

How to Leverage Boost data via Email

1. Retrieve email address from *Boost* campaign. To review how to get to the addresses click this [Screencastify](https://watch.screencastify.com/v/PAvlJJmMYP3Ayx7jYdqc). (Eileen and I can get you the list as well)

2. Copy email address

3. Paste into the BCC line of an email with signature.

***Very important that you put into BCC (Blind Carbon Copy) and not the “To” line as everyone***

***will see to whom you have sent the email. Their reply, however, will come back to you directly.***

4. Copy and Paste email below dependent on situation and fill in missing information (XXXXXXX)

5. Mass enter the names and email address into your Engage CRM and start a new drip campaign. Here’s a quick video on how to do that from Engage ([Set Up a New Campaign (wistia.net)](https://fast.wistia.net/embed/iframe/n10c3sskzd))

Email Templates

IF LISTING IS STILL AVAILABLE

Good day,

I see that you clicked on my listing at XXXXXXXXX on our social media advertisement. I wanted to reach out to see if you have any questions or would like to see this home in person? Offers are due XXXXXXXXX on this home.

If this house is not quite the right fit and you need help finding your home, please give me a call!

IF LISTING IS UNDER CONTRACT

Good day,

I see that you clicked on my listing at XXXXXXXXX on our social media advertisement. I wanted to reach out to see if you have any questions? While this home is now currently under contract, I would be happy to assist you in finding your home.

I look forward to hearing from you!