



Email marketing campaigns at OnTheMarket



Utilise our email database to target the most relevant buyers for your developments

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Why send an email campaign?

- Email marketing allows you to target your customers in different ways based on their preferences – it's a great channel to increase engagement
- You can use email campaigns to drive traffic to your website
- Start to build a database of potential buyers to allow you to secure early commitment to your developments
- You can reach an already engaged audience
- Build your brand – email marketing can strengthen brand recognition with potential customers



Why send an email campaign with OnTheMarket?

- Homebuyers come to OnTheMarket to find Only With Us properties. We feature thousands of properties every month, 24 hours or more before Rightmove and Zoopla, giving property seekers a competitive edge in the search for their next home
- Utilise our database to promote coming soon, just launched and focus developments, or last few remaining plots

What makes a great email?

1 Engaging subject line

The subject line and preview text are where you should gain the attention of the potential buyer. Whether you're promoting an offer or showcasing a new development, an engaging subject line is key to encouraging the recipient to open the email.

2 Concise copy

Use clear and concise wording to keep the reader's attention.

3 Images

Visual content is key to the success of any email campaign and can increase click throughs to your website.


4 Branding

Display your logos and brand colours throughout your email creative so your brand will resonate with the reader.

5 Call to action


Use short phrases to encourage clicks through to your website to increase traffic and potential enquiries.

This message was sent to you by OnTheMarket on behalf of Developer

 View online →

Developer

RYEMARSH





LEYTON GRANGE PLACE

A stunning 3 bedroom house which forms part of a development located near the town of Ryemars.

FIND OUT MORE

Register your interest today by calling **01234 567890** or email us here.



Types of email campaigns you can send at OnTheMarket

- National** Use our full UK database or a bespoke data set for your development footprint
- Regional** Send tailored emails to a specific region
- Follow up** Re-target recipients that opened and interacted with your initial regional or national campaign
- Targeted** Send tailored emails for specific development postcodes
- Remail** Send a follow up email within a month of the initial targeted campaign

When to send a targeted email campaign

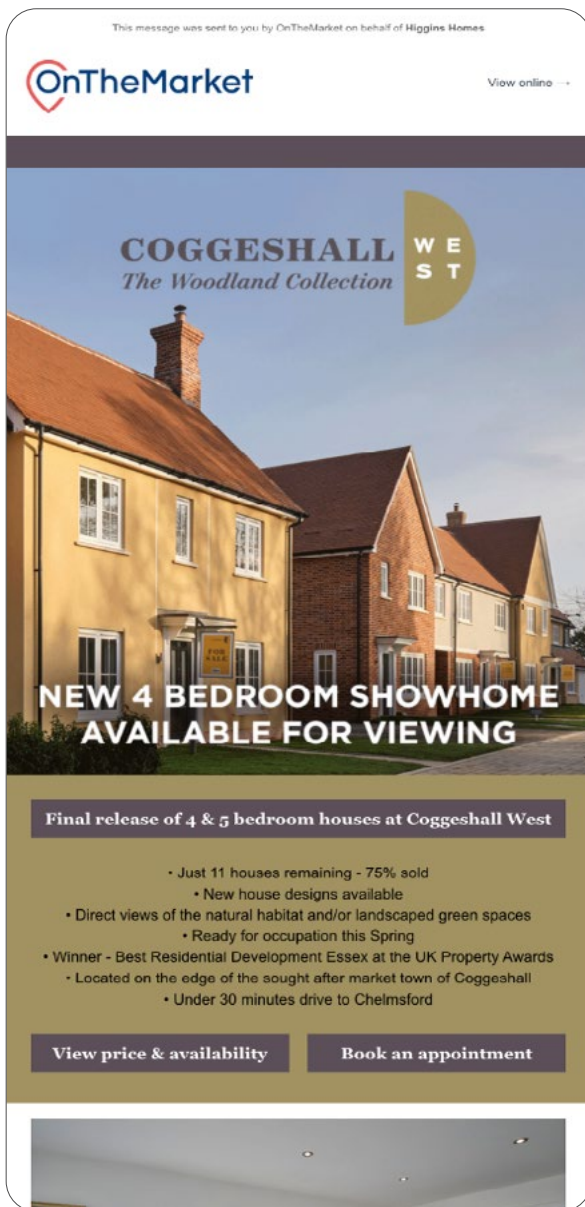
- If you're launching your show home
- To create more interest, secure viewings and increase footfall
- To promote offers and incentives
- When new phases are released
- To maintain momentum and to secure new prospects to keep ahead of competition in the market
- If you have 'last few remaining' plots to sell

Benefits of a regional email campaign

- Lower levels of targeting, but far wider reach
- 12 month active database
- Promote single developments or run a composite campaign
- Designed to drive large volumes of homebuyers directly to your website
- Re-target potential customers by sending a follow up campaign to recipients that opened your initial email

Email campaign examples

Below are just a few of the many new homes developers that have used the OnTheMarket database to send out email campaigns. These examples performed particularly well.



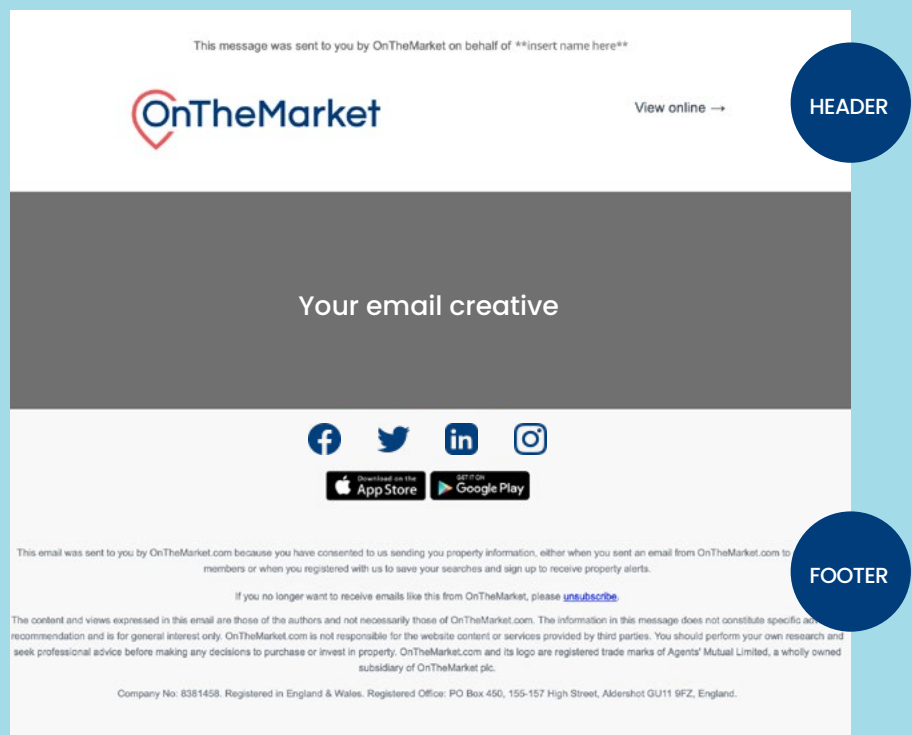
Email campaign examples continued



How to supply your pre-made creative

- You need to supply as either a HTML file or URL link – maximum file size is **110KB**
- If you're supplying images to us rather than hosting them on your website, they should be no larger than 1 megapixel. **Please make sure that they are your own images and not sourced from an image search engine**
- A subject line for each campaign

We will supply you with the OnTheMarket header and footer to embed into your HTML code – we can also add the header and footer for you if needed.



- A seed list – email addresses that you would like to be included on the email dispatch
- Tracking – we advise you to include tracking UTMs in your website links so you can monitor the performance of each campaign
- Terms and conditions – please include these in your email footer for any offers/schemes, or alternatively provide a URL to click through to full terms and conditions on your website



OnTheMarket in-house design

As well as distributing your email campaigns, we offer an in-house design consultation. If you wish to access our database but do not have the means to create the email, our digital campaign experts can assist you with your email content and design.

What we need

- **Copy** - we need the wording for the email. This can be a Word document
- **Images** - we need all images that you wish to use, please ensure these are no larger than 1MB
- **Format** - a guide from you on how you'd like the email formatted. (Fonts, colour schemes etc.)
- **Hyperlinks** - you need to supply the click through destinations with tracking UTMs
- **Subject line** - you need to supply this

What we can't do

- **Coding consultation** - we can't train or guide you on how to code an email
- **Create the content** - we can't offer copy writing as a service, the copy needs to be supplied
- **Sourcing images for the email** - you need to supply all the images

Please note, we have an amend limit of two amends per email. This means if you wish to alter the format of the email, the images or the content once we have created it, you can do so twice.

We require seven working days to create the artwork, which starts when we receive all the elements we need.

For any enquiries, please use the below contact details.

How to book your campaign

If you wish to book an email campaign, you can either contact your local OnTheMarket Business Development Consultant or get in touch with us directly:

digitalmarketing-newhomes@onthemarket.com