

EMAIL STRATEGIES

Eric Stegemann

Director of Strategy - TRIBUS

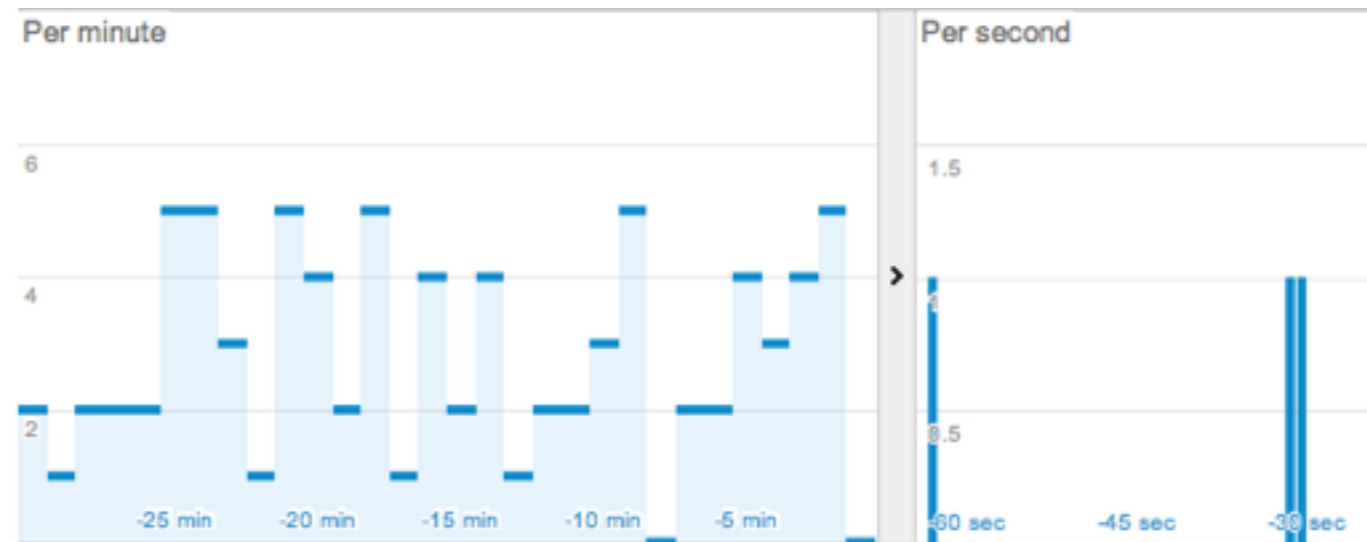
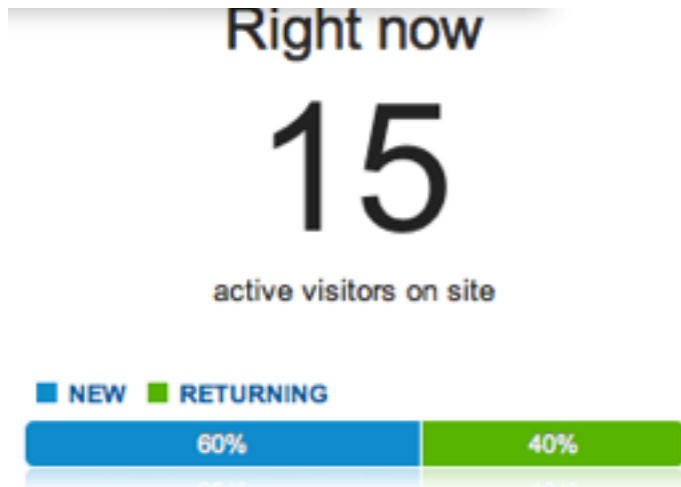
www.TRIBUSgroup.com

312-957-8846

Eric Stegemann

- Licensed REALTOR At 19
- Largest Independent Brokerage in St Louis By 22
- NAR Committees
 - Chair Federal Tech Policy
 - Vice-Chair Business Issues Committee

I'm A Geek



Top Referrals:

Source	Active Visitors	
There is no data for this view.		

Top Active Pages:

	Active Page	Active Visito
1.	/home-buyers/buy-again/ho...hort-sale-or-foreclosure/	5
2.	/market-report/fha-mip-al...Whats%2520News%2520Update	3
3.	/consumer-protection/3-8-...part-of-health-care-bill/	1
4.	/consumer-protection/3-8-...irs_invest_inc_tax_broch/	1
5.	/consumer-protection/big-...Whats%2520News%2520Update	1
6.	/consumer-protection/raise-your-credit-score/	1
7.	/home-owners/home-refinan...Whats%2520News%2520Update	1
8.	/market-report/fha-mip-al...Whats%2520News%2520Update	1

What's \$1 Worth? If You Start Saving at 16.

\$49.75

What's The Best Way To Save?

AUTOMATE



Turns Out
It's Also The Best Way To Work Your Database!

Contacts / Eric Stegemann

Details

Options



Mr. Eric Stegemann

TRIBUS-Director of Strategy Operations



312.957.8846 312-565-2004 Eric.Stegemann@tribusgroup.com 820 N Orleans Suite 320 Chicago IL, 60610

Switch to Full View

Notes

Empty text area for notes

More Options

Post to Profile

Save

Latest Activities

Create

Upcoming Meetings Calendar

August 2014					
SU	MO	TU	WE	TH	FR
					1
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
31					

Open Tasks



No tasks found

Transactions

3320 N Clifton Ave \$500,000.00 Closed 5/23/14

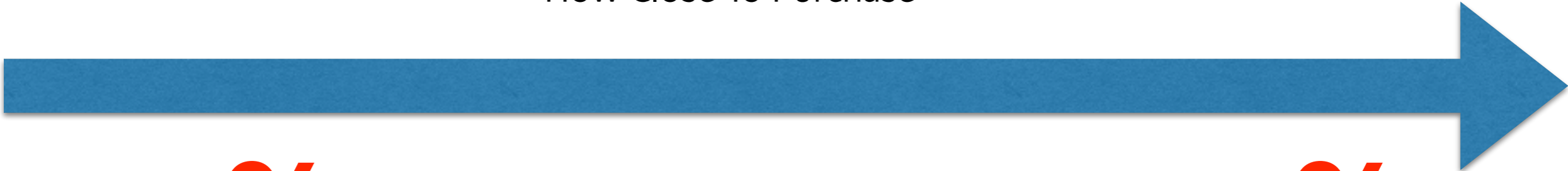
What Will We Discuss?

- Stats
- Automated Sending Strategies
 - Best Days To Send
 - What Time Of Day To Send
- Content Strategies
 - What To Send
 - What To Always Include

54%
Leads Receiving Response In 48 Hours

NAR Study On Home Buyers / Sellers

How Close To Purchase



300%

9000%

Likelihood Of Closing Deal

You Have Questions, We Have Answers

Hi there. Zillow just told us that you have a question

[Get More Info](#)

[See a House](#)

[Talk to Us](#)

Watch the Video: <http://bit.ly/leslievideo>

87%

Definitely / Probably Use Same Realtor

NAR Study On Home Buyers / Sellers

6-11%
Use Same REALTOR > 1 Time

NAR / CAR Studies On Home Buyers / Sellers



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technology
marketing
strategy
operations

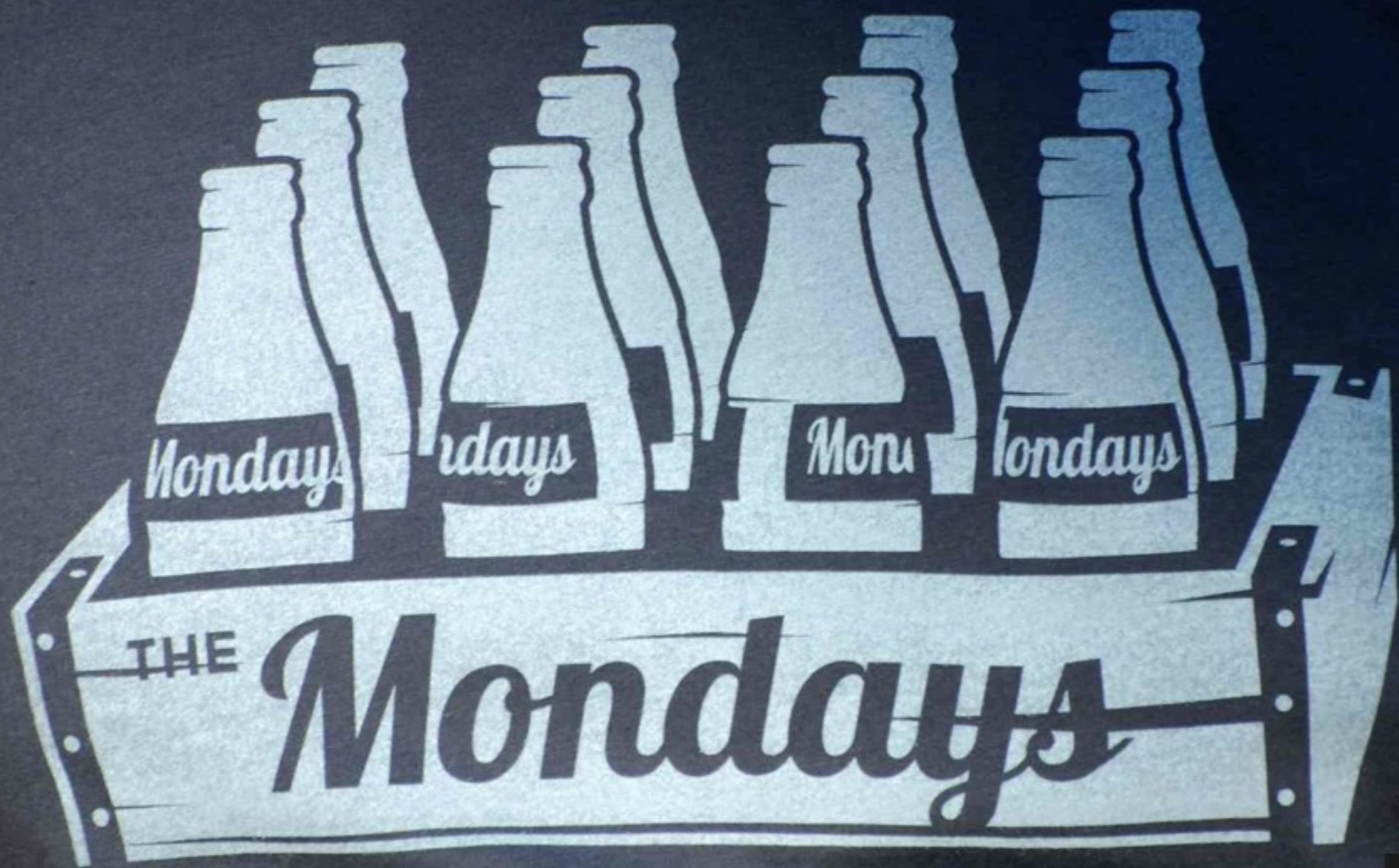
And That's Past Clients!

Imagine What Prospects Think If You Don't Regular Follow Up

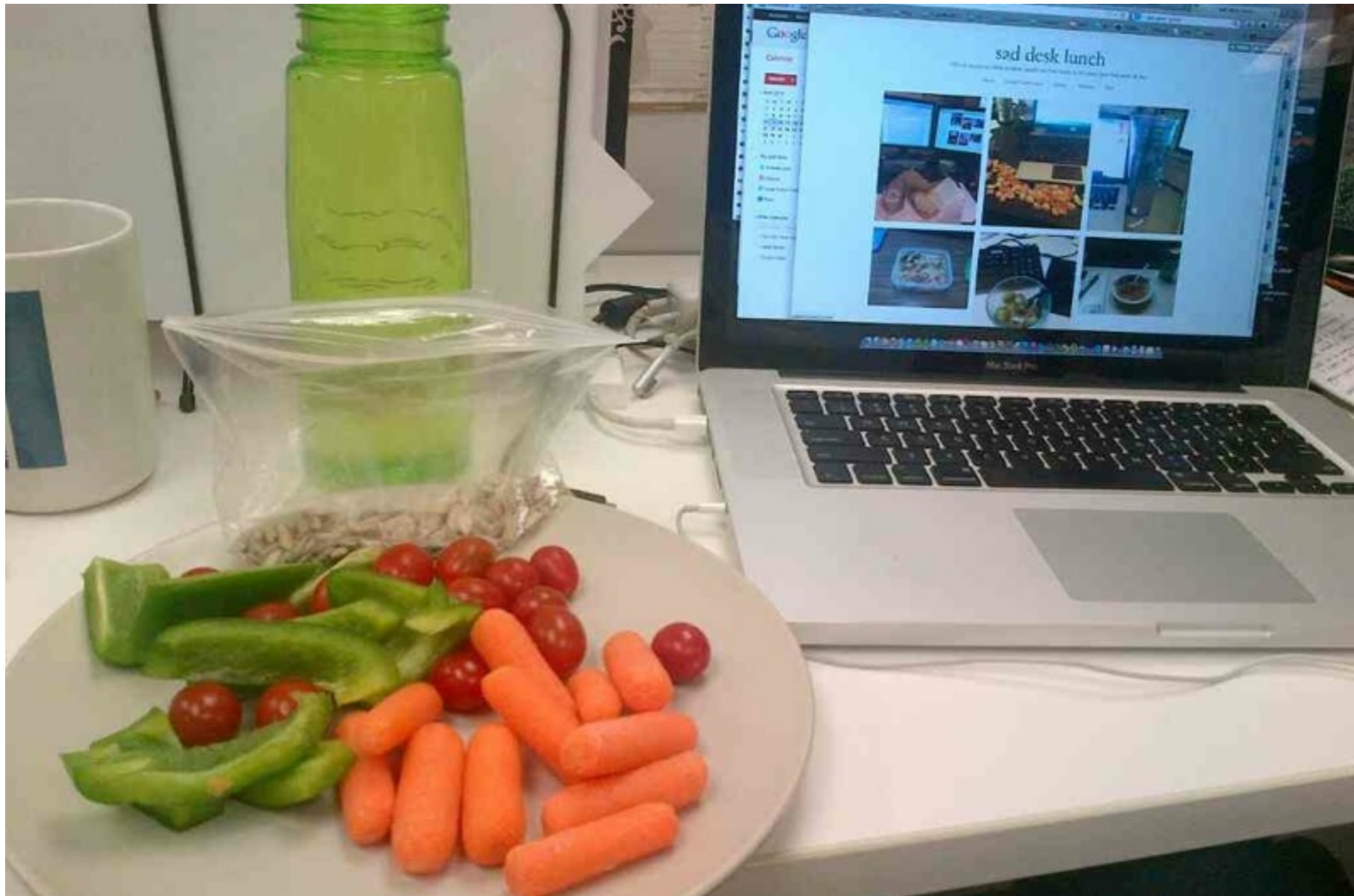
How Many Have Automated Reminders For Follow Up?

What's The Best Day To Send Emails?

Mondays / Tuesdays



What's The Best Time To Send Emails?
11am-1pm



Content To Send

- Hyperlocal Market Info
 - 0.1% unsubscribe rate
- Listings
 - Everyone wants to know what's for sale

How Often Should I Send?

- Blast
 - 1-2 x per month
- Drip
 - Hot Buyer / Seller - 2x per week (+Property Emails)
 - Cold Buyer / Seller - 1x every other week

It's About Calls To Action

2-3 Per Email

YOU HAVE QUESTIONS, WE HAVE ANSWERS

Hi there. Zillow just told us that you have a question

[Get More Info](#)

[See a House](#)

[Talk to Us](#)

Two Winning Emails

- “I have important information to tell you regarding the property you inquired about. Can you please send me your phone number and let me know a good time to call”
- “I just thought I’d check in and see if the properties I’m sending you are still meeting your criteria. Please let me know if I should change anything?”

TRIBUS

- CRM
 - Drip / Blast Email Marketing
 - Connect Zillow / Trulia / [realtor.com](https://www.realtor.com) / DocuSign / XpressDocs / CirclePix / ToolkitCMA & More
- WordPress Websites
- IDX / VOW
- Marketing / Branding Services

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