

The background of the entire page is a high-contrast, artistic photograph. It features several dried red chili peppers scattered across a dark, textured surface. A large, irregular pile of bright yellow powder, likely turmeric or a similar spice, is the central focus, with some powder spilled onto the dark surface around it. The lighting creates strong highlights and shadows, emphasizing the textures of the peppers and the powder.

INSURANCE

August

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: Are fallen trees your responsibility?

Campaign Category: Insurance



Email 2: How can you avoid being hacked online?

Campaign Category: Insurance



Email 3: How often should you change your passwords?

Campaign Category: Insurance



Email 4: Is my home insurance affected during home renovations and improvements?

Campaign Category: Insurance



Email 5: The future of AI in the insurance industry

Campaign Category: Insurance



Email 6: With an increase in burglaries, how can you protect your home?

Campaign Category: Insurance

2024
August

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				

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

Email 1: Are fallen trees your responsibility?

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.

Are fallen trees **your** responsibility?

Contact us today



When a tree falls, it can lead to significant disruption and distress, but who's responsible for it? If a tree falls on your own land, then it is your responsibility. Trees usually fall due to high winds, disease, or if they are dead. So as a landowner, it's your responsibility to keep any trees standing on your property healthy.

How can you prevent trees from falling and causing damage?

To prevent your trees from falling and causing disruption or harm, you should maintain regular checks for disease or damage. This can be achieved by engaging tree surgeon who can survey your trees and provide evidence that the trees on your property are healthy. Your trees should be surveyed a minimum of once every two years.

What happens when a tree falls from your property?

If you fail to perform regular inspections on your trees and one falls, damaging property or injuring someone, the owner of the tree is responsible for the costs of removal and any damage caused. The court and insurance view this as a case of negligence.

If a fallen tree occurs during bad weather due to a storm or high winds, usually the costs of the removal and any damage can be covered through insurance. **Always know your insurance policy and what expectations you must meet for it to stay valid.**

Campaign Name:	Are fallen trees your responsibility?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Are fallen trees your responsibility?
Teaser Text:	Stay prepared and protect yourself with the right insurance
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 2: How can you avoid being hacked online?

Campaign Category: Insurance

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How can you avoid being hacked online?

Contact us today



Today we are online more than ever, shopping, banking, and exploring the internet. However, this also means we're at a higher risk of online scams and hackers perpetrating on our accounts. Keeping a keen eye on all your online payment accounts is crucial; otherwise, suspicious activity could be missed leaving your online accounts vulnerable.

Monitor your personal transactions: a small, unknown transaction could indicate your account has been compromised and, if ignored, could result in a more serious issue.

Don't ignore notifications: any activity registered on your accounts without your knowledge could mean your accounts have been hacked.

Don't always trust calls, texts, or emails: it's common for scammers to contact you directly, persisting they are your provider. Always contact your provider using their legitimate contact information, such as the company's public phone number.

Avoid clicking random links: scammers will forward random links, hoping curious minds will click them. Delete these immediately and contact your provider, making them aware you are receiving them.

How can you prevent being hacked?

Security programmes are available that redirect any scam or spam content, making it easier to avoid. You can also put in place **multi-factor authentication** where you must use more than one of your devices to access accounts. Be aware when entering your bank details online, and **always double-check** to ensure the website is legitimate.

Campaign Name:	How can you avoid being hacked online?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	How can you avoid being hacked online?
Teaser Text:	Safeguard your online accounts with these tips
Key Benefits:	Informative Brand awareness Encourage leads

Email 3: How often should you change your passwords?

Campaign Category: Insurance

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

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How often should you change your passwords?



passwords can sometimes become the bane of your existence as you go back and forth between creating, forgetting, and resetting them. Passwords are in place to ensure your accounts stay secure and private. **So, how often should you really change them?**

The importance of passwords

When creating a password, it's vital they are strong and complicated to ensure they are difficult to crack and hack. This means using passwords with random mixed characters, avoiding personal elements, and reusing passwords. By increasing the complexity of your passwords, you reduce the likelihood of them becoming compromised.

People generally believe that changing passwords a few times a year makes a hacker's path more difficult. However, recent research challenges this notion, revealing that people who regularly change their passwords often take shortcuts and unintentionally create weaker, more hackable passwords.

Preventing password changes

Your first password should be extremely strong and unique and shouldn't need changing unless you have a security breach. Two-factor authentication is a great way to maintain safer accounts, and by using a password manager, this allows bullet-proof passwords to automatically be generated and stored in a safe and secure manner.

Curious about how to protect yourself online? [Get in touch for more information](#)

Campaign Name:	How often should you change your passwords?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	How often should you change your passwords?
Teaser Text:	Discover how to stay secure online through passwords
Key Benefits:	Informative Brand awareness Encourage leads

Email 4: Is my home insurance affected during home renovations and improvements?

Campaign Category: Insurance

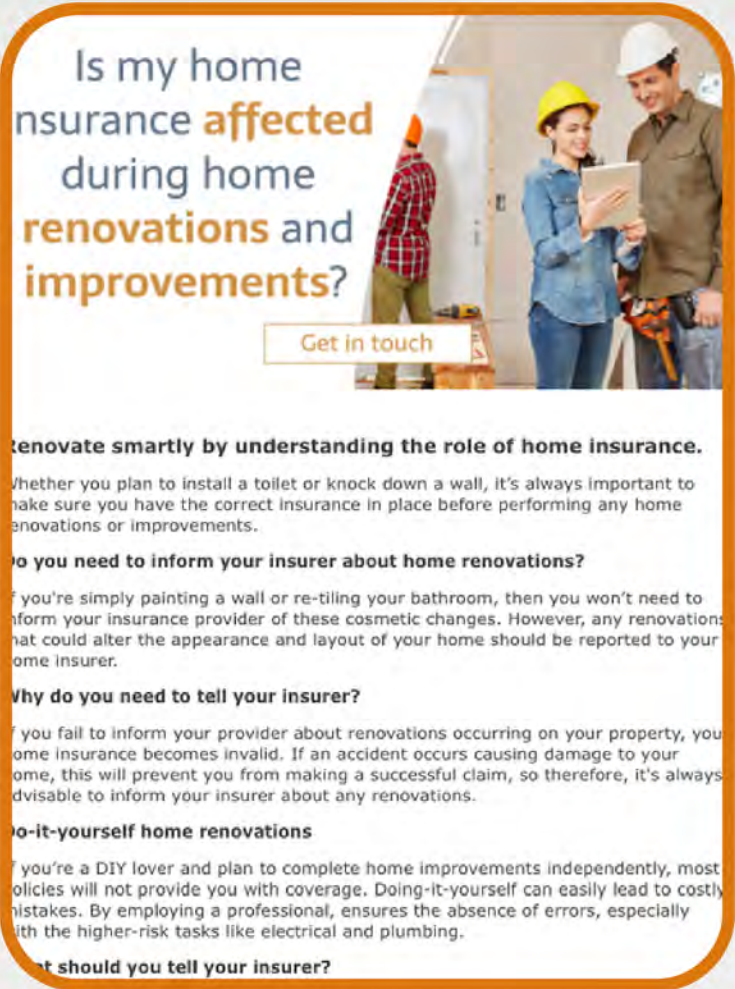
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Campaign Name:	Is my home insurance affected during home renovations and improvements?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Is my home insurance affected during home renovations and improvements?
Teaser Text:	Renovate smartly
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 5: The future of AI in the insurance industry

Campaign Category: Insurance

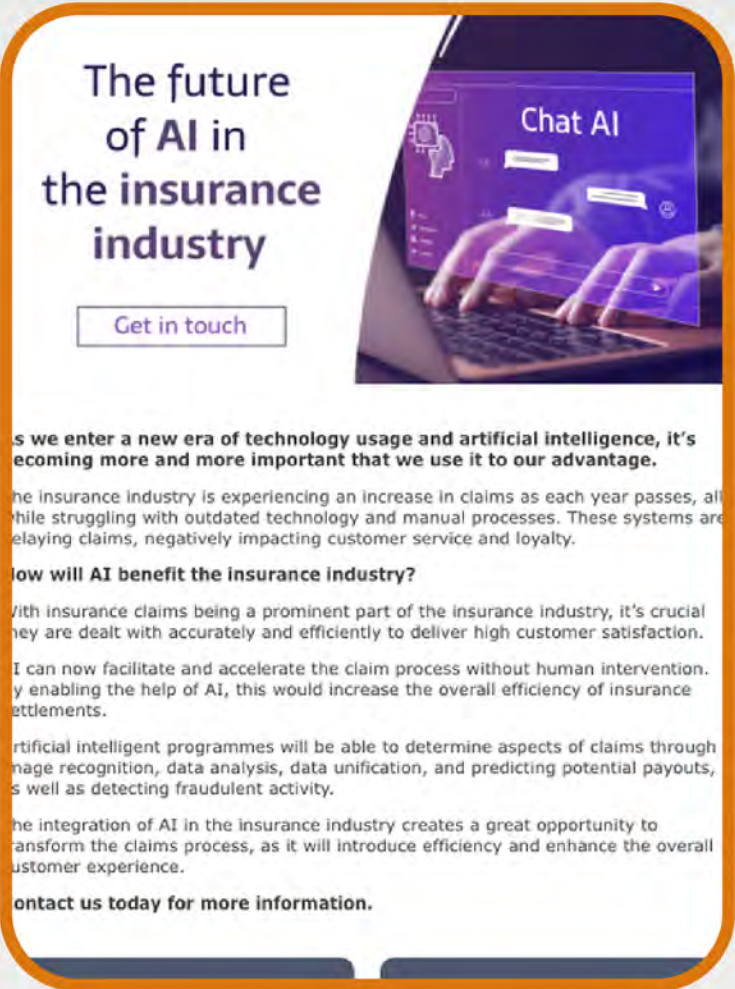
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Campaign Name:	The future of AI in the insurance industry
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	The future of AI in the insurance industry
Teaser Text:	Would you trust AI to deal with your insurance claims?
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 6: With an increase in burglaries, how can you protect your home?

Campaign Category: Insurance

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With an increase in burglaries, how can you protect your home?

Get in touch



Throughout the years, burglary has always been a problem in the United Kingdom. **With a total of 288,319 police-recorded burglaries occurring between 2022 and 2023***, if there is ever a correct time to look at your home's security and improve it, it's now.

How can you protect your home from potential burglaries?

By having **flood lights** installed around your home, they will sense any movement and turn on immediately. These are a great way to scare potential burglars away, as they identify any unwanted visitors.

Ensuring you have effective **door and window security** in place is crucial, as these are burglars most targeted areas for entry. By adding bolts, security film, security chains, double locks, lock guards, and spy holes, you can feel that extra bit safer.

Installing **security cameras** creates a sense of comfort and safety for you and your home. They allow you to quickly identify anyone's presence at your home from the comfort of your phone. This can be achieved by simply having a doorbell camera at your front door, which is extremely cost-effective.

Security alarms alert you to any immediate movement downstairs when you are asleep, creating a piercing noise that wakes you up and scares away a potential intruder. If the alarm is triggered, the security company will contact you, and if they receive no response, police will be dispatched.

You must remember to use these security precautions efficiently, or they will be ineffective, leaving you and your property vulnerable.

Campaign Name:	With an increase in burglaries, how can you protect your home?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	With an increase in burglaries, how can you protect your home?
Key Benefits:	Informative Brand awareness Encourage leads

Social Media Marketing

With an increase in burglaries, how can you **protect your home?**



The future of AI in the **insurance industry**



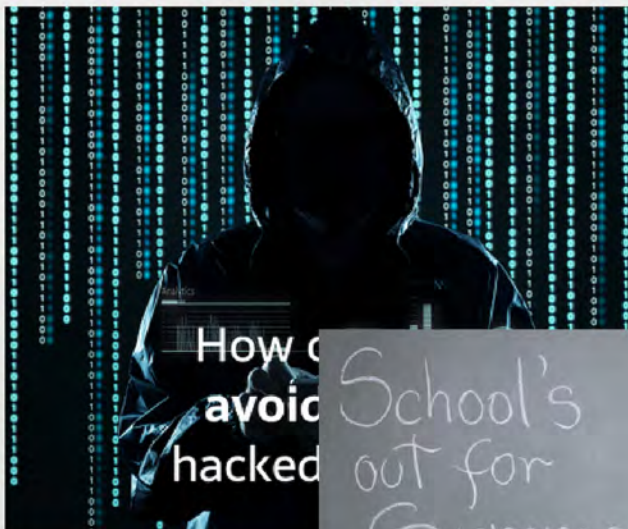
Is my home insurance **affected** during home **renovations** and **improvements**?



How often should you change your **PASSWORD**



How can you **avoid** being **hacked**?



Are fallen

School's out for Summer



BONUS



Useful Hashtags



Top Property Hashtags

#properties
#realestate
#property
#landlord
#tenant
#buyer
#vendor
#lettings
#tolet
#forlet
#let
#sold
#sstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#august
#2024
#summer

Top Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#homeinsurance
#covered
#newyear
#2024
#august
#Summer
#cyber
#finances
#insurancepremiums
#creditscore
#improve
#mortgage
#homerisk
#pets
#guide
#flooding
#affected