

## Email 1

**Subject line:** {\$name}, thank you for subscribing to the Hacking Real Estate Marketing Insiders 🙏

Hello {\$name},

Thanks again for subscribing to the Hacking Real Estate Marketing Insiders!

Please access the FREE Course "The Foundation Factor" by clicking this link [HERE](#).

You will also get helpful exclusive content and out-of-the-box real estate marketing ideas and news regularly from now on.

Thanks again, and until next time!

Tobias

## Email 2

**SL: NAME, did you know nothing just works in real estate lead generation?**

Imagine a pro basketball player would recommend someone 59 inches "tall" to start a pro career as a basketball player because it worked well for the pro.

What's wrong with that, and how does this relate to real estate lead generation?

Well, the advice is biased.

Just because the pro basket player made it happen because of some hidden (or unfair advantages), like their height, it doesn't necessarily work for the 59-inch tall person.

And the same happens with experienced teachers who found and made a viable marketing channel work for their real estate lead generation.

These channels likely worked for them because they aligned with...

- Their experience level
- The right audience
- Their income goals
- Their monthly budget

- The buyers' or sellers' awareness levels
- Their daily available time
- Their time frame in which they want to reach their goals.

And there is a more objective way of finding your ideal marketing channel for an increased chance of success in your real estate lead generation.

Here (LINK), you can learn more about it.

Have a nice one  
Tobias

## **Email 3**

**SL: NAME, following blindly real estate lead gen advice may cost you dearly...**

"Do social media," "Make videos," "Write articles," "Cold call expired listings," " Send direct mail." You can find long lists of various tactics from various teachers.

However, before you blindly follow their advice for your real estate lead generation campaigns, you want to take a step back...

This step back using an unbiased approach will protect you from costly mistakes.

What do you do in this step?

You want to assess your situation first, find a viable real estate marketing channel aligned with it, and then make it work for you...

And when you assess your situation, you ask yourself seven questions...

- What is your annual income goal?
- When would you like to reach this goal?
- What is your monthly budget for real estate lead generation?
- ....

The remaining four questions you can learn about here (LINK).

Thanks for reading, and until next time!  
Tobias

## Email 4

**Subject Line:** How Having a Customer Journey Can Improve Your Real Estate Lead Generation 🖱️

Hello {\$name},

When you don't have a customer journey defined, you will not know who your ideal real estate customer is and also not know which marketing channels to use to target them.

Without this knowledge, it is like using an old phone book, throwing it against the wall, and then just randomly starting cold calling where it opens and hoping that the people you call may convert into real estate leads and customers.

The odds of generating good quality real estate leads with this method are similar to my cat catching a cicada.

And while in its mouth, making cicada sounds, getting away, landing on the wall, relaxing, and then getting disturbed again by a gecko that overestimated its stomach capacity trying to eat it.

That happened, by the way, but the odds of this happening are pretty low.

The company Survey Monkey has a great definition of a customer journey:

"The customer journey is the complete sum of experiences that customers go through when interacting with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer."

To create a customer journey, imagine how a concrete person (e.g., a potential seller client) (give it a name) goes through becoming your real estate client.

In my article, "Next Level Real Estate Content Marketing [A Strategy Guide] you can find an example of what the customer journey of a potential buyer client could look like.

The essential thing in creating customer journeys is putting yourself in the shoes of one or more client types you have or might have.

Many skip getting to know their target audience or clients and wander in the dark with their lead generation methods, hopping from one channel to the next without orientation.

Besides other key factors, this one is especially important for every decision you must make regarding your marketing strategy and tactics, such as copywriting, real estate funnels, traffic channels, etc.

Thanks for reading, and until next time!  
Tobias

P.S.

HERE you can learn how to increase your real estate lead conversions without wasting thousands of marketing dollars.

## Email 5

**SL: NAME, what if you use a marketing channel for your lead gen you shouldn't...?**

NAME, maybe you've been there or are actually there at this very moment...

You take the advice from someone to try to make [INSERT MARKETING CHANNEL OF YOUR CHOICE] work.

So you may spend weeks or months testing this marketing channel and, as a cherry on top, flush thousands of dollars down the toilet...Only to discover that you shouldn't have used this channel in the first place.

Oh, and you probably wasted some valuable time, too...

There is a tool you can use to mitigate this risk and boost your odds for a successful real estate lead gen campaign, and you can learn more about it here ([LINK](#)).

Thanks for reading,

Tobias

## Email 6

**SL: Have a short-term income goal? Don't use THESE marketing channels for your leadgen...**

NAME, let's say you're in a little hurry.

So you don't want to wait a year or more to see results and generate income for your real estate business.

Most prefer money now to tomorrow, right? Well, it depends on how much you have already...But that's another topic.

Now, you watch a video about content marketing, and someone recommends you make videos to generate leads or post on social media.

And thanks to YouTube's algorithm, you now get even more suggested videos about the same topics.

You now get the **subjective** impression that this is the way to go. I mean, everyone is talking about it and seems to be doing it.

However, don't follow this advice...

Why?

If you need to earn money rather yesterday than tomorrow...it's a trap!

Building up an organic audience, be it on YouTube or other social media platforms, can take a loooong time, especially if you do it the first time and may make (beginner) mistakes.

Now, your income goal and when you want to reach it are just two "variables" that must match with the proper marketing channel for your lead generation.

There are many others, and [HERE \(LINK\)](#), you can learn how to consider all of them to make a more informed decision before you go all in on a marketing channel.

Thanks for reading,

Tobias

## Email 7

**Subject line:**{ \$name}, do you have a real estate marketing plan? 🤖  
{ \$name},

I once had a senior neighbor couple, and occasionally, I heard them fighting.

He said stuff like: "Why is the freezer full again? Those Chinese garbage freezers from today are no good."

And the next moment, he wasn't even aware that they had a freezer.

So, thinking the freezers were either non-existent or just terrible and needed more capacity, he bought an additional freezer. A few weeks later, the same, and another freezer.

So, they had like three or four freezers.

The funny and sad thing at the same time was that they both had a "bit "of dementia already, and they forgot that they already had groceries in the freezer and, secondly, that they had freezers in the first place.

Why am I telling you that? In my last email, I wrote that you will wander in the dark without knowing your potential real estate clients.

It's a bit of a stretch with this above example, but skipping this step is a bit like the senior couple skipping the step of checking if they had a freezer filled with groceries in the first place.

Instead of doing some research, you jump from marketing channel to marketing channel without a strategy that could be based on knowledge about your ideal target clients.

So, a poor and/or wrong real estate marketing strategy is another of the primary reasons for poor and/ or no leads. Without it, you can't map out your lead generation process.

What helps here is to work out a real estate marketing plan (you can read more in-depth about how to do that in my article here).

To summarize the basic steps to include in your real estate marketing plan:  
Determine your real estate business goals (e.g., annual net revenue in commissions of \$150,000)

Find out who your ideal target customers are (including their needs, greed, pains, etc.)

Based on 2) create your unique value proposition.

With a value proposition, you communicate what is desirable or unique about your real estate business in a short phrase or two. (e.g., "in contrast to our competition, we have contacts and a special system that give you a much higher success rate with loan approvals of almost 95% for first-time home buyers")

Based on 2) determine the ideal marketing channel to reach them.

In this article, I already analyzed, for example, which social media channels are most suitable for which real estate target group.

Determine the key metrics (key marketing performance indicators) you want to measure the results.

You can read about key marketing performance indicators here.

However, there are also the following additional questions you want to answer for yourself when it comes to creating a real estate marketing plan:

When would you like to reach your commission goal?

What is your monthly budget for real estate lead generation?

What is your daily "sweat equity" budget in hours for labor-intensive lead gen tasks (e.g., content marketing)?

What is your daily outsourceable time budget?

What are your estimated costs per hour of your or outsourceable time?

How many marketing channels would you like to focus your time on?

What prospects do you mainly focus on (e.g., sellers, buyers, both equally)?

Thanks for reading, and until next time!

Tobias



## Email 8

**Subject line:** {\$name}, "you are fired"...well, actually not you, but hopefully some of your leads so you can make more money...👉

Hi {\$name},

You may wonder how I could write something that outrageous. Shouldn't all leads be treated equally? Why fire anybody?

However, real estate lead qualification is actually a disqualification process.

How is that of any benefit?

Well, disqualifying real estate leads helps protect your time and money so you can invest it in improving your real estate lead generation methods.

Or you can sell to leads that do qualify instead.

To some degree, all efficient sales processes are disqualifying, at least at the beginning of the sales funnel.

For example, let's use two real estate agents: Bob and Peter.

Both have been running a lead generation campaign on Facebook to generate seller leads.

Facebook leads often don't have a high product or service awareness (remember my email about customer awareness levels?).

So, these leads need long-term nurturing with a sound follow-up system since potential sellers on Facebook have often just started thinking of selling and potential buyers of buying.

Some may be dreamers and seem serious, but they are not. Nevertheless, they leave their contact information in your Facebook lead form.

Back to Bob and Peter.

Both generate 100 leads, and they start calling them.

Bob is a real estate agent that doesn't take "sh\*t" and doesn't have any issues in firing a prospect.

On the other hand, Peter qualifies leads by accident at most and wants to always be the nice guy.

Who do you think will know sooner know...

How to tweak the Facebook ad campaign to pre-qualify potential leads even better?

What the percentage of serious sellers he gets from the campaign is?

And who do you think can invest his time earlier in running other lead generation campaigns or doing whatever is essential in his business?

It's not Peter. It's Bob.

Why?

Well, Peter is still talking to Mary (lead number ten), who can talk about her life problems for the first time in two weeks as her psychotherapist is in Hawaii getting therapy herself.

Bob is already done with lead number 60. He knows only three are not dreamers or people who clicked on something while having too many Mojitos watching cat videos on Facebook.

How so?

Because Bob asks the right (dis)qualification questions.

Now, you may already see how real estate lead qualification can make you more money...

From the two agents I presented earlier, I already mentioned the benefits at least Bob could experience by asking the right (dis)qualification questions.

He knows faster if and how his lead generation campaign performs, no matter the marketing channel (in our example, Facebook).

It also helps him to know faster than Peter what type of leads are attracted by the type of ad and the audience targeting on Facebook.

He can then tweak and optimize the lead generation campaign earlier than Peter, thus increasing the lead quality.

The cost per lead may go up since he will use some pre-qualification already in the ad copy.

However, since the subsequent bulk of generated leads likely has increased quality, he may get five or six this time instead of calling one hundred and qualifying three as serious.

So, his cost per qualified lead will likely decrease.

Peter will likely never get to that point.

Why?

He is missing the necessary data he could have gotten had he sufficiently (dis)qualified the leads he called.

You can compare the performance of Bob and Peter in numbers. In my article, you can find the comparison table to better understand how higher costs per lead can lead to lower costs per qualified lead.

HERE you can learn how to increase your real estate lead conversions without wasting thousands of marketing dollars.

Thanks for reading, and until next time!

Tobias

## Email 9

**Subject line:** Want to know if email marketing works for real estate? 😊

When I first heard about email marketing, I thought it would be a lead-generation strategy that uses email addresses to generate leads.

Of course, at that time, I didn't know yet that you needed contact information in the first place to send an email.

So, to think that it's a lead generation strategy is wrong.

Instead, you may want to consider it a digital marketing strategy to follow up (my article) and nurture leads you have already generated by other means.

The term "email marketing" is a bit misleading.

Strictly speaking, I would instead call it "email sales" because it is one of the elements of a sales funnel where you use many more elements of copywriting (selling in words) to persuade a prospect to transact with you.

Ideally, you don't manually run email marketing campaigns from your Gmail account but use different software.

In this article, I already covered the different software providers there are.

They can help you individualize and automate many aspects of email marketing.

The sales cycle in real estate is much longer than in other industries or for other less complex and less expensive products.

Therefore, email marketing is particularly important to reduce costs per sale, increase your return on ad spend, and keep prospects engaged with your brand and what you have to offer in their minds.

But let's return to the initial answer to whether email marketing works for real estate.

If we consider "working" as generating appointments with potential sellers or buyers, email marketing can work for real estate, provided you get several of the following things right...

Segment your email list and send personalized emails and automatically triggered emails.

Be aware of your lists' need awareness to get the messaging market fit right with the most suitable sales copy.

Design an email sequence that balances hard, soft, and emails without a sales message.

Have an enticing subject line with a good sales copy (read my article on real estate sales copy here), ideally combining it with an emoji to increase the open rate.

Track key performance indicators such as open rates, click-through rates, conversion rates, unsubscribe rates, and bounce rates.

Continuously run split tests to improve key performance indicators.

Include a video in your initial email for higher CTRs and open rates.

Send your emails on Tuesdays and Thursdays at 11 a.m. and 12 p.m. during the week for better open rates.

Use mobile-friendly emails.

For millennials, include more GIFs, emojis, and stickers in the email body, but not so much for boomers.

If you do all that, you drastically increase your chances of making email marketing work for real estate.

You can read more on email marketing for real estate in my more in-depth article here.

If you would like to learn about a near-instant way to make a high-odds decision on what real estate marketing channel to focus on based on your individual goals, constraints, experience level, preferences, and more... check out this new offer.

Until next time,  
Tobias

## Email 10

**Subject line:** {\$name}, this is how you can create a recession-proof real estate lead gen strategy... 🙌

{\$name},

If you have been in the real estate game longer, you may already know that the market never stays the same.

A seller's market for several years can turn into a buyer's market over time and vice versa.

That's why knowing how to adapt to different market conditions with your real estate marketing and lead generation is also important.

So, I try to strike a balance on my blog between content that covers buyer and seller lead generation.

In [this article](#), I covered the dynamics of a potential buyer's market, which typically happens during a recession, and what you can do about lead generation.

And if you would like to learn about a new and clever approach to reducing your risk of hemorrhaging thousands of dollars by trying to make a real estate marketing channel work over several months that you shouldn't have started with to begin with... check out [this new offer](#).

Thanks for reading, and until next time!  
Tobias

## Email 11

**Subject line:** 🏡 How you can dramatically reduce your real estate lead costs with a follow-up system...

Another major area that leads to poor or no quality leads is not having a follow-up system in place or an ineffective one.

So, if you don't have one, you may want to reconsider creating one.

But if you have one, you may wonder how to make it more effective.

In my article "How to Follow Up with Potential Home Buyers," I already covered this problem with many different statistics and concluded that...

...you want to use multiple communication channels to follow up and will need between 6 to 8 touch points.

...you want to use the phone as the first follow-up channel, ideally as a video call, then switch to texting.

...you might need eight call attempts to reach your potential home buyer.

...after reaching them, you can switch to texting and send more than 3 text messages.

...before and between the texting, you can make some touch points via email.

...you want to use the recipient's name in the subject line, between 50 and 125 words, and include 1-3 questions. Ideally, you should also have a video message in the email.

...you want to manage and track your follow-up efforts with CRM software.

Although the mentioned article focuses more on home buyers, the conclusions are still relevant for your real estate follow-up system, even though you may target potential home sellers.

If you need a bit of motivation to get your follow-up system going, just imagine kids, the secret follow-up masters.

When they want something from their parents, they don't just ask once, like, "I want ice cream, dad." If the answer is "no," they don't just leave it that way.

No, they keep asking and asking and asking until they get their ice cream.

Well, I am not telling you to do it like a kid because, translated into the world of marketing and follow-ups, this would be the pushy kind of guy.

So, consider it just a motivational idea.

Another motivational idea is that having a follow-up system will also lower your costs per lead.

Because leads you already generated with your hard-earned money and have given up may now be "warmed up" again.

So, when you generated 50 leads per month for \$500 before having a follow-up system, two may have responded right from the start.

After having a follow-up system, you may get four to respond and convert into appointments.

This would mean a 50% reduction in costs per lead.

If you would like to learn about a near-instant way to make a high-odds decision on what real estate marketing channel to focus on based on your individual goals, constraints, experience level, preferences, and more... check out this new offer.

Thanks for reading, and until next time!  
Tobias



## Email 12

**Subject line:** 😎 Who Else Wants An Enormous List Of 254 Real Estate Content Marketing Post Ideas?

Quite a few people have trouble with real estate content marketing. And you might wonder why.

As mentioned in this article, you need to create content regularly in the long run to have a successful content marketing campaign.

This means you need to develop many ideas for articles, videos, or other forms of content that you decide to focus on. Many run out of ideas along the way.

At some point, they stop, making all the previous time and work invested almost useless.

Today, I will give you an enormous list of 254 real estate content marketing post ideas.

Hopefully, you will never run out of content ideas for your real estate business again with these ideas.

It will help you generate search traffic and leads to make some money in the end.

In this article, you will first get an overall strategy, different content types to help you brainstorm ideas, and a large list of 267 concrete content marketing post ideas.

However, depending on your goals, constraints, preferences, and experience, content marketing for real estate lead generation could actually be a bad idea.

For example, if you want to generate a particular amount of leads within the next 12 months, not having even started publishing content to rank on Google or YouTube.

Both take each year longer to rank your content to be found by seller or buyer prospects.

So, if you would like to learn about a near-instant way to make a high-odds decision on what real estate marketing channel to focus on based on your individual goals, constraints, experience level, preferences, and more... check out this new offer.

Thanks for reading, and until next time!

Tobias

## **Email 13**

**SL: NAME, want to start your day by quickly identifying high-quality seller leads?**

Name,

Have you ever spent too much of your precious time sifting through incomplete or unreliable data sources to find potential seller leads?

If you say “never,” kudos to you...you can click now delete this email.

But if yes, you may also have experienced that besides dealing with rejection in calling these potential sellers, you may find out they aren't even sellers and less motivated ones.

Pretty frustrating...and not fun.

Now, what if there were a game-changing way where you could start your day by quickly identifying high-quality seller leads who are motivated and not underwater, so there is room for a commission?

And after that, you could do a laser-targeted outreach... knowing you can rely on the contact data.

Here (LINK), you can learn how to make this happen...7 days for free.

## **Email 14**

**SL: Discover the low-inventory buster that you might not know exists**

NAME,

did you know there exists a tool aimed at investors that real estate agents can leverage to get motivated seller leads in this low inventory market?

It can speed up your listing acquisitions and help you access the most accurate and reliable seller contact data nationwide in seconds.

It's not Propstream because their skip tracing data is only 47% accurate, according to a 2022 study and agent directory.

It's also not Dealmachine, with less up-to-date data, no agent directory, and a more complex search for on-market deals.

It's not REISift since it doesn't have any lead gen platform.

No, it isn't Privy either because it doesn't do skip tracing and also has no marketing tools.

And PropertyRadar?

No, it's not that either because it doesn't offer listing data or true nationwide data coverage.

It's BatchLeads, and HERE you can get a 7-day free trial that includes 500 seller contacts...

## **Email 15**

**SL: NAME; let me tell you a secret about Batch Leads few realtors know about...**

As a real estate agent, you usually ditch the platforms real estate investors use who can work with underwater properties and all kinds of homes in financial distress and apply various creative strategies.

These types of properties usually don't leave room for commissions.

However, BatchLeads also has several data filters where you can find homes that are not in these situations and are still owned by motivated sellers.

Just to name a few...

- Senior citizens who downsize or need to move into a permanent care home
- Tired landlords who want to get rid of their portfolio
- Family members of an inherited home

And it doesn't stop there either...You can also easily search and filter by age, household size, income, net worth, and recent life events to further identify the most motivated sellers...especially those without listing agents (more potential commission for you). You can learn more about it [HERE](#).

