

PROPERTY



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: Property update

Campaign Category: Property Price Updates



Email 2: Mortgage demands

Campaign Category: Mortgages



Email 3: Benefits of buying a new build

Campaign Category: Sales Tips/Information



Email 4: Do higher temperatures affect house prices?

Campaign Category: Seasonal Sales Tips/Information



Email 5: Tips to increase kerb appeal on a budget

Campaign Category: Sales Tips/Information



Email 6: Pros and cons to downsizing

Campaign Category: Sales Tips/Information



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: 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.

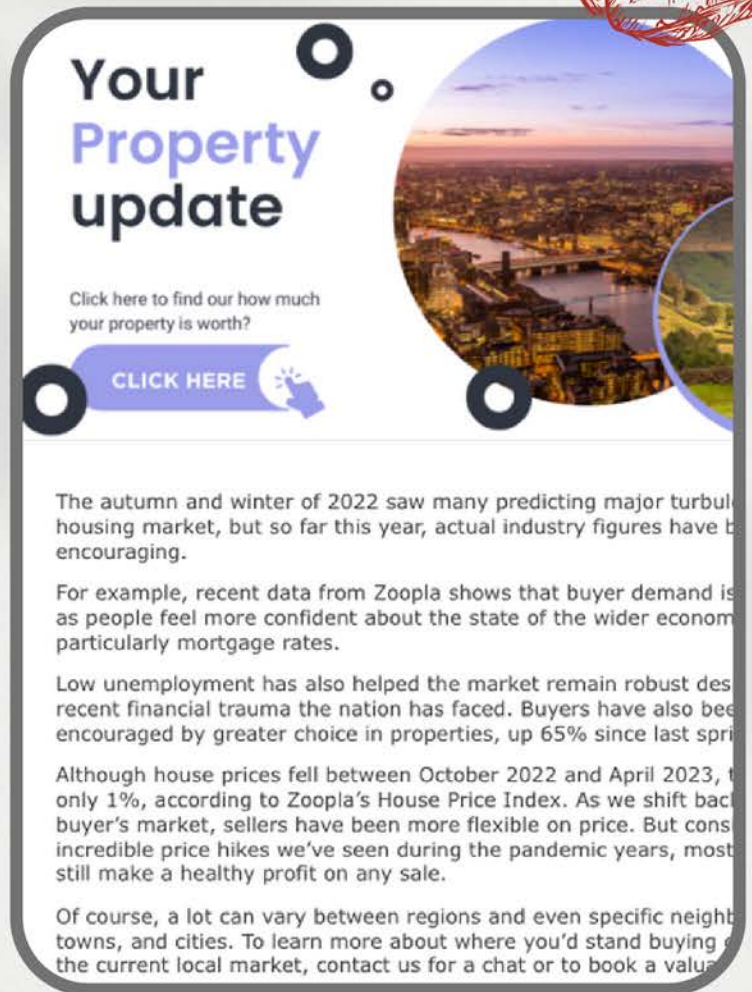
Moving gif included

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.



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



Email 2: Mortgage demands

Campaign Category: Mortgages



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

Various call-to-action buttons including book a valuation link.

Moving gif included

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MORTGAGE APPLICATIONS ARE ON THE UP

CONTACT US

Despite the uncertainty that shook the property market during the autumn of 2022, the first quarter of this year has seen a big spike in mortgage applications made by first-time buyers. According to First Direct, applications across the market have jumped by 36% from January to February.

Even though the figures aren't quite as high as in preceding years, they do show that the housing market is continuing to grow and stabilise, even after rise in interest rates.

Of course, this is encouraging news for sellers, who may have been putting their moving plans on hold. And with buyer demand increasing as we head through spring and towards summer, house prices will likely remain resilient for the time being.

If you're interested in taking advantage of this encouraging trend, just contact us on the details below to chat or book an up-to-date valuation.

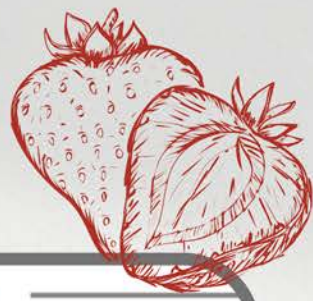
CONTACT US **BOOK A VALUATION**

Campaign Name:	Mortgage Demands on the UP
Category:	Mortgages
Purpose:	Brand awareness / informative campaign
Subject Line:	Mortgage applications are on the up
Teaser Text:	Book a valuation today
Key Benefits:	Informative about the current market and rates Brand awareness Encourages property valuations



Email 3: Benefits of buying a new build

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.

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

Moving gif included

WE'D RECOMMEND:

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

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The benefits of buying a new build

While it's true that older homes often have more character, new builds also come with some distinct advantages.

For starters, an unlive-in home offers a blank canvas you can tailor to your specifications – especially if you can choose the fixtures and fittings before the property is finished. Your developer might even have a furniture package you can purchase.

Unlike older properties, new builds don't require renovating before you move in and are generally easier to maintain. And with modern residences incorporating more energy-efficient materials and technology than ever before, they're often much cheaper to run.

If you're a first-time buyer struggling to get on the ladder, then choosing a new build could make the process easier. This is because new homes are often sold under buying schemes, such as Shared Ownership and Deposit Unlock. And once you've secured your home, you won't have to wait for anyone else to move out, giving you more freedom to make plans.

Ready to explore some of the fantastic new builds near you? Call us today or browse our website to start your search.

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

Campaign Name:	Benefits of buying a new build
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative campaign
Subject Line:	Benefits of buying a new build
Teaser Text:	Ready to explore some new properties near you?
Key Benefits:	Brand awareness Encourages property valuations



Email 4: Do higher temps affect house prices?

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.

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

WE'D RECOMMEND:

Sending this to your landlord's & tenant's database.

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.



Do higher temperatures improve house prices?

It's no surprise that better weather can make a property easier to sell. After all, sunny skies can enhance the appearance of your garden and fill your home with natural light – great for capturing viewers' hearts. And nothing sets the scene like those warm, dusky evening shots you often see in brochures or online listings.



But are higher temperatures linked to stronger house prices? An analysis of Land Registry data conducted by Springbok Properties has found an answer – seasons really do influence how much you can achieve for your property.

If we look at the data, we see that prices dip during the coldest months (January and February), gradually ramping up as we approach July. Autumn then sees prices slide back down. Overall, values rise by around £2000 with each degree on the thermometer, falling by £2800 on average whenever the temperature dips by the same amount.

...social factors such as national holidays and psychological influences

Campaign Name: Do higher temperatures affect house prices?

Category: Seasonal Sales Tips/Information

Purpose: Brand awareness / informative campaign

Subject Line: Do higher temperatures affect house prices? ☀️

Teaser Text: Want to know the value of your property?

Key Benefits: Brand awareness
Encourages rental valuations



Email 5: Tips to increase kerb appeal on a budget

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.

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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Tips for increasing kerb appeal on a budget



Are you hoping to sell your home soon? Then follow these budget-friendly tips to ensure buyers fall in love with it at first sight.

Tidy & repair

A good tidy-up is the easiest way to enhance your property's kerb appeal. Think weeding the driveway, clearing the gutters, chucking away any junk, and rustling up a DIY enclosure. Now is the time to note anything that needs fixing before viewers come around, to



Clean up the exterior

Even the most architecturally impressive house can look drab if the exterior elements, such as walls and enclosing fencing, are dirty. Consider borrowing a pressure washer (if you don't own one already) to ensure your home sparkles under the sun. And don't forget to clean and repaint your

Campaign Name:	Tips to increase kerb appeal on a budget
Category:	Sales Tips/Information
Purpose:	Increase leads / Brand awareness
Subject Line:	Top tips
Teaser Text:	Increase kerb appeal on a budget
Key Benefits:	Brand awareness Encourages property valuations



Email 6: Pros and cons to downsizing

Campaign Category: 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.

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

Moving gif included

WE'D RECOMMEND:

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Campaign Name:	Should you downsize your home?
Category:	Sales Tips/Information
Purpose:	Brand awareness/generate leads campaign
Subject Line:	Looking to downsize
Teaser Text:	Here are some pros and cons
Key Benefits:	Brand awareness Encourages valuations



Tips for increasing kerb appeal on a budget



MORTGAGE APPLICATIONS ARE ON THE UP



The benefits of buying a new build

Your Property update

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



CLICK HERE



Looking to downsize?

Do higher temperatures

improve house prices?



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'. Both sections have radio buttons for 'All the following criteria' (selected) and 'At least one of the following criteria'. Each section contains a table with columns for Field Name, Operator, and Value. The 'INCLUDE' section has one row: Valuation Date, Was During The Previous ? Months, 12. The 'EXCLUDE' section has one row: Date Instructed, Was During The Previous ? Months, 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

Field Name	Operator	Value
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.

