

ACTIVATE

LIVE

Write Emails for Your Reader, Not Your Boss

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REDFIN



Our Agenda

1. About Redfin
2. Your Boss vs. Your Reader
3. 5 Steps to Write Emails for Your Reader
4. Case Study
5. Q&A



About Redfin (and me)

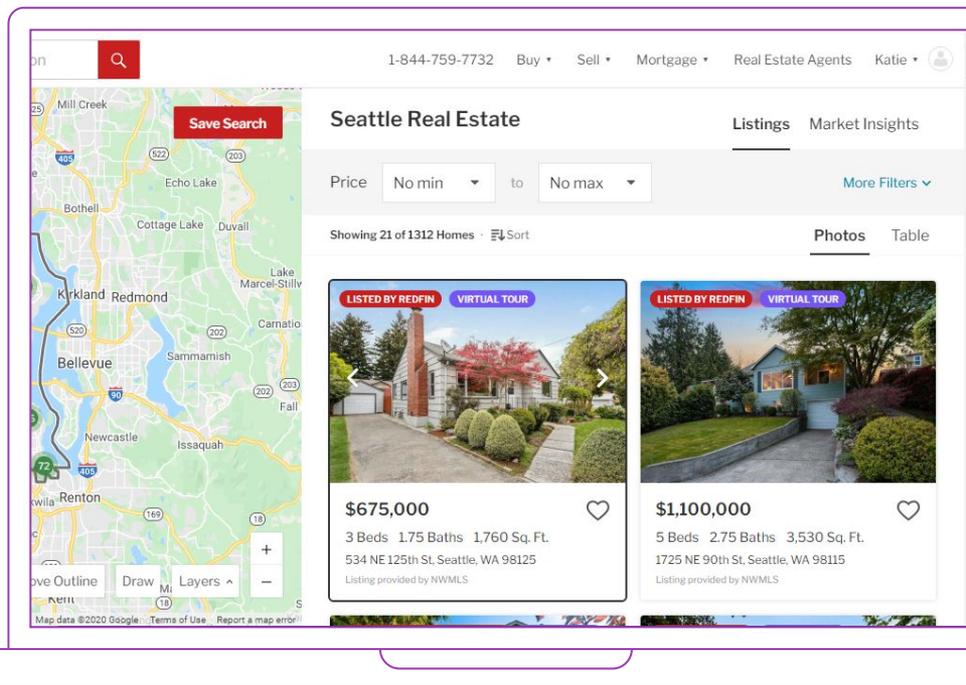


About Redfin

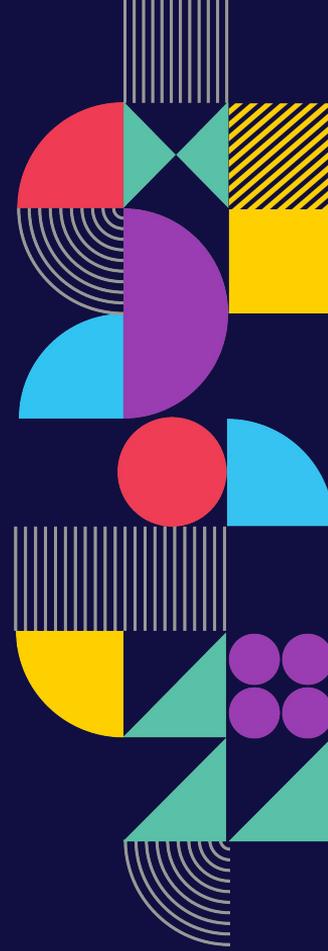
- Redfin is a technology-powered real estate brokerage, helping people buy and sell homes.
- Today we employ full-time real estate agents in 80+ U.S. markets and Canada.

About Me

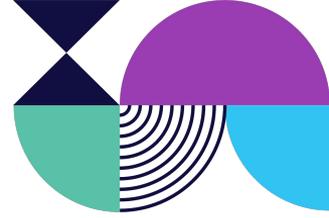
- 3 years at Redfin
- Began in email marketing, and now manage onsite experimentation



**Problem:
Marketers write
copy for our bosses,
not our readers**



Businesses and users have different problems



Fake Business: Cat Leashes R Us

Business Problem: Convince people to buy the new longer cat leash we just launched.

Subject Line: Just in - new leashes!

User Problem: My cat can't explore off-trail as much as he wants to with our current leash.

Subject Line: Let your cat wander off-trail



Time to rip apart a real example

REDFIN



Why Buy with Redfin?

Buy the house you want with the expertise of a Redfin Agent who's 100% on your side and will work with you every step of the way to make home buying easy.

[Find Out More](#)

The Benefits of Buying with Redfin

The Benefits of Buying with Redfin

Our no-pressure promise

We want you to find the right home. We'll never pressure you to buy and will always give honest advice.

See new listings first

We update new listings every 10 minutes and show every agent-listed home for sale.

Book tours online, at times that work for you

See as many homes as you like with a local Redfin Agent or Associate Agent.

Make offers and sign paperwork online

We'll help you make the right offer, negotiate on your behalf, and guide you through closing.

Choose the right Redfin Agent for you

See every review—good and bad—from Redfin customers, and choose a local Redfin Agent today.

5 steps for writing emails for your user



- 1. Identify your user's problem *and* your business problem**
- 2. Write out 3-4 ways your product solves your user's problem**
- 3. Focus on only one solution per email**
- 4. Write with specific, visual language**
- 5. Keep your sentences short and your verbs active**

Identify your users' problem *and* your business problem



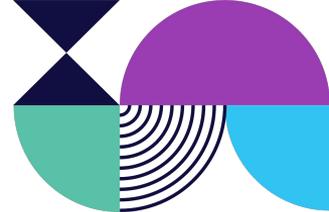
User Problems

- My cat wants to go off-trail when we hike
- I need to sell my home FAST
- I want to find a home I love
- **“I don’t know enough about how great Redfin is”**

Business Problems

- We want to sell these leashes
- We want to people to sell homes to us
- We want more people to tour with us





2 Write out 3-4 ways your product solves your users' problem

3 Focus on only one solution per email

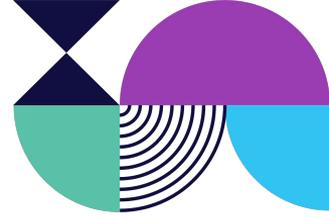
User problem: I want to see this new home ASAP

Product: Instant home tour scheduling

Product features, aka solutions

- Schedule same-day home tours
- Change tour times whenever you want
- Easily add homes to your tour

4 Write with specific, visual language



Original email copy:
“Buy the house you want”

Instead:

- “See new homes the moment they go on-market”
- “Tour your favorite homes instantly”
- “A Redfin Agent will negotiate a winning offer”



5 Keep your sentences short and your verbs active



Subject Line Secret Sauce

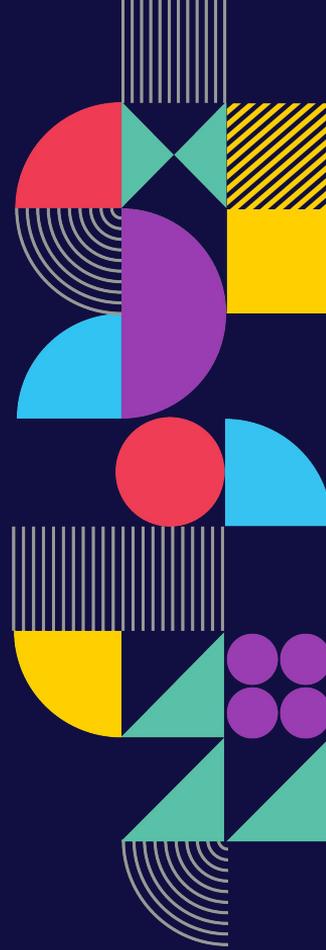
Active Verb + **Personalization** + **Keyword** + **Value Prop**

See	{{city}}	homes	instantly
Explore	{{name}}	sweaters	before other buyers
Tour	your	recipes	that fit you well
Create		cat leash	kids will love
Feast on			near you
Learn			

Original subject line: What to expect when you buy with Redfin

New subject line: See new homes first

Does it work?



Case Study 1: User-driven copy drives results

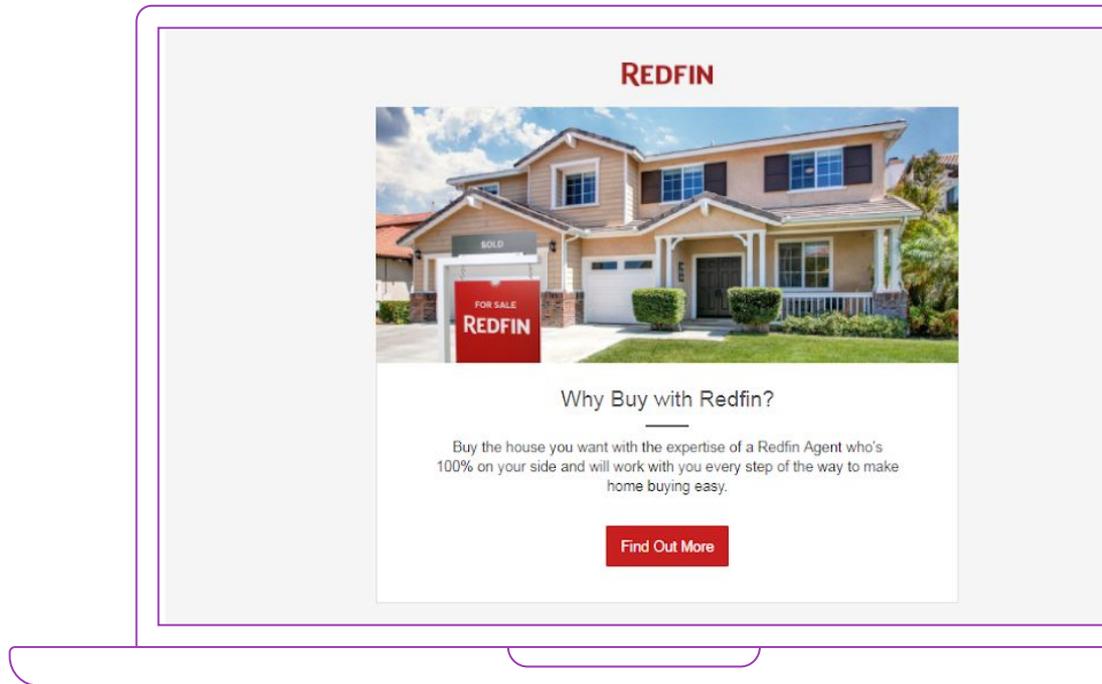


SL: What to expect when you buy with Redfin

Audience: New Redfin users

Business Problem: Get users to tour and buy with Redfin

Open and click rates? meh.



Case Study 1: User-driven copy drives results



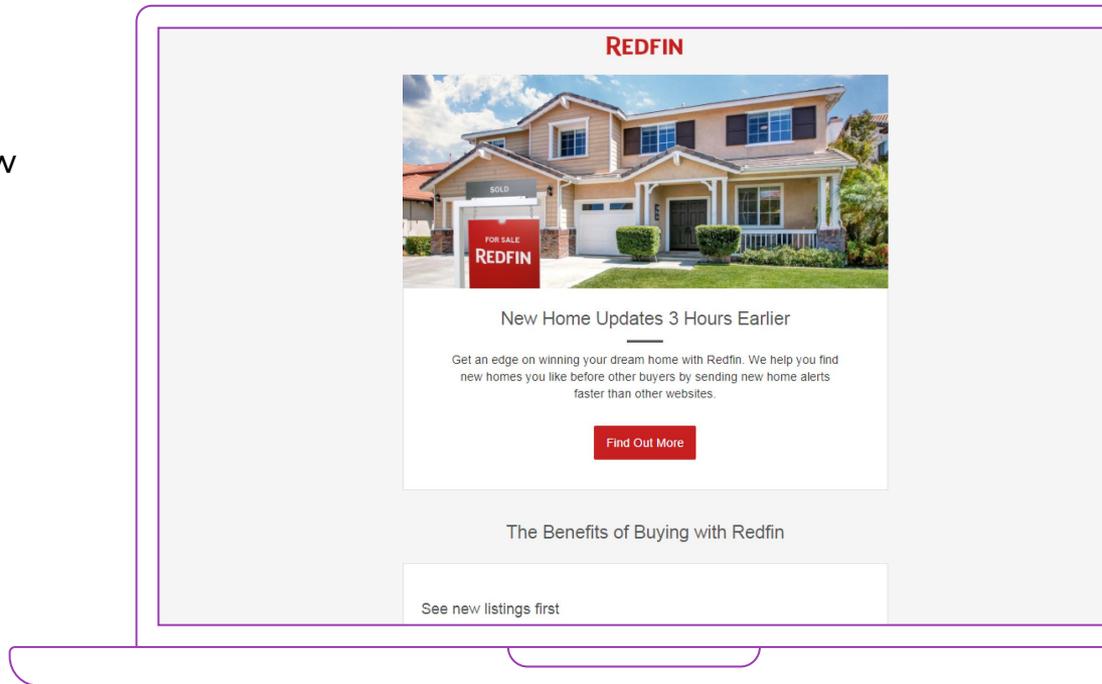
SL: New Fremont listings refreshed every 5 minutes

Audience: New Redfin users

User Problem: I don't want to miss out on new homes I'll love

Open Rate: +25%

Click Rate: +114%



Case Study 2: User-driven copy drives results



Audience: New Redfin users

Business Problem: Get users to download our app

SL: Your home search, faster

REDFIN

The Redfin App Advantage

Get instant updates on homes for sale, book tours on the go, and more
—all from the palm of your hand.

Download the App:

Download on the App Store | GET IT ON Google play

Case Study 2: User-driven copy drives results



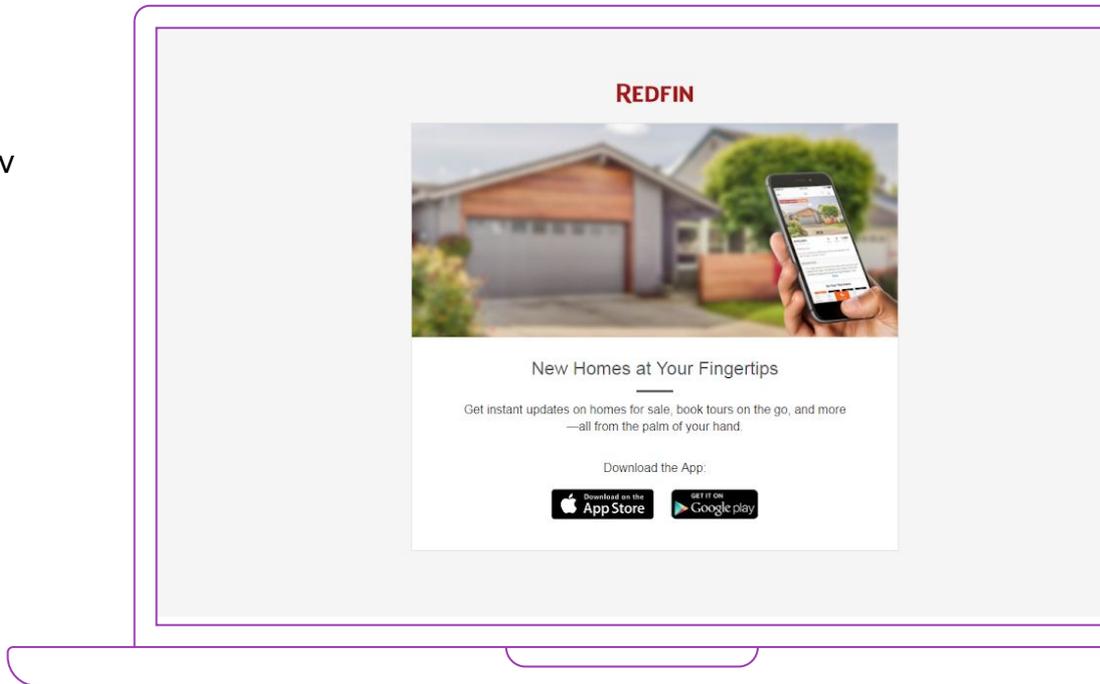
SL: Be the first to see new Fremont homes on the market

Audience: New Redfin users

User Problem: I don't want to miss out on new homes I'll love

Open Rate: +48%

Click Rate: +297%



Let's review



- 1. Identify your users' problem *and* your business problem**
- 2. Write out 3-4 ways your product solves your users' problem**
- 3. Focus on only one solution per email**
- 4. Write with specific, visual language**
- 5. Keep your sentences short and your verbs active**



Q&A

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