

## FAQ

### How do I get started?

Give us a phone call at **770-925-1782** or send an email to [sam@etouchmarketing.net](mailto:sam@etouchmarketing.net) and we will contact you to get started. We like to get to know your business and your specific needs, then we can make specific recommendations that generate the best results for you.

## Postcard Order Questions

### Can I preplan my postcard campaign for the whole year?

YES, most of our clients like to make a decision on the time frames to send out—monthly, every other month, or quarterly. Depending on your frequency we will suggest postcards that will give you the best coverage. For example, if you only want to send out quarterly we would recommend including the spring and fall festival cards which provide coverage of several months. **The answer is yes, do preplan, it is a smart thing to do**, and then ETouch Marketing becomes responsible for producing your postcards when it is time to send them out.

### Can I have a plan for my sphere of influence and a different one for my farm area?

We love to suggest a separate plan for each because your message can be very personal to your sphere of influence cards and a targeted message to the neighborhood on your farm postcards.

### What appears on the back of the postcards?

Your real estate or seasonal message goes on the back of the cards. We compose messages for you or you can provide your own messages. Your photo, logo and all your contact information are on the back of the postcards. On some of our postcard designs like the sports schedules and the monthly calendar cards, this information is on both the front and the back of the postcard.

### How often should I send out postcards?

**As often as your budget allows, is the answer.** If you can afford to send out monthly it is the most recommended time schedule. If you are sending information people want to receive, enjoy and find useful, then monthly is ideal and they will welcome receiving your mail.

### What is your best selling postcard?

Without a doubt it is the Monthly Calendar Card of Events for Metro Atlanta. We devise a calendar that is varied in the events we highlight so it is well received by everyone. We lists sports events, concerts, weekend festivals, holiday events and it is always family friendly. We make sure all metro counties are covered –DeKalb, Fulton, Cobb, Gwinnett and Forsyth. You probably have sphere of influence in most of these areas and no one stays in their own community all the time. We hear over and over how our clients will find this calendar up in their client's homes when they visit. It is good all month long until the next monthly calendar is mailed to them.

## eNewsletter Questions

### What day of the month will my eNewsletter go out?

Every single month we look at the calendar and figure out the best day to send out your eNewsletter to get the highest open rate. We avoid Friday and Monday mail deliveries. The great thing is that you don't have to worry about this, because we will determine the best date to send. Normally it is either the last day of the month or the first days of each month. We want you to have the very best open rate each month so this always guides our efforts.

### Can I add content to the eNewsletter?

Yes, each month we send out a deadline reminder email. At that time you can send us your own intro letter or send us an article you think should be in your upcoming eNewsletter.

### Can I customize the eNewsletter?

The answer is YES. We will customize to your heart's content but the price point will need to be adjusted to cover our time to do this for you. We automatically do some customization each month for everyone.

### Do I see a proof of the eNewsletter before it is sent out?

Yes you do!

### What if I don't like an article?

You are sent a proof each month along with the date on which the eNewsletter will be sent. At that time if you see something you do not like, it is as easy as giving us a call and we will delete it. This is not something we see very often but you do have this choice!

### How do you decide on a subject line?

Sometimes it feels like we take as long to decide on the subject line as the content of the eNewsletter itself. The subject line is crucial to people determining if they will open your eNewsletter, delete it, or save it for reading later. It is crucial we get it right, so rest assured we know it is important.

Does the eNewsletter come from me or from you as the provider?

It shows up as totally sent by you using your email address. It is important to use an email address that represents you well. We are not fond of email addresses that start with info@.... This is so impersonal, and your email should be very personal!

### How do you decide what content goes into the eNewsletter?

We know that each month we want to offer a buyer and a seller article. We also know we want to feature information that is useful, helpful, and will be perceived to position you as a provider of great content. So all month long we are culling through numerous websites looking for the articles that are pertinent for that month. We are sensitive to the season, so you will not see a piece about enhancing your curb appeal in January. Each month we search for items related to what is going on in metro Atlanta that we believe people will be interested in knowing more about. We take this role of creating your eNewsletter very, very seriously. We believe we have a good pulse on what people want to read and know more about each month.

### What if I want to stop sending the eNewsletter?

You are billed quarterly, so we like to think if you have been billed you will continue through the

months you have already paid for, but if you want to stop immediately a call to us is all it takes. We don't offer contracts because we only want to work with you as long as you want us to be of service to you.

### **Is there a set-up charge?**

Only on our eNewsletters do we charge \$50.00 on your first quarterly invoice for set up. There is a lot we do to get your account set up with Constant Contact and to upload your lists, etc. There is no set-up charge on the postcards.

### **Why do you use Constant Contact? Can I have you send out through Mail Chimp instead?**

In 2009 when we began offering email services we did a major review of all companies offering the delivery services of eNewsletters. Constant Contact was the leader then and remains the leader now. They offer the highest deliverability and the best reporting systems in the industry. We have found them to be totally reliable and on the cutting edge of their field. We do not create our eNewsletters for delivery with any other company. We want to be associated with the best and we want the best outcome for our clients.

### **How do I know who is reading my eNewsletters and who has unsubscribed?**

One of the reasons we use Constant Contact is their robust reporting of these metrics. You can access your account at any time to see the open rates, the people who unsubscribe, and the email addresses that are bouncing.

### **Can I use my Constant Contact account to send out other emails?**

Yes, it is your account, not ours. You might send out open house announcements to other realtors in your market area. We could send out an eCard that we create for you or you could create your own. We do recommend you not send more than 2 things each month to your main target list or you will see people unsubscribing at an increased rate.

## **Payment Questions**

### **What methods of payment do you take?**

We only accept a credit or debit card.

### **Do I get a receipt?**

At the time your payment is applied we will send you a confirmed payment and invoice that you may keep for your records.

### **How often do I get billed?**

If you are ordering the eNewsletter you are billed quarterly.

If you are ordering the postcards you are billed at the time the order is placed, whether that is monthly, every other month, or quarterly.

## Distribution List Questions

### How do I make changes to my distribution list?

If you are on the eNewsletter program you may access your Constant Contact account at any time to add, update or delete names. You can also send us a brand new list each month, and we will delete the old list in your account and only use the new distribution list.

If you are ordering the Postcard campaign you can send us a new distribution list anytime you want. If you just have a couple of changes you want to make, then send us the changes and we will make those for you at no charge. If your changes are numerous, we reserve the right to quote you a charge to make those changes, but you would be told up front what the charge would be.

### Who should be on my distribution list?

**EVERYONE** who knows you or knows of you. Do you realize that the majority of realtors do not stay in touch with their previous clients? Research bears that out, so your list should include both the sellers and the buyers of every home sale in which you participate. Here is a list of others you may want to consider **Who Should Be On MY Distribution List?**

Please do think of people you know through your children and spouse! However you are connected in your community, these are the people we call your sphere of influence.

Sometimes people are reluctant to add people they attend church with, but how else are they going to know this is your business? You certainly don't talk real estate when you are at church, but it is perfectly acceptable to send them a postcard or eNewsletter. **People like doing business with people they know**, and especially those with whom they share affiliations through their family, their church and their community.

**YES! We certainly like saying YES we can, YES we will.** It is our favorite response. You will notice it is the most common answer to any question you have for us. **We are flexible, agreeable, and we always receive your feedback as a GIFT.**