

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

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

- ☐ Send email 1
 ☐ Schedule social post 1
- ☐ Send email 2
 ☐ Schedule social post 2
- ☐ Send email 3
 ☐ Schedule social post 3
- ☐ Send email 4
 ☐ Schedule social post 4
- ☐ Send email 5
 ☐ Schedule social post 5
- ☐ Send email 6
 ☐ Schedule social post 6
- ☐ Send email 7
 ☐ Schedule social post 7
- ☐ Send email 8
 ☐ Schedule social post 8
- ☐ Send email 9
 ☐ 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](mailto:support@briefyourmarket.co.uk).



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.

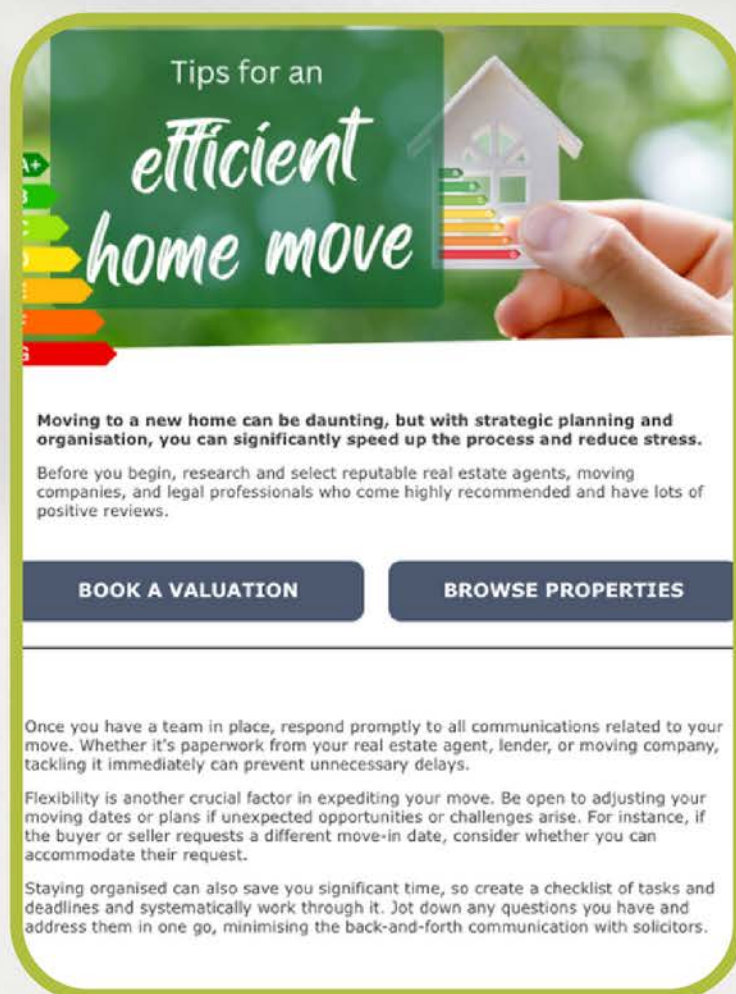
Various call-to-action buttons including contact us and book a quote link.

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

#### 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:	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.

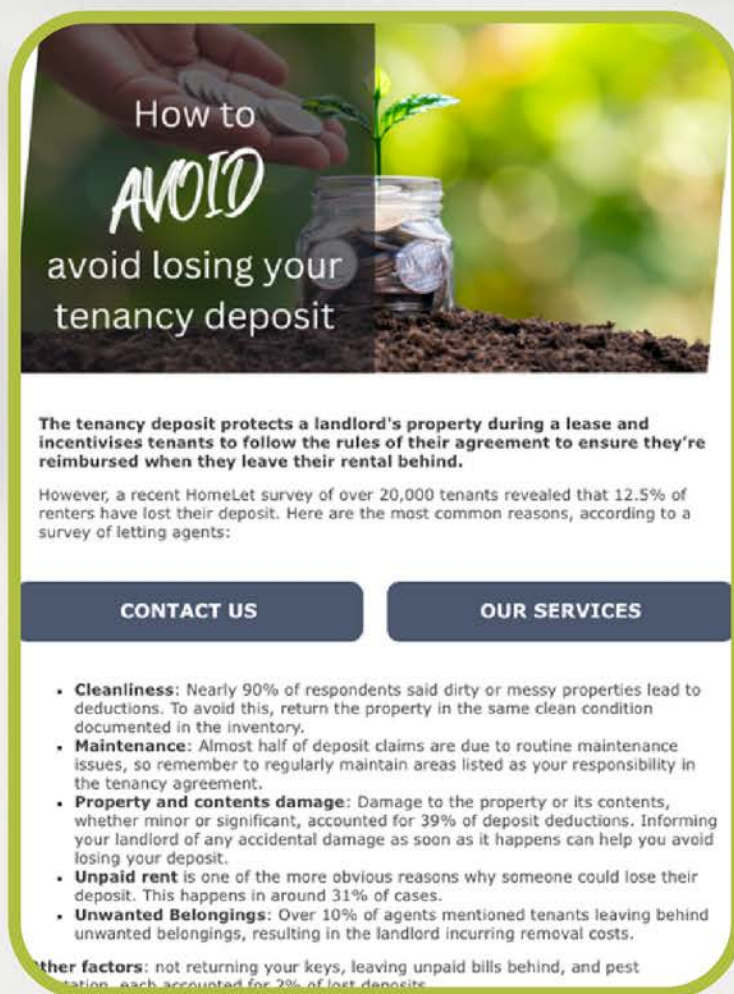
Various call-to-action buttons including contact us and book a quote link.

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

### 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:**

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.

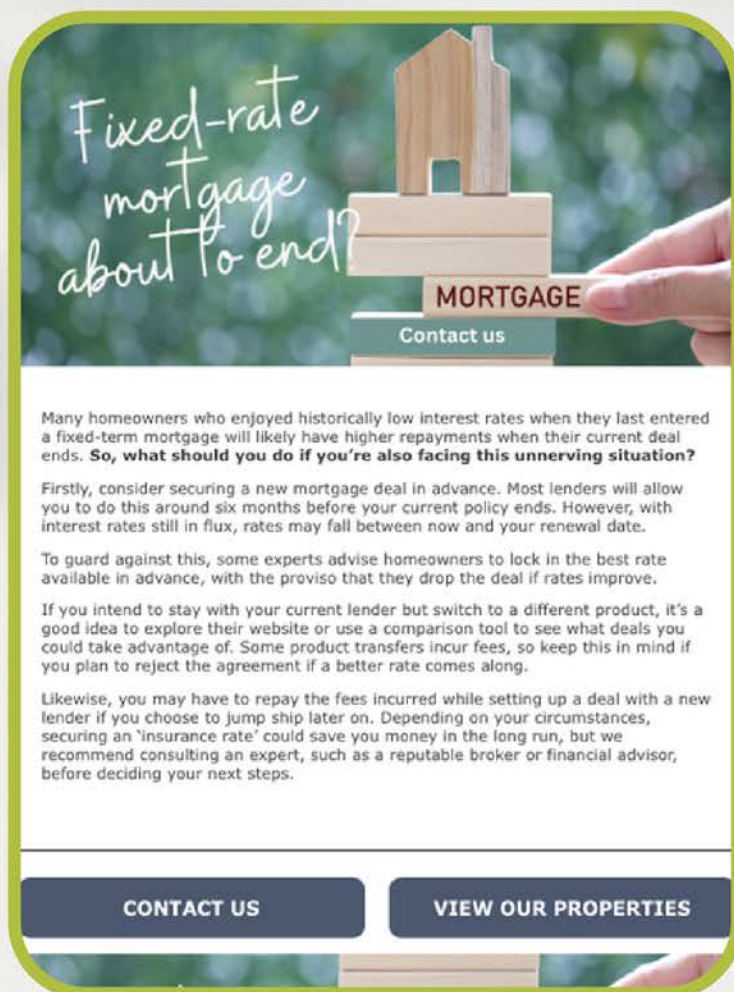
Various call-to-action buttons including contact us and book a quote link.

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

#### WE'D RECOMMEND:

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:	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.

#### 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:

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:

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).



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.

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

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:	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.

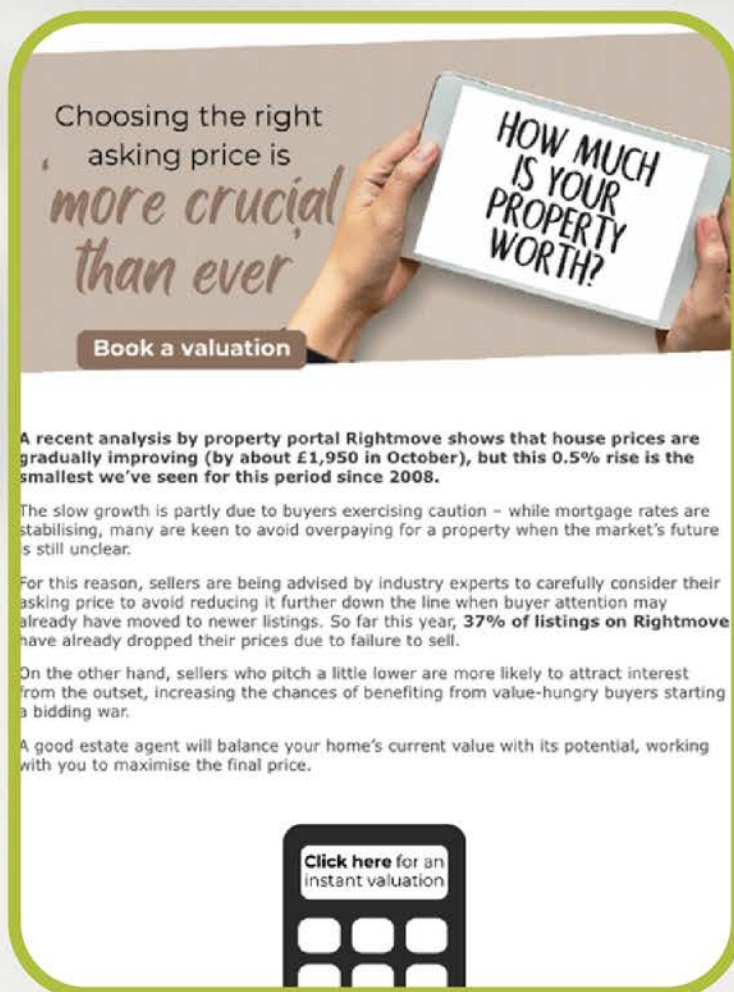
Various call-to-action buttons including contact us and book a quote link.

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

#### WE'D RECOMMEND:

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

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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](mailto: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:

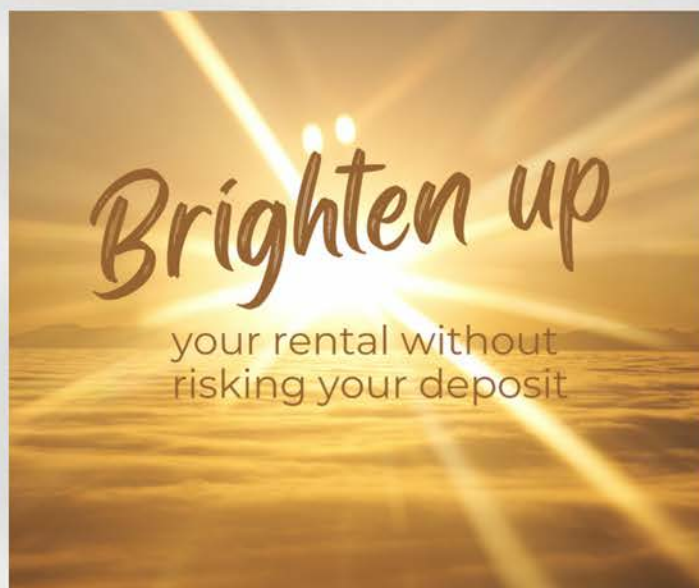
Are you in the top 50? 🏡

### 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  
#sssc  
#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).** \*

**Build your filter\*** Simple Filter Advanced Filter

Name\*

Category  + Inclusive filtering ?

INCLUDE contacts that match

☒ All the following criteria  
☐ At least one of the following criteria

Field Name	Operator	Value
<span>+</span> <span>✗</span> Valuation Date	Was During The Previous ? Months	12
<span>+</span> Add new expression...		

But EXCLUDE contacts that match

☒ All the following criteria  
☐ At least one of the following criteria

Field Name	Operator	Value
<span>+</span> <span>✗</span> Date Instructed	Was During The Previous ? Months	12
<span>+</span> Add new expression...		

Create copy Save Save and close 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.