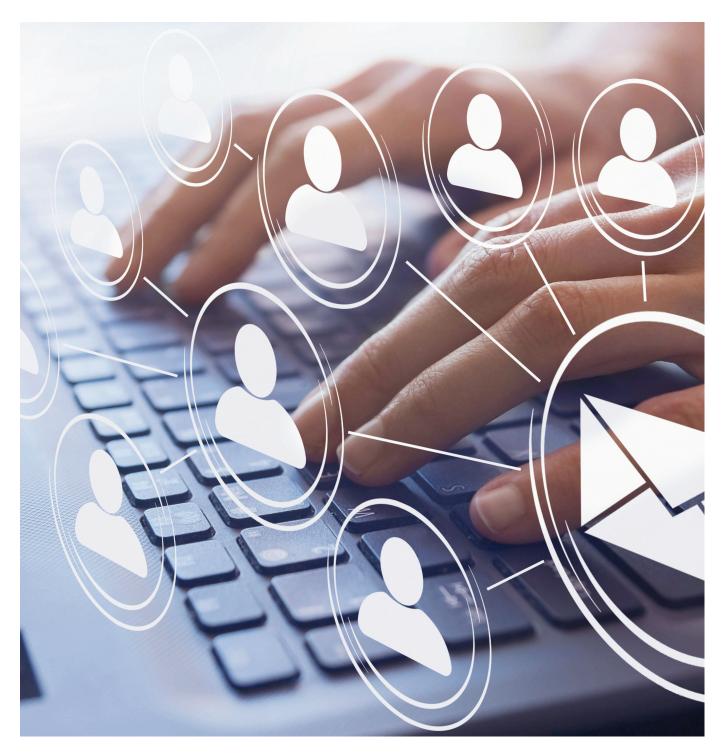
# STEPS ON **HOW TO:**CREATE AND SEND AN EMAIL BLAST





the FOREVER BRAND OF REAL ESTATE BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

## 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
  - o Choose Image from current Library
  - or Upload new image
  - o Click the photo and use corner arrows to adjust image.
  - o 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.

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