

Student lettings email template guide

Target our
active student
audience with
bespoke email
campaigns



rightmove 
find your happy

Why target students using email campaigns?

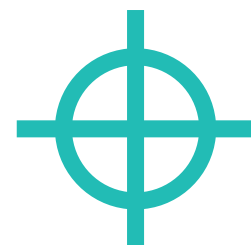
A typical adult in the UK now checks their phone 85 times a day. And the number for students is likely to be much higher.

Rightmove email campaigns are a great way of reaching students during all that time they spend on their phones. Using our database of over 160k active, opted-in users, you can effectively target students looking for accommodation in your area.

Why use email?

Be more targeted

Reach out of area students looking to study at a university in your area, including those that live overseas. They won't see your local print canvassing or any on-campus marketing if they haven't started university yet.



Measure success

Use our performance reports to understand which campaigns and messages work best, so you can continuously improve your marketing.

Make it easy to get in touch

Make it easier for students to contact you directly with desktop and mobile optimisation. Your customers can tap your phone number within the E-leaflet and call you from their mobile device, while clickable links take home-movers straight to your website.

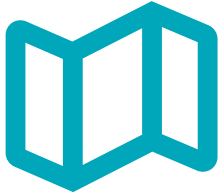


Go green

Reduce your environmental impact and improve your brand's eco-credentials by cutting down your use of paper.

How much does it cost?

Firstly, think about who you want to target. We can tailor your campaign by the following criteria.



Search area

E.g. students who are looking for accommodation in Leeds.



Registration date

Choose to target students who have registered on Rightmove in the last 3, 6 or 12 months.

Once you've decided who you'd like to target, ask your Account Manager for a quote. The cost is 35p per email sent.

What about design?

If you've got your own HTML coded email designed, that's perfect. Just send this over to use and we'll send it out to our database on your behalf.

If you need help with HTML, we've got a number of pre-set, responsive templates that you can choose from. They cost £300 plus VAT and all you need to do is follow the checklist for your chosen template. See pages 5 to 8 for the available templates.

Designing an effective email campaign.

Getting people to open your emails: your subject line

This is the first thing your recipient will see. So it needs to catch their attention. Use wording which encourages users to take action.

Some suggestions:

- Include dates and deadlines to create a sense of urgency
- Keep it personal – by using their name and locations
- Say the most important thing(s) first. Only the first 40 characters are visible on mobile

Keep your audience's attention: your content

If there's one thing to remember about your content, it's keep it relevant to the recipient and their needs and wants. Some of the things that usually drives good engagement are:

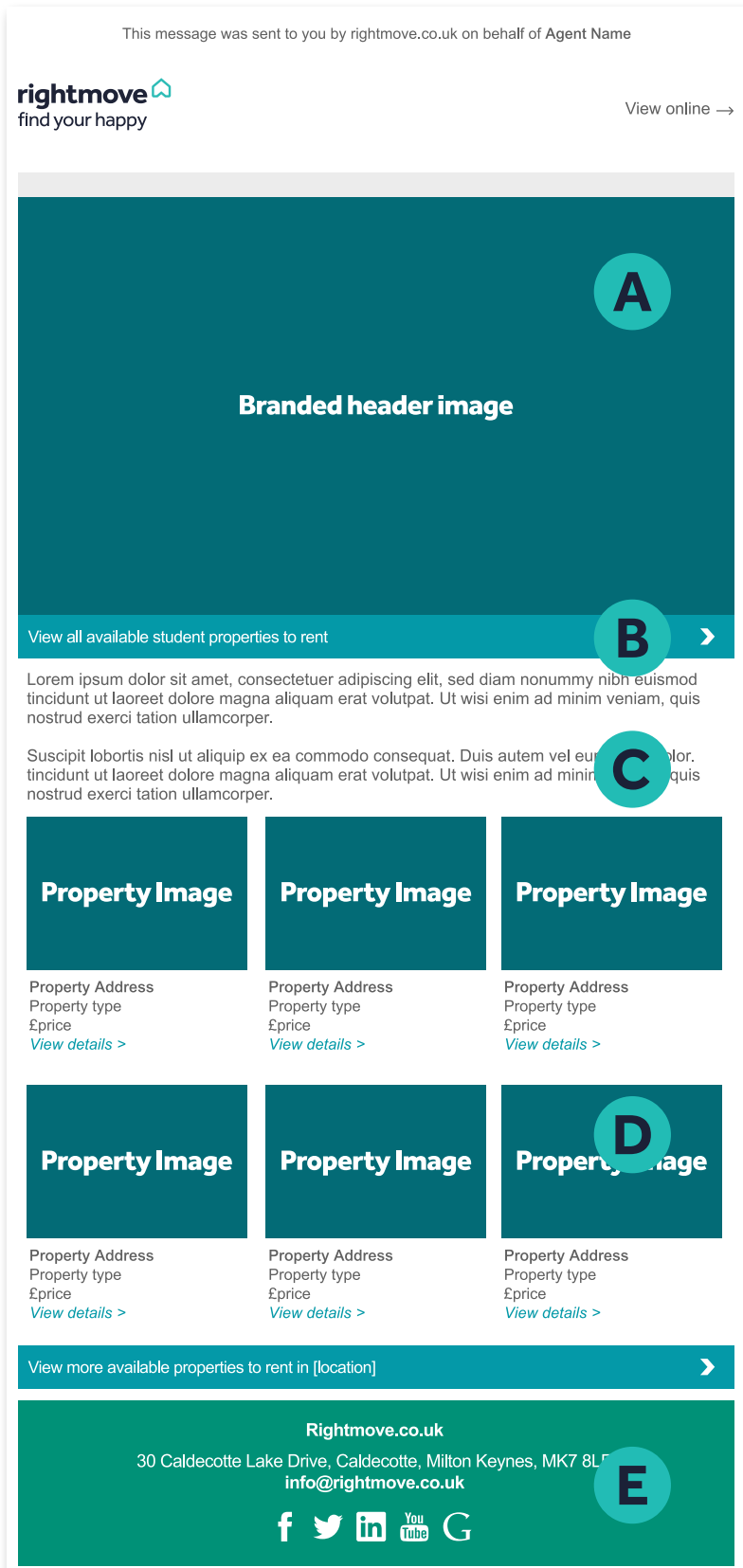
- Available properties
- Relevant competitions

Choosing a template

Our two templates have been designed based on best practice. Choose the one that best fits the message you want to get out.



Template 1



You provide:

- A** An image, logo and strapline to appear in the header section, along with a URL to send people to who click on the image. Images must be a minimum of 600px wide.
- B** A link to properties on your website or your Rightmove Microsite.
- C** 1 or 2 short paragraphs of introductory text. Use this to explain why students should choose one of your properties.
- D** Links to 3 or 6 of your available rental properties.
- E** Your office address, contact details and social media links.

Desktop

Mobile



[Contact us](#)



Finding a student home in Newcastle has never been so easy!

WHY LET FROM US?
 We have properties available in popular student areas, Jesmond, Sandyford, Spital Tongues, Gosforth, Heaton, Fenham, and Gateshead too. Call or text us for our full listings, more information or to book a viewing.

- Low deposits
- We only let and manage our own properties
- All double bedrooms
- All properties are well maintained
- 24 hour maintenance
- Properties available to meet each individual/group requirements
- We offer 1 to 8 bedroom properties available in all popular student areas
- Selection of 48 week contracts
- Viewing available 7 days a week

[View all available properties to rent >](#)

Looking for your student home? Here is a selection of our latest listings:



Manor House Road, Jesmond
 9 bedroom house
 £120 pppw*
[View details >](#)



Manor House Road, Jesmond
 8 bedroom house
 £95 pppw*
[View details >](#)



Larkspur Terrace, Jesmond
 8 bedroom house
 £90 pppw*
[View details >](#)





Holmwood Grove, Newcastle Upon Tyne
 3 bedroom flat
 £90 pppw*
[View details >](#)



Oakland Road, Jesmond
 3 bedroom flat
 £90 pppw*
[View details >](#)



Coniston Avenue, Jesmond
 2 bedroom flat
 £88 pppw*
[View details >](#)


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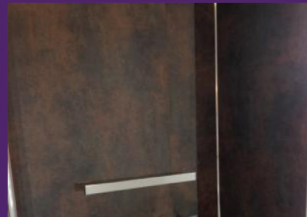
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 9 bedroom house
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[View details >](#)

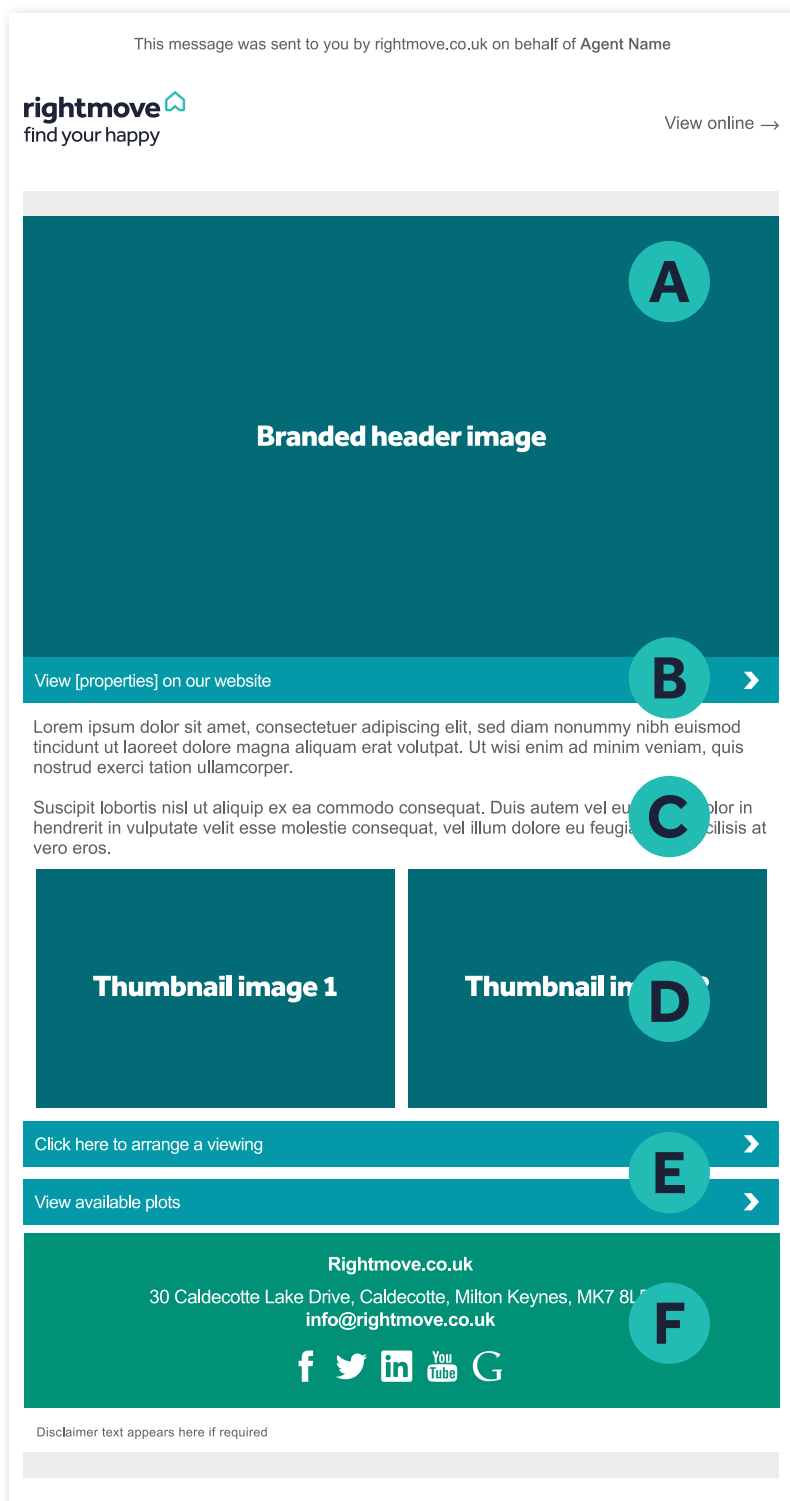


Manor House Road, Jesmond
 8 bedroom house
 £95 pppw*
[View details >](#)



Manor House Road, Jesmond
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 £95 pppw*
[View details >](#)

Template 2



You provide:

- A** An image, logo and strapline to appear in the header section, along with a URL to send people to who click on the image. Images must be a minimum of 600px wide.
- B** A link to properties on your website or your Rightmove Microsite.
- C** 1 or 2 short paragraphs of introductory text. Use this to explain why students should choose one of your properties.
- D** 2 or 3 thumbnail images (optional)
- E** Links for each of the two buttons. We'll adapt the names of the buttons to suit the links you provide.
- F** Your office address, contact details & social media links.

Desktop

//BELLVUE

CONTEMPORARY STUDENT HOUSES

Take a look at our Preston accommodation on our website >

HEY! WE ARE BELLVUE!

We are proud to offer clean, comfortable and stylish 2 – 7 bedroom student houses in Preston, of the highest quality, all set in a safe and contemporary environment.

All of our exclusive Bellvue homes are modern and spacious, complete with modern kitchens, communal living areas, bathrooms and furnishings. We understand the importance of both work and play, so LCD screens and Wi-Fi Internet access come as standard.

Click here to arrange a viewing >

- FREE WIFI
- ALL INCLUSIVE BILLS
- UCLAN APPROVED LANDLORD
- PET FRIENDLY
- JACUZZI BATHS

bellvuestudents.co.uk
Call us on 01772 257056
preston@bellvuestudents.co.uk

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Mobile

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Providing your own coded email - tech guidelines

Dimensions

- The email should be 600px wide on desktop (320px for mobile)
- Header images should be no more than 400px in height
- File size shouldn't be larger than 100kb

Structure

- The email creative should be provided as a **HTML document**
- Use `<table>` `<tr>` `<td>` rather than `<div>` tags to structure your email
- Don't use images to show blocks of text - always hard-code writing

Mobile: Single column layouts appear best on mobile - stack or hide content as necessary

Images

- All images should be sized correctly before loading to the HTML
- Ensure `style="display:block;border:none"` is included on all images
- Apply 'alt' text on all images to make sure your email can be understood with images switched off
- Avoid using background images as these can be unreliable

Mobile: Make sure any text on images is large enough to read on a mobile screen

Styling & special characters

- Make sure all font styling & background colours are applied within the relevant `<td>`
- Hard-code special characters such as bullet points `•` and pound sign `£`

Always define alignment within the `<td>` as some platforms default left, others will centre align

Mobile: You can also change your font styling for mobile only if coding a mobile responsive HTML

Language

- Avoid using words that could trigger spam filters such as 'free', 'discount' and 'guaranteed'

Other resources available from your Account Manager

Text Content Guidelines: Make sure your content complies with CAP codes & Rightmove Guidelines

Think Mobile!
On average, 62%
of emails sent by
Rightmove are opened
on a mobile phone*

Next steps & FAQs

How do I get started?

Interested in running an email campaign? Great! Just speak to your Account Manager.

What do I need to consider?

- The audience you'd like to target
- Your key message and what you want to achieve from the email
- When you want to send it
- The template you'd like to use (or if you'd prefer to provide your own HTML)

What do I need to supply?

If you're using one of our best practise templates:

- Provide the content you'd like to include, using the relevant checklist for that template (see pages 5 and 7)

If you're providing your own HTML:

- We'll need a fully coded HTML email. Please ask for our Technical Specification Guide

How long does the process take?

Once the Rightmove Digital Marketing Team receives your request, here's an estimate of how long each step usually takes:

- Receiving a quotation: 24 hours
- Design (if supplying your own HTML): 3 working days
- Design (if using one of our templates): 5 working days
- Amendments: Allow another 3 working days

Will I get to approve the campaign?

Of course. We'll send you a proof of your email campaign before it goes out. We won't send the email until you've confirmed in writing that you're happy for it to go ahead.

Can I send the campaign to my own database?

If you choose one of our fully designed email templates, you aren't able to use this for use outside of Rightmove. We aren't able to import your database contacts into our system to send the campaign due to data protection legislation.

How do I know if my campaign worked?

We're able to provide the details of how many people have opened and clicked on your emails. Please allow at least a week after sending the campaign to ask for your results, to give your audience enough time to see and open your email.

Interested in running a Student Email Campaign? Just get in touch with your Account Manager.