

HOW TO WRITE AN ESHOT TEMPLATE



www.accordmortgages.com



HOW TO WRITE AN ESHOT TEMPLATE



You'll receive them every day in your inbox but what makes a great eshot? Which ones make you take action and which go straight in the bin? If, that is, you open them at all?

This cheat sheet gives you some top tips on how to create a killer mailer.

Subject line

This is the first hurdle. Your subject line needs to entice the recipient to open it and read the rest of your carefully crafted email. So use it to create curiosity. Make it topical and relevant. It's sometimes good to create a sense of urgency, using phrases like 'act now' or a deadline, but do this sparingly. Also be careful that your subject lines are not so broad or obscure that they sound like spam. Short and sweet is best. Remember, they're likely to be read on a mobile so aim for less than 50 characters.

Salutation

How are you going to address the reader? Are you going to use 'Dear', 'Hello' or 'Hi'? Are you going to personalise it - either by using first names or 'Mr'/'Mrs'. This will all have an immediate impact and set the tone as to how formal or informal the communication is going to be.

Everyday language

Use real language. Ask yourself what would you say if you the person was standing in front of you? Try and speak in the same way in your eshot. To give you some examples, use 'so' instead of 'therefore', 'check' rather than 'verify',

'get in touch' rather than 'respond.' Also use the active voice rather than the passive voice. This creates a greater sense of ownership and directness. For example, 'We are making this offer' rather than, 'This offer is being made'.

PLAN!

You may only be viewing it as a simple eshot but plan it carefully. Think about what you want the recipient to do as a result of reading your eshot. What is its primary purpose? Is it to read your blog, respond to an offer or book a consultation? You want to get them to the 'read now' or 'click here' button as soon as possible. You want to include enough information to arouse their interest but without giving it all away.

Get to the point. A good structure to use is a short intro, one or two paragraphs explaining the benefits of your offer, a click through button and then your round up/sign off. It's also worth including quite a few questions as this will help the reader consider their position and identify with your offer - for example, 'Are you a first time buyer?', 'Looking for a better deal on your mortgage?'

Use 'you'

Keep it personal and increase the direct appeal by using 'you'. This will have much more impact than saying 'people' or 'individuals'.

Tone of voice

It's hard to pin down but the tone of voice will strongly influence whether someone relates to what you're saying and engages with it. It also



HOW TO WRITE AN ESHOT TEMPLATE



need to be consistent with your brand and the rest of your marketing materials. At Accord, we have developed our own tone of voice. You may want to spend some time as a brokerage, defining the type of language you want to use and your own tone of voice - professional, traditional, approachable, informal, fun...? It needs to match the target audience you're aiming for.

Here's one we prepared earlier...

Regarding content, give your reader something useful but try and avoid the 'hard sell'. Our buy-to-let tax eshot enjoyed a high click through rate. This was probably partly down to the topical subject matter but it also hopefully shows you some of the above rules in operation.

The screenshot shows an email template for Accord Mortgages. At the top right is the Accord Mortgages logo. Below it is a large orange banner with the text "UNDERSTANDING THE NEW BTL TAX CHANGES..." and a white house icon. The main body of the email is white with a light grey background. It starts with a personalized greeting "Dear CONTACT.FIRSTNAME," followed by a thank you for requesting a free "buy-to-let tax guide". The text explains that keeping clients informed about BTL tax changes is essential and that the guide breaks these changes into understandable points. It then provides two download buttons: one for a PDF version and one for a Word document version. The email concludes with a signature of Jeremy Duncombe, Director of Intermediary Distribution, and a link to get in touch.

ACCORD MORTGAGES

UNDERSTANDING THE NEW BTL TAX CHANGES...


Dear CONTACT.FIRSTNAME,

Thank you for requesting our free 'buy-to-let tax guide'.


Keeping yourself and any landlords among your clients informed about BTL tax changes is essential. New legislation has altered what landlords can claim as a tax exemption, as well as the amount of tax they pay.

Our guide breaks these changes into understandable points that explain how they affect the owners of different types of buy-to-let properties. Even better, it's free for you to whitelabel and distribute among your clients.

Access the guide in our branded format by clicking the button below.

BTL TAX GUIDE PDF VERSION DOWNLOAD NOW 

Access a copy only version of the guide in a Word document format by clicking the button below.

BTL TAX GUIDE WORD VERSION DOWNLOAD NOW 


We hope you find this guide a valuable resource that you can use to keep your clients informed.

You can also access all our other content via our [Hub here](#) - blogs, guides, podcasts and event listing. We update this on a regular basis so make sure you keep checking in see what's new.

If you'd like to find out more about how Accord can help you to grow your business, [do get in touch here](#).

Kind regards,

Jeremy Duncombe


Director of Intermediary Distribution



Accord Mortgages
Yorkshire Building Society
Yorkshire House
Bradford
BD5 8LJ