

PROPERTY



# 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: Property Update**

Campaign Category: Property Price Updates



## **Email 2: Mortgage Update**

Campaign Category: Mortgages



## **Email 3: House prices, hot spots**

Campaign Category: Sales Tips/Information



## **Email 4: Fastest place to sell a home**

Campaign Category: Sales Tips/Information



## **Email 5: How to get a mortgage in six easy steps**

Campaign Category: Sales Tips/Information



## **Email 6: Cheapest places to buy a seaside home revealed**

Campaign Category: Sales Tips/Information

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: Property Update

Campaign Category: Property Price Updates



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).

**Your Property update**

Click here to find out how much your property is worth?

**CLICK HERE**

While it's true that the housing market has had to contend with high inflation and high mortgage rates this year, it's weathering the storm better than expected.

At the time of writing, the market is readjusting to current economic conditions, levelling off in house price growth and buyers favouring better value properties in more affordable areas.

**65%**

However, data from the first quarter of 2023 shows the number of sales is on the up, fuelled by the fact there are 65% more homes available to buy than in March 2022.\* And so far, despite rising interest rates, mortgage deals are dropping to around 4% for new loans.

Some regions, such as Scotland, Wales, North East England and London, are doing remarkably well. In contrast, areas that saw values spike during the pandemic are seeing the biggest readjustment as many buyers become priced out of the local market.

Meanwhile, landlords have benefited from higher rental yields since the pandemic (from 2022 alone), but this inflation has encouraged renters to buy instead. Landlords are also seeing a rise in rental yields as a result of higher inflation.

<b>Campaign Name:</b>	Your Property Market Update
<b>Category:</b>	Property Price Updates
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Property Market Update
<b>Teaser Text:</b>	Stay up-to-date with <<Agent Name>>
<b>Key Benefits:</b>	Informative about the current market Brand awareness Encourages property valuations

## Email 2: Mortgage Update

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

**Your Mortgage update**

Click here to find out how much your property is worth?

[CLICK HERE](#)

On 11<sup>th</sup> May, the Bank of England raised interest rates to 4.5% - the highest level for almost 15 years. Many new homeowners who chose a tracker mortgage over a fixed mortgage in a bid to pay less overall will now have to swallow this increase, which will equate to an extra £24 a month.\*

The change will affect 1.4 million people with a variable and tracker mortgage, and 1.4 million people expected to apply for a new mortgage in 2023. Overall, the Bank of England says that four million households will pay more for their mortgage than last year.

**However, many forecasters are still predicting mortgage rates to continue stabilising – or even fall – during the coming months. We'll just have to wait and see!**

In other news, Skipton Building Society is now offering renters with a faultless payment history a no-deposit mortgage. The deal has limitations and downsides, so it's unsuitable for everyone. However, it does give first-time buyers, specifically those paying a high rent, more options to buy.

While the nation is still facing some economic uncertainty, the housing market has proved stronger than many expected, so buyers and sellers can remain optimistic. To learn more about what's happening locally, call us to discuss your options.

[CONTACT US](#) [BOOK A VALUATION](#)

<b>Campaign Name:</b>	Mortgage Demands on the UP
<b>Category:</b>	Mortgages
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Mortgage news right to your inbox
<b>Teaser Text:</b>	Book a valuation today
<b>Key Benefits:</b>	Informative about the current market and rates Brand awareness Encourages property valuations

# Email 3: House prices, hot spots

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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**House Prices Hot Spots**

*How much is your home worth?*

The last decade has witnessed astonishing growth in house prices across the UK. Although it's true that cost-of-living pressures and higher mortgage rates are dampening the most mid- to long-term homeowners will find themselves sitting pretty when they sell.

Some areas have fared particularly well, becoming house price hotspots. Top performers include the north-east London borough of Waltham Forest (where prices have jumped **£235,320 to £515,320**), Thanet in Kent and Hastings in East Sussex, which have increased by **115%\***.

Meanwhile, values in up-and-coming Barking & Dagenham have spiked by **113%**, North Northamptonshire, Medway, Rochford, Thurrock, Basildon, Tameside, Trafford Swale all above the **100%** mark. Newham, Stevenage, Manchester and Southend have seen **prices double since 2013**.

**Campaign Name:**

House Prices hot spots

**Category:**

Sales Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

How much is your home worth?

**Teaser Text:**

Looking to move, then speak to <<AGENT NAME>> today

**Key Benefits:**

Brand awareness  
Encourages property valuations

# Email 4: Fastest place to sell a home

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).

**Fastest places to sell a home**

**How much is your home worth?**

[CLICK HERE](#)

... sellers were securing buyers at record speed, with the average home taking just ... to find a new owner. While 2023's market is less frantic, it still only takes around 55 ... average to bag an offer, compared to 67 days before the pandemic.

**around 55 days to bag an offer**

ON AVERAGE

... to property portal giant Rightmove, Scotland is currently the fastest place to sell ... the UK. At 22 days, Falkirk in Stirlingshire achieves the speediest turnaround,

<b>Campaign Name:</b>	Fastest places to sell a home
<b>Category:</b>	Sales Tips/Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	How much is your home worth?
<b>Teaser Text:</b>	Fastest places to sell a home
<b>Key Benefits:</b>	Brand awareness Encourages property valuations

# Email 5: How to get a mortgage in six steps

Campaign Category: Sales Tips/Information



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

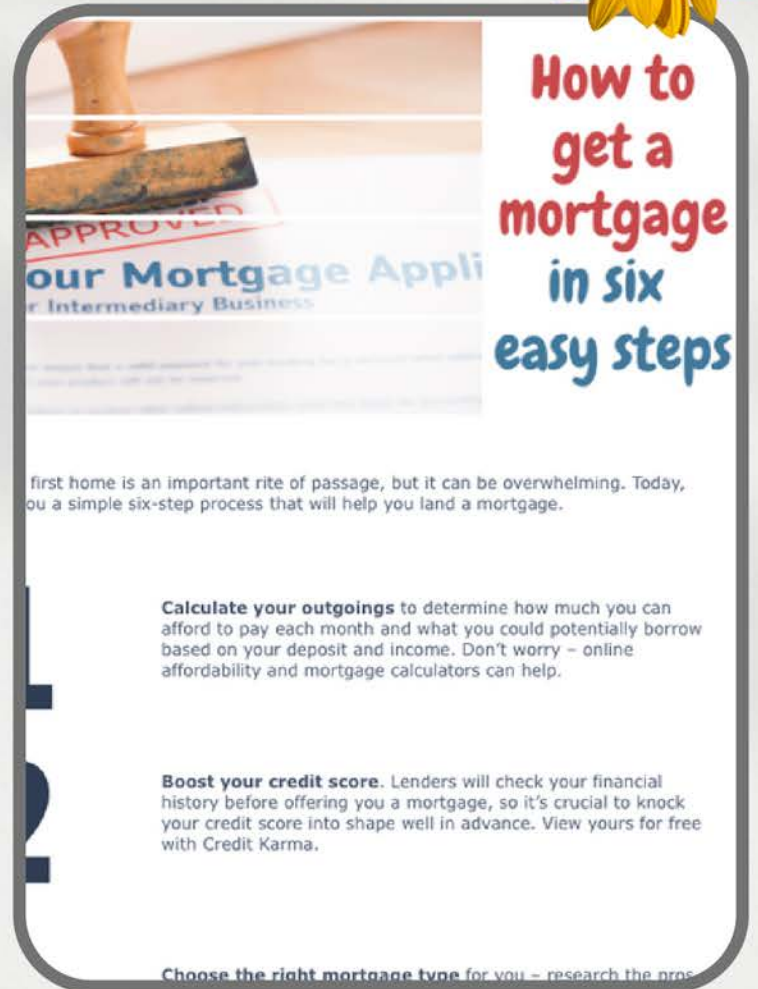
Various call-to-action buttons including contact us and book a quote link.

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:**

How to get a mortgage in six easy steps

**Category:**

Mortgages

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

How to get a mortgage in six easy steps

**Teaser Text:**

Book a valuation today

**Key Benefits:**

Informative about the current market and rates  
Brand awareness  
Encourages property valuations



## Email 6: Cheapest places to buy a seaside home

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).

**Cheapest places to buy a seaside home revealed**

Escaping to the coast as popular as retreating into the peaceful environs of countryside, it's no wonder that homes by the sea often come with a hefty price tag.

There are still places where you can snap up a more affordable home. According to a recent analysis by Halifax, Scotland offers the best value, with properties in Greenock, Argyll averaging at £97,608.

London and Millport in Ayrshire are only a few thousand pounds more expensive, while Inverclyde and Saltcoats take the fourth and fifth spots in the top 10. Certain areas of Humberside, such as Newbiggin-by-the-Sea, also boast better-value seaside homes.

Thanks to an over-saturated southern market, going north is your best bet if you're looking for a bargain. For comparison, the average home in Salcombe, Devon, currently weighs in at £1,244,025!

[CONTACT US](#) [BOOK A VALUATION](#)

**Campaign Name:**

Cheapest places to buy a seaside home revealed

**Category:**

Sales Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Cheapest places to buy a seaside home revealed

**Teaser Text:**

Want to know the value of your property?

**Key Benefits:**

Brand awareness  
Encourages rental valuations

# Social Media Marketing



# 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

# 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 sections: 'INCLUDE contacts that match' and 'But EXCLUDE contacts that match'. Each section has radio buttons for 'All the following criteria' (selected) and 'At least one of the following criteria'. Below each section is a table with columns for 'Field Name', 'Operator', and 'Value'. In the 'INCLUDE' section, the criteria is 'Valuation Date' with operator 'Was During The Previous ? Months' and value '12'. In the 'EXCLUDE' section, the criteria is 'Date Instructed' with operator 'Was During The Previous ? Months' and value '12'. At the bottom are buttons for 'Create copy', 'Save', 'Save and close', and 'Cancel'.

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

\*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.