



## Using Our Templates

Kaplan's text-based email marketing templates are designed to be very user-friendly. There are templates developed to help you reach out to both individuals and larger audiences. The name of each template will tell you who the audience is, as well as what the message is selling. Here are the steps you need to take in order to market your courses via email with Kaplan's email templates.

- 1** Select and download the template that best fits your audience.
- 2** Highlight the text and copy (CTRL + C) it.
- 3** Open a new email message and paste (CTRL + V) the email copy into the new message.
- 4** Update any areas of the email that are in {brackets} with the pertinent custom information (e.g., brokerage name, portal link, your name, etc.)
- 5** Either copy and paste the subject line from your email template, or create your own.
- 6** Input the recipient's (or recipients') email addresses in the "To:" area of the message.
- 7** **Send the email!**

## General Tips

- **Greetings:** If the email is being sent to an individual recipient (e.g., a new recruit), the greeting should address the recipient by name (e.g., Dear Tom). If it's being sent to multiple recipients, it can be addressed to a broader group (e.g., Team, Staff, Future Real Estate Pros, Future XYZ Realty Team Member, etc.) or may not need an introductory line at all.
- **Links:** Any links in your email message should be clickable. Recipients are much more likely to visit the page you want them to see if they can simply click a link, instead of having to copy and paste it into an address bar.
- **Subject Line:** The subject line is arguably the most important message in your entire email. It should be written to entice people to open the message. We have provided a subject line suggestion with each of our templates. If you choose to write your own, make sure it's written in a way that will encourage recipients to open the message.
- **Best Time to Send:** Tuesday, Wednesday, and Thursday are generally the three best days to send an email. On Monday, people are often overwhelmed and less likely to read your messages. Many messages received on a Friday get filed away for follow-up the next week.
- **Test, Test, Test:** Improve your response rate by testing subject lines, messaging, time of email sent, etc.