

## 4 Kinds of Emails

Brokers Should Send to their Database



### Product Marketing Emails

Share with your database the kinds of products and services that you offer, particularly let them know about good deals.



### Relationship Building Emails

This can be a variety of emails to build relationships, such as warm holiday wishes or just checking in.



### Content Emails

Become a resource for your clients and grow your business by providing relevant content. Check out the Visio Investor Resources page for free content to share.



### Targeted Emails

Divide your database into segments and send relevant emails based on that grouping. (Could be geographic, client type, etc).