

INSURANCE

October

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: Is it worth buying or creating an Eco-home?

Campaign Category: Insurance



Email 2: Credit Card debt is on the rise

Campaign Category: Insurance



Email 3: Travel insurance

Campaign Category: Insurance



Email 4: Biggest challenges insurance companies face

Campaign Category: Insurance



Email 5: Insurance providers in the firing line

Campaign Category: Insurance

2023
October

Notes

Marketing Planner

Sun Mon Tue Wed Thu Fri Sat

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

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
- ☐
- ☐
- ☐
- ☐
- ☐

Email 1: Is it worth buying or creating an Eco-home?

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.



Campaign Name:	Is it worth buying or creating an Eco-home?
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	The question on everyone's lips
Teaser Text:	Is it worth buying or creating an Eco-home?
Key Benefits:	Informative / Brand awareness / Encourages leads

Email 2: Credit Card debt is on the rise

Campaign Category: Insurance

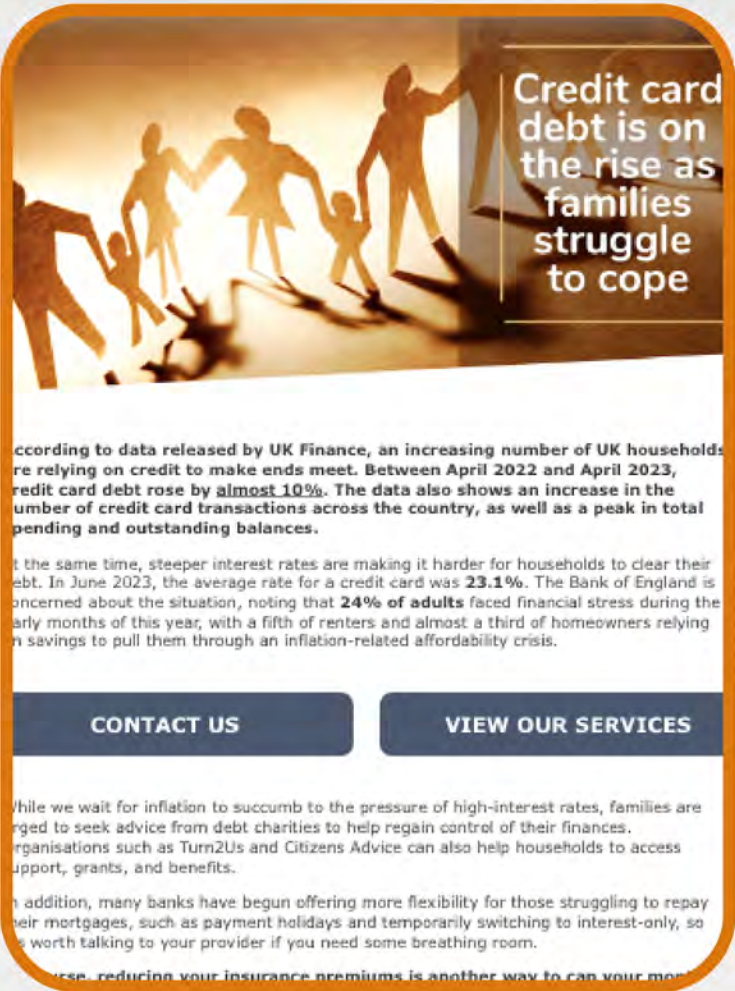
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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.

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Campaign Name:	Credit Card debt is on the rise
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Credit Card debt is on the rise
Teaser Text:	as families start to struggle
Key Benefits:	Informative about the current market and rates Brand awareness Encourages leads

Email 3: Travel 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.



Campaign Name:	Travel Insurance
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Travel Insurance
Teaser Text:	How to pick the right policy
Key Benefits:	Brand awareness Encourages leads

Email 4: Biggest challenges insurance companies face

Campaign Category: Insurance

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

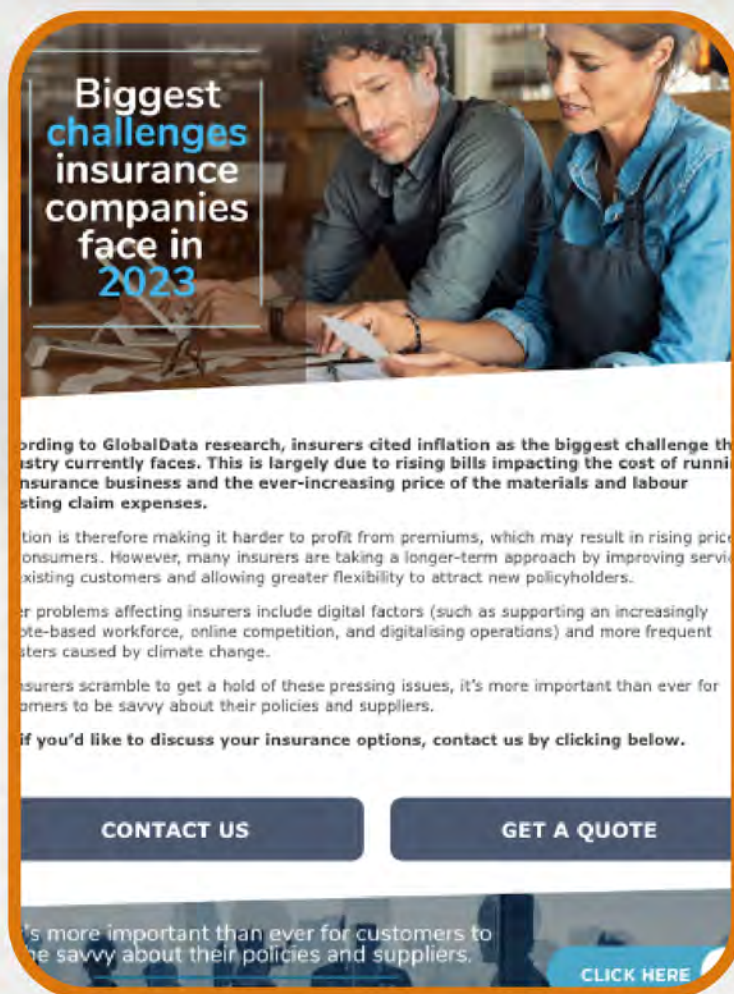
Various call-to-action buttons including contact us and book a quote link.

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.



Campaign Name:	Biggest challenges insurance companies face
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Biggest challenges insurance companies face
Teaser Text:	in 2023...
Key Benefits:	Brand awareness Encourages leads

Email 5: Insurance providers in the firing line

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.



Campaign Name:	Insurance providers in the firing line
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Insurance providers in the firing line
Teaser Text:	Look to switch to <<NAME>>
Key Benefits:	Informative about the current market and rates Brand awareness Encourages leads

Social Media Marketing

Not all
travel
insurance
is equal
– how to pick
the right policy

Credit card
debt is on
the rise as
families
struggle
to cope

Biggest
challenges
insurance
companies
face in
2023

Is it worth buying or creating an

ECO

home?

Insurance
providers
in the
Firing line

Useful Hashtags



Top 10 Property Hashtags

#properties
#realestate
#property
#lettings
#tolet
#forlet
#let
#sold
#ssstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#october

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#covid
#homeinsurance
#october