

INSURANCE

# November

## 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: A young professional's guide to essential insurance**

Campaign Category: Insurance



## **Email 2: Going on holiday? Is your home insured?**

Campaign Category: Insurance



## **Email 3: How to manage a fleet of vehicles**

Campaign Category: Insurance



## **Email 4: Protecting your home as winter approaches**

Campaign Category: Insurance



## **Email 5: Rainproof your UK holiday**

Campaign Category: Insurance



## **Email 6: What is Fine Art Insurance?**

Campaign Category: Insurance

2023

November

Notes

# Marketing Planner

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				

to do

- ☐ Send email 1
- ☐ Schedule social post 1
- ☐ Send email 2
- ☐ Schedule social post 2
- ☐ Send email 3
- ☐ Schedule social post 3
- ☐
- ☐
- ☐
- ☐

- ☐ Send email 4
- ☐ Schedule social post 4
- ☐
- ☐ Send email 5
- ☐ Schedule social post 5
- ☐ Send email 6
- ☐ Schedule social post 6
- ☐
- ☐
- ☐



# Email 1: A young professional's guide to essential 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](mailto:support@briefyourmarket.co.uk).



### Campaign Name:

A young professional's guide to essential insurance

### Category:

Insurance

### Purpose:

Brand awareness / informative campaign

### Subject Line:

Here is your guide to essential insurance

### Teaser Text:

Are you a young professional?

### Key Benefits:

Informative  
Brand awareness  
Encourages leads

## Email 2: Going on holiday? Is your home insured?

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](mailto:support@briefyourmarket.co.uk).



Campaign Name:	Going on holiday? Is your home insured?
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Going on holiday?
Teaser Text:	Is your home insured?
Key Benefits:	Informative Brand awareness Encourages leads



# Email 3: How to manage a fleet of vehicles

## 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](mailto:support@briefyourmarket.co.uk).



Campaign Name:	How to manage a fleet of vehicles
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	How to manage a fleet of vehicles
Teaser Text:	How to streamline the process
Key Benefits:	Brand awareness Encourages leads

## Email 4: Protecting your home as winter approaches

### 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](mailto:support@briefyourmarket.co.uk).



Campaign Name:	Protecting your home as winter approaches
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Protecting your home as winter approaches
Teaser Text:	with our handy checklist...
Key Benefits:	Brand awareness Encourages leads



# Email 5: Rainproof your UK holiday

## 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](mailto:support@briefyourmarket.co.uk).



Campaign Name:	Rainproof your UK holiday
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Rainproof your UK holiday
Teaser Text:	Look to switch to <<NAME>>
Key Benefits:	Informative Brand awareness Encourages leads



# Email 6: What is Fine Art Insurance?

## Campaign Category: Insurance

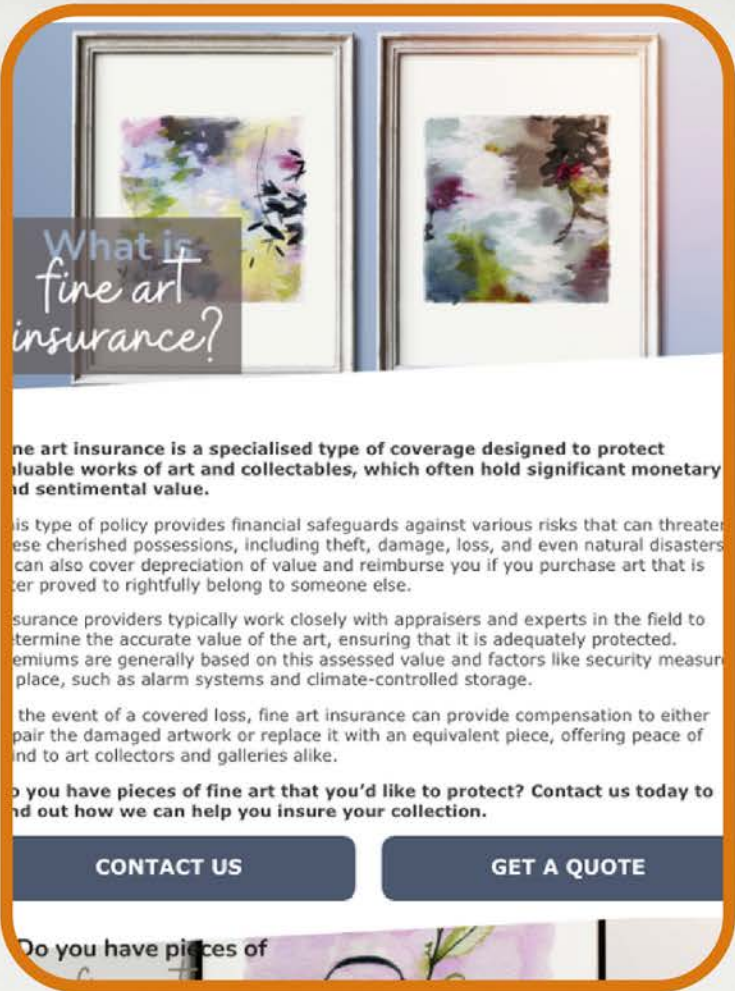
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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

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

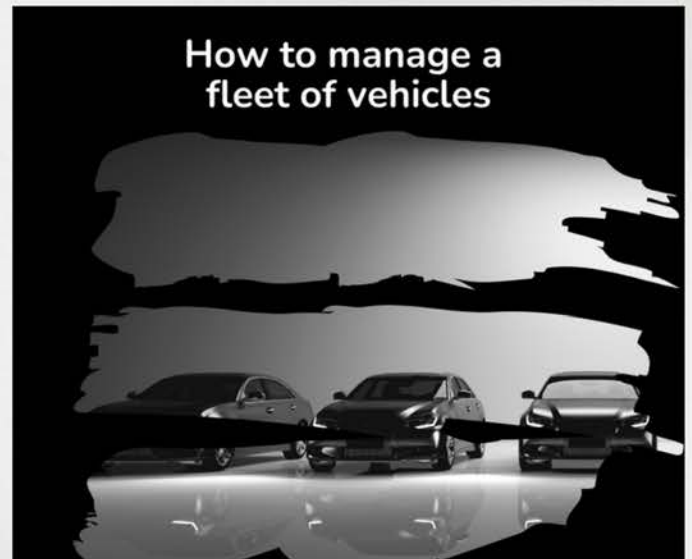
**WE'D RECOMMEND:**  
Sending this to your entire database including archived data to reach a wider audience.

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



Campaign Name:	What is Fine Art Insurance?
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	What is Fine Art Insurance?
Teaser Text:	Insure your collection with <<NAME>>
Key Benefits:	Informative Brand awareness Encourages leads

# Social Media Marketing





# Useful Hashtags



## Top 10 Property Hashtags

#properties  
#realestate  
#property  
#landlord  
#tenant  
#buyer  
#vendor  
#lettings  
#tolet  
#forlet  
#let  
#sold  
#ssstc  
#estateagent  
#realtor  
#forsale  
#investment  
#realestateagent  
#househunting  
#home  
#newhome  
#november

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#covid  
#homeinsurance  
#november  
#winterinsurance  
#covered