

PROPERTY

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: Creative dining room decor tips

Campaign Category: Sales Tips/Information



Email 2: Fast ways to declutter your home

Campaign Category: Sales Tips/Information



Email 3: Get your home winter-ready

Campaign Category: Seasonal Sales Tips/Information



Email 4: How to attract buyers during the winter

Campaign Category: Seasonal Sales Tips/Information



Email 5: Simple ways to tackle condensation before it causes damage

Campaign Category: Sales Tips/Information



Email 6: Tenants, your moving checklist

Campaign Category: Lettings Tips/Information



Email 7: What do buyers value most in a property?

Campaign Category: Sales Tips/Information



Email 8: What landlords look for in a tenant

Campaign Category: Lettings Tips/Information

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		Send email 7		
		Send email 8				

to do

- | | |
|---|---|
| <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"/> Send email 7 |
| <input type="checkbox"/> Schedule social post 3 | <input type="checkbox"/> Schedule social post 7 |
| <input type="checkbox"/> Send email 4 | <input type="checkbox"/> Send email 8 |
| <input type="checkbox"/> Schedule social post 4 | <input type="checkbox"/> Schedule social post 8 |

Email 1: Creative dining room decor tips

Campaign Category: Sales Tips/Information

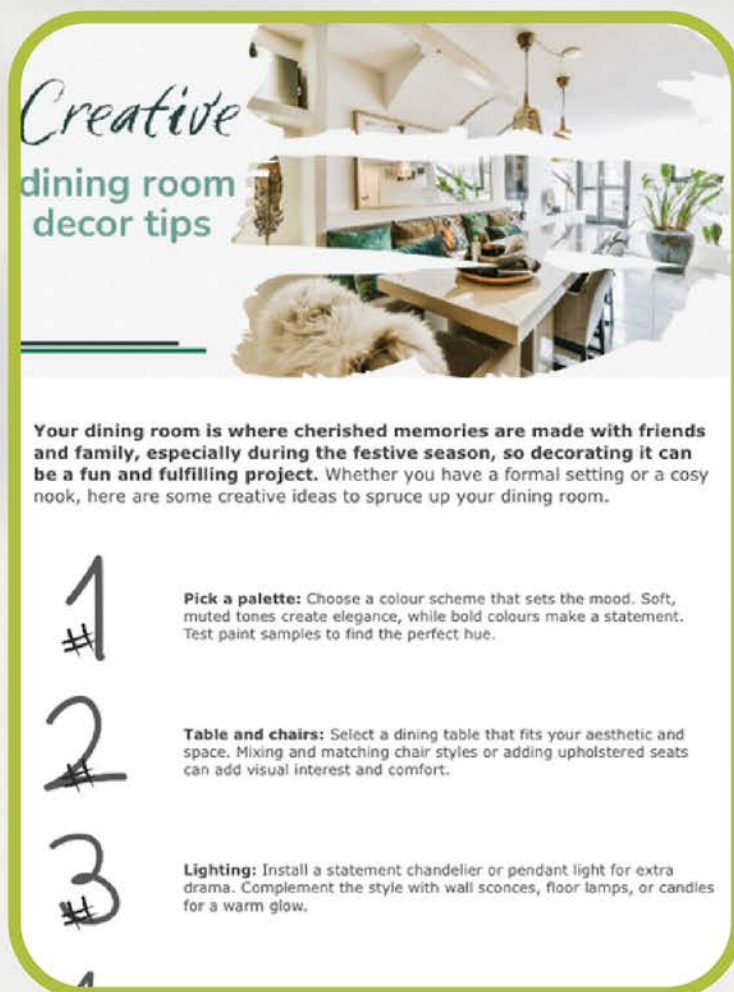
The campaign's call-to-action buttons and backgrounds will automatically populate to your brand's colours.

Various call-to-action buttons 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.



Campaign Name:	Creative dining room decor tips
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative campaign
Subject Line:	Creative dining room decor tips...
Teaser Text:	...this November 🎄🏠
Key Benefits:	Informative about the current market Brand awareness Encourages property valuations

Email 2: Fast ways to declutter your home

Campaign Category: Sales Tips/Information

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

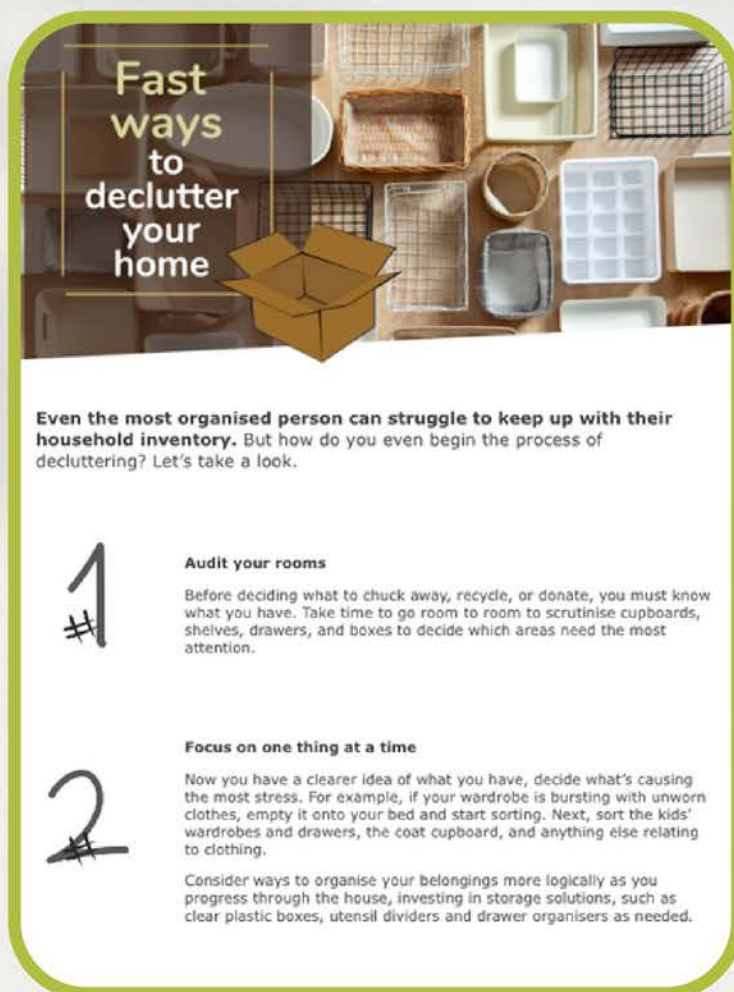
Various call-to-action buttons including contact us and book a quote link.

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.



Campaign Name:

Fast ways to declutter your home

Category:

Sales Tips/Information

Purpose:

Brand awareness / informative campaign

Subject Line:

Do you know where to start?

Teaser Text:

Fast ways to declutter your home...🏠

Key Benefits:

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

Email 3: Get your home winter-ready

Campaign Category: Seasonal Sales Tips/Information

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

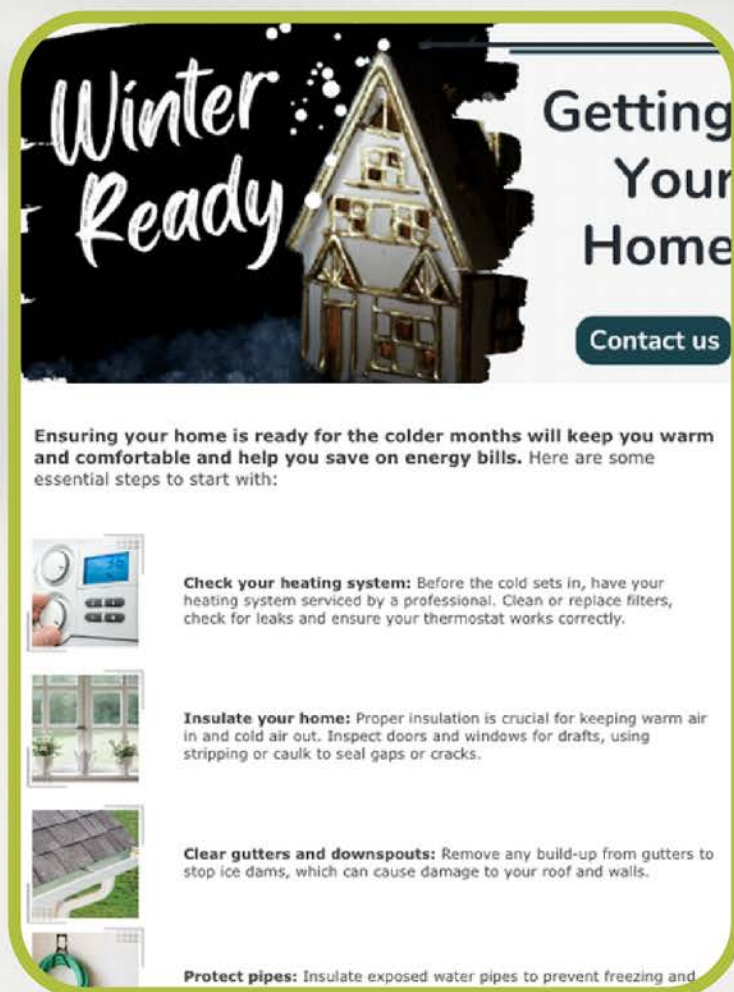
Various call-to-action buttons including contact us and book a quote link.

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.



Campaign Name:

Get your home winter-ready

Category:

Seasonal Sales Tips/Information

Purpose:

Brand awareness / informative campaign

Subject Line:

Help save on energy bills...

Teaser Text:

Get your home winter-ready

Key Benefits:

Brand awareness
Encourages property valuations

Email 4: How to attract buyers during the winter

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 including contact us and book a quote link.

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

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How to attract buyers during the winter

Selling your home during the winter months may seem daunting, with the cold weather and shorter days potentially deterring buyers. However, with the right strategies, your property can shine even under duller skies. Here are some tips to help:



Kerb appeal matters: The first impression is crucial, so ensure your home's exterior looks inviting. Clear snow and ice from the front garden, and consider well-placed outdoor lighting for a welcoming atmosphere.



Keep it cosy: When potential buyers step inside, they should immediately feel comfortable. Keep your home well-heated, and light the fire or wood burner if you have one. Warm lighting and soft throws can also create an ambience.



Highlight winter amenities: If you have a well-insulated and energy-efficient property, promote it as a cosy, low-cost retreat from the cold. Mention any winter-friendly amenities like a heated garage, a hot tub, or a spacious boot room for storing winter gear.

Campaign Name:	How to attract buyers during the winter
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / informative campaign
Subject Line:	How to attract those buyers during the winter
Teaser Text:	Let your house shine even under duller skies
Key Benefits:	Brand awareness Encourages property valuations

Email 5: Ways to tackle condensation before it causes damage

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.



Campaign Name:	Simple ways to tackle condensation before it causes damage
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative campaign
Subject Line:	Ways to tackle condensation
Teaser Text:	Act before it causes damage 🏠
Key Benefits:	Brand awareness Encourages property valuations

Email 6: Tenants, your moving checklist

Campaign Category: Lettings 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.

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Tenants:

Your moving-out checklist

Moving home is an exciting time, and it's easy to forget about the details in the chaos. However, there are a few steps all tenants should take to protect their deposit and help secure a good reference down the line.

So, before you leave your rental in the rear-view mirror, check these off your list:

-  **Pay off outstanding bills** such as any remaining rent, to ensure you receive your deposit after the move.
-  **Inform suppliers** like your energy and internet providers so they can issue a final bill and connect your new home for your moving day – and don't forget to take meter readings the day you leave. You can also inform the Post Office of your new address so they can forward your post.
-  **Deep clean** your rental to the level stipulated in your tenancy agreement. For example, it may state that carpets must be professionally cleaned.

Campaign Name:	Tenants, your moving checklist
Category:	Lettings Tips / Information
Purpose:	Brand awareness / informative campaign
Subject Line:	Tenants, your moving checklist is here
Teaser Text:	Make sure you up-to-date with <<AGENT NAME>>
Key Benefits:	Brand awareness Encourages rental valuations

Email 7: What do buyers value most in a property?

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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For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.

What do buyers *value* most in a property?

If you're thinking of selling up, understanding buyer preferences and trends can help you best present your home for a fast sale. According to recent research conducted by numerous estate agencies, buyers in 2023 are particularly interested in:



Off-road parking. This is especially important for families with multiple cars. Garages also appeal because they offer extra parking space and can be repurposed as a home office or gym.

Spacious gardens are still enjoying a post-pandemic boom in popularity.



Campaign Name:

What do buyers value most in a property?

Category:

Sales Tips/Information

Purpose:

Brand awareness / informative campaign

Subject Line:

What do buyers value most in a property? 🏠

Teaser Text:

We can help you best present your home for a fast sale

Key Benefits:

Brand awareness
Encourages valuations

Email 8: What landlords look for in a tenant

Campaign Category: Lettings Tips/Information

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

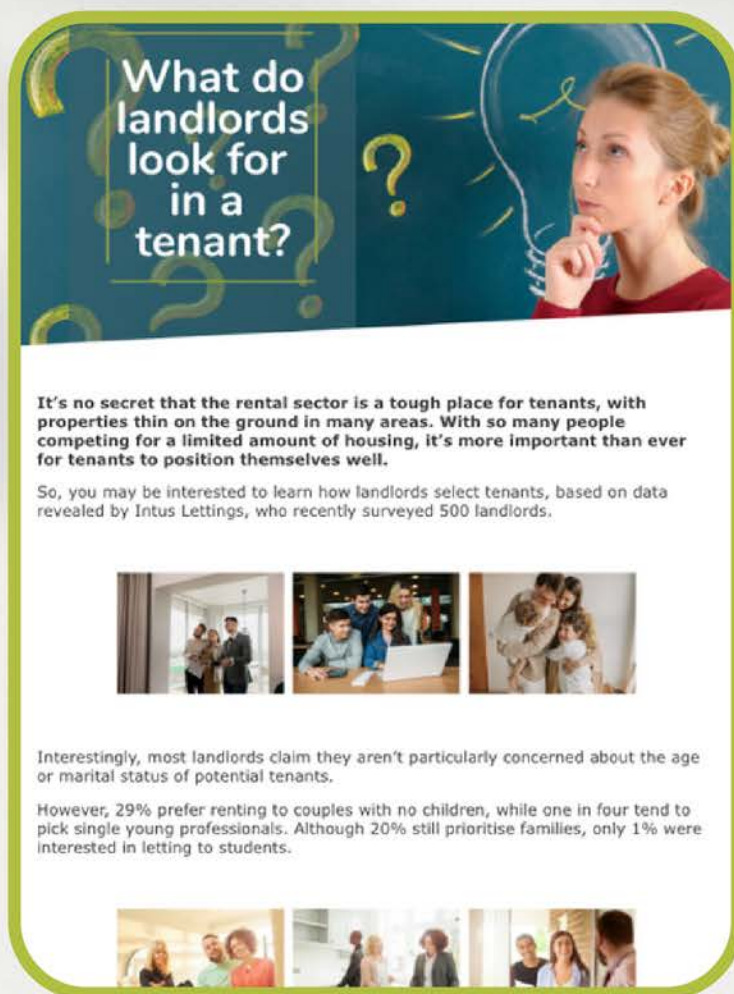
Various call-to-action buttons including contact us and book a quote link.

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WE'D RECOMMEND:

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For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



Campaign Name:	What landlords look for in a tenant
Category:	Lettings Tips/Information
Purpose:	Brand awareness / informative campaign
Subject Line:	Tenants...position yourself well with this useful read 🏠
Teaser Text:	We know what landlords look for in a tenant...
Key Benefits:	Informative Brand awareness Encourages rental valuations

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

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 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 blue '+' button and the text 'Inclusive filtering'. Below this, 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'. Each section contains a table with three columns: 'Field Name', 'Operator', and 'Value'. In the 'INCLUDE' section, the table has one row: 'Valuation Date', 'Was During The Previous ? Months', and '12'. In the 'EXCLUDE' section, the table has one row: 'Date Instructed', 'Was During The Previous ? Months', and '12'. Both sections have a blue '+' button and the text 'Add new expression...'. At the bottom, there are four buttons: '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.