



PROPERTY

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: 5 ways landlords can help their tenants go green.

Campaign Category: Lettings Tips/Information



Email 2: Boosting your house price - 8 home improvement tips.

Campaign Category: Sales Tips/Information



Email 3: Could you save money by buying a fixer-upper?

Campaign Category: Sales Tips/Information



Email 4: House prices expected to rise in 2024.

Campaign Category: Sales Tips/Information



Email 5: Affordable Homes

Campaign Category: Sales Tips/Information



Email 6: Quick Spring sales

Campaign Category: Seasonal Sales Tips/Information



Email 7: Tenancy fund

Campaign Category: Lettings Tips/Information



Email 8: Gardening Tips

Campaign Category: Seasonal Sales Tips/Information

2024
April

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

Email 1: 5 ways landlords can help their tenants go green.

Campaign Category: Lettings Tips/Information

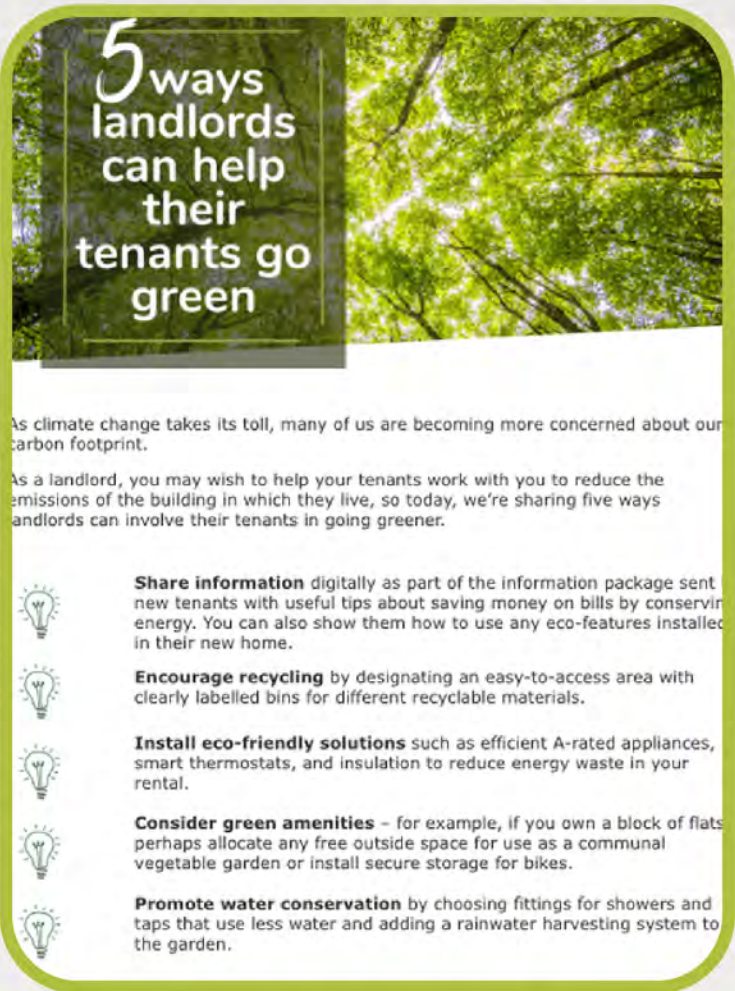
The campaign's call-to-action buttons and backgrounds will automatically populate to your brand's colours.

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 landlord's 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:	5 ways landlords can help their tenants go green
Category:	Lettings Tips/Information
Purpose:	Brand awareness / informative
Subject Line:	5 ways landlords can help their tenants go green
Teaser Text:	Here are some tips
Key Benefits:	Informative Brand awareness Increase leads

Email 2: Boosting your house price - 8 home improvement tips.
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.

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:	Boosting your house price
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Boost your house value with <<AGENT NAME>>
Teaser Text:	Our 8 home improvement tips
Key Benefits:	Informative Brand awareness Encourages leads

Email 3: Could you save money by buying a fixer-upper?

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.

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.



Could you **SAVE** money by buying a fixer-upper?

In today's turbulent market of high interest rates and inflation, saving money by buying a property that needs some TLC is more tempting than ever. But once you factor in the cost of repairs, decorating, extending or upgrading, is it really worth it?

To answer this question, online estate agency Yopa analysed the price difference between properties that required modernisation, such as replacing the kitchen and bathroom, and higher-spec homes, finding that 'fixer-uppers' were £20,632 cheaper on average.

The data did show some regional differences, too. Currently, you'll find the best value homes needing upgrading in Yorkshire and the Humber, with Wales, Scotland and the East Midlands just behind in terms of saving size.

However, the South East had the largest amount of unmodernised properties to choose from (about 17% of total homes for sale), while 15% of homes on the market in the South West and 11% in the North West required sprucing up.

Despite the initial savings, it's worth factoring in rising construction costs. For example, recent data released by the government shows that in the last year, the price of doors and windows alone has jumped by 17.5%, with ready-mixed concrete rising by 16.8%.

One way to save money during renovation is to focus on the areas that will add the most value to your home.

For more advice on improving the value of your property or help searching for your dream project, speak to us today.

Campaign Name:	Could you save money by buying a fixer-upper?
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Looking to save money on your next move?
Teaser Text:	Could you save money by buying a fixer-upper?
Key Benefits:	Informative Brand awareness Encourages leads

Email 4: House prices expected to rise in 2024.
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.

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.



House prices expected to rise in 2024

Click for a valuation

Global real estate consultancy and estate agency Knight Frank has recently adjusted its housing market forecast, **resulting in good news for sellers across the UK.**

The new prediction – that house prices will rise by 3% rather than drop by 4% – is a response to improving interest rates and falling inflation, which is making homeownership slightly more affordable.


Overall, Knight Frank's forecast puts house prices up by 20.5% by 2028, with traditionally lower-value areas expected to experience the most growth, balancing out the market. On the other hand, growth may slow to 2% in London this year as properties in the Capital are already difficult for many to afford.

With an impending general election on the horizon, the future isn't crystal clear quite yet, but overall, the trend is looking a lot more positive than it was a few months ago.

If you'd like to capitalise on this positive growth, why not contact us to book a valuation?

[CONTACT US](#)[BROWSE PROPERTIES](#)

If you'd like to capitalise on this positive growth, why not



Campaign Name:	House prices expected to rise in 2024
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	House prices are expected to rise in 2024
Teaser Text:	Keep up-to-date with <<AGENT NAME>> 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 5: Affordable Homes
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.

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:	Affordable Homes
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	New scheme set to bring new affordable homes
Teaser Text:	Keep up-to-date with <<Agent Name>>
Key Benefits:	Informative Brand awareness Encourages leads

Email 6: Quick Spring sales

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.

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

Live timer

WE'D RECOMMEND:
Sending this to your entire sales and lettings 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.

Scent

your way to a quick sale this spring

Prospective home buyers will begin to form an opinion of a property as soon as they see it. Kerb appeal matters, and a cluttered interior – or one in disrepair – can be a turn-off.

Of course, most sellers are well aware of the importance of making a great first impression, but they may overlook less obvious ways to improve the atmosphere of their home to make it more appealing.

For example, studies show that pleasant aromas boost our mood, even when we don't consciously register them, so why not recruit scent into your plans to attract a buyer?

To help sellers choose the right ones, UK mortgage comparison site Bankrate UK surveyed 2,000 people to discover the most popular aromas.

Below, we've listed **the top 10 scents** in order of preference:

1. **Freshly baked bread**
2. **Fresh linen**
3. **Coffee**
4. **Vanilla**
5. **Lavender**
6. **Fresh cut grass**
7. **Cinnamon**
8. **Chocolate**
9. **Blossom**
10. **Sandalwood**

Interestingly, the respondents favourably associated particular types of scent with different rooms. For example, woody and oriental scents were popular for living

Campaign Name:	Quick Spring sales
Category:	Seasonal Sales Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Scent your way to a quick sale this Spring 🏠
Teaser Text:	We've listed the top 10 scents
Key Benefits:	Informative Brand awareness Encourages leads

Email 7: Tenancy fund
Campaign Category: Lettings Tips/Information

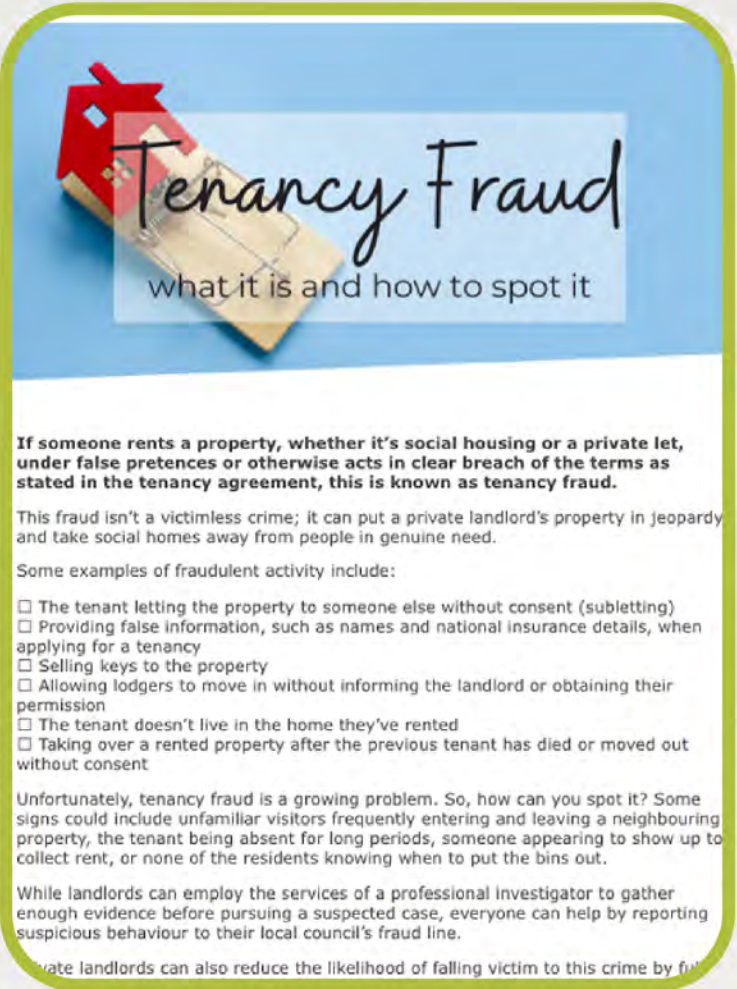
The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

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:	Tenancy fund
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative
Subject Line:	Tenancy fund - What it is and how to spot it
Teaser Text:	<<Agent Name>> explains
Key Benefits:	Informative Brand awareness

Email 8: Gardening Tips
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.

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.



Top spring gardening **tips** to revitalise your garden

BOOK A VALUATION

As the days lengthen and the temperature rises, it's time to dust off your gardening tools. Here are some top tips to help you make the most of your spring gardening endeavours:

- 1. Prepare your soil** before planting by removing any weeds, debris, or old plant material from your garden beds. Turn the soil over and incorporate compost or aged manure to boost fertility.
- 2. Consider the layout of your garden** and plan what you want to grow, considering sunlight exposure, water availability, and the eventual size of your plants.
- 3. Start seeds indoors** using trays and containers filled with a seed-starting mix to give them a head start and allow you to extend the growing season.
- 4. Prune and divide perennials** by removing dead or damaged growth and cutting back overgrown branches. Dividing crowded perennials promotes better flowering.
- 5. Apply a layer of mulch to your garden beds** to conserve moisture, suppress weeds, and regulate soil temperature.
- 6. Monitor for pests and diseases:** Implement pest management strategies, such as hand-picking pests, using natural predators, or applying organic pesticides as needed.

Water deeply and infrequently to encourage deep root growth and drought tolerance.

Campaign Name:	Gardening Tips
Category:	Seasonal Sales Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Revitalise your garden
Teaser Text:	with our top spring gardening tips
Key Benefits:	Informative Brand awareness Encourages 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

Top 10 Insurance Hashtags

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

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
+ ✗ Valuation Date	Was During The Previous ? Months	12
+ Add new expression...		

But EXCLUDE contacts that match

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

Field Name	Operator	Value
+ ✗ Date Instructed	Was During The Previous ? Months	12
+ 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.