



RE/MAX BOLD Trail Mass Email Marketing

Complete the “Form of Usage” (First-Time Requirement)

Before sending any mass emails through the BOLD Trail System, **you must first complete the “Form of Usage.”**

This one-time step ensures that you are compliant with RE/MAX email marketing policies and that your contact information is properly set up in the system.

- Navigate to the **Marketing Tools** section in the BOLD Trail System.
 - Click **SCHEDULE MASS EMAIL**.
 - **Form of Usage for Email Marketing** form will be there the first time you open.
 - Submit the form for approval.
 - Once approved, email marketing functionality will be enabled on your account.
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Schedule a Mass Email

1. Log in to the **RE/MAX BOLD Trail System**.
2. Go to the **Marketing Center**.
3. Click on **Schedule Mass Email > Create New Campaign** or **Send One-Time Email**.
4. Choose **Mass Email** as the email type.
5. **Design Your Email**

Use the built-in templates or design from scratch:

- Select a pre-designed template (e.g., listing, newsletter, holiday).
- Insert your content and personalize it with the client’s name or area.
- Add property links, contact info, and call-to-action buttons.

6. **Select or Upload Recipient List**

- Choose from your existing contact lists in the system.
- Or upload a CSV file with new recipients (make sure they've opted in).
- Segment your audience if needed (e.g., buyers, sellers, past clients).

7. **Schedule or Send Your Email**

- Choose **Send Now** or **Schedule for Later**.
 - Review the email preview and test-send to yourself before launching.
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SENDING LISTING EMAIL IN THE BOLD TRAIL SYSTEM

1. Log into your Bold Trail Platform.
 2. **Click Listings. Open the Listing** you want to send.
 3. On right side click **MORE ACTIONS**.
 4. **Click Email to hashtag.**
 5. Type hashtag category or **click drop down and select**.
 6. Click Advance Editor for more detail or basic and **input your email**.
 7. **Send** (schedule or now).
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Types of Mass Emails You Can Send

Here are examples of common mass email campaigns to consider:

1. New Listing Announcements

- Showcase a new property on the market.
- Include high-quality photos, features, pricing, and open house info.

2. Monthly or Quarterly Newsletters

- Share real estate tips, market trends, success stories, and updates.
- Keeps you top-of-mind with your network.

3. Holiday & Seasonal Messages

- Send greetings on major holidays (New Year, Thanksgiving, etc.).
- Include a personalized message and your contact info.

4. Just Sold/Under Contract Updates

- Build credibility by showing your activity in the market.
- Encourage referrals with a call to action.

5. Event Invitations

- Invite clients to webinars, homebuyer seminars, or community events.

6. Local Market Updates

- Share stats and insights relevant to your audience's area.

Why Mass Emails Are Important in Marketing

- **Keep Your Brand Top of Mind:** Regular emails help you stay visible to clients and prospects.
- **Build Trust and Authority:** Sharing valuable content positions you as a market expert.
- **Drive Engagement and Leads:** Targeted messaging can lead to inquiries and appointments.
- **Cost-Effective Marketing:** Mass emails reach large groups with minimal cost.
- **Nurture Long-Term Relationships:** Stay connected with past clients for repeat and referral business.

NOTE: There is an **unsubscribe link** already included for email marketing best practices to stay in compliant.

If you have any questions or need more help, please contact

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