

INSURANCE

January

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: Your mortgage options after 60

Campaign Category: Insurance



Email 2: Stop car insurance driving you up the wall

Campaign Category: Insurance



Email 3: Should you insure individual items?

Campaign Category: Insurance



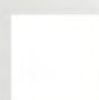
Email 4: Open fires and insurance

Campaign Category: Insurance



Email 5: Mortgages set to expire in 2026

Campaign Category: Insurance



Email 6: How parents can help their children get on the property ladder

Campaign Category: Insurance

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: Your mortgage options after 60

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:	Your mortgage options after 60
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Over 60?
Teaser Text:	Do you know your mortgage options?
Key Benefits:	Informative Brand awareness Encourages leads

Email 2: Stop car insurance driving you up the wall

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:	Stop car insurance driving you up the wall
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Stop car insurance driving you up the wall
Teaser Text:	Reduce how much you pay
Key Benefits:	Informative Brand awareness Encourages leads

Email 3: Should you insure individual items?

Campaign Category: Insurance

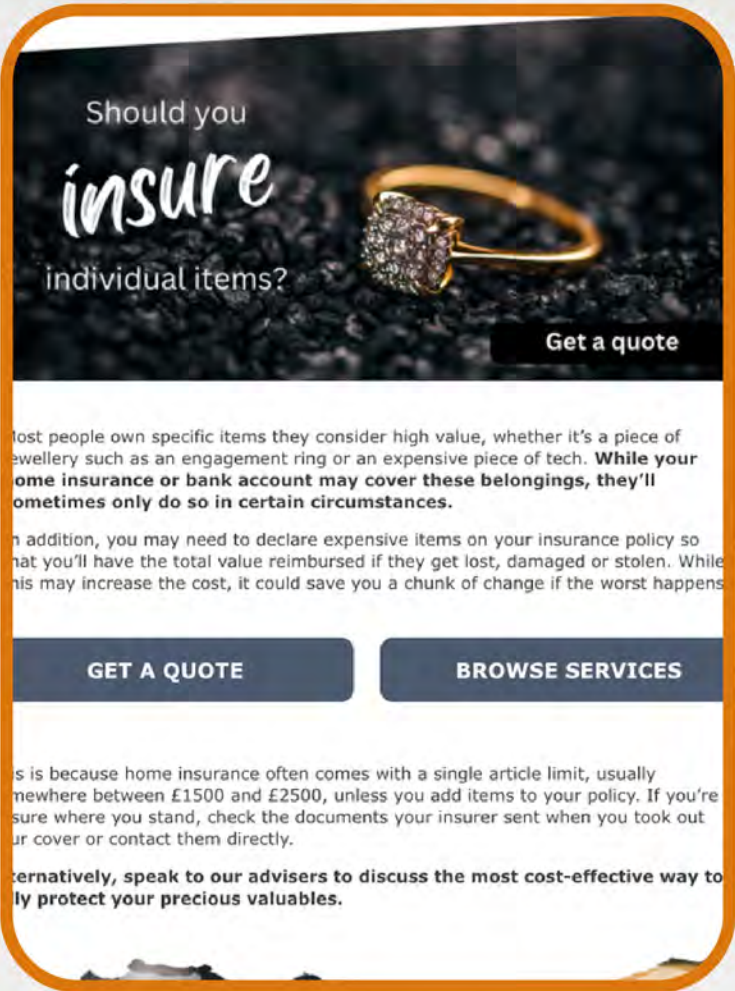
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Campaign Name:	Should you insure individual items?
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Should you insure individual items?
Teaser Text:	Don't get caught out!
Key Benefits:	Brand awareness Encourages leads

Email 4: Open fires and insurance

Campaign Category: Insurance

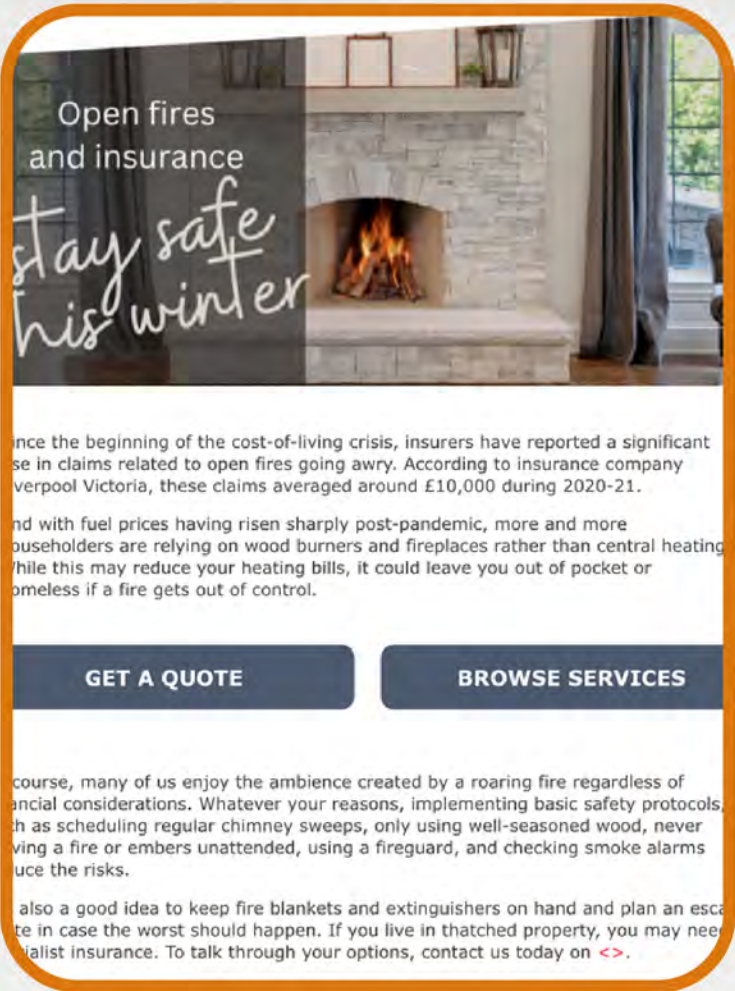
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Campaign Name:	Open fires and insurance
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Open fires and insurance
Teaser Text:	Stay safe this winter
Key Benefits:	Brand awareness Encourages leads

Email 5: Mortgages set to expire in 2026

Campaign Category: Insurance

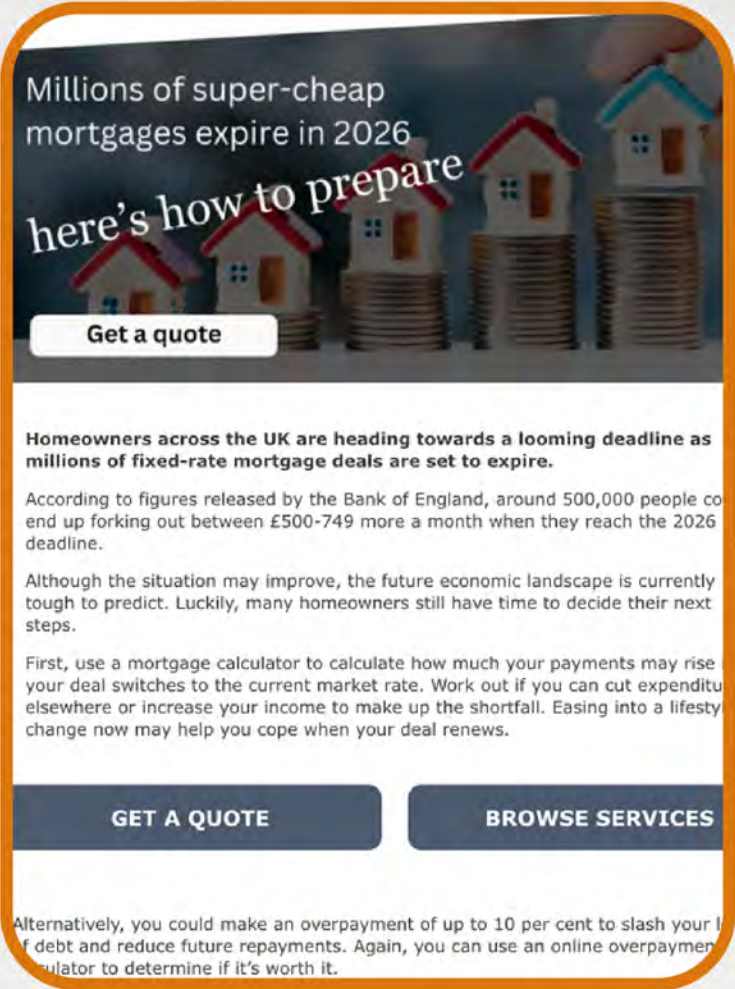
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:	Mortgages set to expire in 2026
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Millions of mortgages are set to expire in 2026
Teaser Text:	Here's how to prepare
Key Benefits:	Informative Brand awareness Encourages leads

Email 6: How parents can help their children get on the property ladder

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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How parents can help their children onto the property ladder

[Get a quote](#)

no secret that property prices have boomed in recent years, and despite economic strain the country is facing, UK house prices still rose by 6.3 cent between January 2022-23.

year, the situation led to 170,000 new buyers relying on family members to give them a leg up to secure a home. If your children are facing the same struggle, you may be thinking about helping them out, too – but how?

er than buying a home for your children outright, here are a few ways to fund a house purchase:



- **Gift money from your savings** so they can use a larger deposit to secure a mortgage
- **Take out a 'springboard mortgage'** that holds some of your savings as security in lieu of a deposit for a set amount of time
- **Use your property or savings** as a guarantee against your child's mortgage
- **Take out a joint mortgage** with your child

Campaign Name:	How parents can help their children get on the property ladder
Category:	Insurance
Purpose:	Brand awareness / informative campaign
Subject Line:	Looking to get on the property ladder?
Teaser Text:	Read how parents can help...
Key Benefits:	Informative Brand awareness Encourages leads

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
#january
#2024

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#covid
#homeinsurance
#january
#winterinsurance
#covered
#newyear
#2024