

PROPERTY

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: Stage your home for sale this Christmas

Campaign Category: Seasonal Sales Tips/Information



Email 2: Tips for an efficient home move

Campaign Category: Sales Tips/Information



Email 3: How to avoid losing your tenancy deposit

Campaign Category: Lettings Tips/Information



Email 4: Fixed-rate mortgage about to end?

Campaign Category: Mortgages



Email 5: Property value

Campaign Category: Sales Tips/Information



Email 6: Are you ready for the boxing day boom?

Campaign Category: Seasonal Sales Tips/Information



Email 7: Brighten up your rental without risking your deposit

Campaign Category: Lettings Tips/Information



Email 8: Choosing the right asking price

Campaign Category: Sales Tips/Information



Email 9: Do you live in one of Britain's 50 most desirable towns?

Campaign Category: Sales Tips/Information

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		
	Send email 7		Send email 8	Send email 9		

Notes

to do

- | | |
|---|---|
| <input type="checkbox"/> Send email 1 | <input type="checkbox"/> Send email 5 |
| <input type="checkbox"/> Schedule social post 1 | <input type="checkbox"/> Schedule social post 5 |
| <input type="checkbox"/> Send email 2 | <input type="checkbox"/> Send email 6 |
| <input type="checkbox"/> Schedule social post 2 | <input type="checkbox"/> Schedule social post 6 |
| <input type="checkbox"/> Send email 3 | <input type="checkbox"/> Send email 7 |
| <input type="checkbox"/> Schedule social post 3 | <input type="checkbox"/> Schedule social post 7 |
| <input type="checkbox"/> Send email 4 | <input type="checkbox"/> Send email 8 |
| <input type="checkbox"/> Schedule social post 4 | <input type="checkbox"/> Schedule social post 8 |
| <input type="checkbox"/> | <input type="checkbox"/> Send email 9 |
| <input type="checkbox"/> | <input type="checkbox"/> Schedule social post 9 |

Email 1: Stage your home for sale this Christmas

Campaign Category: Seasonal Sales Tips/Information

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

Various call-to-action buttons including book a valuation 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, refer to the back of the guide and/or seek help from our support team at support@briefyourmarket.co.uk.



Stage your home for a Christmas sale

top tips

Selling your property during the festive period may leave you questioning how to present it. Chances are you'll still be celebrating at home on Christmas Day, but how can you enjoy the season without putting off buyers?

Let's explore some dos and don'ts.

- Decorate before your photoshoot.** If your home doesn't sell by Christmas, a festive scene may put potential buyers off.
- Light up the exterior.** Viewers may not share your sense of festive fun and will want to look closely at your home from the outside. So, avoid garish displays and stick an elegant wreath or just a few fairy lights.
- Overdo window displays.** While spray-on snow or stickers may be cute at Christmas, they can also reduce the amount of natural light, making your home feel cold and dark – especially at this time of year.
- Stay understated.** A Christmas tree and a few traditional decorations, such as a garland for the mantelpiece or some candles, will impart festive cheer without distracting viewers from your home's features.

Campaign Name:

Stage your home for a Christmas sale

Category:

Seasonal Sales Tips and Information

Purpose:

Brand awareness / informative / Gain leads

Subject Line:

Stage your home this Christmas...🎄

Teaser Text:

with our top tips 🏠

Key Benefits:

Informative
Brand awareness
Encourages leads

Email 2: Tips for an efficient home move

Campaign Category: Sales Tips/Information

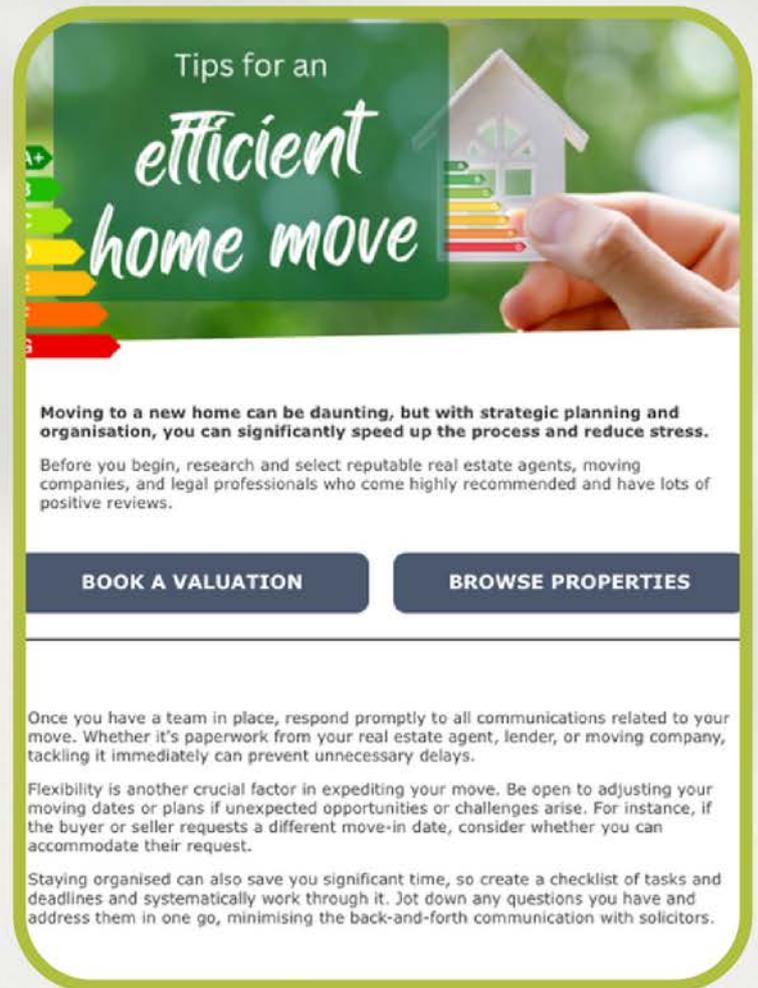
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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

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

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Campaign Name:	Tips for an efficient home move
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Significantly speed up the process and reduce stress
Teaser Text:	with our tips for an efficient home move 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 3: How to avoid losing your tenancy deposit

Campaign Category: Lettings Tips/Information

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.

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The tenancy deposit protects a landlord's property during a lease and incentivises tenants to follow the rules of their agreement to ensure they're reimbursed when they leave their rental behind.

However, a recent HomeLet survey of over 20,000 tenants revealed that 12.5% of renters have lost their deposit. Here are the most common reasons, according to a survey of letting agents:

CONTACT US **OUR SERVICES**

- **Cleanliness:** Nearly 90% of respondents said dirty or messy properties lead to deductions. To avoid this, return the property in the same clean condition documented in the inventory.
- **Maintenance:** Almost half of deposit claims are due to routine maintenance issues, so remember to regularly maintain areas listed as your responsibility in the tenancy agreement.
- **Property and contents damage:** Damage to the property or its contents, whether minor or significant, accounted for 39% of deposit deductions. Informing your landlord of any accidental damage as soon as it happens can help you avoid losing your deposit.
- **Unpaid rent** is one of the more obvious reasons why someone could lose their deposit. This happens in around 31% of cases.
- **Unwanted Belongings:** Over 10% of agents mentioned tenants leaving behind unwanted belongings, resulting in the landlord incurring removal costs.

Other factors: not returning your keys, leaving unpaid bills behind, and pest infestation, each accounted for 2% of lost deposits.

Campaign Name:	How to avoid losing your tenancy deposit
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	How to avoid losing your tenancy deposit
Teaser Text:	Don't lose out! 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 4: Fixed-rate mortgage about to end?

Campaign Category: Mortgages

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

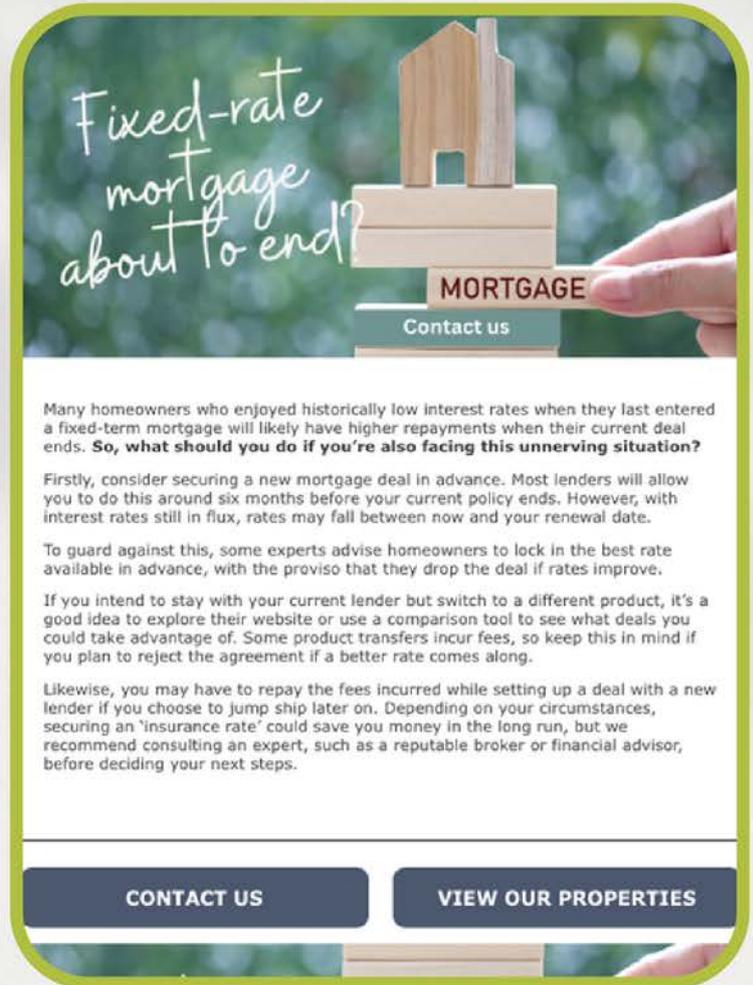
Various call-to-action buttons including contact us and book a quote link.

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

WE'D RECOMMEND:

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Many homeowners who enjoyed historically low interest rates when they last entered a fixed-term mortgage will likely have higher repayments when their current deal ends. **So, what should you do if you're also facing this unnerving situation?**

Firstly, consider securing a new mortgage deal in advance. Most lenders will allow you to do this around six months before your current policy ends. However, with interest rates still in flux, rates may fall between now and your renewal date.

To guard against this, some experts advise homeowners to lock in the best rate available in advance, with the proviso that they drop the deal if rates improve.

If you intend to stay with your current lender but switch to a different product, it's a good idea to explore their website or use a comparison tool to see what deals you could take advantage of. Some product transfers incur fees, so keep this in mind if you plan to reject the agreement if a better rate comes along.

Likewise, you may have to repay the fees incurred while setting up a deal with a new lender if you choose to jump ship later on. Depending on your circumstances, securing an 'insurance rate' could save you money in the long run, but we recommend consulting an expert, such as a reputable broker or financial advisor, before deciding your next steps.

Campaign Name:

Fixed-rate mortgage about to come to an end?

Category:

Mortgages

Purpose:

Brand awareness / informative / Gain leads

Subject Line:

Is your fixed-rate mortgage about to come to an end?

Teaser Text:

Read what to do with <<AGENT NAME>> 🏠

Key Benefits:

Informative
Brand awareness
Encourages leads

Email 5: Property value

Campaign Category: Sales Tips/Information

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.

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Campaign Name:

Curious to know the value of your home?

Category:

Sales Tips and Information

Purpose:

Brand awareness / informative / Gain leads

Subject Line:

Curious to know the value of your home?

Teaser Text:

Read on to see what can affect its value 🏠

Key Benefits:

Informative
Brand awareness
Encourages leads

Email 6: Are you ready for the boxing day boom?

Campaign Category: Seasonal Sales Tips/Information

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.

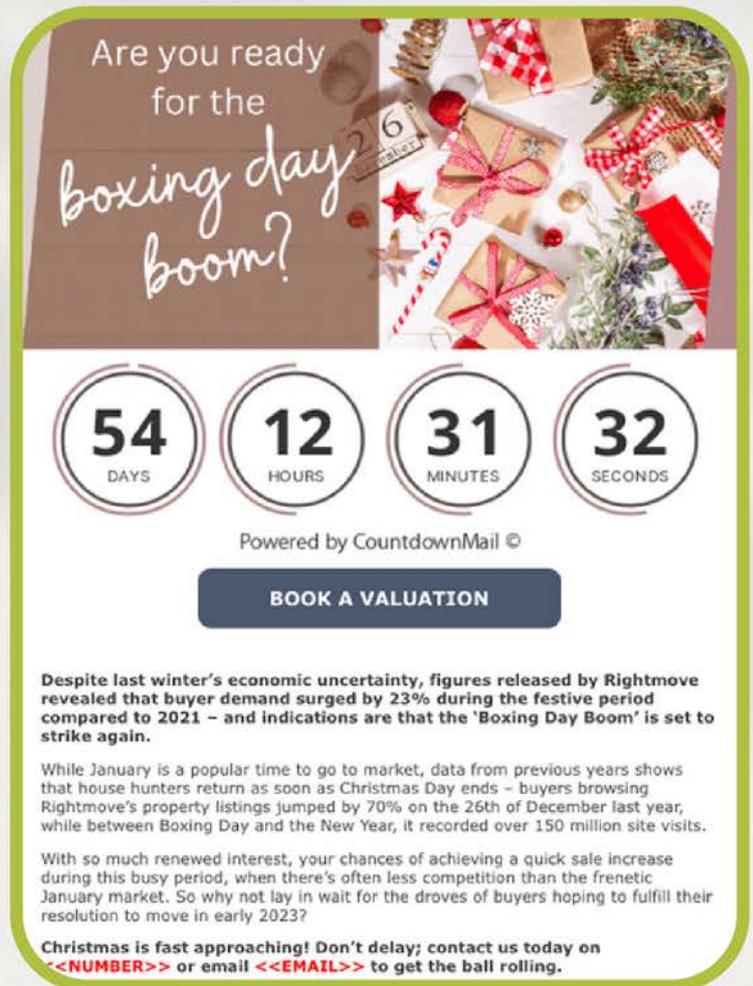
Customisable elements within this email include the text copy and links.

Live timer

WE'D RECOMMEND:

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Are you ready for the boxing day boom?

54 DAYS 12 HOURS 31 MINUTES 32 SECONDS

Powered by CountdownMail ©

[BOOK A VALUATION](#)

Despite last winter's economic uncertainty, figures released by Rightmove revealed that buyer demand surged by 23% during the festive period compared to 2021 – and indications are that the 'Boxing Day Boom' is set to strike again.

While January is a popular time to go to market, data from previous years shows that house hunters return as soon as Christmas Day ends – buyers browsing Rightmove's property listings jumped by 70% on the 26th of December last year, while between Boxing Day and the New Year, it recorded over 150 million site visits.

With so much renewed interest, your chances of achieving a quick sale increase during this busy period, when there's often less competition than the frenetic January market. So why not lay in wait for the droves of buyers hoping to fulfill their resolution to move in early 2023?

Christmas is fast approaching! Don't delay; contact us today on <<NUMBER>> or email <<EMAIL>> to get the ball rolling.

Campaign Name:	Are you ready for the boxing day boom?
Category:	Seasonal Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Are you ready for the boxing day boom? 🎄
Teaser Text:	Don't delay 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 7: Brighten up your rental without risking your deposit

Campaign Category: Lettings Tips/Information

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:

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Campaign Name:	Brighten up your rental without risking your deposit
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Brighten up your rental
Teaser Text:	without risking your deposit 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 8: Choosing the right asking price

Campaign Category: Sales Tips/Information

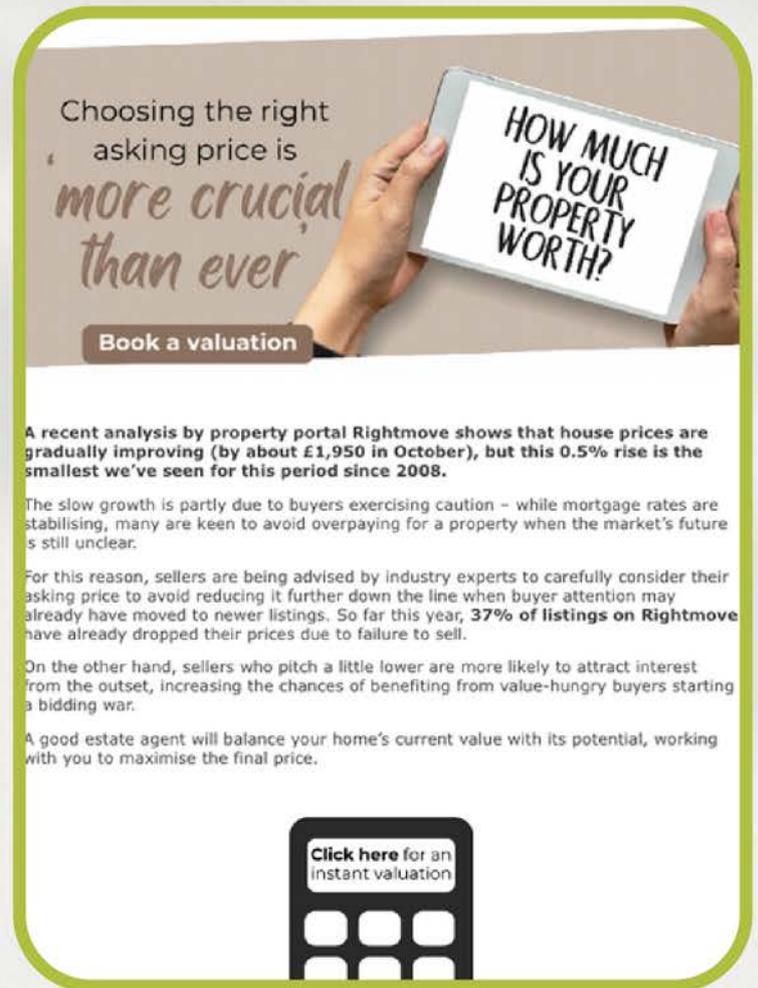
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:
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The image shows a preview of an email. At the top, there's a header with the text 'Choosing the right asking price is more crucial than ever' in a mix of bold and script fonts. A hand is holding a tablet that says 'HOW MUCH IS YOUR PROPERTY WORTH?'. Below this is a button that says 'Book a valuation'. The main body of the email contains several paragraphs of text discussing market trends and advice for sellers. At the bottom, there is a button that says 'Click here for an instant valuation'.

Choosing the right asking price is *more crucial than ever*

[Book a valuation](#)

A recent analysis by property portal Rightmove shows that house prices are gradually improving (by about £1,950 in October), but this 0.5% rise is the smallest we've seen for this period since 2008.

The slow growth is partly due to buyers exercising caution – while mortgage rates are stabilising, many are keen to avoid overpaying for a property when the market's future is still unclear.

For this reason, sellers are being advised by industry experts to carefully consider their asking price to avoid reducing it further down the line when buyer attention may already have moved to newer listings. So far this year, **37% of listings on Rightmove** have already dropped their prices due to failure to sell.

On the other hand, sellers who pitch a little lower are more likely to attract interest from the outset, increasing the chances of benefiting from value-hungry buyers starting a bidding war.

A good estate agent will balance your home's current value with its potential, working with you to maximise the final price.

[Click here for an instant valuation](#)

Campaign Name:	Choosing the right asking price
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Choosing the right asking price
Teaser Text:	is more crucial than ever
Key Benefits:	Informative Brand awareness Encourages leads

Email 9: Do you live in one of Britain's 50 most desirable towns?

Campaign Category: Sales Tips/Information

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.

DO YOU LIVE IN ONE OF Britain's 50 most desirable towns?

A recent Savills report commissioned by *The Telegraph* has identified 50 coveted towns across the UK. The results factored in house prices and lifestyle data, such as health and well-being, proximity to good schools, and education and employment levels.

As you may expect, many South East towns made the cut, thanks to London's halo effect, but there are some surprises, such as Wilmslow – a market town near Manchester that has gained 10 places since the last report. There were some newcomers, too, including the West Sussex village of Hurstpierpoint, Bath, and Chigwell in Essex, to name a few.

Below, we've listed the top 50 towns, including the house prices for the first 20.

1. Harpenden, Herts (£766,000)	15. Farnham, Surrey (£618,750)	32. Chigwell
2. Cobham, Surrey (£1.17m)	16. Cambridge (£475,000)	33. Ilkley
3. Beaconsfield, Bucks (£1.07m)	17. Henley-on-Thames, Oxfordshire (£600,000)	34. Ponteland
4. Chorleywood, Bucks (£1.1m)	18. North Ascot, Berks (£577,000)	35. Knutsford
5. Amersham, Bucks (£800,000)	19. Altrincham, Greater Manchester (£425,250)	36. Windsor
6. Hale, Trafford (£699,999)	20. Weybridge, Surrey (£560,000)	37. Guildford
Esher, Surrey (£767,750)		38. Godalming
		39. Oxted
		40. Epsom

Campaign Name:

Do you live in one of Britain's 50 most desirable towns?

Category:

Tips and Information

Purpose:

Brand awareness / informative / Gain leads

Subject Line:

Britain's 50 most desirable towns

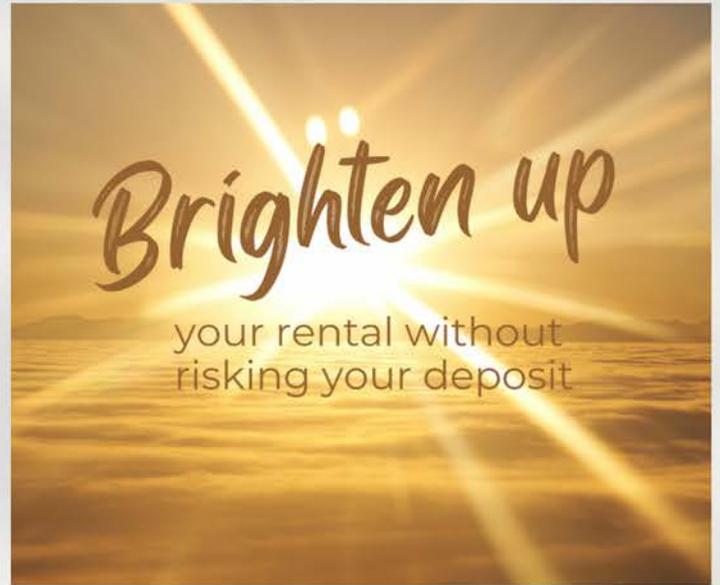
Teaser Text:

Are you in the top 50? 🏠

Key Benefits:

Informative
Brand awareness
Encourages leads

Social Media Marketing



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

Creating Filters

To create your filters, simply go to **Audience > All Contacts > Filter > New**

Give your filter a friendly name, e.g.: Val not instructed (12 months). Your recipients will not see this.

Field name = valuation date

Operator = was during the previous ? Months

Value = (enter the value that you want to target, e.g. 12)

You will also need to exclude contacts that have instructed you in the previous 12 months (as shown in the example below). *

The screenshot shows a 'Build your filter' dialog box with two tabs: 'Simple Filter' (selected) and 'Advanced Filter'. The 'Name' field contains 'Val not instructed (12 mths)'. The 'Category' is set to 'None'. There is a '+ Inclusive filtering' button. Below this, there are two sections for criteria:

INCLUDE contacts that match

- All the following criteria
- At least one of the following criteria

Field Name	Operator	Value
Valuation Date	Was During The Previous ? M	12

+ Add new expression...

But EXCLUDE contacts that match

- All the following criteria
- At least one of the following criteria

Field Name	Operator	Value
Date Instructed	Was During The Previous ? M	12

+ Add new expression...

At the bottom, there are four buttons: 'Create copy', 'Save', 'Save and close', and 'Cancel'.

*Filtering is subject to integration type. For more information or support with your sends, please contact our support team on 0344 800 84 24

If you require a personalised marketing plan, please get in touch with your Customer Success Manager.