

PROPERTY

# 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: Top tips for selling during Christmas**

Campaign Category: Seasonal Sales Tips & Information

**Email 2: Tips for an efficient home move**

Campaign Category: Sales Tips & Information

**Email 3: How to avoid losing your tenancy deposit**

Campaign Category: Lettings Tips & Information

**Email 4: Brighten up your rental without risking your deposit**

Campaign Category: Sales Tips & Information

**Email 5: Come home for Christmas**

Campaign Category: Hot Property

**Email 6: Your guide to relocating at the start of the year**

Campaign Category: Seasonal Sales Tips & Information

**Email 7: Get ready for the Boxing Day home viewing boom**

Campaign Category: Seasonal Sales Tips & Information

**Email 8: Winter Wonders: Hot properties to let this festive season**

Campaign Category: Hot Property

2024  
December

# 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		

## Notes

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

## to do

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Send email 1 | <input type="checkbox"/> Send email 7 |
| <input type="checkbox"/> Send email 2 | <input type="checkbox"/> Send email 8 |
| <input type="checkbox"/> Send email 3 | <input type="checkbox"/>              |
| <input type="checkbox"/> Send email 4 | <input type="checkbox"/>              |
| <input type="checkbox"/> Send email 5 | <input type="checkbox"/>              |
| <input type="checkbox"/> Send email 6 | <input type="checkbox"/>              |
| <input type="checkbox"/>              | <input type="checkbox"/>              |

# Email 1: Top tips for selling during Christmas

## 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.

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>	Top tips for selling during Christmas
<b>Category:</b>	Seasonal Sales Tips/Information
<b>Purpose:</b>	Brand awareness / Informative / Leads
<b>Subject Line:</b>	Top tips for selling during Christmas
<b>Teaser Text:</b>	Let's explore some dos and don'ts.
<b>Key Benefits:</b>	Informative / Brand awareness / Leads

## Email 2: Tips for an efficient move

### Campaign Category: Sales Tips & Information

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

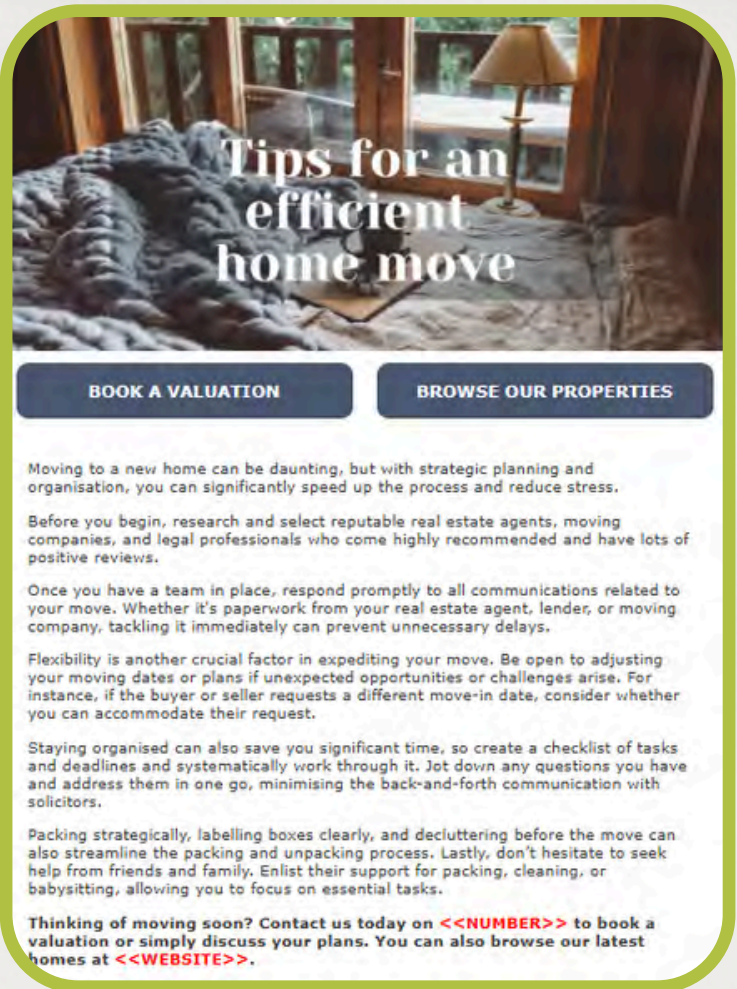
Various call-to-action buttons.

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



<b>Campaign Name:</b>	Tips for an efficient move
<b>Category:</b>	Sales Tips/Information
<b>Purpose:</b>	Brand awareness / Informative / Encourages leads
<b>Subject Line:</b>	Tips for an efficient move home
<b>Teaser Text:</b>	Moving to a new home can be daunting, let [AGENT NAME] help!

# Email 3: How to avoid losing your tenancy deposit

## Campaign Category: Lettings Tips & Information

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

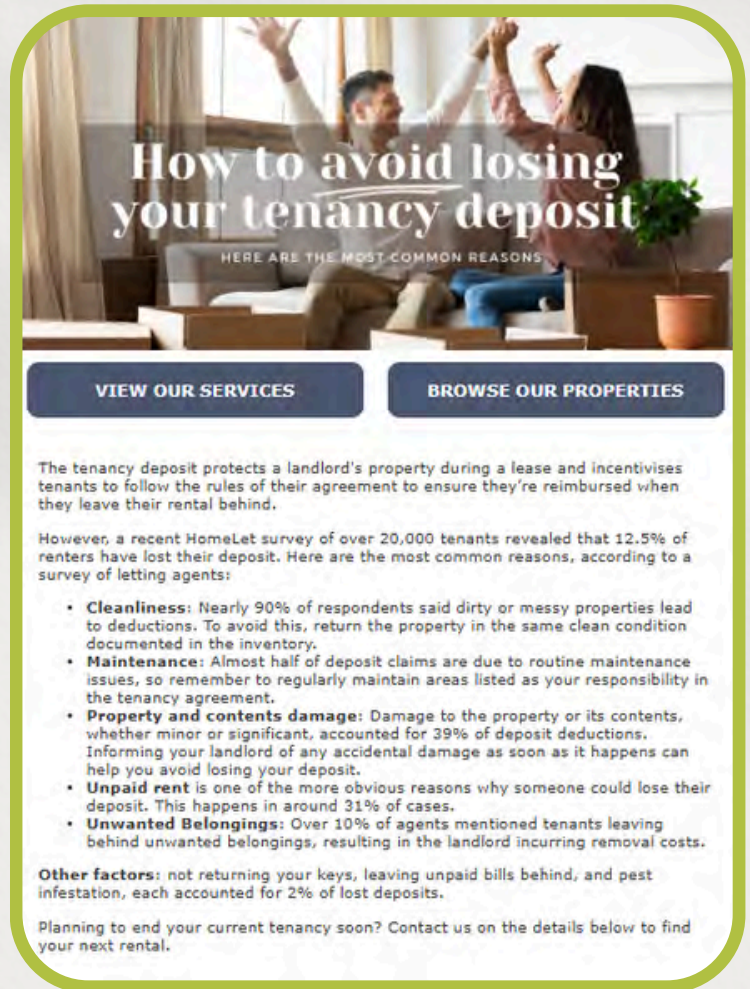
Various call-to-action buttons.

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

### WE'D RECOMMEND:

Sending this to your entire 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](mailto:support@briefyourmarket.co.uk).



<b>Campaign Name:</b>	How to avoid losing your tenancy deposit
<b>Category:</b>	Lettings Tips/Information
<b>Purpose:</b>	Brand awareness / informative / Encourages leads
<b>Subject Line:</b>	How to avoid losing your tenancy deposit
<b>Teaser Text:</b>	Planning to end your current tenancy soon?
<b>Key Benefits:</b>	Informative / Brand awareness / Encourages leads

# Email 4: Brighten up your rental without risking your deposit

## Campaign Category: Lettings Tips & Information

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

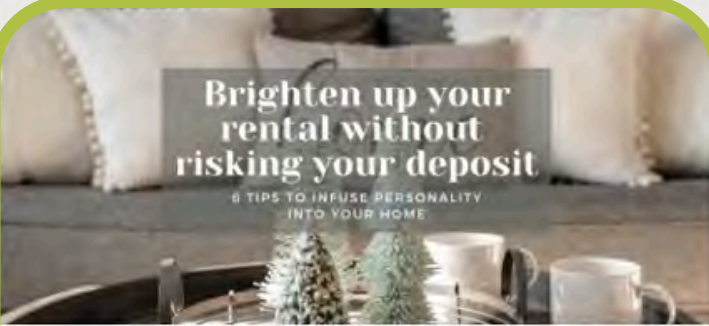
Various call-to-action buttons.

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

### WE'D RECOMMEND:

Sending this to your entire 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](mailto:support@briefyourmarket.co.uk).



**Brighten up your rental without risking your deposit**  
6 TIPS TO INFUSE PERSONALITY INTO YOUR HOME

When decorating a rented property, it's essential to avoid permanent changes that require landlord approval. Instead, consider these non-invasive ways to infuse personality into your home:

- Layer it up:** Add soft furnishings like cushions, blankets, curtains, and rugs to create a warm and lived-in feeling. Start with a statement piece, like a rug, and build your décor around it.
- Indoor plants:** Brighten up your space with low-maintenance houseplants or artificial options to bring in a touch of green.
- Lighting transformation:** Use well-placed lamps to improve lighting in areas with limited natural light. Choose energy-efficient options like LEDs to enhance the atmosphere and save money.

[VIEW OUR SERVICES](#) [BROWSE OUR PROPERTIES](#)

<b>Campaign Name:</b>	Brighten up your rental without risking your deposit
<b>Category:</b>	Lettings Tips/Information
<b>Purpose:</b>	Brand awareness / informative / Encourages leads
<b>Subject Line:</b>	Brighten up your rental without risking your deposit
<b>Teaser Text:</b>	How to avoid permanent changes when decorating

## Email 5: Come home for Christmas Campaign Category: Hot Property

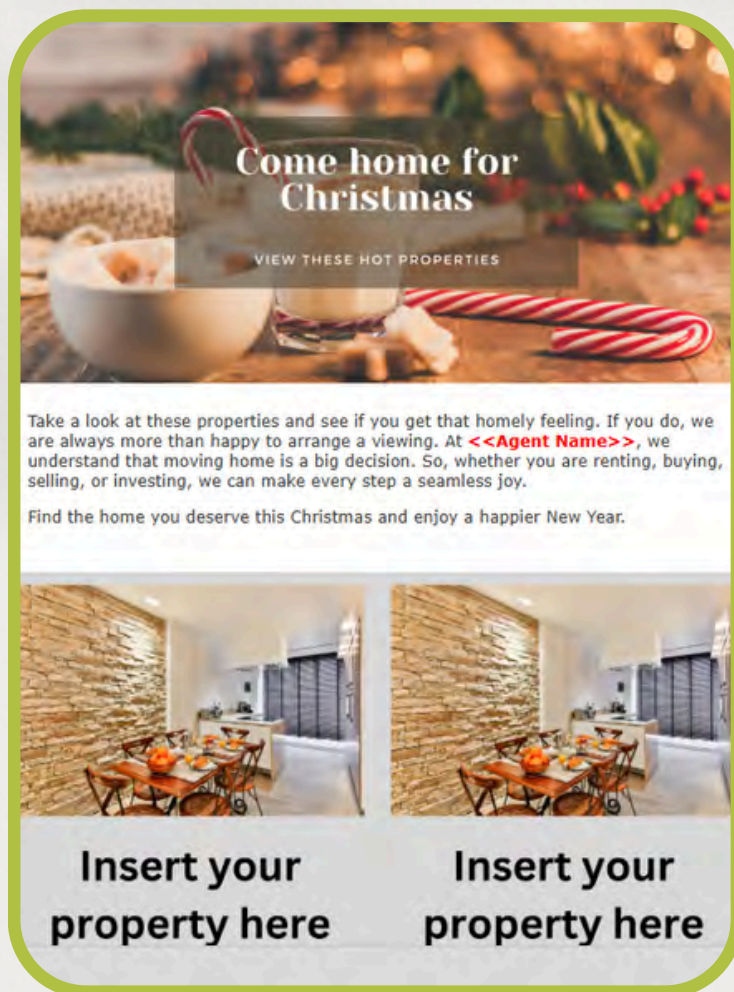
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



**Campaign Name:**

Come home for Christmas

**Category:**

Hot Property

**Purpose:**

Brand awareness / Informative / Encourages leads

**Subject Line:**

Come home for Christmas

**Teaser Text:**

View our winter hot properties

**Key Benefits:**

Informative / Brand awareness / Encourages leads



# Email 6: Your guide to relocating at the start of the year

## Campaign Category: Seasonal Sales Tips & Information

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

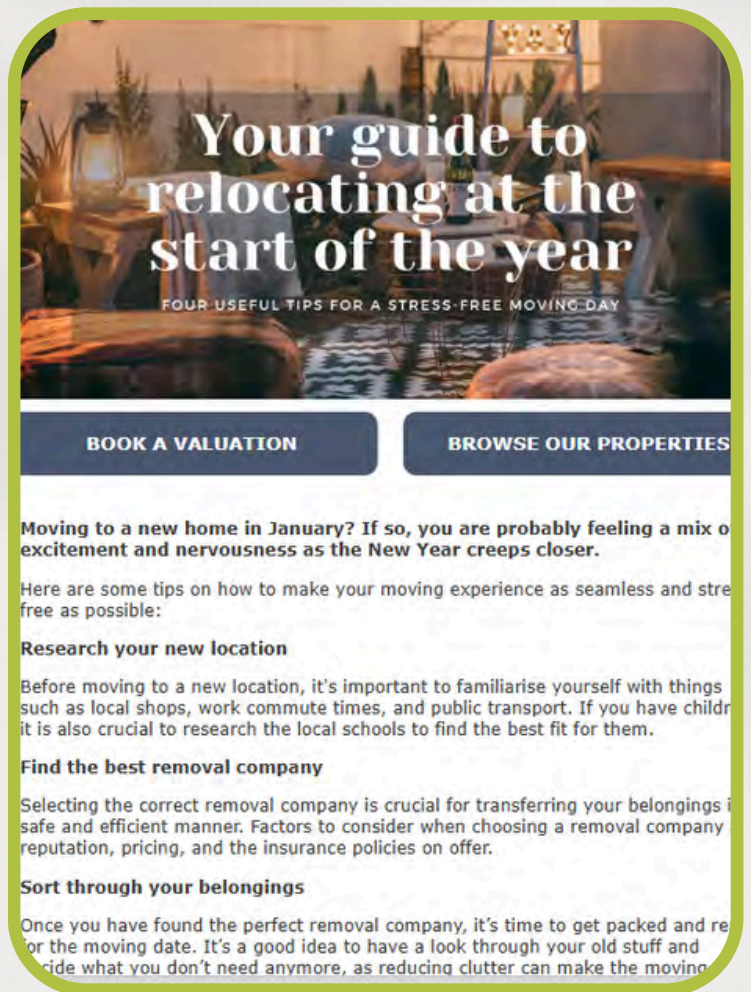
Various call-to-action buttons.

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>	Your guide to relocating at the start of the year
<b>Category:</b>	Seasonal Sales Tips/Information
<b>Purpose:</b>	Brand awareness / Informative / Leads
<b>Subject Line:</b>	Your guide to relocating at the start of the year
<b>Teaser Text:</b>	Looking to move in January?
<b>Key Benefits:</b>	Informative / Brand awareness / Leads

# Email 7: Get ready for the Boxing Day home viewing boom

## Campaign Category: Seasonal Sales Tips & Information

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

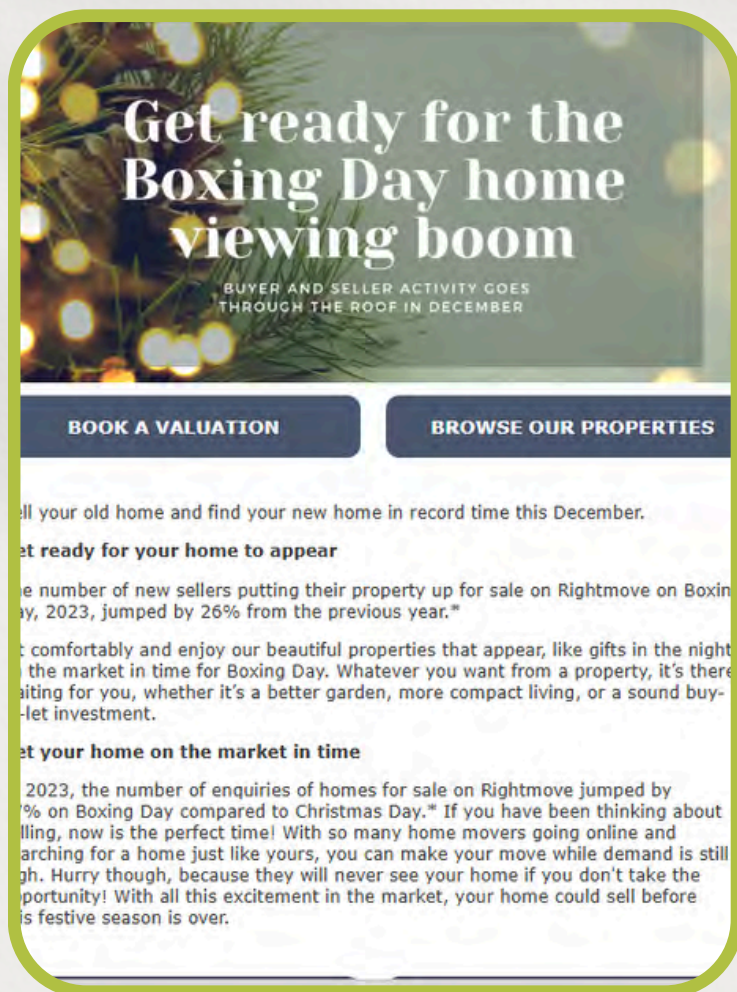
Various call-to-action buttons.

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>	Get ready for the Boxing Day home viewing boom
<b>Category:</b>	Seasonal Sales Tips/Information
<b>Purpose:</b>	Brand awareness / Informative / Leads
<b>Subject Line:</b>	Get ready for the Boxing Day home viewing boom
<b>Teaser Text:</b>	Sell your old home and find your new home in record time this December.
<b>Key Benefits:</b>	Informative / Brand awareness / Leads

# Email 8: Winter Wonders: Hot properties to let this festive season

## Campaign Category: Hot Property

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

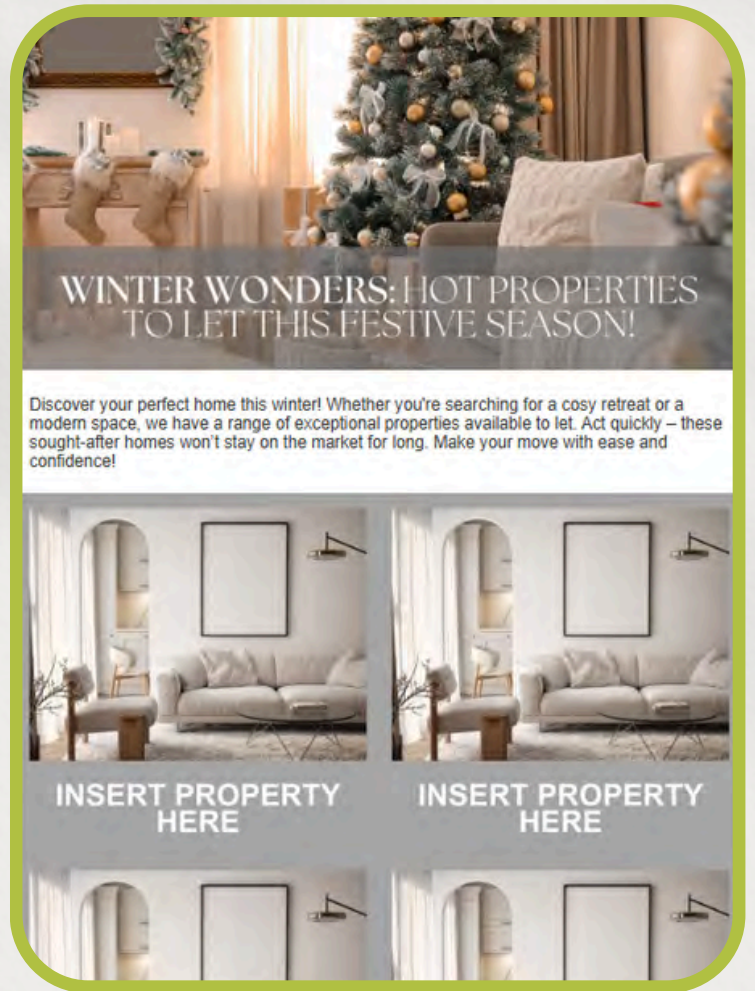
Various call-to-action buttons.

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

### WE'D RECOMMEND:

Sending this to your entire 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](mailto:support@briefyourmarket.co.uk).



**Campaign Name:**

Winter Wonders: Hot properties to let this festive season

**Category:**

Hot Property

**Purpose:**

Brand awareness / informative / Encourages leads

**Subject Line:**

Winter Wonders: Hot properties to let this festive season

**Teaser Text:**

Discover your perfect home this winter!

# 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  
#december  
#2024  
#upgradegarden  
#mostexpensive  
#energypricecap  
#mortgage  
#firsttimebuyers  
#cities  
#buytolet  
#studentrenting

## Top 10 Insurance Hashtags

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

# 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). \*

The screenshot shows a 'Build your filter' dialog box with two sections: 'INCLUDE contacts that match' and 'But EXCLUDE contacts that match'. Both sections have radio buttons for 'All the following criteria' (selected) and 'At least one of the following criteria'. Each section contains a table with columns for Field Name, Operator, and Value. The 'INCLUDE' section has one row: Valuation Date, Was During The Previous ? Months, 12. The 'EXCLUDE' section has one row: Date Instructed, Was During The Previous ? Months, 12. At the bottom are buttons for 'Create copy', 'Save', 'Save and close', and 'Cancel'.

Field Name	Operator	Value
Valuation Date	Was During The Previous ? Months	12

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

\*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.