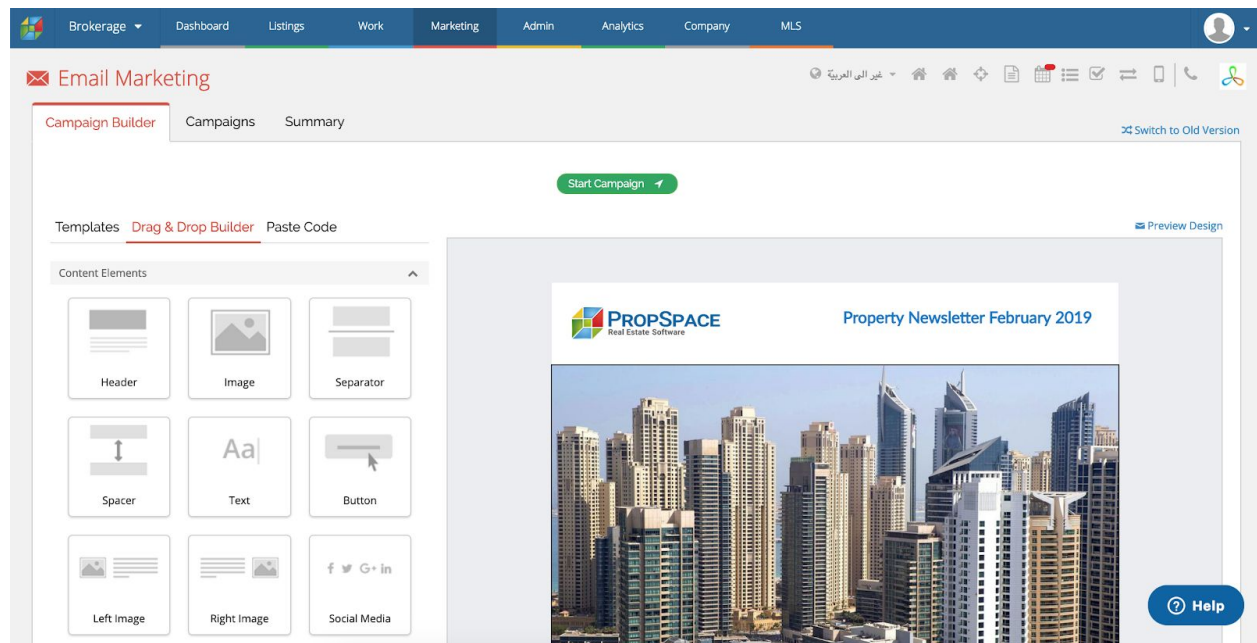




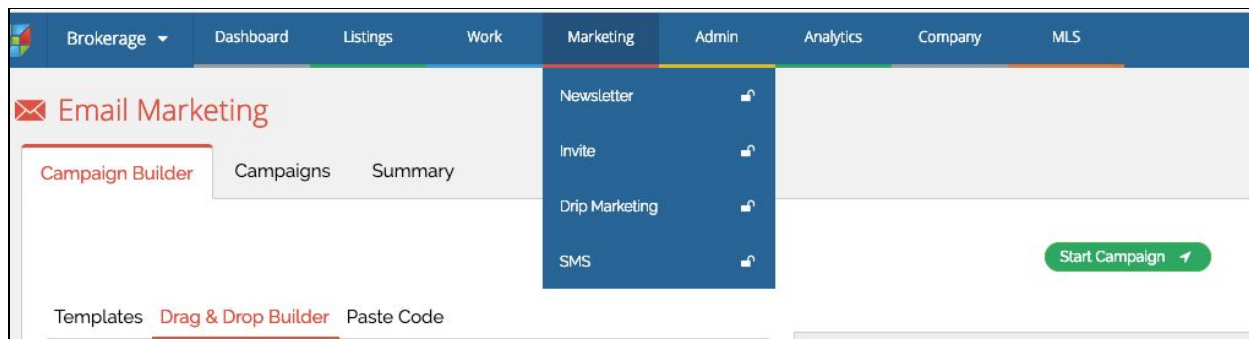
Brand New Email Marketing Module

Send out beautiful email campaigns, automatically manage lists and subscribers, view campaign performance reports - all linked to your leads and contacts in PropSpace.

This brand new update to the previous Newsletter Marketing module is a huge upgrade and can replace your existing email marketing software!



Overview



PropSpace has an intuitive and easy-to-use Email Marketing module that allows users effortlessly to send beautifully designed HTML emails to their clients directly from within PropSpace. There is no need to have any design skills, the PropSpace campaign builder allows users to create great looking HTML emails via a drag and drop editor.

Rather than uploading generic and sometimes messy email lists, the PropSpace Email Marketing module allows users to select specific contacts from within their PropSpace database to send emails to, such as Listing Owners, Leads, Contacts and other PropSpace Users.

For example, do you want to send an email only to landlords who live on Palm Jumeirah? Or do you want to send a newsletter to all leads who have enquired within the last 30 days for 3, 4 or 5 bed properties in Downtown? You can easily do this from the brand new PropSpace Marketing module.

Use Cases

Hot Properties

Looking to market your hot properties to your database of contacts? Easily create a single property or multiple property newsletter and send to your contacts that you think will be interested in these properties.

New Listing Instructions

Just received a new instruction and you would like to send out a brochure about this property immediately to your leads? This can be done with a few clicks!

Open House Events

Let your buyers or tenants know about any Open House events that you are organizing. Make sure that each Open House event is packed with potential buyers or tenants by sending a bulk email out!

Special Announcements

Let your clients know about special announcements from your company. For example, moving office, changing phone number, expanding to new areas etc.

Happy Holidays

Wish your clients Happy Holidays throughout the year. It's a nice touch!

Internal Communications

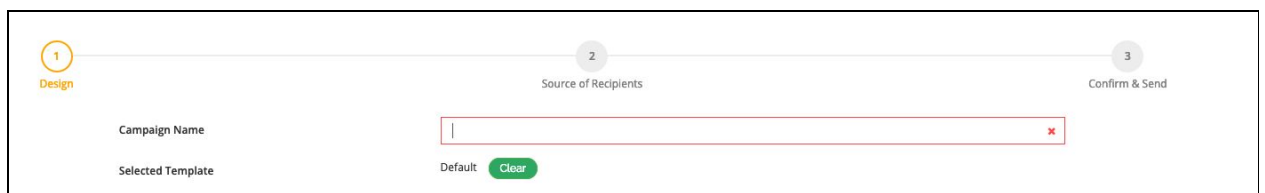
If you are a company with agents working out of the office in various locations, then sending company-wide email notifications is the perfect way to keep in touch with your team.

Top Tips / Informative Emails

Let your clients know some top tips such as how to search for the perfect home or how best to present a property for sale. This is a great way to develop new business for your company and to keep existing clients engaged and interested in your services.

Using the Email Marketing Screen

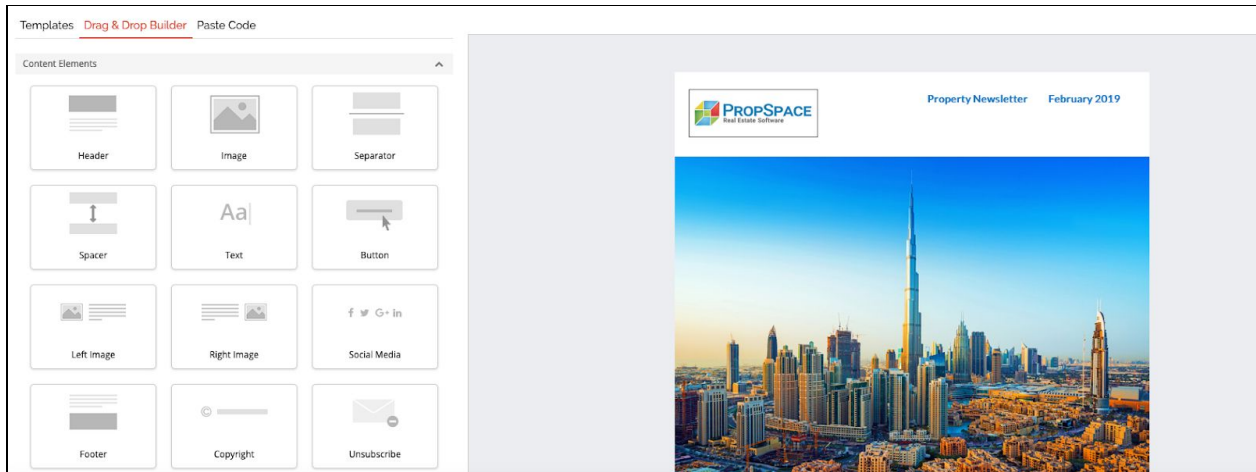
1. Enter the Campaign Name that you would want to send it to your clients.



The screenshot shows a three-step process for creating an email campaign. Step 1, 'Design', is highlighted with a yellow circle and contains a 'Campaign Name' input field and a 'Selected Template' dropdown menu. Step 2, 'Source of Recipients', is indicated by a grey circle and a 'Default' button with a 'Clear' option. Step 3, 'Confirm & Send', is indicated by a grey circle. A red 'x' icon is visible in the Campaign Name input field.

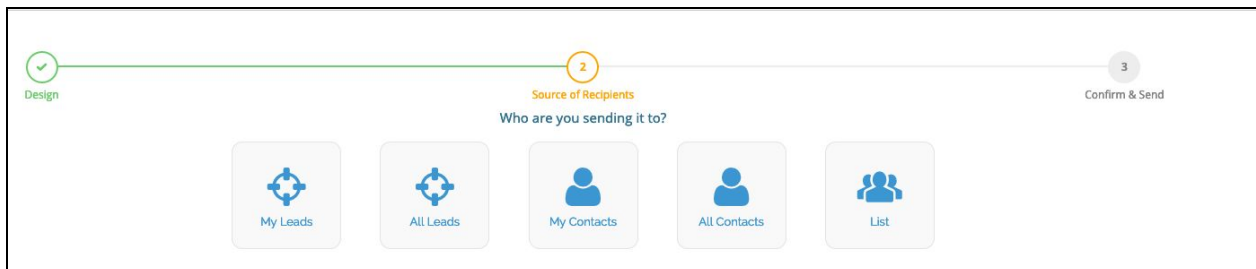
2. From the Campaign Builder Screen you can build your template. You have 3 options:
 - a. Use an existing template if you have already have any.
 - b. Use the Drag and Drop builder to build your own Email from scratch.
 - c. For techies: paste in your own HTML code!

3. We suggest you have a play around with the Drag and Drop builder. It's very user-friendly and you should hopefully work out how to use it.



4. Once you have created your beautiful newsletter, you can Save as Draft (bottom middle) or click Next to define which recipients you wish to send your email to.

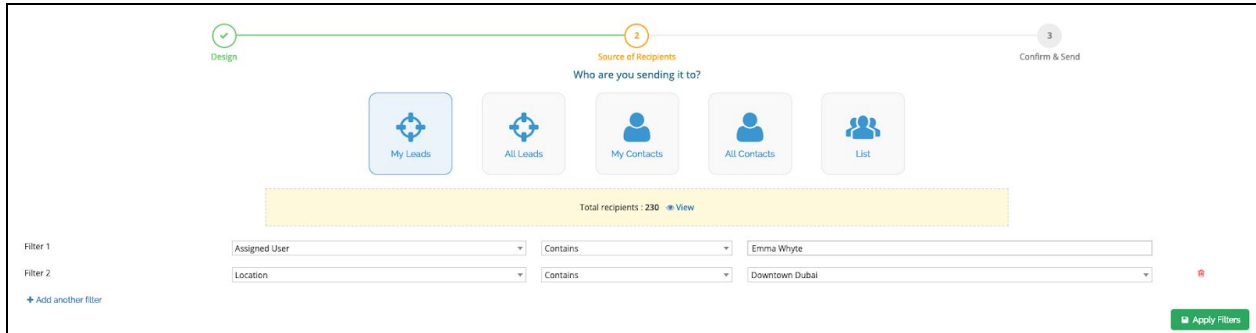
5. Select whether you are sending to Leads, Contacts or any other imported client list.



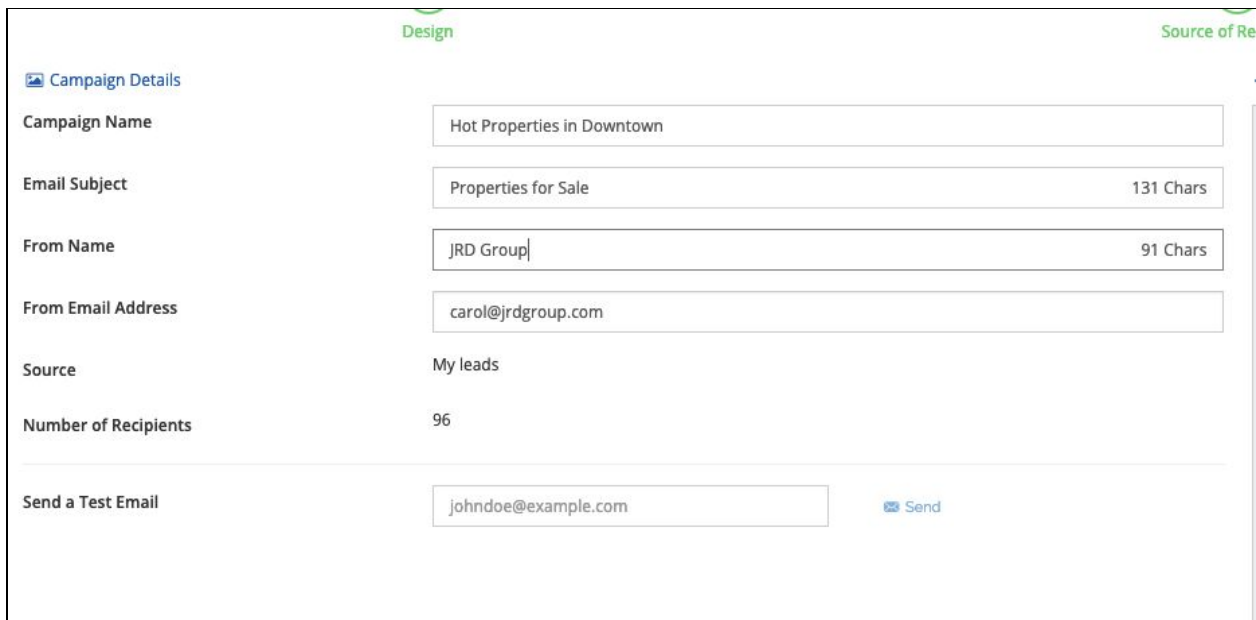
6. Once you have selected one of the above option, the total number of recipients would show up.



7. To perform advanced filters to define which users to send the email to, remember to use the filter options. This is a super powerful and useful tool to manage who you send your newsletter to.



8. As you select Next, follow the on-screen instructions to set email subject, sender's name and sender's email address. Once you have defined your campaign details, you have the ability to send yourself a quick test email to check everything looks in good shape. Then click Send!



9. Use the Summary tab to view the reports for your campaigns – date sent, open rate, bounces, unsubscribes, click rates etc.

Campaign Builder Campaigns **Summary** [Switch to Old View](#)

[Create New Campaign](#)

Previously Sent Campaign

Hot Properties

Sent Date: 19/02/19 05:55 pm
 Source: My Customers
 Count: 3
 Opens: 0
 Clicks: 0
 Bounced: 0
 Unsubscribed: 0

[Preview](#) [View Report](#)

1 SENT CAMPAIGNS [View >](#) 0 DRAFT CAMPAIGNS [View >](#) 1 MY CAMPAIGNS [View >](#)

Last 5 Saved Drafts

Campaign Name	Status	Created By	Last Updated

Search Campaigns: [Filter](#) [Sort: Sent Date](#)

Hot Properties
 Source: My Customers 3 RECIPIENTS 0.00% OPEN RATE 0.00% CLICK RATE [View](#) [Help](#)

Summary

Reports [X](#)

Subject: Hot Properties for Sale
 Source: My Customers
 Sent Date: 19/02/19 05:55 pm

Summary Details

Open Rate: 0.00% Click Rate: 0.00%

0 SENT 0 OPENS 0 CLICKS

Unique Opens 0 Bounced 0
 Unique Clicks 0 Unsubscribed 0

[Done](#)

If you require any assistance with using the new newsletter module then please contact our support team Sunday to Thursday from 9am to 6pm (UAE time) on:

Tel: +971 4 420 1044
 Email: support@propSPACE.com