### PROPERTY



## 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.

<b>Email 1: Top tips for selling during Christmas</b> Campaign Category: Seasonal Sales Tips & Information
<b>Email 2: Tips for an efficient home move</b> Campaign Category: Sales Tips & Information
<b>Email 3: How to avoid losing your tenancy deposit</b> 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



# **Marketing Planner**

Notes	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Tuesday's + Thursday's are good days to send emails			Send email 1		Send email 2		
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			Send email 5		Send email 6		
			Send email 7		Send email 8		
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		8	Send email t	2			

## 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.



Selling your property during the festive period may leave you questioning how to present it. Chances are you'll still be celebrating at home on Christmas Day, but how can you enjoy the season without putting off buyers?

Let's explore some dos and don'ts.



Stay understated. A Christmas tree and a few traditional decorations, such as a garland for the mantlepiece or some candles, will impart festive cheer without distracting viewers from your home's key features. This year, less is more.

Go neutral. Balance out the red and green tones of the season with fresh neutral paintwork, soft furnishings and white lights for the tree.

Scent the air with comforting seasonal smells like cinnamon, ginger, pine, and orange using candles, freshly baked goods, or subtle air fresheners.

#### **Campaign Name:**

Category:

Purpose:

Subject Line:

**Teaser Text:** 

**Key Benefits:** 

Top tips for selling during Christmas Seasonal Sales Tips/Information Brand awareness / Informative / Leads Top tips for selling during Christmas Let's explore some dos and don'ts. Informative / Brand awareness / Leads

### Email 2: Tips for an efficient move Campaign Category: Sales Tips & Information

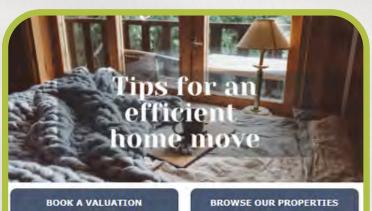
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Moving to a new home can be daunting, but with strategic planning and organisation, you can significantly speed up the process and reduce stress.

Before you begin, research and select reputable real estate agents, moving

Before you begin, research and select reputable real estate agents, moving companies, and legal professionals who come highly recommended and have lots of positive reviews.

Once you have a team in place, respond promptly to all communications related to your move. Whether it's paperwork from your real estate agent, lender, or moving company, tackling it immediately can prevent unnecessary delays.

Flexibility is another crucial factor in expediting your move. Be open to adjusting your moving dates or plans if unexpected opportunities or challenges arise. For instance, if the buyer or seller requests a different move-in date, consider whether you can accommodate their request.

Staying organised can also save you significant time, so create a checklist of tasks and deadlines and systematically work through it. Jot down any questions you have and address them in one go, minimising the back-and-forth communication with solicitors.

Packing strategically, labelling boxes clearly, and decluttering before the move can also streamline the packing and unpacking process. Lastly, don't hesitate to seek help from friends and family. Enlist their support for packing, cleaning, or babysitting, allowing you to focus on essential tasks.

Thinking of moving soon? Contact us today on <<NUMBER>> to book a valuation or simply discuss your plans. You can also browse our latest homes at <<WEBSITE>>.

		Name
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Category:

**Purpose:** 

**Subject Line:** 

**Teaser Text:** 

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Sales Tips/Information

Brand awareness / Informative / Encourages leads

Tips for an efficient move home

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.

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they leave their rental behind.

However, a recent HomeLet survey of over 20,000 tenants revealed that 12.5% of renters have lost their deposit. Here are the most common reasons, according to a survey of letting agents:

- · Cleanliness: Nearly 90% of respondents said dirty or messy properties lead to deductions. To avoid this, return the property in the same clean condition documented in the inventory. • Maintenance: Almost half of deposit claims are due to routine maintenance
- issues, so remember to regularly maintain areas listed as your responsibility in the tenancy agreement.
- the tenancy agreement.
  Property and contents damage: Damage to the property or its contents, whether minor or significant, accounted for 39% of deposit deductions. Informing your landlord of any accidental damage as soon as it happens can help you avoid losing your deposit.
  Unpaid rent is one of the more obvious reasons why someone could lose their
- deposit. This happens in around 31% of cases. Unwanted Belongings: Over 10% of agents mentioned tenants leaving behind unwanted belongings, resulting in the landlord incurring removal costs.

Other factors: not returning your keys, leaving unpaid bills behind, and pest infestation, each accounted for 2% of lost deposits.

Planning to end your current tenancy soon? Contact us on the details below to find your next rental.

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		me:

**Category:** 

**Purpose:** 

**Subject Line:** 

**Teaser Text:** 

**Key Benefits:** 

How to avoid losing your tenancy deposit
Lettings Tips/Information
Brand awareness / informative / Encourages leads
How to avoid losing your tenancy deposit
Planning to end your current tenancy soon?
Informative / Brand awareness / Encourages leads

## Email 4: Brighten up your rental without risking your deposit Campaign Category: Lettings Tips & Information

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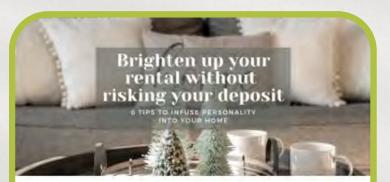
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When decorating a rented property, it's essential to avoid permanent changes that require landlord approval. Instead, consider these non-invasive ways to infuse personality into your home:



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 lowmaintenance 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

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

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

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WE'D RECOMMEND: Sending this to your entire database.

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Take a look at these properties and see if you get that homely feeling. If you do, we are always more than happy to arrange a viewing. At **<<Agent Name>>**, we understand that moving home is a big decision. So, whether you are renting, buying, selling, or investing, we can make every step a seamless joy.

Find the home you deserve this Christmas and enjoy a happier New Year.



Insert your property here Insert your property here

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

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Selecting the correct removal company is crucial for transferring your belongings safe and efficient manner. Factors to consider when choosing a removal company reputation, pricing, and the insurance policies on offer.

#### Sort through your belongings

Once you have found the perfect removal company, it's time to get packed and re or the moving date. It's a good idea to have a look through your old stuff and cide what you don't need anymore, as reducing clutter can make the moving

Campaign Name:

Category:

**Purpose:** 

**Subject Line:** 

**Teaser Text:** 

**Key Benefits:** 

Your guide to relocating at the start of the year Seasonal Sales Tips/Information Brand awareness / Informative / Leads Your guide to relocating at the start of the year Looking to move in January? Informative / Brand awareness / Leads

### Email 7: Get ready for the Boxing Day home viewing boom Campaign Category: Seasonal Sales Tips & Information

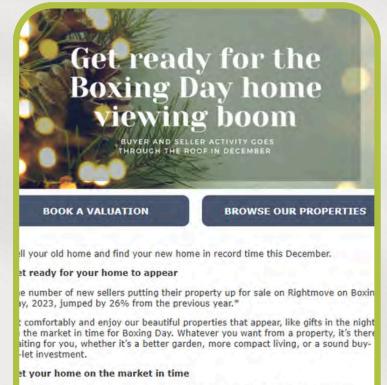
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2023, the number of enquiries of homes for sale on Rightmove jumped by % on Boxing Day compared to Christmas Day.\* If you have been thinking about lling, now is the perfect time! With so many home movers going online and arching for a home just like yours, you can make your move while demand is still gh. Hurry though, because they will never see your home if you don't take the portunity! With all this excitement in the market, your home could sell before is festive season is over.

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

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

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WE'D RECOMMEND: Sending this to your entire lettings database including archived data to reach a wider audience.

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#### WINTER WONDERS: HOT PROPERTIES TO LET THIS FESTIVE SEASON!

Discover your perfect home this winter! Whether you're searching for a cosy retreat or a modern space, we have a range of exceptional properties available to let. Act quickly – these sought-after homes won't stay on the market for long. Make your move with ease and confidence!



INSERT PROPERTY HERE

INSERT PROPERTY HERE



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
#lifeinsuranceagent
#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). \*

Build	your filter*		Simple Filter	Advanced Filter
Name*	Val not instructed	(12 mths)		
Category	None	+ Inclusive filterin	g = 0	
INCLUD	E contacts that match			
	e following criteria ist one of the following	criteria		
Fie	eld Name	Operator	Value	
+ × V	aluation Date	Was During The Previous ? Mr -	12	
But EXC	LUDE contacts that m	atch		
	e following criteria ist one of the following	a criteria		
	eld Name	Operator	Value	
÷X D	ate Instructed	Was During The Previous ? M .	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.