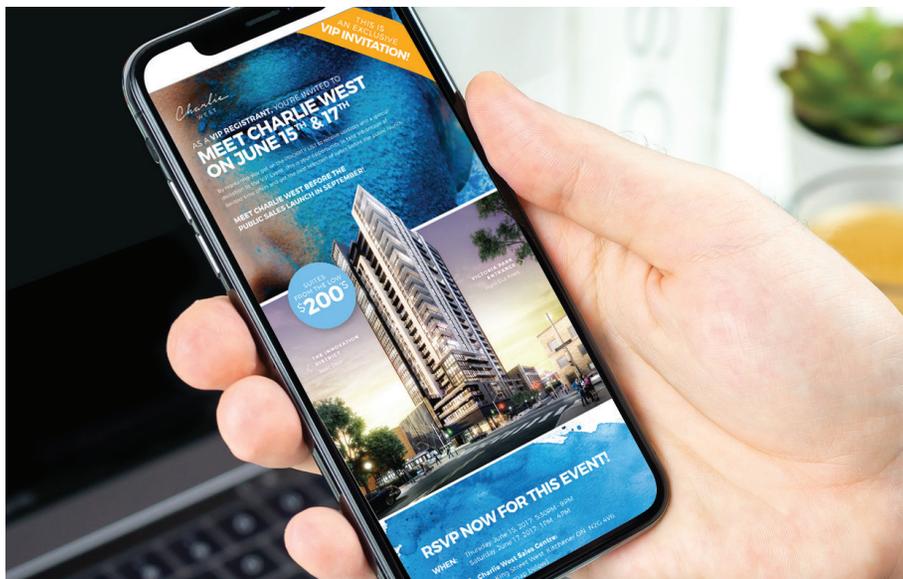




EMAIL MARKETING WITH THRESHOLD

Believe it or not, email is still one of the most effective ways to nurture leads. Though the digital landscape has evolved dramatically, folks across all age groups still use email every single day—for many, it's the first thing they do after waking up.

Not only is email marketing a reliable way to reach your audience, it's also a powerful strategy for relationship building with prospects and current residents alike. It particularly excels as a retargeting strategy, keeping your property top-of-mind at various stages of a prospect's housing search or reminding a current resident of all the reasons to renew. But the best part of all is that it's one of the most cost-effective strategies you can incorporate into your real estate marketing plan.



WHAT WE OFFER

Automated Customer Email Journeys

Leveraging email marketing systems, we'll automate follow-up communication with residents. Additionally, we'll push future residents through your sales funnel with the right message at the right time, freeing your team to focus on leads and tours.

Bulk Emails

Control your marketing message by versioning a custom HTML email for hundreds of properties in various markets.

Custom & Template Emails

We'll create a custom or template HTML email that targets your customers with specific calls-to-action.

List Cleaning

Quickly identify pre-send issues that could impact your deliverability.

KEY BENEFITS

- Follow email service provider best practices
- Catch costly errors that impact performance
- Get an email list health check
- Reach the inbox, not the spam folder
- See results of A/B testing different offers
- Deliver automated emails at the right time with the right message
- See detailed reports outlining key metrics based on campaign objectives

PUT US TO
WORK FOR YOU!



EMAIL MARKETING WITH THRESHOLD

WHAT DIFFERENTIATES US

The number of apartments is skyrocketing, but we'll ensure your property stays competitive with its email marketing campaigns. As experienced housing industry marketers, we know what email efforts move the needle. Whether it's by automating email journeys or just sending a Happy Birthday email to residents, we are your strategic partner in finding where to start.

SUCCESS WITH THRESHOLD

The Challenge

One client faced challenges concerning their prospective customer follow up. The follow up communication was often late or an afterthought because the property staff had to juggle competing responsibilities.

Our Approach

Using a "Contact Us" form with a timely and effective message, Threshold developed an automated email follow-up journey for the client's prospects. This allowed for consistent communication with regards to the voice and type of information they shared with the prospect. We gave them the ability to communicate at scale while giving the staff time to focus on other property priorities.

73%

Millennials prefer **communications** from businesses to come **via email**



59%

of respondents say marketing **emails** influence their **purchase** decisions



The Results

The solution was to build a personalized automated email journey that would send an initial follow-up email to the prospect 24 hours after they submitted a "Contact Us" form. Forty-eight hours later, they received an additional email that offered guidance on the property's touring and application process.

Over a four month period, the client saw a 41% open rate and 12% click rate from the automated follow-up emails. The new emails successfully engaged the new prospects and ensured the property stayed top of mind as the prospects considered their final decision.

41%

Open Rate



12%

Click Rate



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WORK FOR YOU!