

# The Email Playbook: Campaigns That Convert, Powered by Your Business Goals.

Email marketing is one of the most powerful tools estate agents have at their disposal. It keeps you connected with potential vendors, landlords, buyers, and tenants, ensuring your agency remains top of mind when the time comes to make a move.

But success doesn't come from sending more emails – it comes from sending the right emails to the right people.

**This guide has been created to help you do exactly that.**

Whether you want to grow your valuation pipeline, engage more landlords, or increase revenue through upsells, the Spectre Email Playbook shows you exactly which campaigns to send and how to set them up using Spectre Email. With ready-made segmentation ideas, email inspiration, feature spotlights and top tips from our marketing experts, it's your go-to guide for results-driven email marketing.

**By the end, you'll know how to:**

- ✓ Turn business goals into email campaigns
- ✓ Set up advanced segmentation and filters with ease
- ✓ Use Spectre Email's full range of features to save time and drive revenue

**You might like these  
properties **near you...****



**Sold for £295,000**  
Ashgrove Lane  
2 Bed · Detached



**Sold for £345,000**  
Hawthorn Rise  
2 Bed · Detached

# Email Marketing: Where do I start?

Data from Marigold shows...

Email has one of the highest success rates of any form of marketing, with **54%** of UK consumers making a purchase from an email in the last year, while Voice of the Agent's survey shows that successful growth agents report **77%** more email activity than smaller agencies.

We're sure you know by now that email marketing is an essential tool in your agency's arsenal. But with so many potential campaigns to run, how do you ensure each email serves a clear business goal?

This guide will walk you through how to build targeted, results-driven email campaigns that work in sync with your agency's overall strategy.

From automating key touchpoints to leveraging new features like internal reminders — helping you and your team stay on top of crucial follow-ups — we'll show you how to make Spectre Email a central part of your marketing and operations.

By the end, you'll know which campaigns to send, how to set them up using Spectre Email's powerful features, and how to ensure every email moves you closer to your business goals. Let's get started.



# Chapters

- ① **Goal:** I want to increase valuations
- ② **Goal:** I want to re-engage past customers to identify hot leads
- ③ **Goal:** I want to grow my vendor and landlord lists
- ④ **Goal:** I want to drive more engagement with my listings
- ⑤ **Goal:** I want to upsell my additional services
- ⑥ **Goal:** I want to increase my revenue and overall profitability
- ⑦ **Bonus:** Seasonal & event-based campaigns
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- ⑨ Spectre Email FAQs
- ⑩ About Spectre Email

# Goal: I want to increase valuations



## Strategy

Build trust, stay top-of-mind, and prompt homeowners to consider a valuation with smart, targeted content.



## Who to target

- ✓ Homeowners in your CRM
- ✓ Past valuation leads who didn't convert
- ✓ Sellers who listed with another agent
- ✓ Landlords with properties not currently for sale



## Desired action from recipient

Build trust, stay top-of-mind, and prompt homeowners to consider a valuation with smart, targeted content.



## Campaign ideas

- 1 "Your home could be worth more than you think" → Automated trigger after property reports or email opens
- 2 "Market Update: What's Happening in [Your Area]?" → Position your agency as the expert
- 3 "We just sold this in [area] – here's how" → Social proof and success stories
- 4 Landlords with properties not currently for sale



## Pro tip

Use merge tags to personalise subject lines with addresses: "Thinking of selling [123 Market St]? Let's talk."

**23 Church Lane** could be worth more than you think.



**SOLD** for £295,000

Ashgrove Lane

2 Bed · Detached

# Goal: I want to re-engage past customers



## Strategy

Bring old contacts back into your pipeline by sparking interest with valuation nudges, special offers, and personal check-ins.



## Who to target

- ✓ Vendors & landlords who sold/let 3+ years ago
- ✓ Buyers who purchased 3-5 years ago
- ✓ Clients who haven't engaged with emails in 6+ months



## Desired action from recipient

Click to get a valuation, re-engage with property listings, or reply to restart the conversation.



## Campaign ideas

- ① "Is Now the Right Time to Sell? Find Out With a Free Valuation" → Encourage re-engagement by sending click-throughs to your instant valuation on your website
- ② "The market has shifted – see what your home's worth today" → Send click throughs through to your webpage on local market statistics or use Spectre's quarterly Market Report to help
- ③ "Let's catch up – you might be closer to your next move than you think" → Encourage re-engagement by sending an anniversary report to previous clients
- ④ "Thinking of Moving Again? Let's Find Your Next Home" → Encourage re-engagement by sending click-throughs to your latest property listings in their area, you can even automate these emails using Spectre



**Birchstone**

[Discover more](#)

### Thinking of moving again? Let's find your **next home.**

These properties are near you, so you could keep all your amenities and connections, in a house that's better for you.



**£310,000**

Willowbrook Street

3 Bed · Semi-detached



# Goal: I want to grow my vendor and landlord lists



## Strategy

Convert passive contacts into hot leads using lead magnets, property reports, and educational campaigns.



## Who to target

- ✓ New CRM contacts
- ✓ Instant valuation leads
- ✓ Homeowners with no active sale listing



## Desired action from recipient

Request a valuation or download a property report.



## Campaign ideas

- 1 "Get a Free Property Report for Your Home" → Encourage re-engagement by sending click-throughs to your instant valuation on your website
- 2 "Your home could be worth more than you think!" → Send click throughs through to your webpage on local market statistics or use Spectre's quarterly Market Report to help
- 3 "Landlords: Maximise your rental income in 2025" → Share helpful tips through blogs or guides to your landlord database to build your expertise



[Discover more](#)

## Want a **FREE** Property Report?

To find out how much your house is really worth, click below to get a bespoke report on your home.

[Get Free Property Report](#)

**Birchstone**  
**Pre-market appraisal report**  
3 Hill Top Avenue, Prestwich, Manchester, M25 7LL

**Overview**

**Property value**  
**£220,000**  
Estimated value

**Estimated rental value**  
**£1200 pm**  
Estimated rental value

**Estimated range**  
**£210k - £245k**  
Estimated range

**Annual rental yield**  
**2.97%**  
Annual rental yield

**Market history**

Event	Price	Date
Sold	£150k	18/08/13
Sold	£190k	04/06/18
Last sold	£210k	08/10/22

**Build**

2 Bedrooms  
1 Bathroom  
Detached property type  
1995 Year built (approx)

**Tenure**  
Leasehold Type  
250 years Lease term

# Goal: I want to drive more engagement with my listings



## Strategy

Promote listings to the most relevant audience segments and increase viewings with timely, targeted emails.



## Who to target

- ✓ Buyers and tenants in your CRM
- ✓ People who viewed but didn't book a viewing
- ✓ Instant valuation leads not yet converted



## Desired action from recipient

Book a viewing or request more information.



## Campaign ideas

- 1 "Hot Properties Just Listed – Be the First to View!" → Use Spectre Email's dynamic property blocks to show off your latest property stock
- 2 "Exclusive Off-Market Homes – Don't Miss Out" → Show exclusive properties in your email only available to email subscribers
- 3 "Homes Like These Are Selling Fast – Book a Viewing Now" → Showcase properties and create a sense of urgency with your buyer database and encourage click throughs to book viewings through your online booking workflows



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### Get an **exclusive** first look at this property.

We've got a brand-new property that isn't yet on the market! Get a first look before anyone else, and be quick as it's due to go live in...

**06**

Days

**23**

Hours

**59**

Minutes

**21**

Seconds



#### **9 Meadowcroft Way, M40 2AK**

Willowbrook Street

3 Bed · 2 Bath · Semi-detached

# Goal: I want to upsell my additional services



## Strategy

Use email to educate existing clients on your wider offering and increase the lifetime value of each contact.



## Who to target

- ✓ Buyers and tenants who recently transacted
- ✓ Contacts who clicked but didn't enquire
- ✓ Landlords on let-only agreements



## Desired action from recipient

Enquire about services or book a consultation.





## Campaign ideas

- ① "Looking for a mortgage? Let us help" → Share insightful tips for buyers to inform them and become a trusted advisor on their property journey
- ② "We can manage your property, so you don't have to" → Give landlords peace of mind by sharing supportive content and encourage them to go fully managed, especially with upcoming legislation changes
- ③ "Don't miss our premium property services" → Share how fully managed properties can give agents piece of mind while their property is in safe hands with your agency



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**We'll manage your  
property, so **you don't**  
**have to.****

With Birchstone as your property manager, you could save 200 hours a year. See an average self-managed hourly breakdown here...

Advertising & tenant sourcing	10–20 hours
Tenant vetting & referencing	5–10 hours
Lease agreements & renewals	5–10 hours

# Goal: I want to increase my revenue and profitability



## Strategy

Identify high-value opportunities across your pipeline and maximise every stage of the customer journey.



## Who to target

- ✓ Recent buyers (mortgage, insurance)
- ✓ Landlords not using full management
- ✓ Vendors close to exchange



## Desired action from recipient

Click to access a partner service or get in touch for a quote.



## Campaign ideas

- ① "Did you get the best mortgage deal in principle? Let's check." → Encourage recent buyers to review their finances with your trusted partners, adding long-term value with buyers
- ② "Full management = less stress. Here's how we can help." → Reassure landlords by positioning your fully-managed service as time-saving, compliant and hassle-free
- ③ "Selling your home? Don't forget these legal essentials." → Provide helpful resources and position your recommended solicitor partners as an extension of your service



[Discover more](#)

Did you get the **best mortgage deal** in principle?

Use our online tool to find out...

[Mortgage Check](#)



# Bonus: Seasonal and event-based campaigns



## Strategy

Tap into timely messaging around key events to prompt action.

Seasonal campaigns create natural urgency, provide relevant talking points, and help your agency stay front-of-mind when your audience is most likely to act — whether it's planning a move in the new year, capitalising on a spring surge, or reassessing property goals before the tax year ends.

## Campaign ideas

### Lifestyle Campaigns:



**Segment:** All contacts or local homeowners






**Email:** "What's on in [Area] this Month?"






**Content:** Show off your community knowledge by linking to blog content or local event guides — great for softer engagement.

## Knowledge Campaigns:

-  **Segment:** Landlords / Homeowners
-  **Email:** "Renters Reform Bill: What You Need to Know"
-  **Content:** Share useful summaries of industry updates to build authority and nurture future leads.



## Spring Valuations:

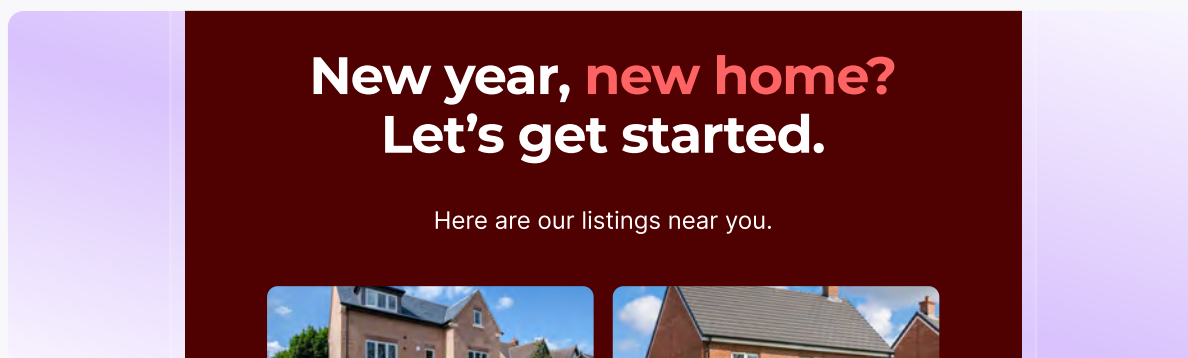
-  **Segment:** Homeowners without a recent valuation report
-  **Email:** "Spring is the best time to sell – here's why"
-  **Content:** Market trends and insights





## Christmas Follow-Ups:

- 🔗 **Segment:** Buyers who didn't find anything in Q4
- ✉️ **Email:** "New Year, new home? Let's get started"
- ☰ **Content:** Latest property stock from your agency



## Tax Year-End (March):

- 🔗 **Segment:** Active landlords
- ✉️ **Email:** "Maximise your tax savings before the deadline"
- ☰ **Content:** Helpful blog or guide for Landlords



# Top 10 tips from Spectre marketing experts

## ✓ Use real-time CRM integration for accurate targeting

Spectre Email connects directly with [Street.co.uk](https://www.street.co.uk) for live, two-way data syncing. That means your contact lists are always up to date and segmented in real time, without the need for manual uploads or list cleaning.

## ✓ Segment your audience for impact

Target homeowners, landlords, buyers, and tenants with ultra-precise filters. Spectre's advanced segmentation offers every filter combination you could need, to help you send the right message to the right audience.

## ✓ Automate email journeys to stay front-of-mind

With Spectre's AI Journey Builder, you can create automated workflows that respond to your contacts' behaviours — from property report downloads to valuation bookings — keeping leads warm without lifting a finger.

## ✓ Personalise emails to drive engagement

Use merge tags to pull in names, property details, valuation dates, and more. Spectre makes it easy to create personalised experiences at scale, boosting engagement and response rates.

## ✓ Optimise subject lines for better open rates

A/B test your subject lines and preview how they'll appear on mobile vs. desktop. Use urgency, personalisation, or curiosity to increase open rates. Spectre's reporting tools help you spot what works.

### ✓ **Use visuals to make listings pop**

Add high-quality photos and dynamic property blocks with a few clicks. Spectre Email ensures your visuals load beautifully across all devices, turning browsers into viewers — and viewers into leads.

### ✓ **Track performance and refine campaigns**

Open rates, clicks, valuation requests, engagement by segment — it's all easily available in your Spectre Email dashboard. Review, refine, and optimise every campaign based on data.

### ✓ **Design for mobile-first viewing**

More than half of emails are opened on mobile. Spectre templates are fully responsive, so you can build once and send confidently, knowing it'll look sharp on any device.

### ✓ **Use behaviour triggers to follow up fast**

If someone downloads a property report, opens an email, or visits your website, Spectre can trigger a tailored email or alert your team to follow up — instantly.

### ✓ **Upsell services with tailored content**

From full management upgrades to mortgage advice and conveyancing, use Spectre Email to upsell your full range of services based on each contact's status and past interactions.

**You might like these  
properties **near you...****



**£345,000**

Hawthorn Rise

# Spectre Email FAQs

## **Can I automate follow-ups to valuation leads?**

Yes. Use the AI Journey Builder to automate a multi-step campaign when someone engages with a property report or books a valuation.

## **How does Spectre Email integrate with Street.co.uk?**

Your CRM and marketing platform are fully connected. That means real-time data updates, dynamic property blocks, and no manual uploads.

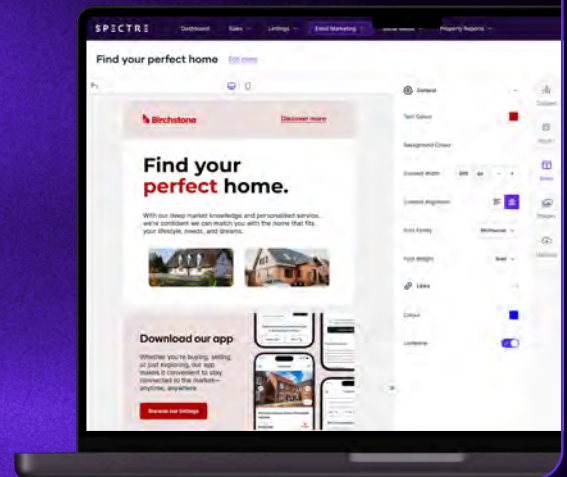
## **Can I personalise emails with property details?**

Yes. Merge tags allow you to pull in property addresses, names, valuation history and more.

## **Can I schedule reminders for my team?**

Absolutely – use internal reminders to prompt team members when it's time to follow up.

# Get Started With Spectre Email Today!



Spectre Email is more than just an email platform — it's a strategic tool that aligns seamlessly with your wider business objectives.

Whether you're targeting vendors, landlords, buyers, or past clients, Spectre Email's advanced filters and segmentation tools allow you to reach the right people, at the right time, with precisely the right content.

And with full CRM integration, automation features, internal reminders, and custom email templates, Spectre Email makes it easy to deliver marketing campaigns that drive real results.

[Book a demo](#)

[Watch walkthrough](#)



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