

PROPERTY

# October

## 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: Is autumn a good time to start selling?**

Campaign Category: Seasonal Sales Tips/Information



## **Email 2: What to consider before buying a home in a new area**

Campaign Category: Sales Tips/Information



## **Email 3: End of Tenancy cleaning tips**

Campaign Category: Lettings Tips/Information



## **Email 4: How much deposit do I need?**

Campaign Category: Sales Tips/Information



## **Email 5: Home staging tips for the autumn**

Campaign Category: Seasonal Sales Tips/Information



## **Email 6: Millions of super-cheap mortgages set to expire**

Campaign Category: Mortgages



## **Email 7: How to move in time for Christmas**

Campaign Category: Sales & Lettings Tips/Information



## **Email 8: Rental market faces new challenges**

Campaign Category: Lettings Tips/Information

2023  
October

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

☐ 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

☐ Send email 7  
☐ Schedule social post 7

☐ Send email 8  
☐ Schedule social post 8



# Email 1: Is autumn a good time to start selling?

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



<b>Campaign Name:</b>	Is autumn a good time to start selling?
<b>Category:</b>	Seasonal Sales Tips and Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Is autumn a good time to start selling? 🍂🏠
<b>Teaser Text:</b>	House hunters are out with force
<b>Key Benefits:</b>	Informative about the current market Brand awareness Encourages property valuations



## Email 2: What to consider before buying in a new area

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



**Campaign Name:**

What to consider before buying a home

**Category:**

Sales Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Looking at a new area?

**Teaser Text:**

things to consider when buying a home...🏠

**Key Benefits:**

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



## Email 3: End of Tenancy cleaning tips

### 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.

#### 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:

End of Tenancy cleaning tips

#### Category:

Lettings Tips/Information

#### Purpose:

Brand awareness / informative campaign

#### Subject Line:

Read our valuable tips...

#### Teaser Text:

to streamline your end-of-tenancy cleaning process

#### Key Benefits:

Brand awareness  
Encourages property valuations



## Email 4: How much deposit do I need?

### 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.


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**First-time buyers  
how much  
deposit do  
I need?**

**Saving a deposit is the first hurdle any new buyer faces. As a general rule of thumb, most lenders expect you to have enough to cover 10% of a property's value.**

However, with house prices skyrocketing in recent years, you might need a higher deposit to meet the affordability criteria for a mortgage – after all, you can only borrow around 4.5 times your annual income.



**"Approaching a lender with a large deposit will help you access the best deals"**

First-time buyers will now also have to factor in higher interest rates when applying for a mortgage. Approaching a lender with a large deposit will help you access the best deals, lowering your monthly repayments in the long run.

<b>Campaign Name:</b>	How much deposit do I need?
<b>Category:</b>	Sales Tips/Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Our you a first-time buyer?
<b>Teaser Text:</b>	Do you know how much deposit you need?
<b>Key Benefits:</b>	Brand awareness Encourages property valuations



# Email 5: Home staging tips for the autumn

## 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:

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### Home staging tips for the autumn

A graphic showing autumn-themed home staging tips. It features pumpkins, a lit candle, a stack of books, and a cozy blanket with autumn leaves.


Once the summer holidays are over and the kids are back at school, we often see a surge in buyers and tenants recommitting to the hunt for their ideal home.

However, with the market gradually cooling on the approach to Christmas, the sooner you get your property market-ready to sell or secure a tenant, the better. With that in mind, here are our top tips for staging your home for success.

A small image showing a white arched garden gate decorated with autumn leaves and a lantern.


#### Ensure a great first impression

Your property's exterior is the first thing viewers will see, so clear the driveway, spruce up the hedges, and consider a new lick of paint to refresh the frontage. The hallway links outside and inside, so it also should be clutter-free and inviting.

A small image showing a modern living room with a grey sofa, a coffee table, and a vase of autumn flowers.

#### Get the interior ship shape

Now that the summer chaos is behind us, concentrate on deep-cleaning carpets, refreshing paintwork, and tidying and simplifying every room. Oh, and don't forget those pesky autumnal cobwebs!

A small image showing a window with sheer curtains and a warm light source.

#### Maximise light & warmth

Campaign Name:	Home staging tips for the autumn
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / informative campaign
Subject Line:	Tops tips for staging your home for success 🏠
Teaser Text:	with <<AGENT NAME>>
Key Benefits:	Brand awareness Encourages property valuations



## Email 6: Millions of super-cheap mortgages set to expire

### Campaign Category: Mortgages

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.

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**Millions of super-cheap mortgages expire in 2026**

While it feels like a distant dream now, you may remember the historically low interest rates homebuyers enjoyed in 2021. Millions signed up for five-year fixed-term deals, due to expire in 2026.

According to a recent Bank of England forecast, about 500,000 households will have to swallow an increase of £500-749 a month when renewing. Although a lot can change over the next three years, experts are advising homeowners to be prepared by calculating how much more they might have to pay based on current interest rates.

Once you have an idea of the increase, you have time to assess your income and outgoings and see how easily you can adapt your lifestyle to cope.

**"About 500,000 households will have to swallow an increase of £500-749 a month when renewing"**

In addition, it may make sense to overpay your mortgage as much as possible without incurring a penalty (usually 10% of the value annually) to reduce the impact when your deal ends.

Alternatively, you could increase your monthly repayments now if you can't pay a lump sum instead of leaving savings in accounts with a low return to use for later repayments.

If neither option suits you, some experts recommend temporarily switching to an interest-only deal or extending your mortgage term. However, we'd always advise speaking to an independent financial advisor before making any major decision.

**If your repayments are still looking unmanageable, downsizing to reduce your**

<b>Campaign Name:</b>	Millions of super-cheap mortgages set to expire
<b>Category:</b>	Mortgages
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Mortgages set to expire in 2024
<b>Teaser Text:</b>	Are you one of them? 🏠
<b>Key Benefits:</b>	Brand awareness Encourages rental valuations



## Email 7: How to move in time for Christmas

Campaign Category: Sales & 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.

### 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 move in time for Christmas

**Category:**

Sales & Lettings Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

How to move in time for Christmas 🏠🎄

**Teaser Text:**

Now is the time to prepare

**Key Benefits:**

Brand awareness  
Encourages valuations



## Email 8: Rental market faces new challenges

### 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.

#### WE'D RECOMMEND:

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The preview shows a modern apartment interior on the left. On the right, the headline 'Rental market faces new challenges' is displayed in a mix of bold black and orange fonts. Below the headline is an orange 'Contact us' button. A text block states: 'Between January 2020 and June 2023, the number of tenancies requiring a guarantor has risen by 58%, according to an analysis by Goodlord, a letting agent platform. This is based on renters earning between £25,000 to £49,999 a year; however, even those making closer to £75K have to provide guarantors more frequently than they once did.' Below this, there are two images: one of a magnifying glass over a bar chart labeled 'INTEREST RATES', and another of a blue button labeled 'Insurance' with a white umbrella icon. To the right of the 'Insurance' image, text explains that both tenants and landlords are lobbying the government for more support, and that many landlords are taking out rental insurance for security.

**Rental market faces new challenges**

[Contact us](#)

Between January 2020 and June 2023, the number of tenancies requiring a guarantor has risen by 58%, according to an analysis by Goodlord, a letting agent platform. This is based on renters earning between £25,000 to £49,999 a year; however, even those making closer to £75K have to provide guarantors more frequently than they once did.

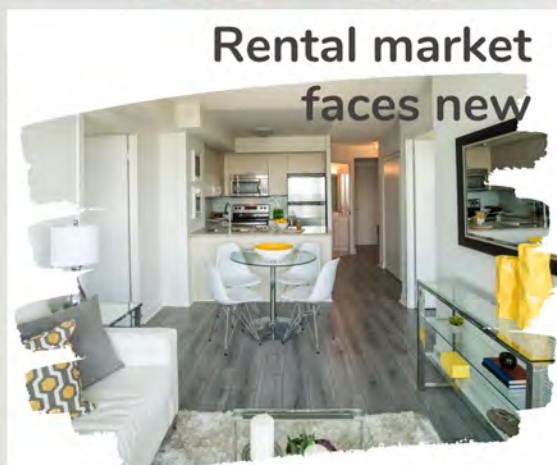
Despite the income insecurity caused by the pandemic having largely resolved, the figures have continued to worsen due to higher rental prices and rising inflation squeezing affordability. Landlords are also facing increasing pressure to pay back mortgages with steep interest rates, so taking on new tenants is even more risky than before.

Both tenants and landlords are lobbying the government to provide more support for the rental sector to take pressure off the market. For now, many landlords are choosing to take out rental insurance to bolster their security, while prospective tenants are being urged to speak to possible guarantors in advance to better their chances.

<b>Campaign Name:</b>	The rental market faces new challenges
<b>Category:</b>	Lettings Tips/Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	The rental market faces new challenges 🏠
<b>Teaser Text:</b>	Learn more with <<AGENT NAME>>
<b>Key Benefits:</b>	Informative Brand awareness Encourages valuations



# Social Media Marketing





# Useful Hashtags



## Top 10 Property Hashtags

#properties  
#realestate  
#property  
#lettings  
#tolet  
#forlet  
#let  
#sold  
#ssstc  
#estateagent  
#realtor  
#forsale  
#investment  
#realestateagent  
#househunting  
#home  
#newhome  
#october

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#covid  
#homeinsurance  
#october



# 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).** \*

**Build your filter\*** Simple Filter Advanced Filter

Name\*

Category  + Inclusive filtering ?

INCLUDE contacts that match

☒ All the following criteria  
☐ At least one of the following criteria

Field Name	Operator	Value
<span>+</span> <span>✗</span> Valuation Date	Was During The Previous ? Months	12
<span>+</span> Add new expression...		

But EXCLUDE contacts that match

☒ All the following criteria  
☐ At least one of the following criteria

Field Name	Operator	Value
<span>+</span> <span>✗</span> Date Instructed	Was During The Previous ? Months	12
<span>+</span> Add new expression...		

Create copy Save Save and close 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.