

INSURANCE

February

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: 3 must have insurance types

Campaign Category: Insurance



Email 2: Top 10 car insurance tips

Campaign Category: Insurance



Email 3: How to boost your credit score for a better mortgage

Campaign Category: Insurance



Email 4: Is it worth overpaying your mortgage?

Campaign Category: Insurance



Email 5: Should you let your home insurance renew automatically?

Campaign Category: Insurance



Email 6: Why are women losing out on their pension?


Campaign Category: Insurance

2024
February

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: 3 must-have insurance types

Campaign Category: Insurance

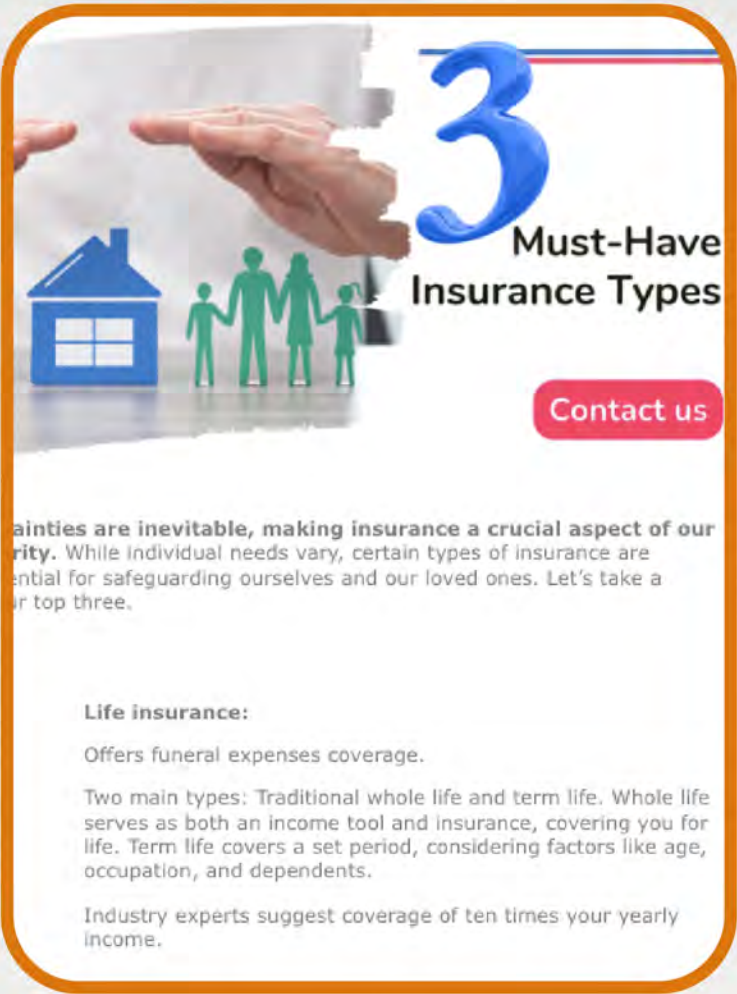
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:	3 must-have insurance types
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	3 must-have insurance types
Teaser Text:	Contact us today
Key Benefits:	Informative Brand awareness Gain leads

Email 2: Top 10 car insurance tips

Campaign Category: Insurance

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Campaign Name:	Top 10 car insurance tips
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Top 10 car insurance tips
Teaser Text:	Check out our tips for landing the best deal
Key Benefits:	Informative Brand awareness Gain leads

Email 3: How to boost your credit score for a better mortgage

Campaign Category: Insurance

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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:	How to boost your credit score for a better mortgage
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Looking for a better mortgage?
Teaser Text:	See how your credit score can help
Key Benefits:	Informative Brand awareness Gain leads

Email 4: Is it worth overpaying your mortgage?

Campaign Category: Insurance

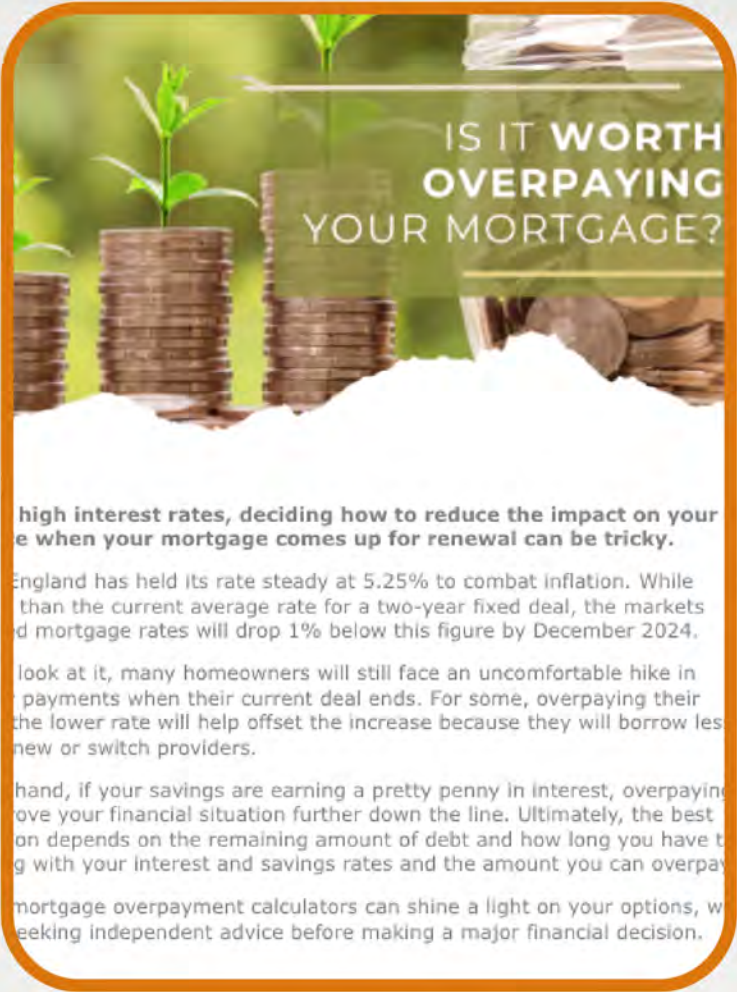
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Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
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Campaign Name:	Is it worth overpaying your mortgage?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Mortgage up for renewal?
Teaser Text:	Is it worth overpaying your mortgage?
Key Benefits:	Informative Brand awareness Gain leads

Email 5: Should you let your home insurance renew automatically?

Campaign Category: Insurance

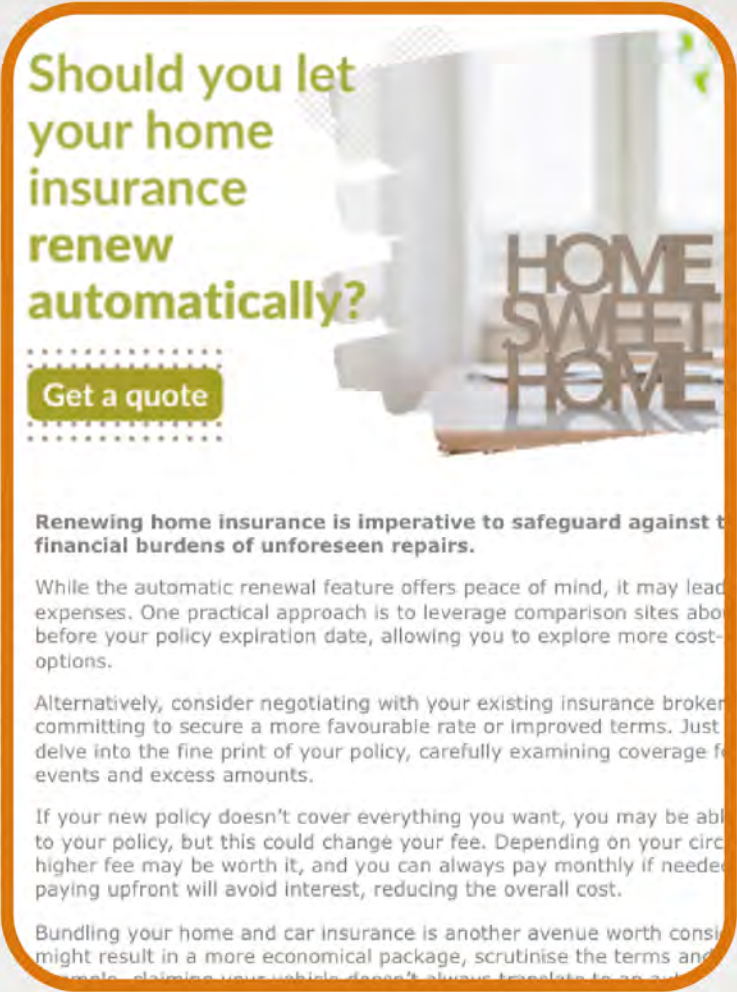
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Various call-to-action buttons including contact us and book a quote link.

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

WE'D RECOMMEND:
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For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



Campaign Name:	Should you let your home insurance renew automatically?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Home insurance...
Teaser Text:	Should you let it renew automatically?
Key Benefits:	Informative Brand awareness Gain leads

Email 6: Why are women losing out on their pension?

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:	Why are women losing out on their pension?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Why are women losing out on their pension?
Teaser Text:	The dreaded M word...
Key Benefits:	Informative Brand awareness

Social Media Marketing



Useful Hashtags



Top 10 Property Hashtags

#properties
#realestate
#property
#landlord
#tenant
#buyer
#vendor
#lettings
#tolet
#forlet
#let
#sold
#ssstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#february
#2024
#valentines
#fallinlove

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#covid
#homeinsurance
#february
#winterinsurance
#covered
#newyear
#2024
#valentines
#fallinlove