

INSURANCE



July

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: Do I need to insure my bike?

Campaign Category: Insurance

Email 2: Home Insurance

Campaign Category: Insurance

Email 3: Do I need travel insurance?

Campaign Category: Insurance

Email 4: How to protect your home

Campaign Category: Insurance

Email 5: Electric cars

Campaign Category: Insurance

2023

July



Marketing Planner

Notes

JULY						
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					

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

Email 1: Do I need to insure my bike?

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.

Giff images within this template

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 I NEED TO INSURE MY BIKE?

QUEST ANSWER

CONTACT US **VIEW OUR SERVICES**

Did you know your home contents insurance may not cover your bike? So, what happens if someone stole it?

Even if your policy would replace a stolen or damaged bike, it might not help if you're involved in an accident where you or someone else is hurt or if you end up stuck in the middle of nowhere.

Of course, you may feel that bike insurance is unnecessary if it's a cheap model you use. But if you own a top-of-the-range or electric-powered bike, you should consider a specific policy to protect it, especially if you ride often or participate in races.

Still not sure? Beyond protecting your bike from damage, theft or vandalism, bike insurance may cover the following:

Campaign Name:	Do I need to insure my bike?
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	Do I need to insure my bike?
Teaser Text:	Stay up-to-date with <<Agent Name>> ➔
Key Benefits:	Brand awareness Encourages leads

Email 2: Home Insurance

Campaign Category: Insurance



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

Moving gif included

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Cheapest and most expensive places for home insurance

Get a quote

Where you live can affect your home insurance premiums, which isn't surprising considering the risks to properties – such as burglaries, flooding, and subsidence – can vary between streets, towns, cities and regions.

MoneySuperMarket crunched the data and found that London postcodes are the priciest when it comes to protecting your property. Interestingly, Guernsey proved the second most expensive area outside the Capital, with Watford and St Albans in Hertfordshire close behind.

Meanwhile, Durham, Newcastle, Sunderland, Stoke-on-Trent, and Darlington are the five cheapest places to insure a property. However, most areas outside of London prove to be fairly inexpensive considering the peace of mind home insurance brings.

If you do live in a pricier area, it's definitely worth shopping around when it's time to buy. Luckily, we can help you find a policy that works for your budget and circumstances. Contact us today by clicking below.

Get a quote today for home insurance

Get a quote

Campaign Name:

Cheapest and most expensive place for home insurance

Category:

Insurance

Purpose:

Brand awareness campaign

Subject Line:

The cheapest and most expensive place for home insurance

Teaser Text:

Get a quote today →

Key Benefits:

Brand awareness
Encourages leads

Email 3: Do I need 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.

Moving gif included

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Do you need travel insurance?
A guide to buying

[Contact Us](#)

Travel insurance is essential for anyone planning a trip, whether it's a short weekend or an epic adventure abroad. In the UK, there are a wide variety of travel insurance available to suit different needs and budgets.

When choosing a policy, consider the level of coverage you require. Most policies will cover medical expenses, cancellation or curtailment of your trip, and lost or stolen baggage. However, you may also want additional benefits such as personal liability, cover for sports or activities, or protection against travel delays or missed connections.

It's also important to read the fine print and understand any exclusions or limitations of your policy, such as coverage for pre-existing medical conditions or specific destinations.

Finally, it's worth shopping around and comparing policies from different providers to find the best deal for you. Look for policies that offer good value for money, and consider factors such as excess payments, customer reviews, and the insurer's reputation.

Campaign Name:	Do I need travel insurance?
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	Do I need travel insurance?
Teaser Text:	Your questions answered
Key Benefits:	Brand awareness Encourages leads

Email 4: How to protect your 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.

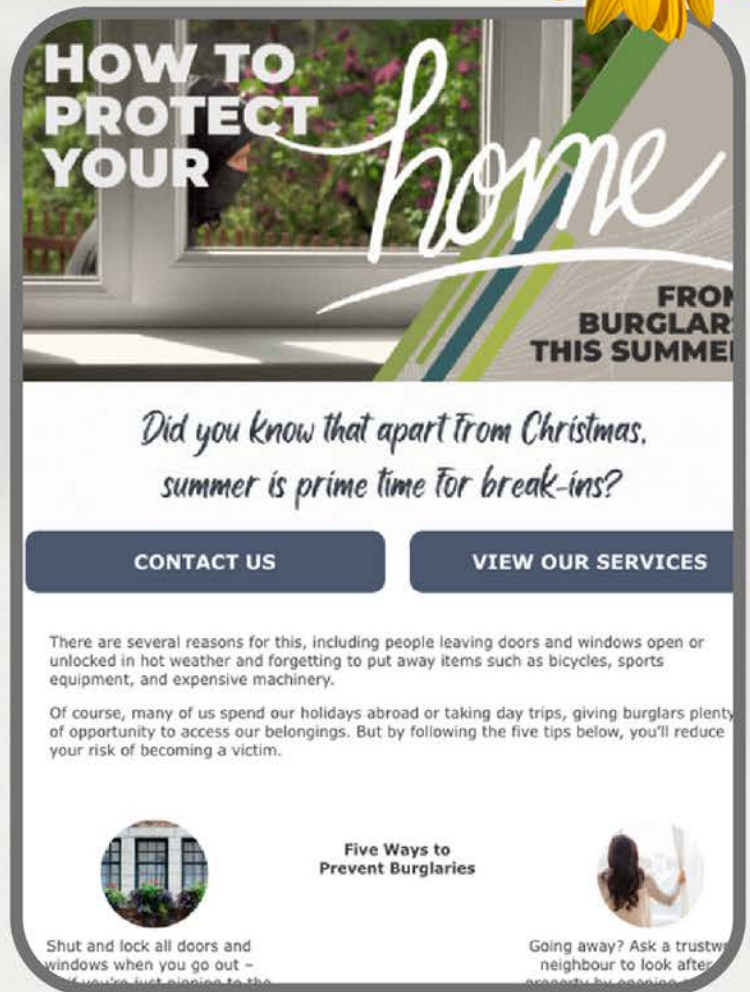
Video included

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

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Campaign Name:

How to protect your home this summer from burglars

Category:

Insurance

Purpose:

Brand awareness campaign

Subject Line:

Is your house secure?

Teaser Text:

Stay secure and protect yourself against burglars

Key Benefits:

Brand awareness
Encourages leads

Email 5: Electric cars

Campaign Category: Insurance

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Moving gif included

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WHY ELECTRIC CARS INFLUENCE INSURANCE PREMIUMS

CONTACT US **VIEW OUR SE**

Since the government announced a ban on new petrol and diesel cars from 2035, it's clear that electric vehicles are the future. In particular, people aged 55 or over are trending towards eco-friendly driving.

But along with other factors such as inflation, this has raised their average insurance premium by about 9.4%, while those under 25s actually saw their premium drop by 3.2%. Younger drivers still pay the most overall.

9.4% **3.2%**

AVERAGE INSURANCE COST UNDER 25S ACT

Campaign Name:	Electric Cars
Category:	Insurance
Purpose:	Brand awareness / Stat campaign
Subject Line:	Why electric cars are influencing insurance premiums?
Teaser Text:	Get a quote today with <<AGENT NAME>>
Key Benefits:	Brand awareness Encourages leads



Useful Hashtags



Top 10 Property Hashtags

#properties
#realestate
#property
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome

Top 10 Insurance Hashtags

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