

INSURANCE

# December

## MARKETING PLAN



WE'VE GOT YOUR MARKETING SORTED

# Campaign Checklist

*Use this as a reference point for your sends. If you haven't sent a campaign and need help, contact us to get things moving in the right direction.*



**Email 1: Climate change and rising insurance costs**

Campaign Category: Insurance



**Email 2: Do you need gadget insurance?**

Campaign Category: Insurance



**Email 3: Insurance claims: how quickly will I get my money?**

Campaign Category: Insurance



**Email 4: Should I fund my retirement with a pension or buy-to-let?**

Campaign Category: Insurance



**Email 5: Is your business at risk of flooding?**

Campaign Category: Insurance



**Email 6: Small businesses under threat from cyber attacks**

Campaign Category: Insurance

2023

December

# Marketing Planner

Sun Mon Tue Wed Thu Fri Sat

				Send email 1		
		Send email 2		Send email 3		
				Send email 4		
		Send email 5				
		Send email 6				

Notes

to do

- |   |   |
|---|---|
| <input type="checkbox"/> Send email 1           | <input type="checkbox"/> Send email 4           |
| <input type="checkbox"/> Schedule social post 1 | <input type="checkbox"/> Schedule social post 4 |
| <input type="checkbox"/> Send email 2           | <input type="checkbox"/>                        |
| <input type="checkbox"/> Schedule social post 2 | <input type="checkbox"/> Send email 5           |
| <input type="checkbox"/> Send email 3           | <input type="checkbox"/> Schedule social post 5 |
| <input type="checkbox"/> Schedule social post 3 | <input type="checkbox"/> Send email 6           |
| <input type="checkbox"/>                        | <input type="checkbox"/> Schedule social post 6 |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |

# Email 1: Climate change and rising insurance costs

## Campaign Category: Insurance

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons including contact us and book a quote link.

Customisable elements within this email include the text copy and links.

### WE'D RECOMMEND:

Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



<b>Campaign Name:</b>	Climate change and rising insurance costs
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Climate change and rising insurance costs
<b>Teaser Text:</b>	How it could affect you.
<b>Key Benefits:</b>	Informative Brand awareness Encourages leads

## Email 2: Do you need gadget insurance?

Campaign Category: Insurance

The campaign's call-to-action buttons will automatically populate to your brand's colours.

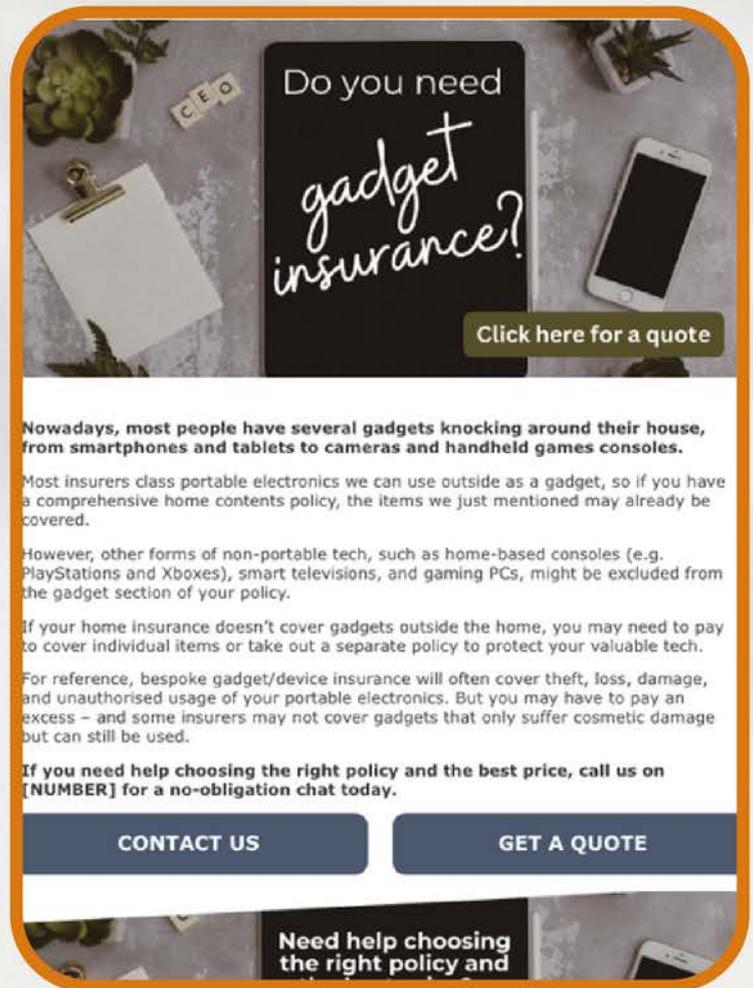
Various call-to-action buttons including contact us and book a quote link.

Customisable elements within this email include the text copy and links.

### WE'D RECOMMEND:

Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



<b>Campaign Name:</b>	Do you need gadget insurance?
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Do you need gadget insurance?
<b>Teaser Text:</b>	Choose the right policy for you
<b>Key Benefits:</b>	Informative Brand awareness Encourages leads

## Email 3: Insurance claims: how quickly will I get my money? Campaign Category: Insurance

The campaign's call-to-action buttons will automatically populate to your brand's colours.

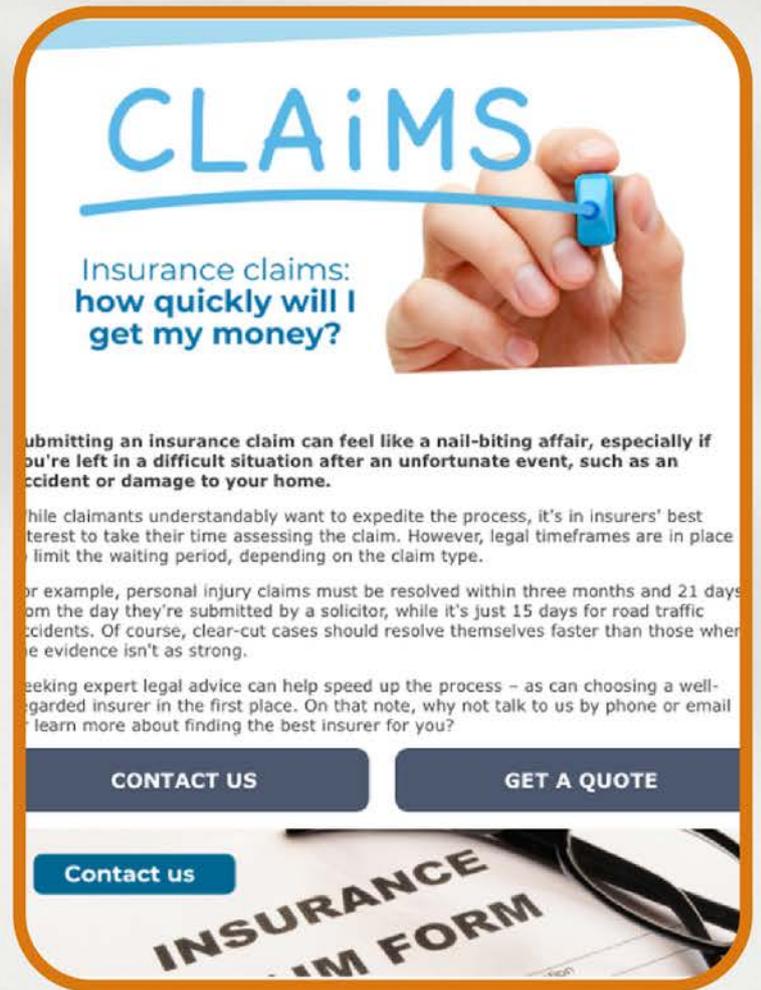
Various call-to-action buttons including contact us and book a quote link.

Customisable elements within this email include the text copy and links.

### WE'D RECOMMEND:

Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



<b>Campaign Name:</b>	Insurance claims: how quickly will I get my money?
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Insurance claims
<b>Teaser Text:</b>	How quickly will I get my money?
<b>Key Benefits:</b>	Brand awareness Encourages leads

# Email 4: Should I fund my retirement with a pension or buy-to-let?

Campaign Category: Insurance

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons including contact us and book a quote link.

Customisable elements within this email include the text copy and links.

## WE'D RECOMMEND:

Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



Should I **fund my retirement** with a pension or buy-to-let?

Should I fund my retirement with a pension or buy-to-let?

Investing in a pension and buy-to-let property are two popular options for individuals looking to secure their financial future during retirement. Each approach has advantages and disadvantages, which should be carefully considered based on your financial goals, risk tolerance, and circumstances.

**Pension investment:**

**Pros:**

- **Tax benefits:** Pension contributions often come with tax relief, accelerating your savings.
- **Professional management:** Experts manage your pension investments, potentially yielding better returns.
- **Security:** Pensions are safeguarded by regulations and insurance.

**Cons:**

- **Limited control:** You have less control over investment choices and may face fees.
- **Access restrictions:** Typically, you can't access pension funds until age 55 or later.
- **Market dependency:** Your returns are tied to market performance, which can be unpredictable.

<b>Campaign Name:</b>	Should I fund my retirement with a pension or buy-to-let?
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	How should I fund my retirement
<b>Teaser Text:</b>	with a pension or buy-to-let?
<b>Key Benefits:</b>	Brand awareness Encourages leads

## Email 5: Is your business at risk of flooding?

Campaign Category: Insurance

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons including contact us and book a quote link.

Customisable elements within this email include the text copy and links.

### WE'D RECOMMEND:

Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



**Campaign Name:**

Is your business at risk of flooding?

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Is your business at risk of flooding?

**Teaser Text:**

Protect your business today with <<NAME>>

**Key Benefits:**

Informative  
Brand awareness  
Encourages leads

# Email 6: Small businesses under threat from cyber attacks

## Campaign Category: Insurance

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons including contact us and book a quote link.

Customisable elements within this email include the text copy and links.

### WE'D RECOMMEND:

Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



<b>Campaign Name:</b>	Small businesses under threat from cyber attacks
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Small businesses under threat from cyber attacks
<b>Teaser Text:</b>	Get the best coverage with <<NAME>>
<b>Key Benefits:</b>	Informative Brand awareness Encourages leads

# Social Media Marketing



# Useful Hashtags



## Top 10 Property Hashtags

#properties  
#realestate  
#property  
#landlord  
#tenant  
#buyer  
#vendor  
#lettings  
#tolet  
#forlet  
#let  
#sold  
#sstc  
#estateagent  
#realtor  
#forsale  
#investment  
#realestateagent  
#househunting  
#home  
#newhome  
#december  
#christmas  
#boxingdayboom  
#2023

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#covid  
#homeinsurance  
#december  
#winterinsurance  
#covered  
#christmas  
#newyear  
#2023