



What are the primary objectives of your email marketing campaigns?

- Engagement
- Sales
- Brand Awareness
- Lead Nurture
- I Don't Have An Email Marketing Strategy



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

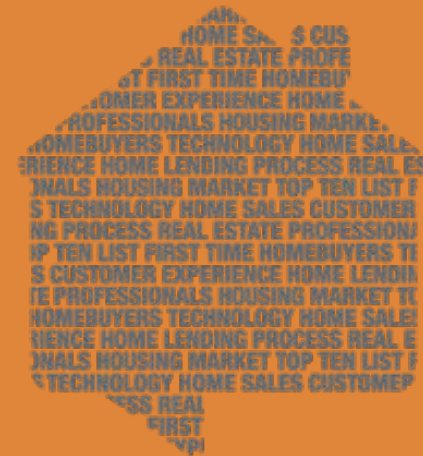
PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



NOV 2018

DEVELOP A SUCCESSFUL EMAIL MARKETING STRATEGY

Hosted by: Jim Marks & Ryan Rockwood



WHAT'S TRENDING NOW

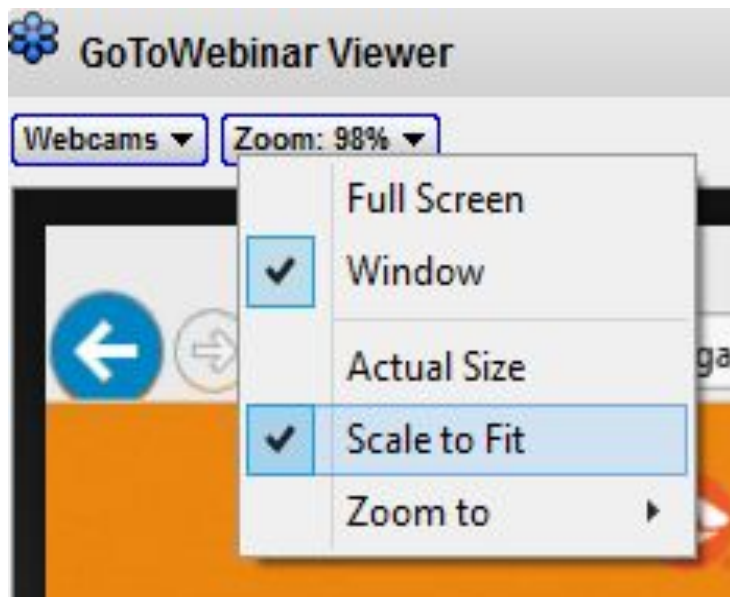


The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



Important NOTE!
If you are NOT seeing the presentation at Full Screen please adjust the zoom on **your** GoTo Viewer window (see screenshot).



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.

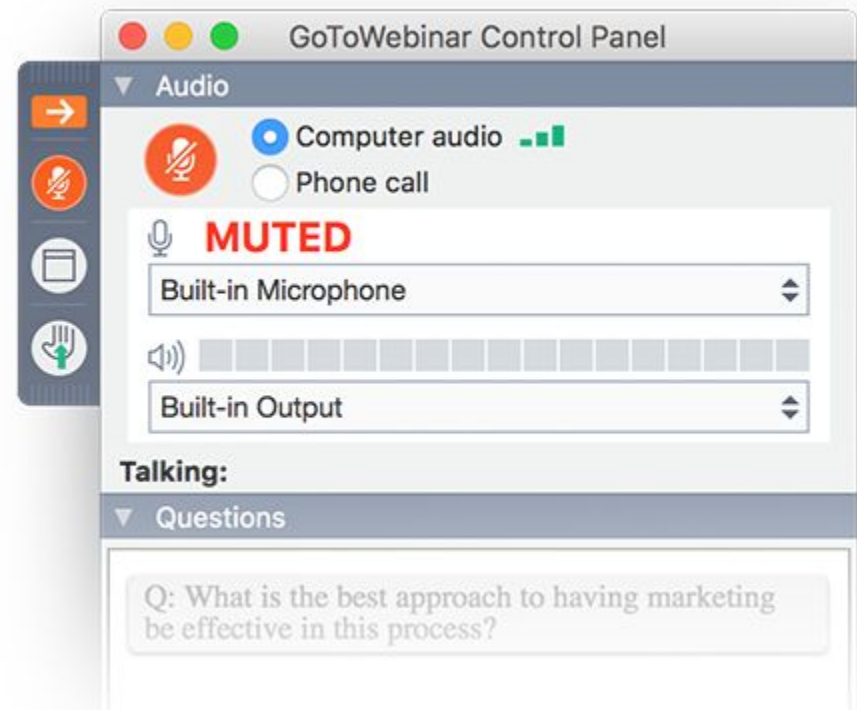


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



AUDIENCE POLL

Poll Results



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





WHY IS EMAIL MARKETING STILL SO CRITICAL?



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHY IS EMAIL MARKETING STILL SO CRITICAL?



Emails Are Easily Personalized

To: John Smith
From: Realtor Mike Jones

Subject Line: [First Name], We Have What You Need

Body:
Good Morning, [First Name] [Last Name]!



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

WHY IS EMAIL MARKETING STILL SO CRITICAL?

Email Campaigns Are Easily Automated



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

WHY IS EMAIL MARKETING STILL SO CRITICAL?

Email Addresses Are The
Easiest Lead Capture Type
(and in most cases, the only one you get)

First Name *

Last Name *

Business Email *

Register Now, it's Free.

Complete the below form to get instant access.

Email

Username

Password

Confirm Password

☐ Terms & Conditions

Register

Download Your Free Guide Today!

Your First Name

Your Email

Your Business Website

Get My FREE Ebook



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



THE NUMBER ONE REASON WHY EMAIL IS STILL SO CRITICAL TO YOUR MARKETING STRATEGY...



DRUM
ROLL
PLEASE



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW



ROI

Email Marketing Still Gets The Best
Return on Investment



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.

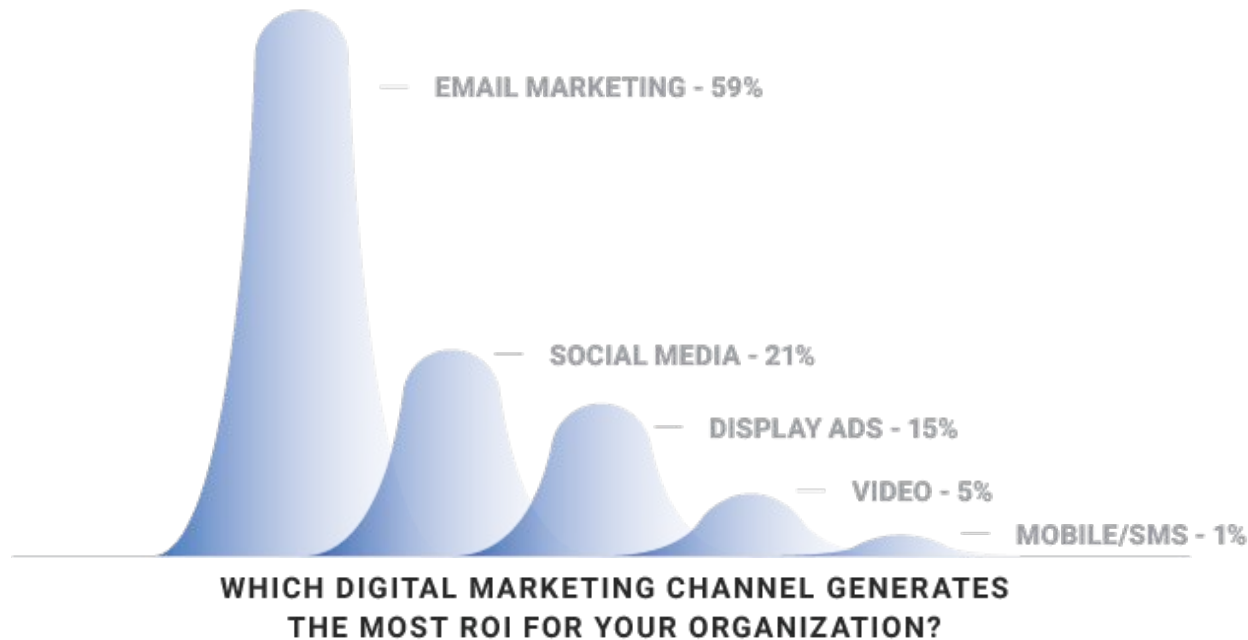


What's Trending Now



WHAT'S TRENDING NOW

Email is the best form of communicating with your customers. Even though social media gets a lot of attention, the most valuable digital channel is building your email list.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

OKAY... SO EMAIL MARKETING IS CRITICAL, BUT...

WHO SHOULD I BE EMAIL
MARKETING TO?



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

EVERYONE YOU HAVE AN EMAIL FOR
(who hasn't unsubscribed)

BUT...



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



**IT'S ABSOLUTELY ESSENTIAL
THAT YOU START TARGETING**

NO MORE MASS BLASTING

Sounds obvious, right? But you'd be surprised at how many people DON'T TAKE THIS ESSENTIAL STEP.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL TARGETING

Every Email you Send Trains the Receiver
To Open or Delete Your Emails.

You get 5-10 chances to make the cut.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL TARGETING

STEP ONE

ORGANIZE YOUR CONTACTS IN YOUR CRM OR EMAIL (This is called segmenting your list)

- Buyers vs Sellers
- By Location
- By Lead Source
- Leads/ Contacts/ Current Clients / Past Clients



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

EMAIL TARGETING

SEGMENTING YOUR LIST

Recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





WHAT KIND OF CONTENT SHOULD I BE SENDING?



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

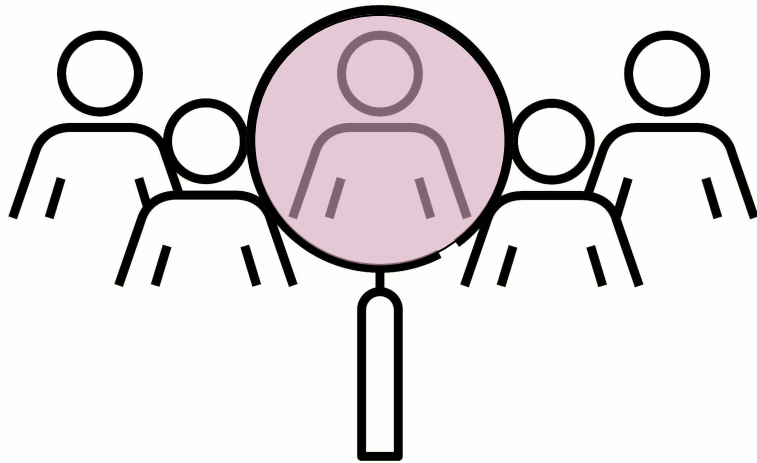
PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING CONTENT



STEP TWO

Design your email campaign content for the specific recipient type.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



WHAT CONTENT GOES TO WHO

Type of Content	Who It's Intended For
New Listings	Current Clients, By Location
"It's Been A While"	Past Clients, Cold Leads
Real Estate Market Update	Potential Clients, Current Clients, By Location
Open House Announcement	Current Clients, By Location
Buyer Guides	Buyers
Seller Guides	Sellers
Testimonials	Leads, Contacts
Community Events/Openings	By Location



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



FIRST: DETERMINE YOUR GOAL FOR THEM (what is it you want them to do)



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.



PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



SECOND: PROVIDE VALUE (you have to understand THEIR intent)

(hint... this is where lead source data comes in handy)



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





**INCLUDE AN OBVIOUS WAY TO
CONTACT**



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





EMAIL MARKETING BASICS



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING BASICS

SUBJECT LINES

THIS IS WHAT CONVINCES SOMEONE TO OPEN OR
SWIPE TO DELETE

TIPS:

The shorter your email subject line, the better.

Check Your Spelling/Grammar

Tone: Casual or Urgent

Use Emojis



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING BASICS

SUBJECT LINE EXAMPLES: GOOD OR BAD?

How To Make {Subject} That Will {Benefit}	10 Best {Subject}	{Subject}, {subject}, and {unrelated subject}?
21+ Ways To Grow Your {Subject}	How {Name/Company} does {Subject}	Stop {Undesirable Current State} Now
Do You Think You Can {Benefit}?	Discover the {solution}	Discover the {solution} that will change your life today
5 Reasons Why You Should {Subject}	New {Event/Venue} in {Community}	Everything You Need to Know About {Subject}
7 Answers to the {Subject} Question	New {Subject}: What It Means For {Audience}	10 Must Attend Events in {Community}



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

EMAIL MARKETING BASICS

The #1 Email Subject Line Tester

For Creating Click-Worthy Subject Lines!

Write Email Subject Lines That Drive **More** Opens,
More Clicks, and **More** Conversions

Testing an email subject line ...

SCORE MY SUBJECT LINE

<https://coschedule.com/email-subject-line-tester>



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

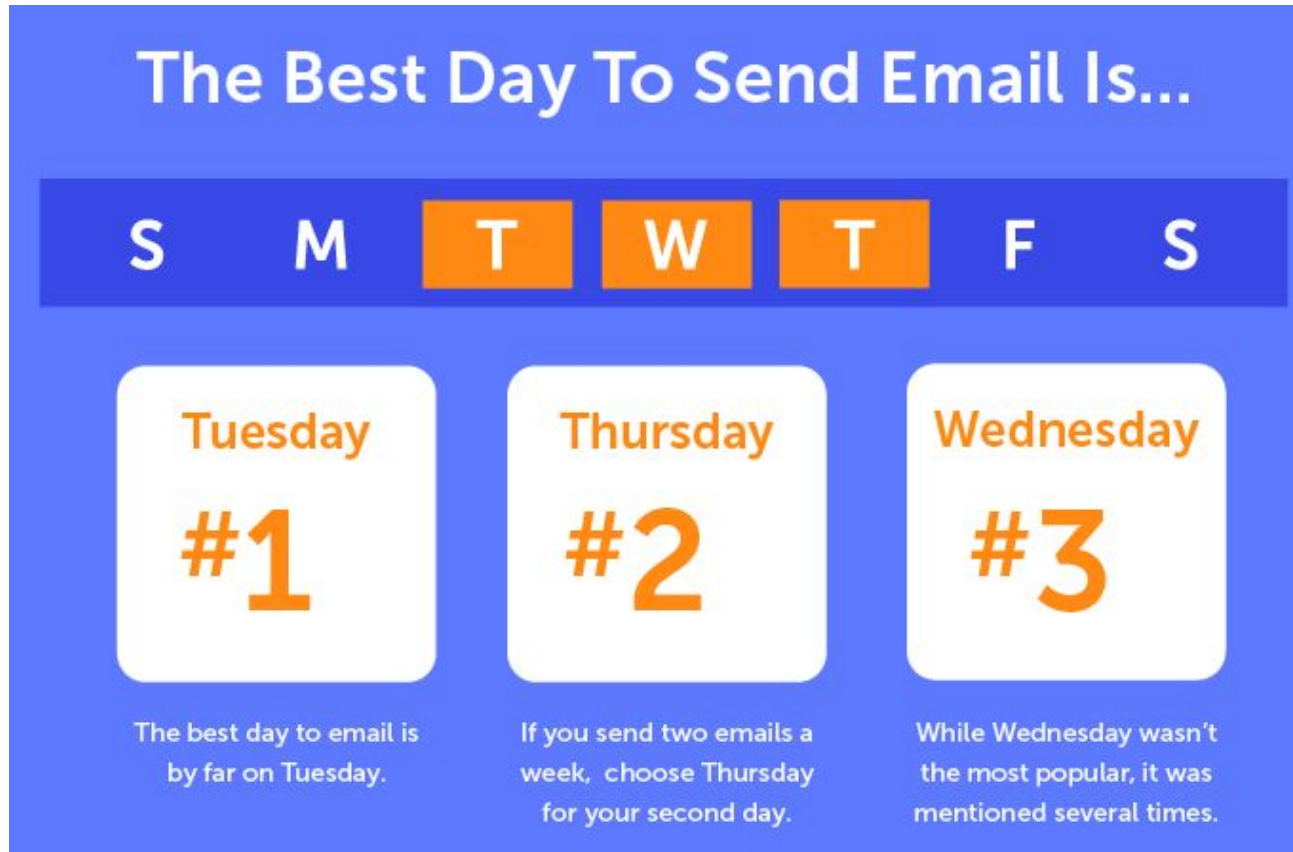
PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING BASICS



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING BASICS

The Best Time To Send Email Is...

6AM 8AM 10AM 12PM 2PM 4PM 6PM 8PM 10PM 12PM

While late-morning send times were the most popular in general, several studies concluded that the best time to send emails is at 10 a.m.

10 am

As Campaign Monitor notes, this is likely due to people checking their email before going to bed.

8 pm

It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.

2 pm

50% of you begin your day by emailing in bed.

6 am



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.

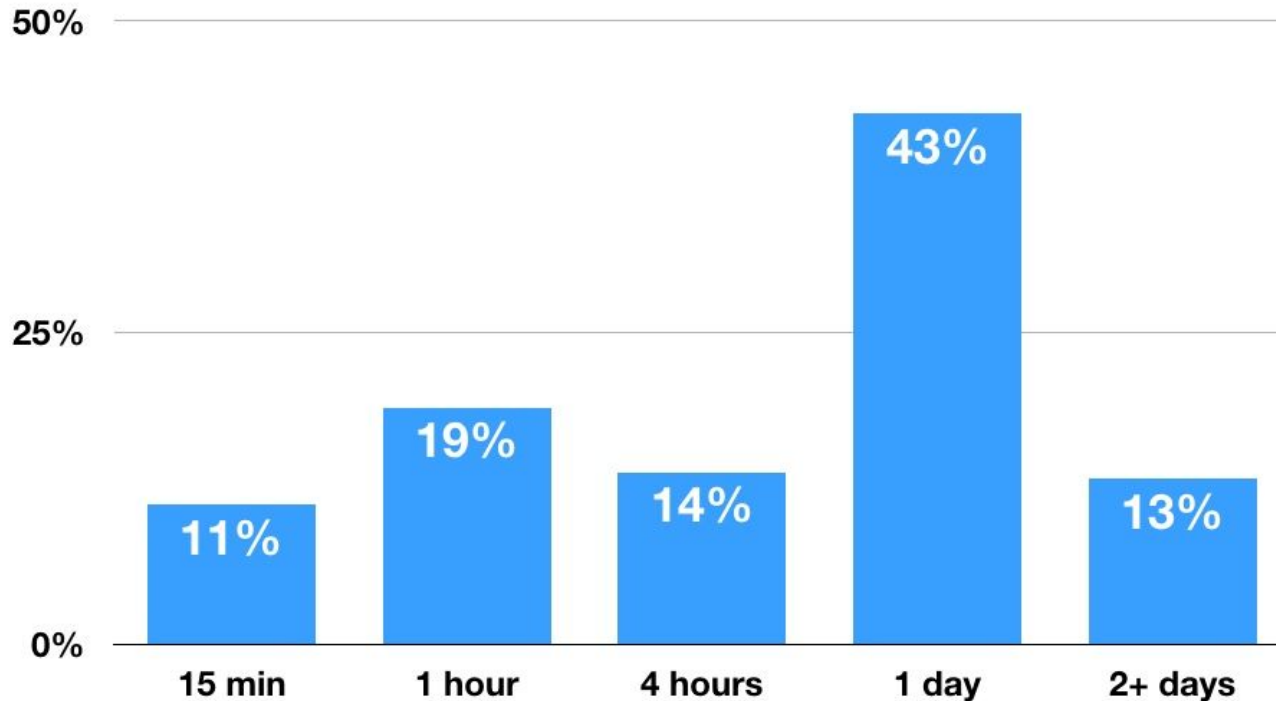


What's Trending Now



EMAIL MARKETING BASICS

Email Response Time Expectations



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





EMAIL MARKETING METRICS



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

EMAIL METRICS

STEP THREE

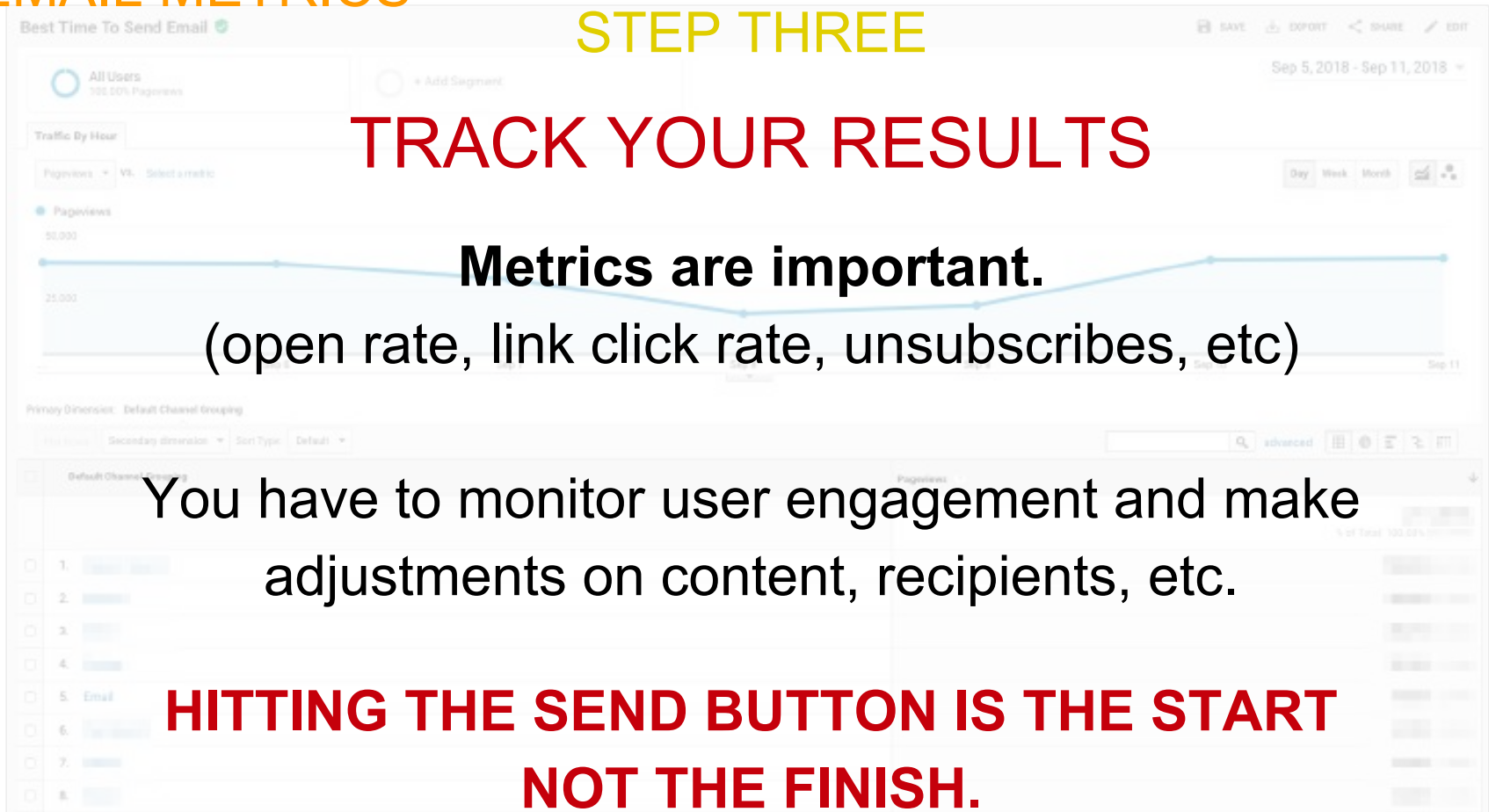
TRACK YOUR RESULTS

Metrics are important.

(open rate, link click rate, unsubscribes, etc)

You have to monitor user engagement and make adjustments on content, recipients, etc.

**HITTING THE SEND BUTTON IS THE START
NOT THE FINISH.**



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL METRICS

OPEN RATE is a percentage that tells you how many successfully delivered campaigns were opened by subscribers.

CLICK RATE is a percentage that tells you how many successfully delivered campaigns registered at least one click.

BOUNCE RATE is the percentage of email addresses in your subscriber list that didn't receive your message because it was returned by a recipient mail server.

UNSUBSCRIBE RATE is the percentage of people who opt out from an email list.

SPAM REPORT RATE is how many of a company's emails are reported as spam, or unsolicited bulk messages sent through email.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL METRICS

AVERAGE EMAIL METRICS (BY INDUSTRY)

	OPEN RATE	CLICK RATE	BOUNCE RATE	UNSUBSCRIBE	SPAM REPORT RATE
Business and Finance	20.47%	2.59%	0.46%	0.21%	0.010%
Marketing and Advertising	16.48%	1.74%	0.47%	0.26%	0.010%
Real Estate	19.67%	1.80%	0.40%	0.29%	0.015%
Non-Profit	24.11%	2.57%	0.35%	0.20%	0.009%

Updated March 2018



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL TARGETING

Improving Open Rate

- Test your subject line
- Segment your list
- Change your send frequency

Improve Click Rates

- Make links more effective
- Embed more links
- Testing content with A/B Testing Campaigns



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



EMAIL DELIVERABILITY IN 2019 (avoiding spam and promotions)



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL DELIVERABILITY

FROM NAME: A successful **from name** will be recognizable and meaningful to the type of campaign you're sending.

For instance, you might simply use your brand name for a promotional message, but if you're sending a campaign soliciting customer feedback, you may want to use a more specific name such as "[YourBrand] Customer Satisfaction Team."

FROM EMAIL: To further reinforce trustworthiness, align the **from email address** with your brand, for example, "Newsletter@YourBrand.com." Make sure the **from email address** you choose can accept email replies as mailbox provider spam filters will check for this.

It's critical that you don't send marketing campaigns from email addresses the use domains you don't control. For example, "YourBrand@Gmail.com" is likely to be rejected by mailbox providers.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL DELIVERABILITY

REPLY-TO: Ideally, email should be a two-way communication channel. Providing your customers with an active, regularly monitored **reply-to email address** shows that you value your relationship with that recipient.

"We always recommend against using 'noreply@' addresses, since mailbox provider spam filters tend to view this as 'the sender can contact the recipient but the recipient can't contact the sender.' Importantly, this is something they may penalize you for."

-Jacob Hansen, SendGrid Email Delivery Services Team

ADDRESS: US anti-spam laws, in particular, require you to include a physical mailing **address** in all promotional campaigns you send to let recipients know where you're located.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

EMAIL DELIVERABILITY

OPT-OUT OPTIONS: Include an easy way for recipients to unsubscribe from, or 'opt-out' of, future campaigns.

Not only is this is legally required, but doing so also helps you avoid recipients marking your content as spam out of frustration.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





EMAIL MARKETING TOOLS & INTEGRATIONS



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING TOOLS & INTEGRATION

STEP FOUR

Automate Your Campaigns

Utilize your CRM or an Email Marketing Service.



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING TOOLS & INTEGRATION

	MAILCHIMP	CONSTANT CONTACT	HUBSPOT	INFUSIONSOFT
Free Plan	Yes	No	Yes	No
Unlimited Emails	Yes	Yes	Yes	Yes
Email Templates	Yes	Yes	Yes	Yes
Tracking	Yes	Yes	Yes	Yes
A/B Testing	Yes	Yes	Yes	Yes
Custom Auto Responders	Yes	Yes	Yes	Yes
List Migration	Yes	Yes	Yes	Yes



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



EMAIL MARKETING TOOLS & INTEGRATION



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



What's Trending Now



WHAT'S TRENDING NOW

EMAIL MARKETING TOOLS & INTEGRATION



Hi Jim,
Did you see the [article](#) about the 107 year old who has been retired for 41 years and is still paying his own bills?
Never a big earner he credits his amazing feat to thrift, using debt well, working even when jobs are hard to find, investing in real estate and staying healthy.
Hope you are living well. Let me know if you need anything.
Best,

Michelle



Michelle Brown
Owner of PNC Mortgage, Inc.

p | [pncmortgage.com](#)
e | [michelle@pncmortgage.com](#)

©2018 PNC Mortgage, Inc. All Rights Reserved.

To unsubscribe click here.

Need Me? Click Here | Refer Me - Click Here



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.





SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



Loving This Presentation?



Get the presentation and access webinar replays at
VirtualResults.com/November



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



Did You Know We Do This Monthly?

HOME SALES CUSTOMER
REAL ESTATE PROFESSIONALS HOUSING MARKET
FIRST TIME HOMEBUYERS
EXPERIENCE HOME LENDING PROCESS
REAL ESTATE PROFESSIONALS HOUSING MARKET
TOP TEN LIST FIRST TIME HOMEBUYERS
TECHNOLOGY HOME SALES CUSTOMER
EXPERIENCE HOME LENDING PROCESS
REAL ESTATE PROFESSIONALS HOUSING MARKET
TOP TEN LIST FIRST TIME HOMEBUYERS
TECHNOLOGY HOME SALES CUSTOMER
EXPERIENCE HOME LENDING PROCESS
REAL ESTATE PROFESSIONALS HOUSING MARKET
TOP TEN LIST FIRST TIME HOMEBUYERS
TECHNOLOGY HOME SALES CUSTOMER

WHAT'S
TRENDING
NOW

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?
Support@virtualresults.com



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.



Notes and Replay from Today's Presentation

Visit the PNC Mortgage Agent Alliance Website
<https://www.pnc.com/agent-alliance>

View the Replay at
VirtualResults.com/pnc-replay



The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.

PNC is a registered service mark of The PNC Financial Services Group, Inc ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.

