

EMAIL MARKETING PORTFOLIO

MORICON

Segmented B2B report-download campaigns

Using proprietary data to create a commercial reason for senior property professionals to engage.

THE BRIEF	Generate leads from three senior BTR audiences using MORICON's mystery-shopping research and a data-led report.
MY ROLE	Campaign messaging, audience adaptation, subject lines, email sequence and report-download copy.
AUDIENCE	Asset Managers, Operations Managers and Portfolio Directors in Build-to-Rent and branded residential property.
APPROACH	Translate operational mystery-shopping findings into commercial consequences, then vary the angle to match the priorities of each decision-maker.

RESULT / EVIDENCE

52 leads generated across three campaigns aimed at the three principal audience avatars.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger email marketing project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / EMAIL COPY SAMPLE

Make the research commercially relevant

The first angle turns a service-delivery statistic into a revenue problem that senior decision-makers cannot easily ignore.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: The 18% BTR revenue leak hiding in plain sight

Nearly one in five prospective renters who attend a viewing are never contacted again.

That's not a marketing issue. It's not a demand issue. And it's certainly not a product issue.

It's a lettings journey failure - and across a portfolio, it quietly translates into millions in lost NOI.

During 2025, MORICON conducted 300+ independent mystery shopping audits across UK Build-to-Rent, Single-Family Rental and branded residential assets.

18% of prospects received no follow-up after viewings; 56% of tours failed to explain brand differentiation; only 22% proactively discussed security.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The copy is shown separately from the portfolio commentary so the original campaign writing is immediately identifiable.

02 / EMAIL COPY SAMPLE

Move from insight to action

Subsequent emails use different evidence and framing while returning to the same report and conversion goal.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: What the top 10% of BTR Asset Managers are doing differently...

The gap between average and exceptional performance is rarely about big spend.

In our audits, best-in-class sites consistently followed up every viewing, gave prospects a clear reason to choose their brand, addressed unspoken concerns proactively and delivered simple hospitality basics flawlessly.

In one six-asset BTR portfolio, applying structured improvements based on audit insight led to 17-point performance uplifts, elimination of follow-up 'ghosting' and two assets entering the top national performance tier.

>> You can access the full report here

END OF COPY EXTRACT

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