

An artistic composition featuring several tulips in shades of yellow and white, scattered across a light blue, textured background with visible cracks. The tulips are in various stages of bloom, with some fully open and others partially closed. The lighting is soft, highlighting the delicate texture of the petals.

INSURANCE

April

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: 3 ways to get your car in ship-shape for Spring

Campaign Category: Insurance

Email 2: A quick guide to investing

Campaign Category: Insurance

Email 3: Car insurance premiums

Campaign Category: Insurance

Email 4: Key facts about home insurance

Campaign Category: Insurance

Email 5: Five ways to retire early

Campaign Category: Insurance

Email 6: What should a good travel insurance policy include?

Campaign Category: Insurance

2024
April

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		

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

Email 1: 3 ways to get your car in ship-shape

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.



3 ways to get your car ship-shape for spring

As the weather improves, dreams of springtime getaways bloom. While it doesn't seem that long since last summer, our cars often get neglected while we're busy over the winter. After all, who wants to tinker under the hood in the pouring rain?

So, before you head off on a weekend road trip or an Easter escape, don't forget to add some essential car maintenance to your to-do list to ensure a safe and stress-free journey.

- 1. Check your breaks** – after bad weather, your breaks can become less efficient. For this reason, it's wise to get them professionally checked, especially if you hear any squeaking or grinding noises when you apply pressure to the break.
- 2. Replace your wipers** – British springtime is known for its sudden showers, so if you've noticed your wipers leaving streaky or dirty marks on your windscreen, think about swapping them out before you travel.
- 3. Pump your tyres** – low temperatures can cause tyre pressure to drop significantly, affecting everything from turning and accelerating to breaking and steering. Use a tyre pressure gauge to double-check they're adequately inflated, and don't forget to test your spare, too.

Finally, remember to update or switch your car insurance policy if your circumstances have changed or it's due to renew. **Sufficient protection is essential if things don't go as planned, so tick this off your list by calling **01203 300000** and chatting with an expert today.**

Campaign Name:	3 ways to get your car in ship-shape
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	3 ways to get your car in ship-shape
Teaser Text:	this Spring
Key Benefits:	Informative Brand awareness Encourage leads

Email 2: A quick guide to investing

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.



With inflation still riding uncomfortably high, many people feel like they're running to stand still when it comes to growing the value of their savings. Investing your money sensibly can increase your chances of a better return, but what avenues should a beginner consider? Let's take a look at a few options.

- Buying shares (or a percentage) of a company will allow you to earn dividends on its profits. However, your investment is tied to the success of that company.
- Funds allow you to pay into multiple stocks rather than a specific business. A fund manager can then buy or sell stocks and shares for you.
- Investment trusts are a type of fund where up to 15% of your dividends can be saved for harder times to help ensure a less bumpy income.
- Bonds are a way of lending money to a company or a government for a fixed return. A fund manager can invest in various bonds on your behalf.
- Gold is often hailed as a reasonably secure investment, but high interest rates can negatively impact profits. You'll also need to consider whether to invest in stock market funds, bullion or jewellery.
- A tax-free stocks and shares ISA lets you invest in various shares, funds, and bonds without paying capital gains tax or dividends tax.

Before you begin, remember to factor in the fees your chosen investment provider charges and discuss your circumstances with an independent advisor to ensure you can afford to risk the money you are planning to invest. Good luck!

Campaign Name:	A quick guide to investing
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Looking to invest?
Teaser Text:	A quick guide to investing before you start
Key Benefits:	Informative Brand awareness Encourage leads

Email 3: Car insurance premiums

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.

Car insurance premiums reach a new high.

Contact us

According to a recent analysis by price comparison website Confused.com, motorists are having to juggle their finances to absorb record car insurance premiums. The latest data reveals that the average policy has jumped by 58% in the last year, now at around £924 per year (up by £338).

The situation is even worse for new drivers, with 18-year-olds having to fork out £3,000 per year on average, while London's inner-city drivers have swallowed a 61% price rise.

The industry has been particularly hard hit by inflation and supply chain issues, resulting in larger payouts for insurers. As a result, thousands of drivers across the UK are upping their excess or switching to third-party-only cover to lower their premiums.

However, there are still good deals out there – if you know where to look – including comprehensive policies offering maximum protection.

To learn more, talk to our independent advisors on <<NUMBER>>.

CONTACT US **GET A QUOTE**

Talk to our independent advisors today

Campaign Name:	Car insurance premiums
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Car insurance premiums reach a new high...
Teaser Text:	Stay up-to-date with <<NAME>>
Key Benefits:	Informative Brand awareness Encourage leads

Email 4: Key facts about home insurance

Campaign Category: Insurance

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

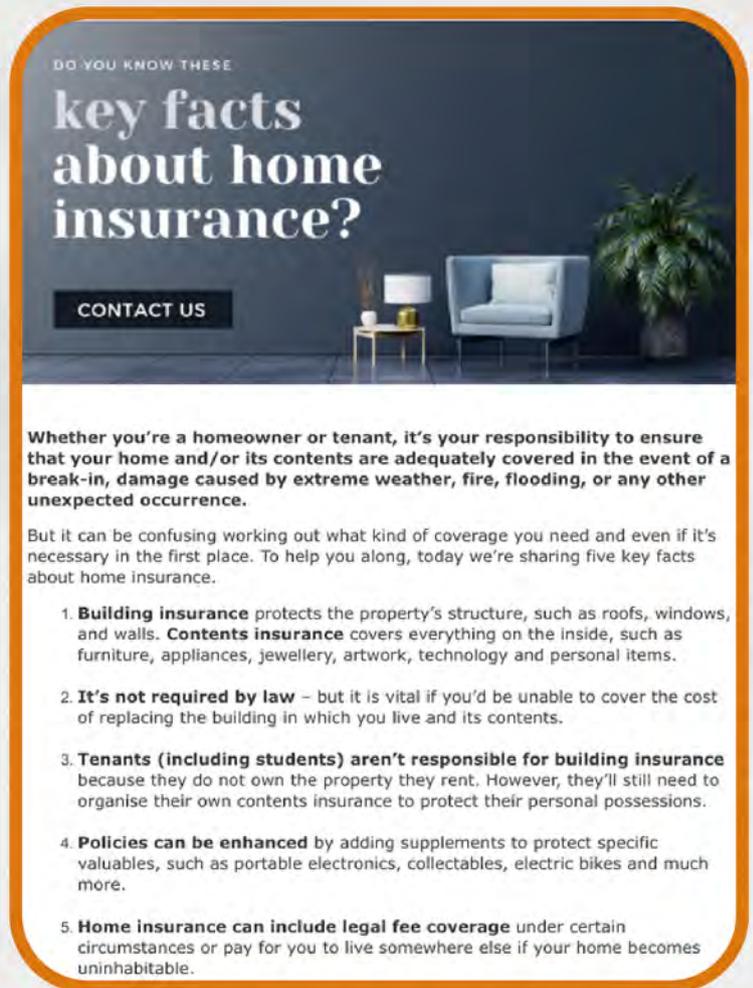
Various call-to-action buttons including contact us and book a quote link.

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.



Campaign Name:	Key facts about home insurance
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Do you know these key facts
Teaser Text:	about home insurance?
Key Benefits:	Informative Brand awareness Encourage leads

Email 5: Five ways to retire early

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.



FIVE WAYS TO RETIRE EARLY

Let's face it, many people fantasise about leaving the world of work behind and sailing off into the sunset – perhaps literally – as early as possible. But with the age barrier for accessing a state pension steadily rising, you may wonder if you'll be healthy enough to enjoy your golden years to the full. So why not start early?

Of course, it's easier said than done. If you're determined to achieve the dream, however, consider these five options:

1. **Retire slowly** by gradually reducing your working hours, giving you more time to balance work and play before you claim your pension.
2. **Start saving** as early as possible by increasing your pension contributions in line with your salary every time you're promoted or adding voluntary national insurance contributions.
3. **Grow your pension** for as long as possible by considering a bridging pension rather than a maximum whole-of-life annuity.
4. **Take a tax break** by drawing some of your retirement income from tax-free ISAs to limit the tax paid on pension withdrawals.
5. **Downsize, release equity or move away** so you can afford to live on less money, allowing you to consider leaving work earlier.

These tips may not suit everyone, and you should always seek independent advice before making any major financial decision.

Campaign Name:

Five ways to retire early

Category:

Insurance

Purpose:

Brand awareness / informative

Subject Line:

Looking to retire early?

Teaser Text:

Here's how ...

Key Benefits:

Informative
Brand awareness
Encourage leads

Email 6: What should a good travel insurance policy include?

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.

What should a good travel insurance policy include?

So, you've chosen a holiday destination and perhaps even mapped out your itinerary, but before you pack your bags, it's wise to take out travel insurance to protect you and your money if something goes wrong. When searching for a policy, try to include the four points listed below to ensure you're adequately covered:

1. **Secure medical cover** (at least £2 million for travel within Europe or £5 million worldwide).
2. **Guard against cancellation**, curtailment and missed departure due to unavoidable circumstances by insuring yourself for at least £3,000.
3. **Protect your money and possessions** (min £1,500) and add expensive items to your policy individually, as a maximum item limit may apply.
4. **Consider personal liability insurance** of £1 million in case you injure someone or their property while you're travelling.

Remember that you can always add extra cover to your policy to assist you in the event of a natural disaster, terrorism, sporting injuries, and legal expenses, for example.

However, you won't be covered for illness resulting from missing recommended vaccinations and travelling to countries against official advice, problems resulting from medical pre-conditions, being under the influence of drugs and alcohol.

Campaign Name:	Travel insurance policy
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Holiday booked....now time to shop for the right travel insurance policy
Teaser Text:	A good policy includes these 4 points
Key Benefits:	Informative Brand awareness Encourage leads



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
#april
#2024
#spring

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#homeinsurance
#covered
#newyear
#2024
#april
#Spring
#cyber