

# STEPS ON **HOW TO:** CREATE AND SEND AN EMAIL BLAST



the **FOREVER BRAND** OF REAL ESTATE  
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# STEPS ON HOW TO CREATE & SEND AND EMAIL BLAST

Here is a quick outline of the steps to follow in order to send an eblast:

## 1. Login and Access Marketing Resources

- Log in to the **Agent Intranet (HUB)**.
- Go to **Resource Center > Marketing Resources**.

## 2. Locate Template

- On the left menu, under **TYPE**, select **ECARD**.
- Choose your template and click **GET STARTED**.
- Name the file

## 3. Populate Listing Information - For a Listing

- On **right side panel** under listing > select **choose**
- If you have active listings, click on the listing to select it.
- If not, check the small square to view all company listings & enter the **FMLS#** in the search bar.
- The template will automatically populate with photos, address, and description from FMLS.

## 4. Customize Email Content

- **Write Email Subject:** Keep it concise, avoiding ALL CAPS or symbols.
- **Click Photos to change or adjust:** Options Available
  - **Replace Images** > scroll left or right on arrows
  - **Choose Image** from current Library
  - or **Upload** new image
  - Click the photo and **use corner arrows to adjust** image.
  - Add URL to lead viewers
- **Add URL Links to Listing:**
  - Open **your website** in a new browser tab.
  - Locate the listing under **Properties > Featured Listings**, and copy the URL.
  - Back in the template, **Double-click photos** and **paste the URL** in the URL field.
- **Edit Headline:** Replace Headline if needed.
- **Add Info:** Input details manually if relevant.
- **Customize:** Be sure to **select and update all yellow exclamations** marks on Ecard.
- **Save Changes:** Click outside the edit box, wait for the **"saving" confirmation**.

## 5. Preview and Test Links

- Click **Preview** from the top-left menu and test photo links by double-clicking each photo.

## 6. Send the E-Blast

- Click the **Envelope Icon** in the top left and choose **SELECT FROM ADDRESS BOOK**.
- In the new window, select **GROUPS** from the left menu.
- Choose your target list based on cities or areas.

## 7. Set Sending Preferences

- Review email count (limit: 10,000 emails per week) and confirm recipient count in the preview.
- Choose to **SEND NOW** or **SCHEDULE** (select day and time) from the bottom of the page.