simply click on the email title to view the contents:

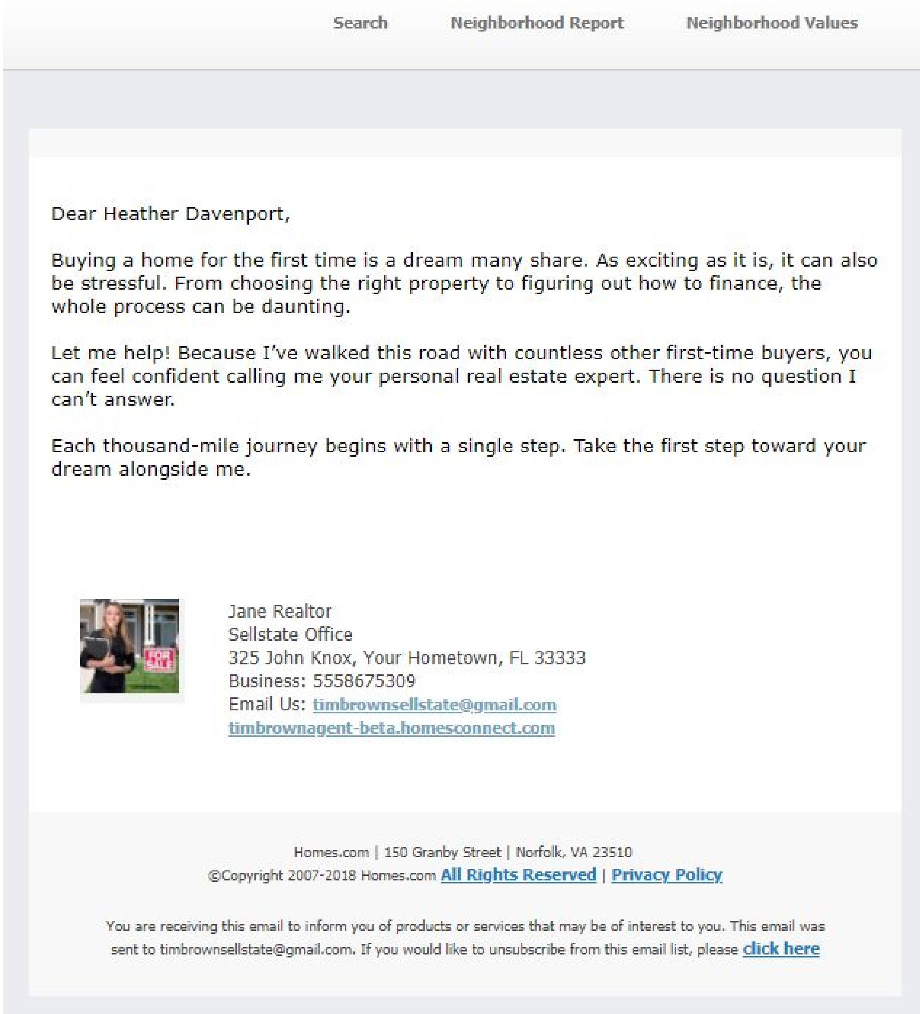
Plan: 1st Time Buyer - Single

Email	Send After
Taking the Plunge - 1st Time Buyer - Single	1 Week After Start Date
Have Your Cake & Eat it Too - 1st Time Buyer - Single	1 Week After Start Date
A Little Knowledge - 1st Time Buyer - Single	2 Weeks After Start Date
Current Market Conditions - 1st Time Buyer - Single	3 Weeks After Start Date
Builder vs. Pre-owned - 1st Time Buyer - Single	4 Weeks After Start Date
The Most Important Investment - 1st Time Buyer - Single	5 Weeks After Start Date
The Mortgage Minefield - 1st Time Buyer - Single	6 Weeks After Start Date
Call Me Today - 1st Time Buyer - Single	7 Weeks After Start Date
Who's Your Agent? - 1st Time Buyer - Single	8 Weeks After Start Date
Home Inspections and Warranties - 1st Time Buyer - Single	9 Weeks After Start Date
One Sure Thing... Taxes - 1st Time Buyer - Single	10 Weeks After Start Date
1 2	Page 1 of 2 (16 items)

The second way is in the campaign editor, under the same Actions menu:



A window will pop up in your browser with a preview of that campaign letter:



Search Neighborhood Report Neighborhood Values

Dear Heather Davenport,

Buying a home for the first time is a dream many share. As exciting as it is, it can also be stressful. From choosing the right property to figuring out how to finance, the whole process can be daunting.

Let me help! Because I've walked this road with countless other first-time buyers, you can feel confident calling me your personal real estate expert. There is no question I can't answer.

Each thousand-mile journey begins with a single step. Take the first step toward your dream alongside me.

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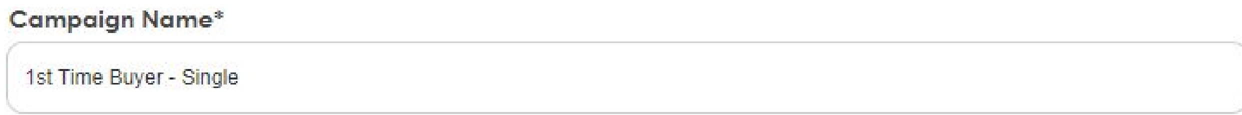
Can I Change The Information Within the Campaign Emails?

Yes! In the Actions Drop Down Menu from the Campaign Manager, select the button of the campaign that you're wanting to make changes to. This will open a new screen that gives access to the campaign's email drip letters.

From there you can change the Campaign Name:



Create your own Custom Email Template or add others that you have already created:

And edit the existing emails within the campaign:

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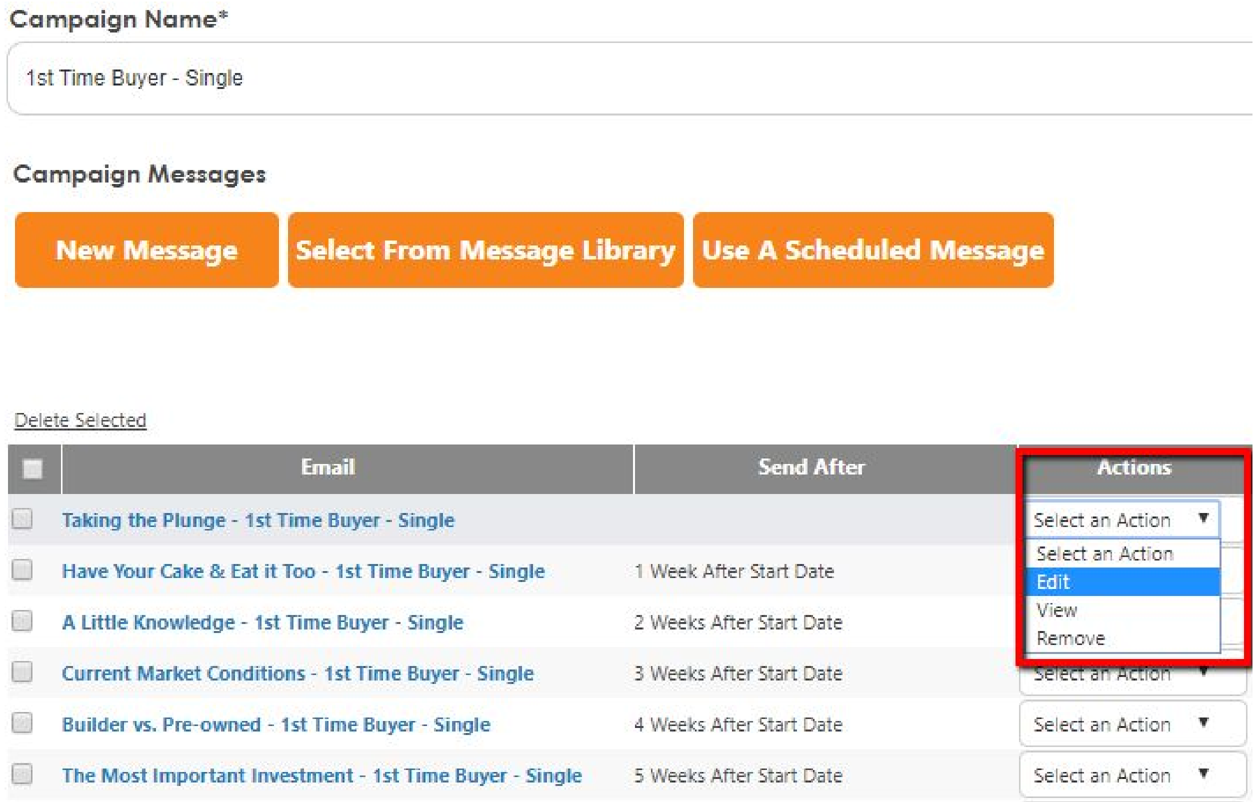

Don't forget to: 

You also have the ability to edit the Email Signature at the bottom of your drip campaigns to personalize them further.