

INSURANCE

June

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: Pros and cons of Business Health Insurance
Campaign Category: Insurance

Email 2: False Claims
Campaign Category: Insurance

Email 3: How to prevent cyber attacks
Campaign Category: Insurance

Email 4: Motor Insurance
Campaign Category: Insurance

Email 5: Safeguarding your business against fraud
Campaign Category: Insurance

Email 6: House Insurance premiums rising
Campaign Category: Insurance

2023
JUNE



Marketing Planner

SUN	MON	TUE	WED	THU	FRI	SAT
				1 SEND Email 1	2 POST Email 1	3
4	5	6 SEND Email 2	7 POST Email 2	8	9	10
11	12	13	14 SEND Email 3	15 POST Email 3	16	17
18	19	20 SEND Email 4	21 POST Email 4	22	23	24
25	26 SEND Email 5	27 POST Email 5	28	29 SEND Email 6	30 POST Email 6	

Notes

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

Email 1: Pros and cons of Health 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.

BUSINESS HEALTH INSURANCE

PROS AND CONS

Like individuals, employers can take out a health insurance policy to protect their employees in case of illness or injury

While this type of insurance can cost anything between £250-1000 per employee per year, which could impact your bottom line, there are advantages to you as a business owner.

Picture this: an important team member suffers an injury or falls ill. They may have to wait weeks or months to see the appropriate healthcare professional or receive NHS treatment. And if they develop a long-term condition, they may need to regularly take time off work to attend appointments.

Now imagine that at the first sign of trouble, this unfortunate employee can access advice and treatment outside work hours in less time. They can return to work faster, avoiding the mental and physical stress that can result from chronic pain and financial pressure.

In the second scenario, well-being and productivity improve, and employees are more incentivised to join your company and stay put for the long term.

Campaign Name:	Pros and cons of Business Health Insurance
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	Pros and cons of Business Health Insurance
Teaser Text:	Stay up-to-date with <<Agent Name>> ➔
Key Benefits:	Brand awareness Encourages leads



Email 2: False Claims

Campaign Category: Insurance



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Moving gif included

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Insurance industry reports on false claims

[Contact Us](#)

Recent statistics released by Zurich UK suggest the cost-of- has encouraged many policyholders to make false insurance a bid to find some cash.

Some examples of insurance fraud include outright inventing an incident, exaggerating what happened to claim a larger amount of money, or when it comes to valuable jewellery, televisions and mobile phones.

While false claims are a regular occurrence, the number recorded in a recent month survey rose by 25% compared to the same period in 2021.

Many households have resorted to underhanded methods to get through difficult times, but not only does fraud carry a significant risk for the claimant, it increases premiums for everyone.

The good news is that legitimate forms of help are available for struggling households. Citizens Advice is a great place to start if you need financial assistance. Those on benefits can also bag cheaper broadband and

Campaign Name:	False Claims
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	Insurance industry reports on false claims
Teaser Text:	Some of these will shock you! ➔
Key Benefits:	Brand awareness Encourages leads

Email 3: How to prevent cyber attacks

Campaign Category: Insurance



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Video included

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HOW TO PREVENT CYBER ATTACKS

All businesses must ensure their systems and private data remain from outside tampering. With that in mind, here are a few ways to reduce the risk of a cyber-attack.



Stay updated

Using old versions of systems and software leave your business vulnerable, so don't slack on those updates. Patch management systems can help this.



Take precautions

It's easy to overlook the obvious, but don't forget:

- Secure your WiFi to protect your devices
- Vary passwords to make it hard for criminals to break through
- Ensure end-user devices such as laptops are protected
- Install a firewall to shield your systems from outside influences

Campaign Name:	How to prevent cyber attacks
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	How to prevent cyber attacks
Teaser Text:	Top tips to reduce the risks
Key Benefits:	Brand awareness Encourages leads

Email 4: Motor Insurance

Campaign Category: Insurance



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Video included

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MOTOR INSURANCE

CO RI

Since last year, the cost of insuring a car has risen by 21.1% on average. This is according to Consumer Intelligence, a market research company that has been studying market trends since 2010. Overall, the data shows that the average premium is now £1,200 per year.

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High inflation, FCA regulations, and a growing car shortage have

Campaign Name:	Motor Insurance costs rising
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	Motor Insurance costs rising
Teaser Text:	Stay up-to-date with <<Agent Name>> ➔
Key Benefits:	Brand awareness Encourages leads

Email 5: Safeguarding your business

Campaign Category: Insurance



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Moving gif included

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Safeguarding your business against fraud



the country billions annually. It's also the most common business is potentially at risk from cyber-attacks, identity thieves and scammers looking to empty your bank account.

ways to protect your business:

Secure yourself from the inside

Sometimes the most surprising attack comes from within. That's why it's vital to thoroughly background check your employees during the hiring process, especially if your company handles sensitive data. Giving your employees time-stamped key cards is another way to ensure only the right people access protected areas.

Shield your systems

Campaign Name:	Safeguarding your business against fraud
Category:	Insurance
Purpose:	Brand awareness campaign
Subject Line:	Safeguarding your business against fraud
Teaser Text:	Top tips to reduce the risks
Key Benefits:	Brand awareness Encourages leads

House Insurance premiums rising

Campaign Category: Insurance



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House insurance premiums rising due to subsidence claims

Get a quote



The last few summers have seen record-breaking hot weather, with temperatures rising to 40.3 degrees Celsius in July last year. Unfortunately, climate change is also causing the ground beneath many homes to dry, a problem we call **subsidence**.

cost insurers £219 million

In 2022, this issue cost insurers **£219 million**. Last year's heatwave in particular resulted in insurance companies receiving four subsidence claims per hour, according to the Association of British Insurers.

Although home insurance premiums are relatively low, the ever-growing subsidence issue will likely worsen rather than improve. So, premiums are likely to go up – especially for policyholders who live in areas highly affected by subsidence, like the South East, or in Victorian terraced homes, which have shallow foundations.

Campaign Name: House Insurance premiums rising

Category: Insurance

Purpose: Brand awareness campaign

Subject Line: House Insurance premiums rising

Teaser Text: Stay up-to-date with <<Agent Name>> ➔

Key Benefits: Brand awareness
Encourages leads



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Safeguarding your business against

fraud



MOTOR INSURANCE



COSTS RISING

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