

How Real Estate Agents can Use Email Marketing to Build Their Sphere of Influence

Every real estate agent knows how important their sphere of influence is for their business. And while many know how to grow their sphere to produce new leads, few know how to activate that sphere and get it to work for them. The most effective marketing method to grow your sphere while maintaining and building personal relationships is, hands down, email marketing.

What's so Great about Email Marketing?

If you had more hours in your week, oh, say about... 200 more, you'd be able to have face-to-face and heart-to-heart meetings with the individuals in your sphere of influence. Obviously this just isn't possible. The next best thing to a face-to-face chat is good ol' email marketing. A well-crafted email marketing campaign can be highly effective at getting your sales message across while still maintaining a sense of a personal connection.

Imagine having 500 people in your sphere that you consistently keep in touch with. Should any of these 500 people have a real estate need, or should anyone these 500 people *know* have a real estate need, *you* will be the first person they get in touch with. If just 10% of these people listed with you, how would that affect your business?

How to Use Email Marketing to Build Your Sphere of Influence

Use the following tips to leverage the power of email marketing so you can build and activate your sphere of influence:

Make a List of Contacts

You'll first have to actually build your sphere by making a list of core members. These will be people you already know such as family members and friends and anyone you've already done business with. Once you have this core list started you'll want to expand your sphere by including other candidates such as extended family members, old college friends, children's

teachers and coaches, your spouse's or partner's friends and family, even your doctor and dentist and the person who cuts your hair or lawn.

Once your list is complete, make sure you have enough quality data for each member of your sphere such as first and last names, phone number and email address. Collecting more than this information is always good, just make sure you don't collect less than these basic four points.

Organize Your Sphere

The key to effective email marketing is keeping all of your data tidy and organized. In order for your marketing efforts to remain scalable, all of this data on your sphere members needs to be kept in the same place. A reputable email provider such as Aweber, Infusionsoft and Mail Chimp should offer you robust contact management tools that will help you stay organized.

Create Your Marketing Calendar

Your marketing efforts need to be as organized as your member list. You should create a set marketing schedule and commit to it. Try and find that sweet spot of engagement – for instance, you may find that sending an email every single week will annoy some of your members while sending an email only a few times a year will help people quickly forget you. Many marketers in various verticals have found sending emails once or twice a month works well.

Develop Your Content

Your content should engage your readers by being interesting, entertaining and informative. Content created with your readers in mind will keep your audience hungry and ensure they will always open emails from you because they will see you as a trusted friend. It is through thoughtful content that you activate your sphere and grow your business.

Earn Your Self-Promotional Messages

Each time you send out a newsletter that's packed with solid information as well as entertainment value, you earn self-promotional points. We suggest clients stick with the 80/20 rule: 80% of your emails should help while 20% can "sell."

One thing to keep in mind is to recognize who your best customers are – that is those who continually engage with your content. You can easily do this by tracking the open and click rates of your emails. You should make it a priority to reach out to these sphere members throughout the year and offer them something of real value, such as taking them out to lunch or to an event in your city. These are the sphere members who will bring you new leads throughout the year so do your best to make them feel special.

Maintain Your Sphere

Once your email marketing takes off and your sphere starts to grow and become activated, you've got to maintain it. Be sure to reply to emails and answer questions, and always monitor your campaign's success by studying open and click rates and determining what type of content is getting the most response.

Spheres of influence exist for one reason and one reason only: because relationships have been built with each individual. Maintaining these relationships on a personal level simply takes too much time. Email marketing is the most effective way of nurturing these relationships and keeping you top of mind.