

Benefits of bulk email marketing

What is email marketing?

Email marketing is directly marketing a message to a target group, in a sophisticated and effective way, via email. The fact of the matter is, email is where business is taking place; it's where leads are converted to clients and more and more online deals are happening.

Why should you be sending marketing e-mails?

More people are using emails that any other digital platform as it is integral to the overall digital experience. There are no boundaries to your marketing campaign; you can send separate targeted messages to segmented groups individually. This is more powerful and more effective than sending out a general message to the public. Break the silence by stimulating interaction from the target market to implement simplified methods of highly targeted marketing that can produce high quality leads and long-standing relationships. Email marketing is a swift, personalized and cost effective way of getting real-time response from a tailored target group.

What does Fine & Country offer?

Fine & Country has recently launched its very own email server. We have set

templates in place to uphold branding standards and present your business in a clear, concise and professional manner. You benefit from various trials and analysis to make sure you get the best results. You can track results and see the names of the people who open your emails and what links they click on within your message. You can monitor who shares your email on social media and who forwards it to friends on a personal dashboard identifying who acts as your brand advocates.

There may be no better marketing channel from which to draw precise and usable tracking information to help you figure out what's successful and what's not than email marketing.

We offer the ability to set up databases that allows for target segmentation, the database updates automatically with a built-in "Unsubscribe" and feedback function that covers your legal obligation to digital marketing. Benefit from increased productivity with focused, pre-set campaigns and improved customer relations.

It's now arguably the most convenient form of communication with clients; as well as being one of the most relevant, engaging, timely and cost-effective methods of getting your marketing message across to clients and prospects.



Email functionality and features

The Fine & Country Studio have researched and perfected the means in which you advertise your property electronically. Whether you are sending out a show day invitation or an electronic brochure, we make sure you reach your target audience with ease.

Create

- Email Templates
 - Recently listed (Single and multiple)
 - Recently sold (Single and multiple)
 - On show (Single and multiple)
 - Newsletter
 - On show invitations
 - Event invitations
- Merge Tags
 - This allow you to dynamically add content to your email e.g Name and Surname

Manage

- Custom signup forms
 - Signup forms that match the Fine & Country brand
 - Optimised for mobile
- Segmentation and Groups
 - Segmentation and groups make it easy to send people content they care about
- Subscriber Profiles
 - Subscriber Profiles offer unified, cross-channel views of your subscribers

Deliver

- Marketing Automation
 - Birthday cards
 - Follow up emails (Automated responses)
- Geolocation
 - Segment your list based on location
- Email Delivery
 - Abuse Monitoring
 - Authentication
 - Bounce Management
 - ISP Feedback Loops
 - Industry Memberships
- Predicted Demographics
 - Personalise marketing and analyse the demographic data in campaign reports, list overview and subscriber profiles
- Delivery according to time zone
 - Different times around the world
- Inbox Preview
 - Enhances layout across all platforms

Analytics

- A/B Testing
 - Improve your performance

- Reports
 - Track your performance
 - Interactive graphs
 - Monitor trends
 - Subscriber activity reports
 - Opens by location
 - Bounces
 - Unsubscribes
 - Industry comparison
 - Email domain performance

Share

- Campaign URLs
 - Generates a browser-friendly version of each email that can be viewed on an internet browser
- Social Profiles
 - Targeted sending social profiles layers your mailing list with publicly available social data (learn more about your subscribers)
- Social Sharing
 - Share your campaigns on social networks

