

E-Cards

KW

The KW E-Cards system allows agents to mass market over the Internet. E-Cards can be used to generate leads and market your listings and your business. To create, send, and track your KW E-Cards, follow the instructions below.

[Printable version in pdf](#)

(requires [Acrobat Reader](#))

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Getting Started

1. Log onto the KW Intranet at <http://intranet.kw.com>.
2. Select the **Marketing** tab.
3. In the left-hand navigation menu, select **E-Cards**.
4. The **E-Cards Center** will appear.

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Sending an E-Card

1. From the **E-Cards Center**, select **Send a Keller Williams® E-Card**.
2. **Categories** – E-Cards are arranged thematically into categories. Click a category.
3. **Postcard Images** – Under each category, there are various images for your E-Card. Click the image you wish to send.
4. **Text Color** – From the drop-down menu, select the color in which your name, e-mail address, and personal message will appear.
5. **Font** – Select the font for the text of your E-Card.
6. **Card Background Color** – Select the color that will appear behind the text and image of your card.
7. **Page Background** – From the **Background Color** drop-down menu, select the color for the page background. If you want a **Background Image** for the E-Card, select the image you want from the drop-down menu. Or you may enter the URL of a page you wish to use as a background.
8. **Music** – From the drop-down menu, select a song that will play when the recipient opens the card. Or enter the URL of a page whose song you wish to be played when the card is opened.
9. If you are entering the email of address of each recipient of your E-Card, enter the number of recipients in the **Send to** box, and click **Recipients >**. (If you wish to send out E-Cards using your address book, see [Sending Mass E-Cards](#).) [anchor link to chapter]
10. You will see the preview of the E-Card you are about to send.
11. **TO** – Enter the names and email addresses of the individuals to whom you would like to send the E-Card.
12. **FROM** – Enter your name and email address, as you would like it to appear on the E-Card.
13. **Add your personal message below** - Enter any personal message that you would like to send with the E-Card. The personal message will be the same for all E-Card recipients listed above.
14. **Do you want to receive an e-mail whenever someone views this card?** – By checking this box, you will receive an email when each of the recipients views the E-Card.
15. When you are finished, click **Preview & Send this card**.
16. If everything is how you want it to be, click **Send card!**
17. A confirmation window will appear. To send another E-Card, select **click here**.
18. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Sending Mass E-Cards

Before you can send mass E-Cards, you must have an address book. To set up your address book, see [Address Book](#). [anchor link to chapter]

1. From the **E-Cards Center**, select **Send a Keller Williams® E-Card**.
2. **Categories** – E-Cards are arranged thematically into categories. Click a category.
3. **Postcard Images** – Under each category, there are various images for your E-Card. Click the image you wish to send.

4. **Text Color** – From the drop-down menu select the color in which your name, e-mail address, and personal message will appear.
5. **Font** – Select the font for the text of your E-Card.
6. **Card Background Color** – Select the color that will appear behind the text and image of your card.
7. **Page Background** – From the **Background Color** drop-down menu, select the color for the page background. If you want a **Background Image** for the E-Card, select the image you want from the drop-down menu. Or you may enter the URL of a page you wish to use as a background.
8. **Music** – From the drop-down menu, select a song that will play when the recipient opens the card. Or enter the URL of a page whose song you wish to be played when the card is opened.
9. Next to **Send to**, click **recipients from address book**.
10. Click the checkboxes next to the names of those contacts to whom you wish to send the E-Card.
11. Click **Continue >**.
12. A new window will appear with the names and email addresses of the contacts that you checked in the **TO** boxes.
13. **FROM** - Enter your name and email address, as you would like it to appear on the E-Card.
14. **Add your personal message below** - Enter any personal message that you would like to send with the E-Card. The personal message will be the same for all E-Card recipients listed above.
15. **Do you want to receive an e-mail whenever someone views this card?** – By checking this box, you will receive an email when each of the recipients views the E-Card.
16. When you are finished, click **Preview & Send this card**.
17. If everything is how you want it to be, click **Send card!**
18. A confirmation window will appear. To send another E-Card, select **click here**.
19. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Address Book

You can add or delete individual email addresses and import email addresses from Outlook using your E-Cards Address Book.

Creating Your Address Book

1. From the **E-Cards Center**, select **click here to register** under **My Keller Williams® Address Book**.
2. **Your Name** – Enter your name, as you would like it to appear on your E-Cards.
3. **Your E-Mail Address** – Enter your email address, as you would like it to appear on your E-Cards.
4. **Pick a Password** – Choose a password to access your E-Cards Address Book.
5. **Re-enter Your Password** – Confirm your new password.
6. Click **Register! >**.
7. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Adding Email Addresses

1. From the **E-Cards Center**, click **My Keller Williams® Address Book**.
2. Log into your address book.
3. Click **Add Address**.
4. **Name** – Enter the name of the contact.
5. **E-mail Address** – Enter the email address of the contact.
6. Click **Save Address >**.
7. Repeat steps 2-5 to add more addresses.
8. When you are finished, click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Importing Email Addresses from Outlook

1. Open **Outlook**.
2. Select your **Contacts** folder from the **Folder List** in the left-hand navigation bar.
3. Under **File**, select **Import and Export**.
4. From the **Choose an action to perform** scroll menu, select **Export to a File**.
5. Click **Next >**.
6. Select **Comma Separated Values (DOS)**.
7. Click **Next >**.
8. From the **Select folder to export from** scroll menu, select **Contacts**.
9. Click **Next >**.
10. **Save exported file as** – Click **Browse**, and save the file to your desktop.
11. Click **Next >**.
12. Click **Map Custom Fields**.
13. In the **Map Custom Fields** popup window, click **Default Map**, and then, click **OK**.
14. Click **Finish**.
15. From the **E-Cards Center**, click **My Keller Williams® Address Book**.
16. Log into your address book.
17. Click **Import**.
18. Click **Browse**.
19. Find the file with your contact list that you just saved to your desktop.
20. Click **Open**.
21. Click **Upload**.
22. Your import results will be displayed. Select **Back to Address Book**.
23. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Editing Email Addresses

1. From the **E-Cards Center**, click **My Keller Williams® Address Book**.
2. Next to the contact whose information you wish to change, click **Edit**.
3. **Name** – Change the name of the contact.
4. **E-mail Address** – Change the email address of the contact.
5. Click **Save Address >**.
6. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Deleting Email Addresses

7. From the **E-Cards Center**, click **My Keller Williams® Address Book**.
8. Log into your address book.
9. Click the checkboxes next to the contacts you wish to delete from your address book.
10. Click **Delete Checked Addresses**.
11. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Drip Campaigns

Drip campaigns are made up of multiple e-cards that are sent out automatically on a schedule. You may have multiple drip campaigns going at the same time.

Creating Drip Campaigns

1. From the **E-Cards Center**, select **Create A Keller Williams® Drip Campaign**.
2. Select the campaign you wish to use.
3. All of the E-Cards for the campaign will be shown. Click on any of the cards to proceed.
4. **Text Color** – From the drop-down menu, select the color in which your name, e-mail address, and personal message will appear.
5. **Font** – Select the font for the text of your E-Card.
6. **Card Background Color** – Select the color that will appear behind the text and image of your card.
7. **Page Background** – From the **Background Color** drop-down menu, select the color for the page background. If you want a **Background Image** for the E-Card, select the image you want from the drop-down menu. Or you may enter the URL of a page you wish to use as a background.
8. **Music** – From the drop-down menu, select a song that will play when the recipient opens the card. Or enter the URL of a page whose song you wish to be played when the card is opened.
9. Enter the number of recipients in the **Send to** box, and click **Recipients >**.
10. If you wish to send out E-Cards using your address book, next to **Send to**, click **recipients from address book**. See [Sending Mass E-Cards](#) steps 10 and 11. [anchor link to chapter]
11. **Deliver these messages** – Select the frequency with you wish to send out the cards in the campaign.
12. **TO** – Enter the names and addresses of all the recipients of this E-Card campaign.
13. **FROM** – Enter your name and email address, as you would like it to appear on your E-Card.
14. **Add your personal message** – Next to each card in your campaign, there is a box where you may enter a personalized message to be attached to that particular card.
15. **Do you want to receive an e-mail whenever someone views this card?** – By checking this box, you will receive an email when each of the recipients views each E-Card in the campaign.

16. When you are finished, click **Preview & Start Campaign**. (If you have left any of the personalized messages for your cards blank, you will see a warning message. Click **OK**, fill in the blank messages, and click **Preview & Start Campaign**.)
17. A preview of your first card will appear. If everything is how you want it to be, click **Send card!**
18. A confirmation window will appear.
19. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Managing Drip Campaigns

Your E-Card Drip Campaigns can be managed online.

1. From the **E-Cards Center**, select **Manage Your Campaigns**.
2. **Single E-cards sent in the last 10 days** – Each individual E-Card that you sent in the last 10 days will be shown with the date it was sent below it. You can click **View Card** to see the card with your personalized message. Click **View Recipient Report** to see who has received and who has viewed the card.
3. **E-Card Drip Campaigns** – All of your drip campaigns will be listed with the date they were started. Click on **Manage Campaign** to view the campaign.
4. **Delete This Campaign** – To stop this campaign and delete it, click this. A confirmation message will appear; click **OK**.
5. **Remove From Campaign** – By clicking this next to each recipient of this campaign, you can remove the individual recipient without stopping the campaign. A confirmation message will appear; click **OK**.
6. **Manage Your Cards** – Click this to return to the campaign manager.
7. Click on the **E-Cards Center** logo at the top to return to the E-Cards Center.

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Recommended Usage

Removal and Blacklisting

Keller Williams is dedicated to opt-in marketing. To prevent Spamming, we include opt-out features in every E-Card. When recipients receive E-Cards, they can choose to remove themselves from current campaigns, the entire E-Cards system, or all Keller Williams' mass emailing lists. When they choose any of these options, any associate who has sent this recipient an E-Card in the last ten days or who has a pending E-Card to this recipient will be sent notification that the individual has opted out. Any Keller Williams associate with the contact information for a recipient who has requested to be blacklisted is asked to remove that individual as a contact from the associate's address book.

Removing Recipients from Current E-Card Campaigns

When a person requests to be removed from all current E-Cards campaigns, any associate who has a pending E-Card to this person is sent an email notification at the email address listed in the **From** box of the outgoing E-Card. The contact's information will automatically be removed from all current drip campaigns. If that contact is the only person listed for a campaign, the campaign will be removed from the E-Cards system.

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Blacklisting Recipients from the E-Cards System

When a recipient requests to be removed from the E-Cards system, they are “blacklisted” on that system. Any associate who has sent this recipient an E-Card in the last ten days or who has a pending E-Card to this recipient, will be sent notification that the individual has opted out. The email address of that contact will remain in the address books of those Keller Williams associates who have the contact’s information. However, any associate who tries to send that contact an E-Card will have his or her E-Card to that individual automatically terminated without notification to the sender. When a recipient requests to be blacklisted, you should remove his or her address from your E-Cards address books—see [Deleting Email Addresses](#). [anchor link to chapter]

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Blacklisting Recipients from All KW Mass Emailing Lists

When a recipient requests to be removed from the Keller Williams mass emailing lists, they are “blacklisted” from those lists. Any associate who has sent this recipient an E-Card in the last ten days or who has a pending E-Card to this recipient will be sent notification that the individual has opted out. The email address of that contact will remain in the address books of those Keller Williams associates who have the contact’s information, but any time an associate tries to send that contact an E-Card or mass email, the email to that individual will automatically be terminated without notification to the sender. When a recipient requests to be blacklisted, you should remove his or her address from your E-Cards address books—see [Deleting Email Addresses](#). [anchor link to chapter]

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Forwarding E-Cards to Your Email Client

The new E-Cards system now has the ability to import your contact list from Outlook. You should no longer forward your E-Cards to your Outlook email to use your contact list there.

When a recipient opts out of the E-Cards system, Outlook will not filter out future E-Cards to this recipient, as the E-Cards system does. Also, if someone opts out of an E-Card sent through your Outlook, you will not be notified that they have opted out. Sending E-Cards to recipients who have opted out puts you at risk of being dumped by your Internet Service Provider (ISP).

By importing your contact list from Outlook to your E-Cards address book—see [Importing Email Addresses from Outlook](#). [anchor link to chapter]— and sending all E-Cards directly through the E-Cards system, the system will automatically filter E-Cards sent to recipients who have opted out and reduce your liability.

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Limiting the Frequency of E-Cards to Recipients

Recipients are less likely to opt out of the E-Cards system if: 1) they are not bombarded with cards, and 2) they feel that your E-Cards are of some benefit to them. Given the multitude of emails that people receive on a daily basis, we recommend that you limit the number of E-Cards that you send to any one recipient to twice a month. Also, E-Cards will better serve your purposes if they contain useful information or links to useful information.

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FAQ

What is an E-Card?

E-Cards are electronic greeting cards. The KW E-Cards system allows agents to mass market over the Internet. E-Cards can be used to generate leads and market your listings and your business. With the E-Cards system, agents can automatically send out multiple cards on a schedule of their choosing.

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Can I import email addresses from Outlook?

Yes. See [Importing Email Addresses from Outlook](#). [anchor link to chapter]

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Can I change the look of an E-Card?

You can choose which E-Card image you want to send out from the list of E-Card Postcard Images. However, you cannot modify any of these images.

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Am I notified when someone opts out of an E-Cards campaign?

Yes. See [Removal and Blacklisting](#). [anchor link to chapter]

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How do I get my password for my address book?

See [Creating Your Address Book](#). [anchor link to chapter]

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