

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

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				

Notes

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 |
| <input type="checkbox"/> | <input type="checkbox"/> |

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.

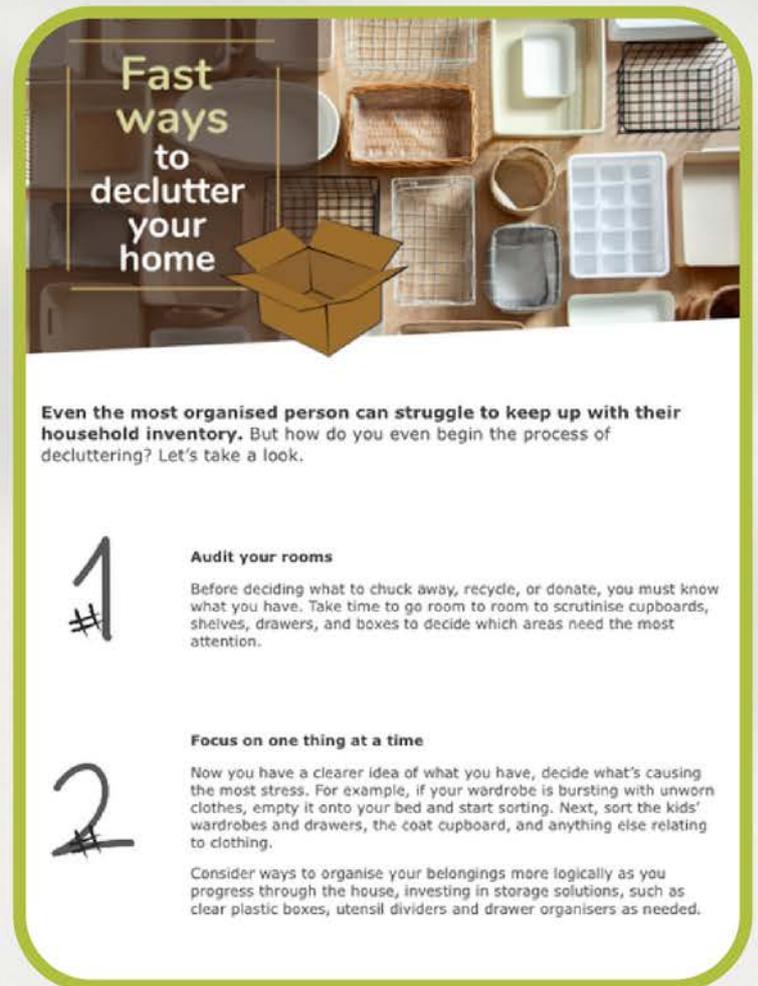
Various call-to-action buttons including contact us and book a quote link.

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.

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Winter Ready

Getting Your Home

Contact us

Ensuring your home is ready for the colder months will keep you warm and comfortable and help you save on energy bills. Here are some essential steps to start with:

- **Check your heating system:** Before the cold sets in, have your heating system serviced by a professional. Clean or replace filters, check for leaks and ensure your thermostat works correctly.
- **Insulate your home:** Proper insulation is crucial for keeping warm air in and cold air out. Inspect doors and windows for drafts, using stripping or caulk to seal gaps or cracks.
- **Clear gutters and downspouts:** Remove any build-up from gutters to stop ice dams, which can cause damage to your roof and walls.
- **Protect pipes:** Insulate exposed water pipes to prevent freezing and

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.

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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:

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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.

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Tenants:

Your moving-out che

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.

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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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What do landlords look for in a tenant?

It's no secret that the rental sector is a tough place for tenants, with properties thin on the ground in many areas. With so many people competing for a limited amount of housing, it's more important than ever for tenants to position themselves well.

So, you may be interested to learn how landlords select tenants, based on data revealed by Intus Lettings, who recently surveyed 500 landlords.



Interestingly, most landlords claim they aren't particularly concerned about the age or marital status of potential tenants.

However, 29% prefer renting to couples with no children, while one in four tend to pick single young professionals. Although 20% still prioritise families, only 1% were interested in letting to students.



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
#sstc
#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 '+ Inclusive filtering' button. The 'INCLUDE contacts that match' section has 'All the following criteria' selected. It contains one rule: 'Valuation Date' with operator 'Was During The Previous ? Months' and value '12'. Below this is an 'Add new expression...' button. The 'But EXCLUDE contacts that match' section also has 'All the following criteria' selected. It contains one rule: 'Date Instructed' with operator 'Was During The Previous ? Months' and value '12'. Below this is another 'Add new expression...' button. 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.