

## 6 reasons to EMAIL MARKET to occupiers

### 6. Low Cost

Once the database is bought, the data can be used time and time again at little extra cost. No traditional print, postage or board costs.

### 5. Easy to create

Only limited technical nous required. Indeed, some of the most successful campaigns utilise simple plain text emails, suggesting it's the content that's important.

### 4. Segmentation

Office or industrial, medical, trade counter, science park, warehouse users, specific distribution etc. Target just the appropriate user group for your property.

### 3. Pan European or even global

Perhaps you're marketing a HQ building. What other media enables you to instantly send a message to CEO's across several countries?

### 2. Easy to track

Specialist software enables you to track open and click-through rates. No boring trawling through telephone lists, just follow-up those who you know have shown interest.

### 1. Return on investment

Property isn't like other products or services marketed via email and so it's not easy to quantify. However, the Direct Marketing Association estimated that email marketing typically returns £40 for every £1 invested and it's popularity across business is simply because it is successful.

***As we all know, it takes just one enquiry.***

