

# e-leaflets

Target active  
home movers  
or buy-to-let  
landlords with  
results you  
can measure



**rightmove**   
find your happy

## Target an active, motivated audience

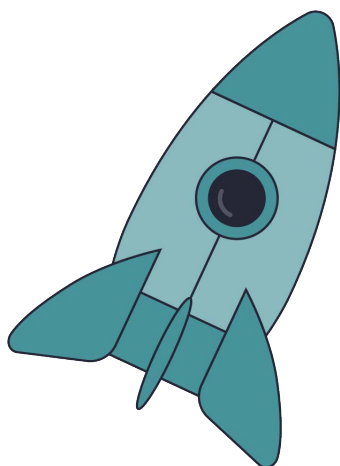
Whether you're looking to target buyers, vendors, landlords or renters, e-leaflets are an easy and cost-effective way of reaching a massive, motivated audience. Think of it as a virtual leaflet drop.

## Why should I choose e-leaflets over print leaflets?

Leaflet drops are still an effective tool for many agents. But with doormats saturated with flyers, it's becoming harder and harder to catch your potential customer's attention. Compared to printed leaflets, e-leaflets can help you:

### Be more targeted

- Directly reach landlords who might be in the market to buy. Print marketing sent to the property is unlikely to reach them.
- Track results using detailed performance reporting and continually improve your campaigns based on what you know works.

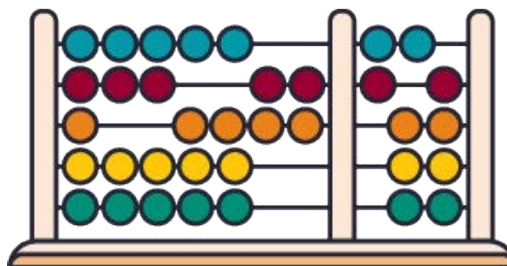


### Reach more people

- Easily reach home movers outside your area who might be looking to move there.
- Get through to those in secure or concierged buildings who wouldn't see your flyers.

### Control costs

- Manage your cost per send, without expensive print costs.



## Choose between 3 types of e-leaflets

All our e-leaflets can help you build brand awareness and unlock valuation opportunities. Depending on what you want to achieve, choose from the three options below.

### Branded e-leaflets



### Targeted e-leaflets



### Buy-to-let investor e-leaflets



Great for...	Reaching buyers & vendors, or tenants	Impressing vendors or developers	Reaching investors
Use it to...	<ul style="list-style-type: none"> <li>Generate valuations</li> <li>Share local property market knowledge</li> <li>Promote offers and incentives</li> <li>Drive traffic to your website</li> <li>Build brand awareness</li> </ul>	<ul style="list-style-type: none"> <li>Promote single properties or developments</li> <li>Build brand awareness</li> <li>Impress vendors or developers with an 'exclusive' campaign</li> <li>Drive traffic to your website</li> </ul>	<ul style="list-style-type: none"> <li>Generate lettings valuations</li> <li>Share local market knowledge</li> <li>Showcase available sales properties suitable for investment</li> <li>Drive traffic to your website</li> <li>Promote events &amp; auctions</li> <li>Build brand awareness</li> </ul>
Reach...	Home movers <ul style="list-style-type: none"> <li>In your area</li> <li>Out of your area</li> <li>In concierged buildings</li> </ul>	Buyers looking for a property matching your availability.  Sellers- include in your valuation packs and developer proposals.	Potential & existing landlords who've registered for updates on buy-to-let properties and market news.
Talk about...	Available properties & the local property market.	Single properties or developments.	Available properties & the local property market.
How it's targeted...	Select the 'outcode' (first part of a postcode) to target (e.g. N6).  Choose sales (buyers & vendors), lettings (tenants), or both.	Target all users looking within a radius of the postcode of your property/development, whose price range & search criteria match your property offering.	Select the 'outcode' (first part of a postcode) to target (e.g. N6), where investors are making enquiries.

# How to design an effective e-leaflet

From running thousands of e-leaflet campaigns for agents and developers, we know what works well. Here are our top tips for getting great results.

## Designing your email to get results

Choose between providing your own HTML or using one of our six customisable templates. Our templates are based on best practice and are 'responsively designed', so they look great whether they're read on a desktop, tablet or mobile.

### If providing your own HTML:

- Use full width buttons, so you can see them on mobile. 44px x 44px minimum size.
- Maintain at least a 60:40 text to image ratio to avoid spam filters.
- Design the email to be responsive for mobile and link to a mobile website if possible.
- Ask to see our technical specification and Text Content Guidelines for more information.

### If using one of our templates:

- Take inspiration from how they've been used successfully (pages 8 to 23).



# 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 first names and locations
- Say the most important thing(s) first. Only the first 40 characters are visible on mobile.

**Hi (FirstName), your (Location) property update from (Agent Name)**

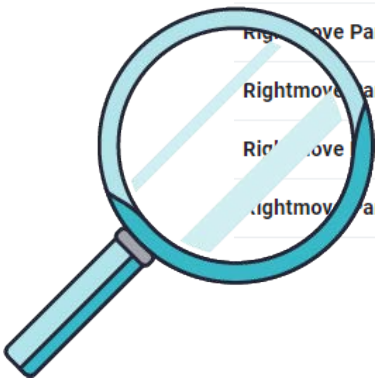
**Hi (FirstName), sold prices in (Location) have risen - how much is yours worth?**

**Hi (FirstName), new to market in (Location) - be the first to view**

## Your pre-header

A pre-header is the short summary text that follows the subject line when an email is viewed in an inbox. Pre-headers are shown by most major email clients to tip you off the content of the email before it's opened.

- You can include your own pre-header to replace our standard text that reads "This message was sent to you by Rightmove on behalf of..."
- Tailor this to complement your message and content - like in the examples below.



Rightmove Partners	Inbox	Hi Stephen, Make your move as easy as 1, 2, 3 with your choice of incentive. - This message was sent to you by Rightmove on behalf of...
Rightmove Partners	Inbox	Investment update from Haart   Plus 3 investment opportunities for your portfolio - This message was sent to you by Rightmove on behalf of...
Rightmove Partners	Inbox	Hi Stephen, John Lewis & Partners Gift Card worth up to £5,000 - More home to begin with This message was sent to you by Rightmove on behalf of...
Rightmove Partners	Inbox	Hi Stephen, Don't miss our stunning new releases - Plus our schemes to make buying more affordable - This message was sent to you by Rightmove on behalf of...
Rightmove Partners	Inbox	Hi Stephen, outstanding summer offers with £99 reservation fee. Time to make your move - This message was sent to you by Rightmove on behalf of...
Rightmove Partners	Inbox	Hi Stephen, Join us at the Homebuyers roadshow Tuesday 23rd July - This message was sent to you by Rightmove on behalf of...

### 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 drive good engagement are:

- Available properties
- Relevant competitions
- Stats around the rise of house prices in that area (you can use Rightmove sold prices)
- Instant online valuations
- Local yield information (when targeting landlords)
- Local market information - why is it a good time to buy / invest?

#### Top Tip

Think about what you can do differently to stand out from the crowd. After all, who wants to say the same thing as everyone else?



# Choosing a template

**Our six templates have been designed based on best practice. - choose the one that best fits the message you want to get out.**



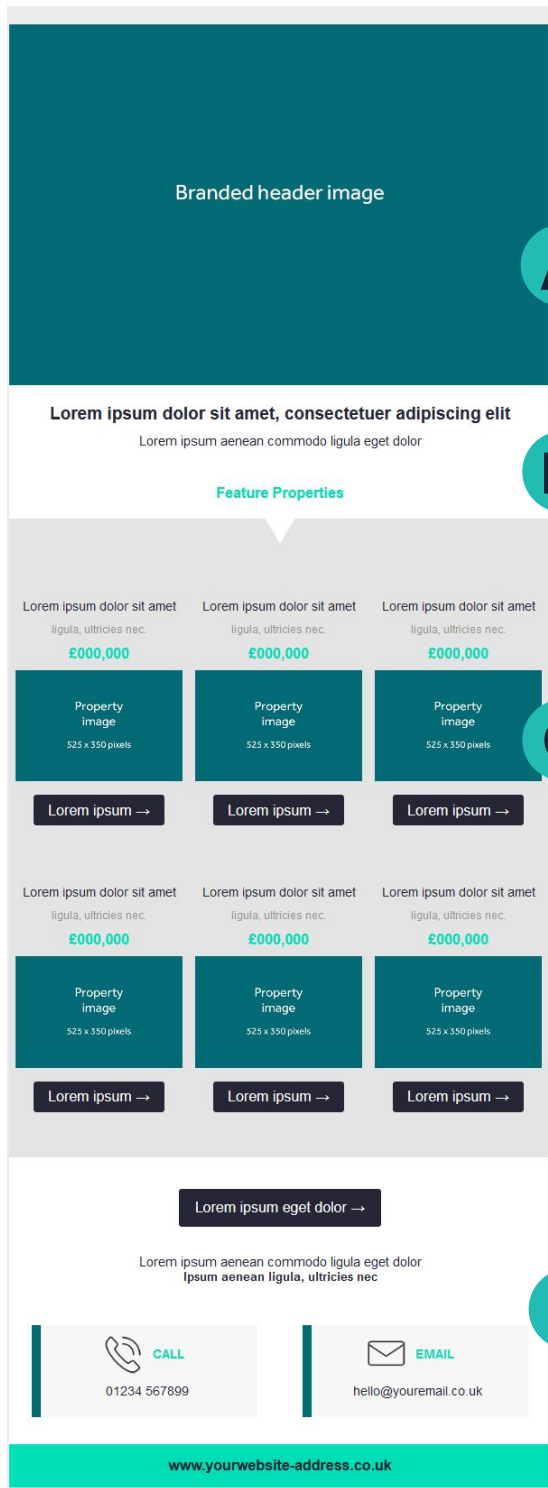
# Template 1

Ideal for...

## Showcasing a range of properties & driving valuations

rightmove  
find your happy

View online →



### You provide:

A

An image, logo and strapline for the top section, along with a URL to send people who click through to (usually a page on your website). Images must be at least 600px wide.

B

1 or 2 short paragraphs of text for the introduction.

C

Links to 3 or 6 available properties. These can be either sales, lettings or a combination of the two choose the properties that are most relevant to your target audience.

D

Clear call to action buttons to invite an enquiry, or direct to your website.



# Template 1 - examples

## Desktop







TAKE A SEAT  
AND LEAVE  
THE REST  
TO US

EDWARDS  
ESTATE AGENTS

During the last year, sold prices in Wimborne were 3% down on the previous year and 3% up on 2016 when the average house price was £367,357\*.

At Edwards Estate & Letting Agents in Wimborne, we provide a unique and tailored service dealing with properties for sale and rent. [Get in touch](#) today and we'll help to get you moving.

### Feature Properties

<p>5 bed chalet Springdale Road, Corfe Mullen <b>£575,000</b> Guide price</p>  <p><a href="#">View Details →</a></p>	<p>4 bedroom detached house Middlehill Road, Wimborne <b>£1,250,000</b> Guide price</p>  <p><a href="#">View Details →</a></p>	<p>4 bed detached house Magna Road, Wimborne <b>£1,000,000</b> O.I.E.O</p>  <p><a href="#">View Details →</a></p>
<p>4 bedroom detached house Greenclose Lane, Wimborne <b>£750,000</b> Guide price</p>  <p><a href="#">View Details →</a></p>	<p>3 bed detached house Leigh Lane, Wimborne <b>£550,000</b></p>  <p><a href="#">View Details →</a></p>	<p>4 bed detached house The Vineries, Wimborne <b>£550,000</b> Guide price</p>  <p><a href="#">View Details →</a></p>


Find out how much your home is worth, and browse our selection of available properties for sale

[Give me a valuation →](#)

[View all properties →](#)

46-47 East Street Wimborne BH21 1DX

 **CALL**  
01202 842842

 **EMAIL**  
info@edwardstates.co.uk

[www.edwardstates.co.uk](http://www.edwardstates.co.uk)

\*Source: Rightmove Sold Prices. [Click here](#) for more information.

## Mobile

TAKE A SEAT  
AND LEAVE  
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### Feature Properties

5 bed chalet  
Springdale Road, Corfe Mullen  
**£575,000** Guide price



[View Details →](#)

4 bedroom detached house  
Middlehill Road, Wimborne  
**£1,250,000** Guide price



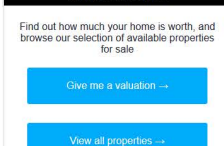
[View Details →](#)

4 bed detached house  
Magna Road, Wimborne  
**£1,000,000** O.I.E.O



[View Details →](#)

4 bedroom detached house  
Greenclose Lane, Wimborne  
**£750,000** Guide price



Find out how much your home is worth, and browse our selection of available properties for sale

[Give me a valuation →](#)

[View all properties →](#)

46-47 East Street Wimborne BH21 1DX

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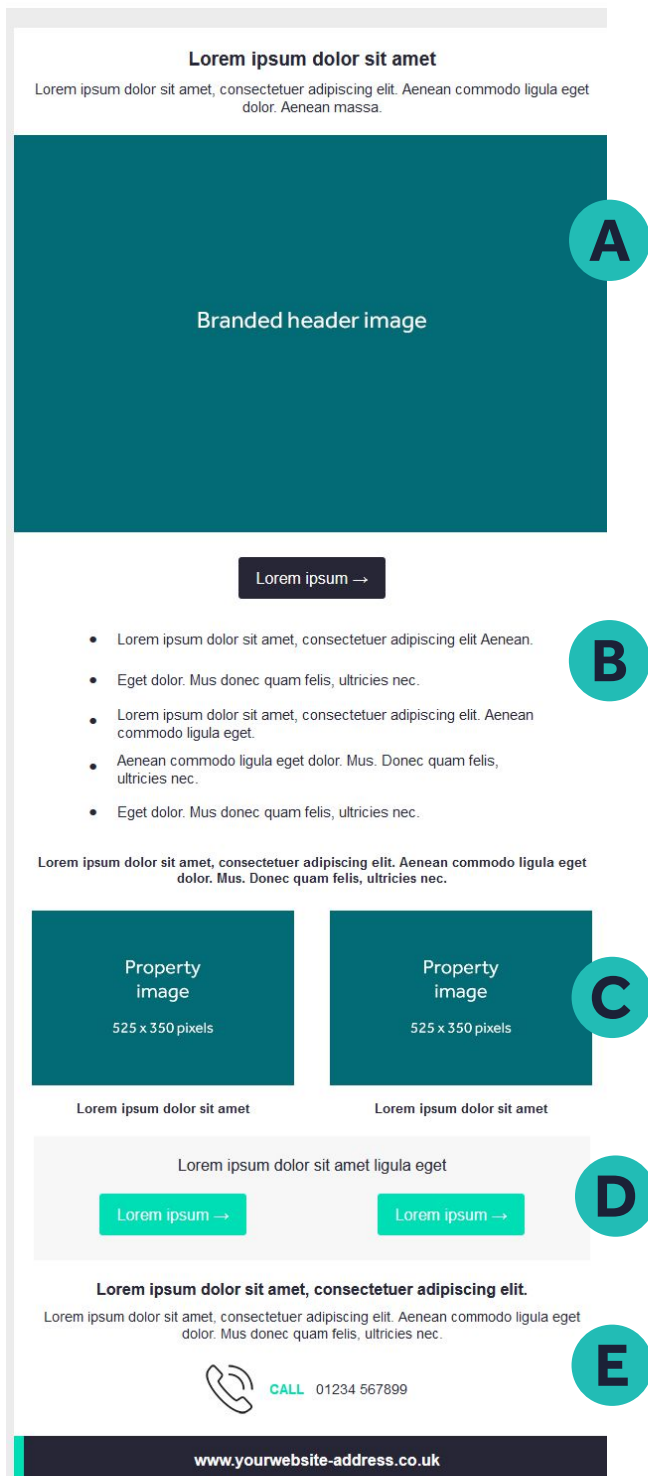
\*Source: Rightmove Sold Prices. [Click here](#) for more information.

Ideal for...

## Highlighting what makes your properties unique

rightmove   
find your happy

View online →



## You provide:

A

An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.

B

A link and summary of your key messages.

C

A link to your property listings.

D

Use this to highlight special offers, testimonials or extra calls to action.

E

A clear call to action to entice people to call.

## Desktop



[View Cherry Tree Close on our website →](#)

Meadow View is one of only FOUR individually designed BRAND NEW HOMES; is the signature collection of Drummond Property and located on the edge of a small village a few miles east of Ross On Wye. Every detail has been carefully considered, from the spacious rooms to the quality finish, and designed with your lifestyle in mind.

The living spaces will ensure you have room to entertain family and friends all year round. The high specification kitchen is an ideal place to cook up a storm, with sleek and stylish integrated appliances and ample cupboard space. Upstairs the generous bedrooms gives each member of your family a place they can enjoy and spend time relaxing and with so many luxurious bathrooms and toilets, there will never need to be a queue!

**Prices from £475,000 to £600,000**



Viewings available by appointment only

[Download our brochure →](#)

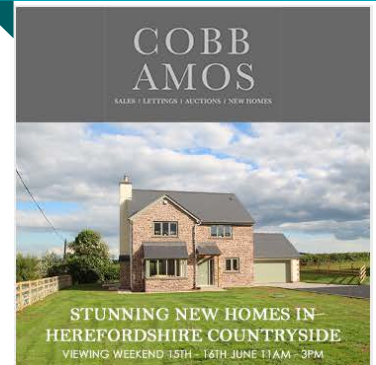
[Book a viewing →](#)



CALL 01432 266007

[www.cobbamos.com](http://www.cobbamos.com)

## Mobile



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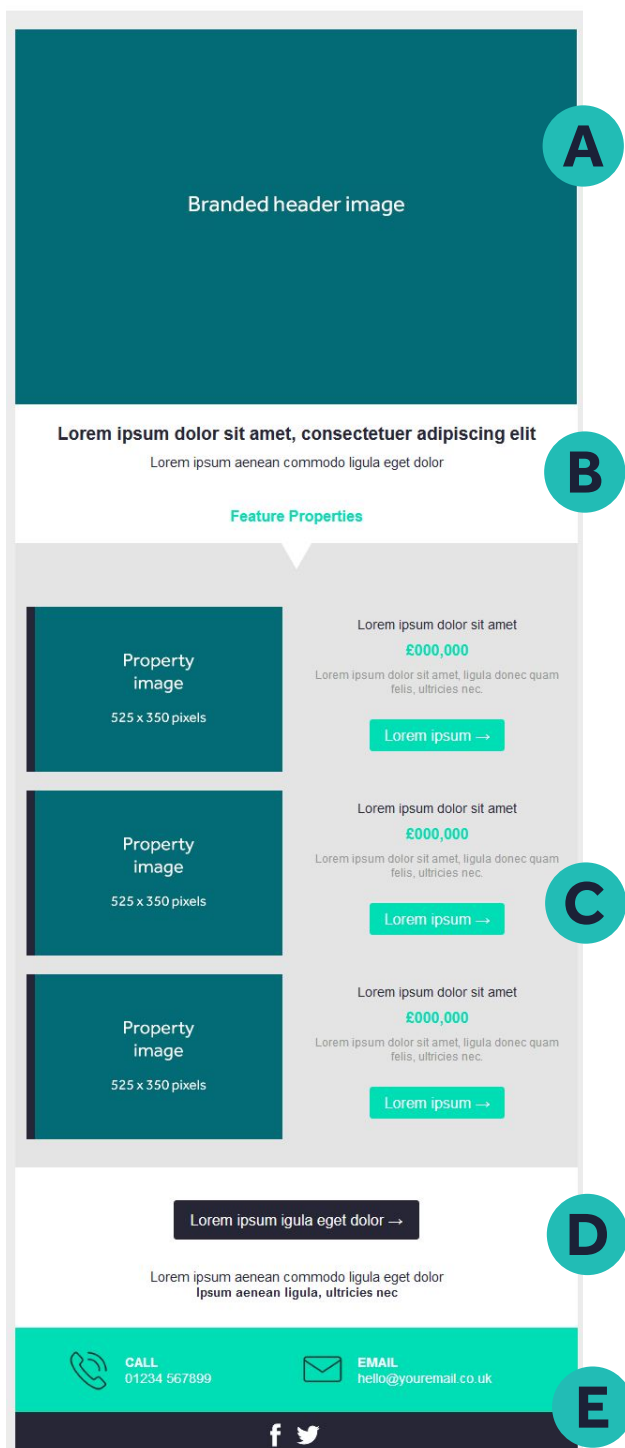
[www.cobbamos.com](http://www.cobbamos.com)

Ideal for...

## Highlighting your best properties

rightmove   
find your happy

View online →



### You provide:

A

An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.

B

1 or 2 short paragraphs of text for the introduction.

C

Hero your best properties (sales, lettings, or a combination - depending on the audience you're targeting).

D


A link or email address for valuation requests.




E

Clear calls to action and links to follow your social media channels.




## Desktop


**RETTIE**


**Welcome to Meadowside, Aberlady**  
A collection of 4 & 5 bedroom executive homes  
Current prices from £433,000

**Feature Properties**




5 bedroom semi-detached house  
**£499,000**  
Plot 36, The Jardine, Meadowside

[View more property details →](#)



5 bedroom detached house  
**£520,000**  
Plot 57, The Latham, Meadowside

[View more property details →](#)



4 bedroom detached house  
**£433,000**  
Plot 59, The Durrell, Meadowside


[View more property details →](#)


[Take a tour of the Catesby showhome →](#)



There is no better time to visit Cruden Homes' brand new show home at Meadowside, Aberlady. The fabulous four bedroom Catesby property is styled by Blocc Interiors and includes designer German kitchens by Leicht, Siemens appliances and stunning sanitaryware from Vitra.

And right now we have a range of great incentives on offer, including part exchange, guaranteed buyer and LBTT contributions. What's more, quote RIGHTMOVE and get a free flooring package when you reserve your new home during March and April 2019.


To make an appointment with the Meadowside sales advisor, please call 01875 666 001. You can also pop in to see us at our sales and marketing suite, open Thursday to Monday, between 11am and 5pm.


 **CALL**  
01875 666 001

 **EMAIL**  
meadowside@rettie.co.uk


## Mobile


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**Welcome to Meadowside, Aberlady**  
A collection of 4 & 5 bedroom executive homes  
Current prices from £433,000

**Feature Properties**




5 bedroom semi-detached house  
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Plot 36, The Jardine, Meadowside

[View more property details →](#)



5 bedroom detached house  
**£520,000**  
Plot 57, The Latham, Meadowside

[View more property details →](#)



4 bedroom detached house  
**£433,000**  
Plot 59, The Durrell, Meadowside


[View more property details →](#)


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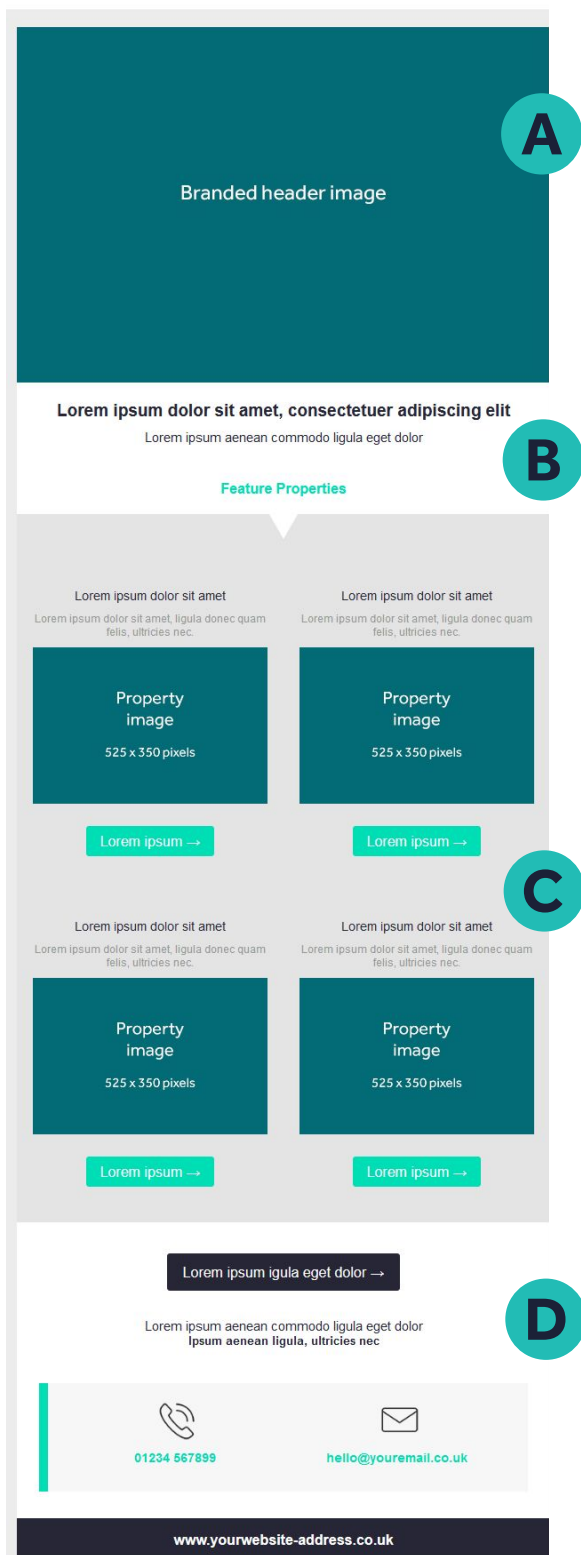
 

Ideal for...

## Promoting four properties

rightmove  
find your happy

View online →



## You provide:

A

An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.

B

1 or 2 short sentences of text for the introduction.

C

Images and links to four properties.


D

A link to your website and prominent call to action buttons.




# Template 4 - examples

## Desktop



LUXURY & PRESTIGE  
Exclusive Properties



### • AT HOME ON THE BAY •


Positioned on Dorset's most prestigious stretch of coastline, The Landing is an innovative development of nine apartments within easy reach of Sandbanks. Snug Architects has designed the building to merge seamlessly with its environment. The copper-coloured roof blends with the canopies of pines on Sandbanks Road, while the cream-coloured brick reflects the neighbouring buildings along the coastline.

Inside, the apartments provide light, open-plan living areas and offer long-reaching views across Poole Harbour and the National Trust's Brownsea Island.


Life at the Landing is perfect for peaceful seaside living, where you can enjoy long lazy days sipping a glass of wine on your balcony or at one of the many local restaurants. For more adventurous thrill seekers take your pick from a number of watersports right on your doorstep or a jog along the harbour.

[Apt 8 The Landing: Video Tour →](#)


Light, spacious master bedrooms at The Landing have private dressing rooms and fitted wardrobes.




Solid stone worktops, integrated Miele appliances, plenty of storage and surface space in the kitchens.



Unobstructed views of the harbour making the balcony the ideal spot for morning coffee.



Click the video below to view inside! The Landing - An innovative development




With only 3 apartments remaining at The Landing get in touch to book your private tour now.


If you'd like a brochure, please click the link below.

[Find out more on our website →](#)

For more information, or to book a tour please get in touch and we will be happy to help.




01202 007373




info@luxuryandprestige.co.uk

[www.luxuryandprestige.co.uk](http://www.luxuryandprestige.co.uk)

## Mobile



LUXURY & PRESTIGE  
Exclusive Properties



### • AT HOME ON THE BAY •


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[Apt 8 The Landing: Video Tour →](#)


Light, spacious master bedrooms at The Landing have private dressing rooms and fitted wardrobes.




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Click the video below to view inside! The Landing - An innovative development




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[Find out more on our website →](#)

For more information, or to book a tour please get in touch and we will be happy to help.



01202 007373



info@luxuryandprestige.co.uk

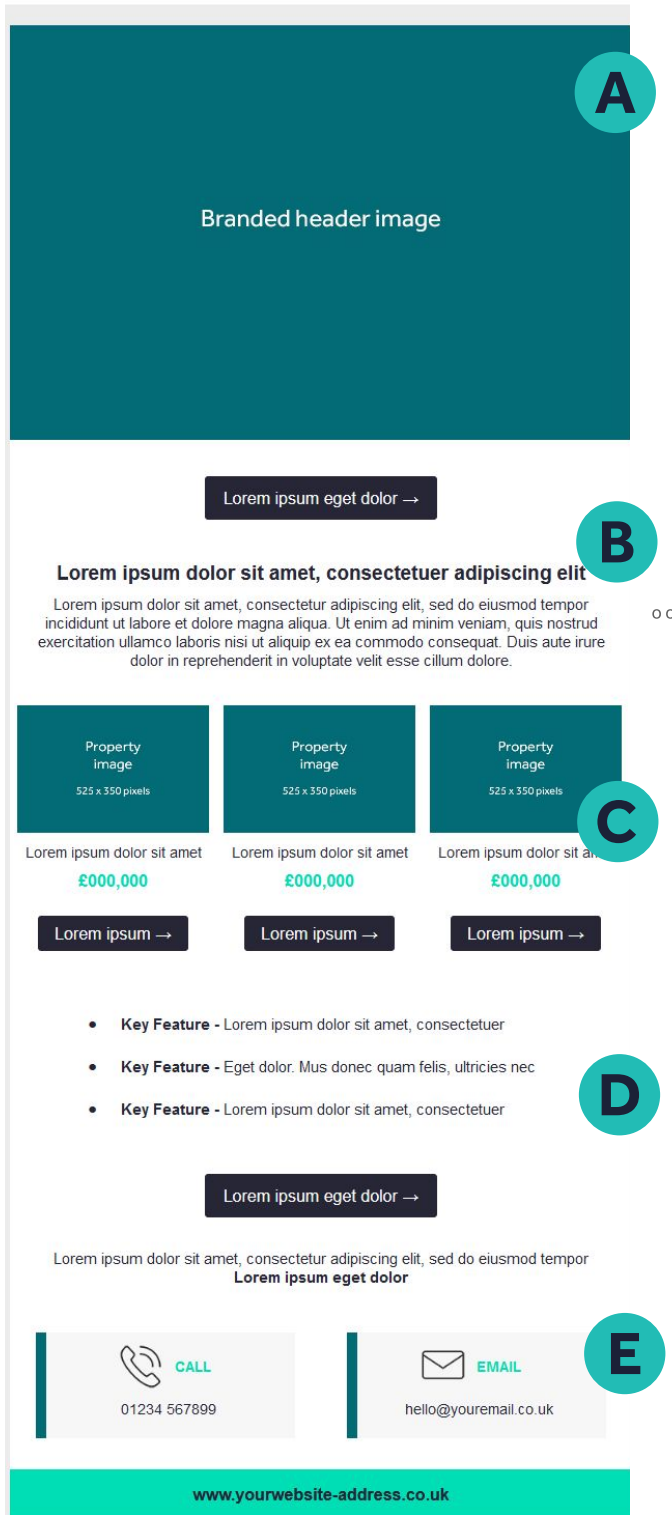
[www.luxuryandprestige.co.uk](http://www.luxuryandprestige.co.uk)

Ideal for...

## Maximising traffic to your website via multiple links

rightmove   
find your happy

View online →



### You provide:

- A** An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.
- B** A link and 1 or 2 short paragraphs of text for the introduction.
- C** Hero your best properties (sales, lettings, or a combination - depending on the audience you're targeting).
- D** Highlight your unique selling points.
- E** Clear calls to action and links to follow your social media channels.

## Desktop

HEARNES

WHERE SERVICE COUNTS

VIEW ALL OUR COMING SOON PROPERTIES →

Visit Hearnes' website to access our discrete listings, not yet launched onto the market, to get more insights into our Coming Soon properties

6 bedroom detached house

POA

View more details →

4 bedroom detached house

£1,150,000

View more details →

4 bedroom detached house

£650,000

View more details →

- Exclusive on site
- Discrete Listings
- Confidential Register

CLICK HERE TO FIND OUT MORE →

CALL

01425 489955

EMAIL

ringwood@hearnes.com

www.hearnes.com

## Mobile

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WHERE SERVICE COUNTS

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CLICK HERE TO FIND OUT MORE →

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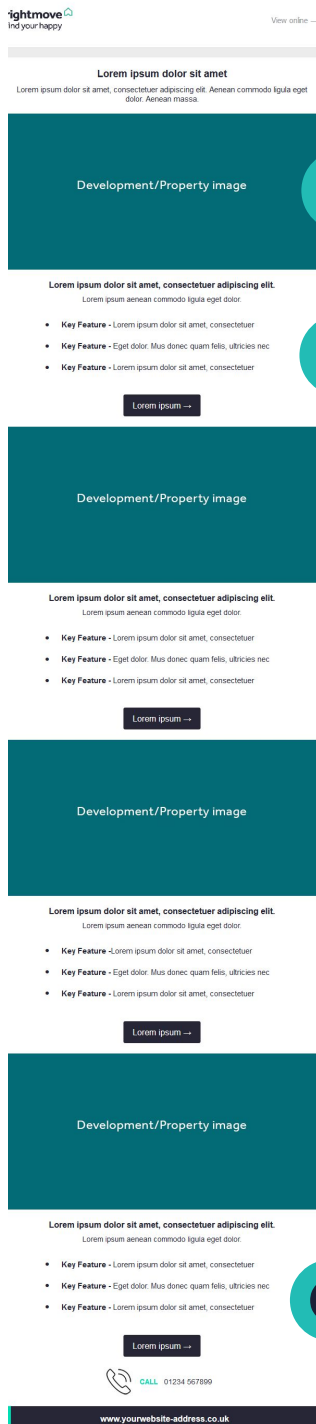
EMAIL

ringwood@hearnes.com

www.hearnes.com

Ideal for...

## Focusing in detail on individual properties




### You provide:

- A** An image of a property that you really want to get in front of a wider audience.
- B** Key benefits specific to that property and a link to find out more and enquire.
- C** A prominent "call now" call to action to drive immediate contact from interested buyers and tenants.




## Desktop



Tel: 01243 870044  
Email: info@whiteandbrooks.co.uk

### TWO OUTSTANDING NEW DEVELOPMENTS IN CHICHESTER




**THE WATERBANK**  
CHICHESTER WEST SUSSEX

An exclusive development of five handcrafted homes of character and distinction.

A beguiling blend of traditional design and craftsmanship with contemporary comforts, the Waterbank offers gracious living in a tranquil waterside location. Five character properties of immense charm and distinction, hand built by Domusea Developments in a delightful semi-rural location less than two miles from historic Chichester.

[View The Waterbank Brochure Online →](#)




**BAKERY MEWS**  
OLD BAKERY GARDENS CHICHESTER

Currently under construction by Stonehurst Properties Ltd in a sought after residential area, an exclusive gated development of four hand crafted homes of character and distinction located on the fringes of historic Chichester. Just four semi detached 2 and 3 bedroom homes, located within easy access of the City Centre.

[View Bakery Mews Brochure Online →](#)


White & Brooks West Sussex  
70 Aldwick Road, Bognor Regis, West Sussex, PO21 2PE

## Mobile



Tel: 01243 870044  
Email: info@whiteandbrooks.co.uk

### TWO OUTSTANDING NEW DEVELOPMENTS IN CHICHESTER




**THE WATERBANK**  
CHICHESTER WEST SUSSEX

An exclusive development of five handcrafted homes of character and distinction.

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[View The Waterbank Brochure Online →](#)



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[View Bakery Mews Brochure Online →](#)

White & Brooks West Sussex  
70 Aldwick Road, Bognor Regis, West Sussex, PO21 2PE

## How to get started?

Interested in running an e-leaflet campaign? Great. Just speak to your Account Manager.

## What you need to consider?

### For all e-leaflets, think about:

- 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)

### Branded e-leaflet:

- The outcode(s)' (first part of the postcode) you'd like to target, e.g. N6

### Targeted e-leaflet:

- The postcode of your property or development
- The price range and property type criteria to be used to match home movers

### Buy-to-let investor e-leaflet:

- The outcode(s)' (first part of the postcode) you'd like to target, e.g. N6, where potential landlords have made enquiries about properties for sale.

## What you need to supply?

If you're using one of our six best practice templates:

- Provide the content you'd like to include, using the relevant checklist for that template (see pages 8 to 19)

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?

We provide a fully designed email template as part of the e-leaflets service, but you aren't able to use our designs outside of a Rightmove e-leaflet campaign. 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. This gives you a distinct advantage over print leaflets where it's more difficult to track engagement. Please leave 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 an e-leaflet campaign?  
Just get in touch with your Account Manager.**

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