



PROPERTY

May

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: Kings Coronation

Campaign Category: Sales Tips/Information



Email 2: Mortgage Update May

Campaign Category: Mortgages



Email 3: Sales Market Update

Campaign Category: Market Updates



Email 4: Lettings Market Update

Campaign Category: Market Updates



Email 5: Freshen your kitchen on a budget

Campaign Category: Sales Tips/Information



Email 6: Property Investment Checklist

Campaign Category: Lettings Tips/Information



Email 7: First-time buyers

Campaign Category: First-Time Buyers



Email 8: First-time buyers

Campaign Category: Seasonal Sales Tips/Information



2023

MAY

Marketing Planner



SUN	MON	TUE	WED	THU	FRI	SAT
	1 Send Email 1	2 Post on social Email 1	3	4	5	6
7	8	9 Send Email 2 Post on social Email 2	10 Send Email 3 Post on social Email 3	11 Send Email 4 Post on social Email 4	12	13
14	15	16 Send Email 5	17 Post on social Email 5	18 Send Email 6	19 Post on social Email 6	20
21	22	23	24 Send Email 7	25 Post on social Email 7	26	27
28	29	30 Send Email 8	31 Post on social Email 8			

TO DO LIST



Email 1 - to send around 1st May

Title: Kings Coronation

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.

For social posts see page 12



Campaign Name:

Get your home ready for the big weekend!

Category:

Sales Tips/Information

Purpose:

Brand awareness campaign

Subject Line:

Crafty tips to decorate your home

Teaser Text:

Celebrate in style

Key Benefits:

Brand awareness
Encourages valuations



Email 2 - to send around 9th May

Title: Your Mortgage Update

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

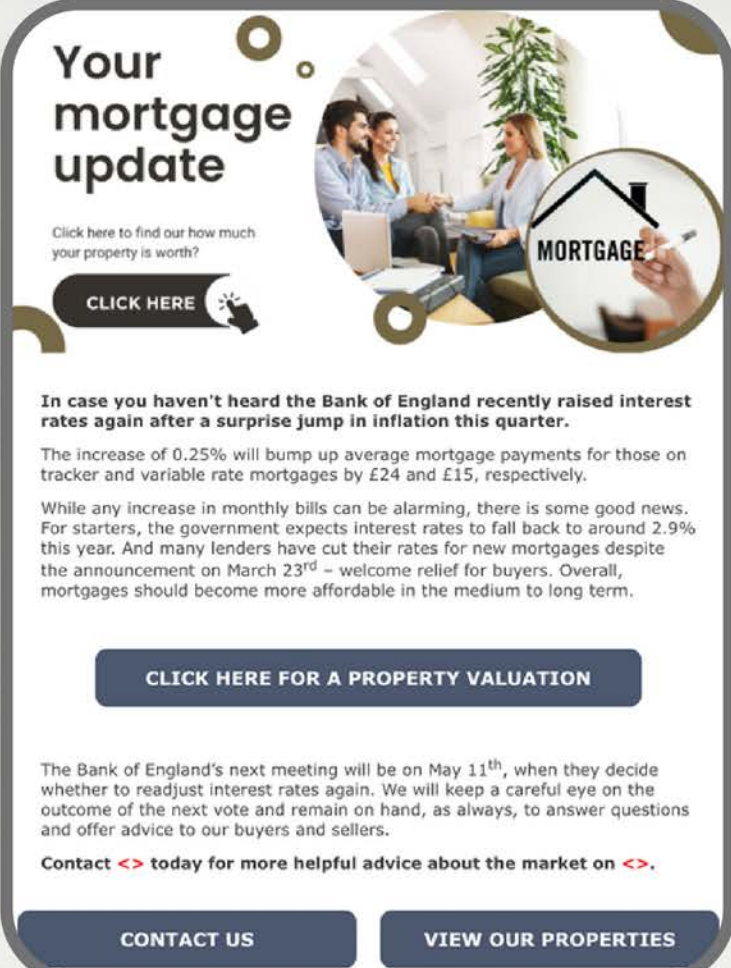
Various call-to-action buttons including book a valuation link.

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.

For social posts see page 12



Your mortgage update

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

CLICK HERE

In case you haven't heard the Bank of England recently raised interest rates again after a surprise jump in inflation this quarter.

The increase of 0.25% will bump up average mortgage payments for those on tracker and variable rate mortgages by £24 and £15, respectively.

While any increase in monthly bills can be alarming, there is some good news. For starters, the government expects interest rates to fall back to around 2.9% this year. And many lenders have cut their rates for new mortgages despite the announcement on March 23rd – welcome relief for buyers. Overall, mortgages should become more affordable in the medium to long term.

CLICK HERE FOR A PROPERTY VALUATION

The Bank of England's next meeting will be on May 11th, when they decide whether to readjust interest rates again. We will keep a careful eye on the outcome of the next vote and remain on hand, as always, to answer questions and offer advice to our buyers and sellers.

Contact <> today for more helpful advice about the market on <>.

CONTACT US **VIEW OUR PROPERTIES**

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



Email 3 - to send around 10th May

Title: Your Sales Market Update

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

Various call-to-action buttons.

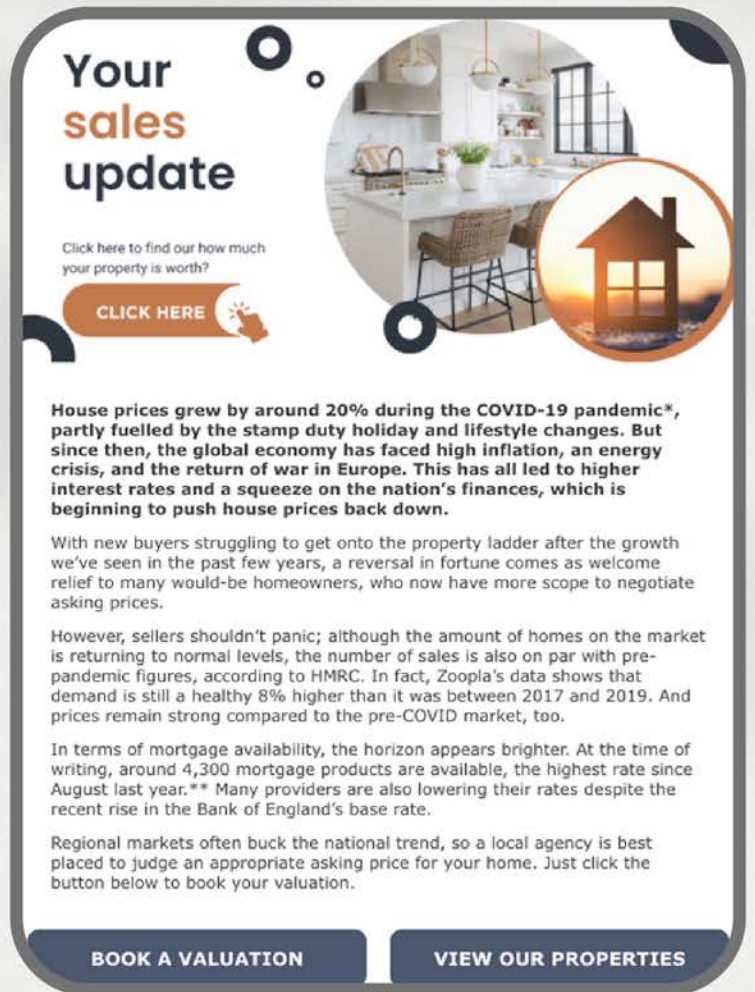
Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:

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

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.

For social posts see page 12



Your sales update

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

[CLICK HERE](#)

House prices grew by around 20% during the COVID-19 pandemic*, partly fuelled by the stamp duty holiday and lifestyle changes. But since then, the global economy has faced high inflation, an energy crisis, and the return of war in Europe. This has all led to higher interest rates and a squeeze on the nation's finances, which is beginning to push house prices back down.

With new buyers struggling to get onto the property ladder after the growth we've seen in the past few years, a reversal in fortune comes as welcome relief to many would-be homeowners, who now have more scope to negotiate asking prices.

However, sellers shouldn't panic; although the amount of homes on the market is returning to normal levels, the number of sales is also on par with pre-pandemic figures, according to HMRC. In fact, Zoopla's data shows that demand is still a healthy 8% higher than it was between 2017 and 2019. And prices remain strong compared to the pre-COVID market, too.

In terms of mortgage availability, the horizon appears brighter. At the time of writing, around 4,300 mortgage products are available, the highest rate since August last year.** Many providers are also lowering their rates despite the recent rise in the Bank of England's base rate.

Regional markets often buck the national trend, so a local agency is best placed to judge an appropriate asking price for your home. Just click the button below to book your valuation.

[BOOK A VALUATION](#) [VIEW OUR PROPERTIES](#)

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



Email 4 - to send around 11th May

Title: Your Lettings Market Update

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.

For social posts see page 12

Your lettings update

Click here to view our latest lettings properties

[CLICK HERE](#)

Global company Jones Lang LaSalle (JLL) recently predicted that average rents will increase by 6% by the year's end. This is good news for landlords, especially those grappling with higher repayments on their buy-to-let mortgages. Those looking at financing a new property will also be happy to know that product choice is on the up.*

And although the South East and North East have seen rents dip slightly for the higher end of the market over the last year, tenants are still seeking out more affordable properties, such as flats and homes with good EPC ratings, which are cheaper to run, according to research consultancy Dataloft.

Properties in urban areas are also gaining popularity as the pandemic begins to fade into the distance, pushing prices higher. A recent report by Fine & Country showed that, overall, rents for prime market homes are growing by £13.6% annually, with the UK average up by 9.9%.**

Interested in taking advantage of the current uptick in rental yields? Then contact our friendly team today by clicking below.

[CONTACT US](#) [VIEW OUR PROPERTIES](#)

Looking to rent?
Click here to view our property portfolio

[CLICK HERE](#)

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



Email 5 - to send around 16th May

Title: Freshen up your kitchen on a budget

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

Various call-to-action buttons.

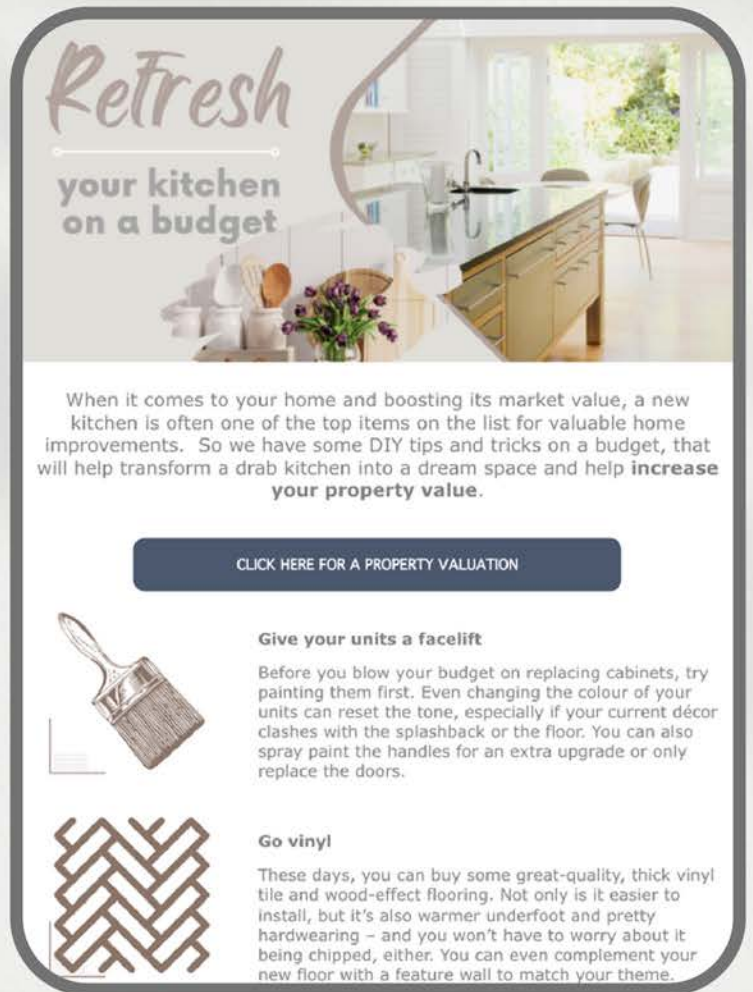
Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:

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

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.

For social posts see page 12



Refresh
your kitchen on a budget

When it comes to your home and boosting its market value, a new kitchen is often one of the top items on the list for valuable home improvements. So we have some DIY tips and tricks on a budget, that will help transform a drab kitchen into a dream space and help **increase your property value**.

[CLICK HERE FOR A PROPERTY VALUATION](#)

Give your units a facelift
Before you blow your budget on replacing cabinets, try painting them first. Even changing the colour of your units can reset the tone, especially if your current décor clashes with the splashback or the floor. You can also spray paint the handles for an extra upgrade or only replace the doors.

Go vinyl
These days, you can buy some great-quality, thick vinyl tile and wood-effect flooring. Not only is it easier to install, but it's also warmer underfoot and pretty hardwearing – and you won't have to worry about it being chipped, either. You can even complement your new floor with a feature wall to match your theme.

Campaign Name:	Freshen up your kitchen on a budget
Category:	Sales Tips/Information
Purpose:	Increase leads / Brand awareness
Subject Line:	Refreshing your kitchen on a budget
Teaser Text:	Increase the property value
Key Benefits:	Brand awareness Encourages property valuations



Email 6 - to send around 18th May

Title: Property Investment Checklist

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.

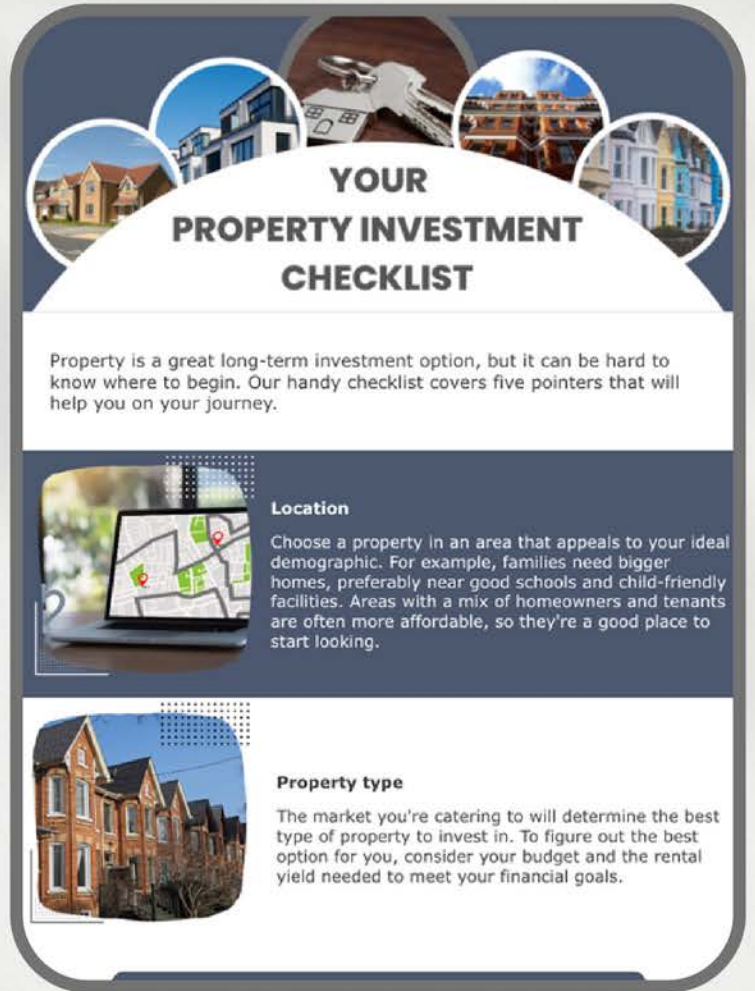
Moving gif included

WE'D RECOMMEND:

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.

For social posts see page 12



Campaign Name:	Property Investment Checklist
Category:	Lettings Tips/Information
Purpose:	Brand awareness/generate leads campaign
Subject Line:	Your checklist ✓
Teaser Text:	To help you on your investment journey
Key Benefits:	Checklist of Property Investing Brand awareness Encourages valuations



Email 7 - to send around 24th May

Title: First Time Buyers

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.

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.

For social posts see page 12




How can first-time buyers choose the right home for them?

Investing in your first home can be daunting, especially after you've spent so long saving for this moment. To make the right choice, it's important to first decide on your reasons for homeownership. **Are you ready for such a huge financial commitment?**

[CLICK HERE TO VIEW OUR PROPERTY PORTFOLIO](#)

If the answer is a resounding 'yes!', it's time to write down a list of fundamental requirements. How many bedrooms do you actually need? Do you work from home? Is proximity to transport links, good schools, or vibrant nightlife a priority for you?

Answering these questions will determine the price range you should consider and the area where you want to settle. For example, being close to beautiful parks and amenities may mean you have to compromise on the number of bedrooms or reception rooms to find somewhere within budget.



Campaign Name:	First Time Buyers
Category:	First Time Buyers
Purpose:	Brand awareness / generate leads campaign
Subject Line:	First-time buyers
Teaser Text:	How to find the right home for you
Key Benefits:	Helpful advice on how to find the right home Brand awareness Encourages valuations



Email 8 - to send around 30th May

Title: Summer Garden Maintenance

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.

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.

For social posts see page 12



Campaign Name:	Summer garden maintenance
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / generate leads campaign
Subject Line:	Make your property stand out
Teaser Text:	With our Summer garden maintenance tips
Key Benefits:	Advice on helping your property stand out Brand awareness Encourages valuations





Celebrate

6th May

Get your home ready for the big weekend!

KING'S CORONATION



Refresh

your kitchen on a budget




How can first-time buyers choose the right home for them?

Your sales update




Your lettings update




Your mortgage update





YOUR PROPERTY INVESTMENT

CHECKLIST



Keep your garden in tip-top shape this summer




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' window with two tabs: 'Simple Filter' (selected) and 'Advanced Filter'. The 'Name' field contains 'Val not instructed (12 mths)'. The 'Category' is set to 'None'. There is a '+ Inclusive filtering' button. Below, there are 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'. The 'INCLUDE' section has one criterion: 'Valuation Date' with operator 'Was During The Previous ? Months' and value '12'. The 'EXCLUDE' section has one criterion: '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'.

*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.

