

Leveraging MassMailer to Elevate Email and Workflows

Explore how the private capital firm uses MassMailer to improve and personalize its email workflows.

About Our Client

This client is a private lending company that specializes in business-purpose real estate lending. They focus on diverse real estate investment categories, like fix-and-flip projects, long-term rentals, bridge loans for property acquisition, etc. They operate in the commercial rental or resale niche for investors.

The company sends brochure-quality marketing emails in bulk using Constant Contact as its primary tool for emails.

Let's explore how MassMailer helps them with the text aspect of the emails.



The Challenges

The client uses Constant Contact for creating brochure-quality emails for event and tradeshow promotions, or for general email blasts about the company. However, there were certain challenges with the tool that prevented them from really leveraging email as a personalized marketing channel. They are -



Tool Limitations

Constant Contact is not a Salesforce-native tool. It lacks proper integration with Salesforce, making it impossible to pull customer information from Salesforce into the tool to create personalized emails based on customer attributes like location, customer type, etc.



Manual List Management

Without a direct integration with Salesforce, the list management and segmentation activities have to be manually executed. It makes it time-consuming to create personalized targeting emails for various cohorts or special customers.



Email Style Constraints

Constant Contact focuses on image-heavy, visually appealing emails with templates aligned with that vision. It is not very useful for creating text-based, personalized emails for targeting customers.

The MassMailer Solution

MassMailer solved the private lending firm's challenges in five unique ways -



Salesforce-Native Integration

MassMailer, being a Salesforce-native tool, integrates seamlessly with the larger platform. It allows emails to be sent from within the same interface, using objects and customized list views as created by the client in Salesforce. Using these features, the client can easily personalize their communications based on real-time Salesforce data.



Streamlined Reporting

The email metrics data in Salesforce, such as opens, clicks, and engagements, can be worked with in MassMailer in the same interface. It allows for a data-driven follow-up and list curation for drip campaigns, without involving much manual work.



Humanized Emails

MassMailer provides the feature to send emails from different roles. The private lending company can thus send emails from a single tool as different people, complete with personalized signatures and photos, enhancing trust and customer engagement.



Cost-Effectiveness and Efficiency

MassMailer is Salesforce-native, eliminating the need for plugins or custom integration solutions. It focuses on delivering effective bulk emailing solutions from within Salesforce. This makes it a cost-effective solution without any excessive, over-the-top features.



Improved Campaign Management

MassMailer helps generate high-quality marketing emails using a simple drag-and-drop email builder. The client was able to use this tool to create personalized, text-based emails that were visually appealing as well.

MassMailer: Streamlining Emails From Within Salesforce

MassMailer was created with a singular intent: to make emailing within Salesforce simpler and more functional. As such, the platform provides you with hyper-useful features like email verifier, email alerts, email monitoring, template builder, campaigns, personalization, and much more.

With a simple UI and straightforward setup, MassMailer gets you started within minutes.

Try MassMailer for **FREE** → www.massmailer.io



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