

4 Kinds of Emails

Brokers Should Send to their Database



Product Marketing Emails

Share with your database the kinds of products and services that you offer, particularly let them know about good deals.



Relationship Building Emails

This can be a variety of emails to build relationships, such as warm holiday wishes or just checking in.



Content Emails

Become a resource for your clients and grow your business by providing relevant content. Check out the Visio Investor Resources page for free content to share.



Targeted Emails

Divide your database into segments and send relevant emails based on that grouping. (Could be geographic, client type, etc).