

INSURANCE

December

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: The impact of climate change
Campaign Category: Insurance

Email 2: Small businesses under threat from cyber attacks
Campaign Category: Insurance

Email 3: Do you need gadget insurance?
Campaign Category: Insurance

Email 4: Should I fund my retirement with a pension or buy-to-let?
Campaign Category: Insurance

Email 5: Is your business at risk of flooding?
Campaign Category: Insurance

Email 6: Do you know your credit score?
Campaign Category: Insurance

2024

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

Tuesday's + Thursday's
are good days to
send emails...

to do

- Send email 1
- Send email 2
- Send email 3
- Send email 4
- Send email 5
- Send email 6
-
-

Email 1: The impact of climate change

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:	The impact of climate change
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	The impact of climate change
Teaser Text:	on increasing insurance costs

Email 2: Small businesses under threat from cyber attacks

Campaign Category: Insurance

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Small businesses under threat from CYBER ATTACK

The Cyber Security Breaches Survey, carried out by the government last winter, suggests that small businesses are forgetting to prioritise their cyber security as they grapple with economic uncertainty.

Although micro businesses actually reported fewer breaches than the previous year, the number of those focusing on cyber security dropped from 80% to 68% during 2022.

As 32% of businesses and 24% of charities reported attacks during this time – costing an average of £1,100 for the most disruptive – the government report argues that small businesses are probably failing to regularly monitor their online security, which would explain the apparent drop in cases.

In particular, cumulative results from previous surveys show a decline in basic cyber security measures, including robust password policies, installing network firewalls, restricting admin rights, and conducting regular software updates.

Unfortunately, smaller companies and sole traders are often more financially vulnerable, so they may struggle to cover the cost of business interruption, legal issues, and other problems resulting from a serious breach.

Along with taking sensible steps to bolster your business' security, cyber insurance can give you added peace of mind if the worst happens.

For help choosing the best coverage for your needs, contact <<NUMBER>> for more information.

Campaign Name:	Small businesses under threat from cyber attacks
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Small businesses under threat from cyber attacks
Teaser Text:	Choose the best coverage with <<NAME>>
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 3: Do you need gadget insurance?

Campaign Category: Insurance

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

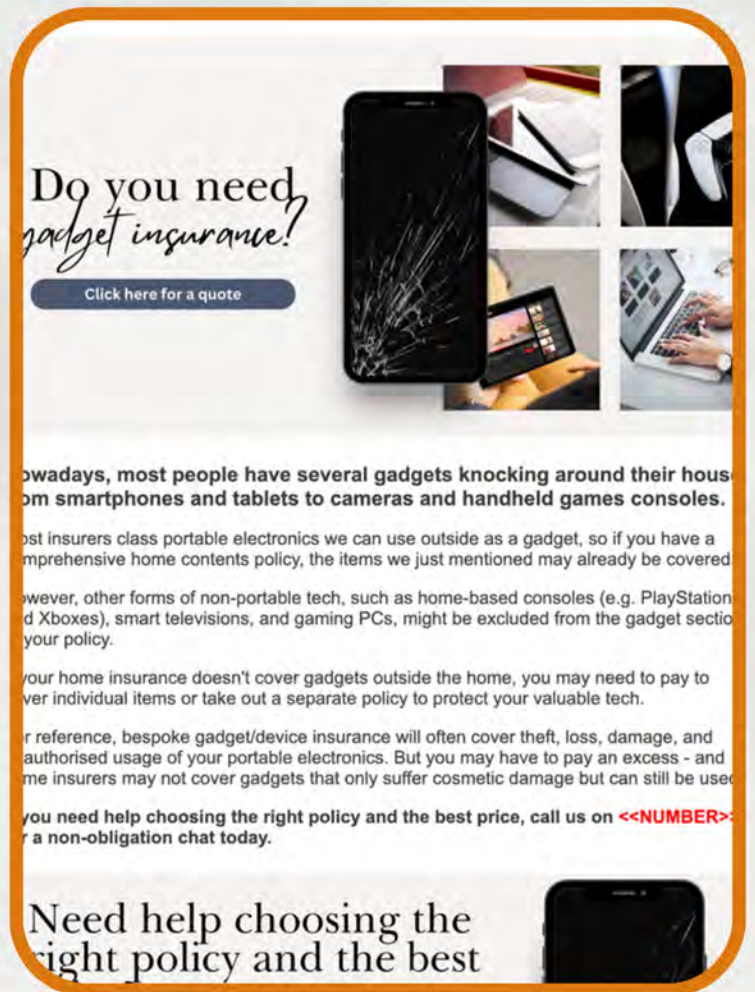
Various call-to-action buttons including contact us and book a quote link.

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

WE'D RECOMMEND:

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Campaign Name:	Do you need gadget insurance?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Do you need gadget insurance?
Teaser Text:	Choose the right policy for you with <<NAME>>
Key Benefits:	Informative Brand awareness

Email 4: Should I fund my retirement with a pension or buy-to-let?

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.

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Campaign Name:

Should I fund my retirement with a pension or buy-to-let?

Category:

Insurance

Purpose:

Brand awareness / informative / Encourage leads

Subject Line:

Should I fund my retirement with a pension or buy-to-let?

Key Benefits:

Informative / Brand awareness / Encourage leads

Email 5: Is your business at risk of flooding? 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:

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Is your business at risk of flooding?

Commercial properties are twice as likely to flood than their residential counterparts, yet only 42% of businesses say they have business interruption insurance, according to a FloodFlash survey.

In recent years, we've seen devastating climate events causing waters to rise, including the Boxing Day floods of 2015 and the various storms that have hammered the country since. As climate change worsens, the chance of sustaining damage will continue to increase.

The risk to your business is higher if you operate in coastal areas or near rivers and streams as poor drainage systems can easily cause surface water issues in many areas.

For this reason, it's worth checking your risk on GOV.UK and taking sensible steps to mitigate your chances of falling foul of bad weather wherever possible.

To learn more about protecting your business from flooding and how we can negotiate with insurers based on your unique risk profile, call our friendly advisors on **01223 310000** today.

Campaign Name:

Is your business at risk of flooding?

Category:

Insurance

Purpose:

Brand awareness / informative / Encourage leads

Subject Line:

Is your business at risk of flooding?

Teaser Text:

Learn how to protect your business

Key Benefits:

Informative / Brand awareness / Encourage leads

Email 6: Do you know your credit score? Campaign Category: Insurance

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

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Do you know
**YOUR CREDIT
SCORE**

When you apply for a mortgage, there are multiple factors that could affect your ability to qualify for the deal you hoped for.

Your credit score is one of the most influential criteria for a mortgage approval, as it demonstrates to the lender that you are reliable in paying back a large sum of money in a specific timeframe.

What is a credit score?

A credit score is a forever-changing number that determines how 'credit-worthy' you truly are. This number reflects how you use credit and how well you are at meeting your repayments on time. Your credit score is like a financial CV for any bank or lender, so they can assess your creditworthiness.

How can you see your credit score?

By using a credit reference agency, you are able to identify your individual credit score. In the UK, there are three main, trusted agencies: Experian, Equifax, and TransUnion. Each agency's score differs, but the higher your number, the better your credit rating.

How can you improve your credit score?

Improving your credit score can be easily achieved with some simple actions:

Campaign Name:	Do you know your credit score?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Do you know your credit score?
Teaser Text:	We explore the factors on what can affect your score
Key Benefits:	Informative / Brand awareness / Encourage leads

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
#december
#2024

Top Insurance Hashtags

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