

PROPERTY

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: Converting commercial property to residential - a good bet for investors!**


Campaign Category: Sales Tips/Information

 **Email 2: Is January a good time to sell?**


Campaign Category: Sales Tips/Information

 **Email 3: Get ready to sell your home this February**


Campaign Category: Sales Tips/Information

 **Email 4: Landlords, are you prepared for a property emergency?**


Campaign Category: Lettings Tips/Information

 **Email 5: Moving house checklist**

Campaign Category: Sales Tips/Information

 **Email 6: Reorganise your home for a fresh start in 2024**

Campaign Category: Sales Tips/Information

 **Email 7: 10 simple tricks to save money when selling up**

Campaign Category: Sales Tips/Information

 **Email 8: 8 tips for a stress-free house move**

Campaign Category: Sales Tips/Information

2024
January

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	
		Send email 7		Send email 8		

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

☐ Send email 7
☐ Schedule social post 7

☐ Send email 8
☐ Schedule social post 8

Email 1: Converting commercial property to residential - a good bet for investors!

Campaign Category: 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 including book a valuation link.

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

WE'D RECOMMEND:
Sending this to your entire sales and landlords 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.

CONVERTING COMMERCIAL PROPERTY TO RESIDENTIAL

a good bet for investors

Businesses and investors across the UK are busy converting commercial properties, such as hotels and office blocks that have fallen on hard times, into residential homes.

According to LRG – one of the UK's largest property services companies – this is because home values have outstripped commercial property, despite the latter traditionally offering greater returns.

High inflation and interest rates, spiking energy costs, difficulty recruiting staff, and supply chain issues are just a few reasons for the trend. On the other hand, demand for housing remains strong due to low supply, keeping prices relatively stable and healthy.

In addition, commercial properties, such as hotels, often operate from historical or aesthetically pleasing buildings close to essential amenities, scenic areas, or popular attractions. And we all know that a desirable location increases the likelihood of a good return.

If your portfolio could benefit from a commercial conversion, why not chat with us on <<NUMBER>> today to discuss potential investment opportunities?

[CONTACT US](#)[VIEW OUR PROPERTIES](#)

Campaign Name:	Converting commercial property to residential
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Are you an investor?
Teaser Text:	A good bet for you!
Key Benefits:	Informative Brand awareness Encourages leads

Email 2: Is January a good time to sell?

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 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 sales 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:	Is January a good time to sell?
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Is January a good time to sell?
Teaser Text:	Ensure a swift sale this January
Key Benefits:	Informative Brand awareness Encourages leads

Email 3: Get ready to sell your home this February

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 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 sales database including archived data to reach a wider audience.

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Is January a *good time* to sell?

Get a valuation

Once Christmas is over, you may feel the remaining winter months represent a lull in activity – but nothing could be further from the truth for the housing market.

According to First Direct, January 2023 saw an 18% spike in mortgage applications from first-time buyers alone compared to the December period, while the value for the total number of applications stood at £4 billion.

"January 2023 saw an 18% spike in mortgage applications from first-time buyers alone"

Now that mortgage rates appear to be stabilising, we expect another frenetic New Year period as buyers look for a fresh start in a new home.

However, competition from other sellers will increase as we head towards spring, so your home's visibility may benefit from an earlier listing.

To discuss exactly when to plan your property's launch, contact our team on **<NUMBER>** or book a valuation here **<>**.

Campaign Name:	Get ready to sell your home this February
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Get ready to sell your home this February
Teaser Text:	Buyers looking!
Key Benefits:	Informative Brand awareness Encourages leads

Email 4: Landlords, are you prepared for a property emergency?

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 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 landlords 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:

Landlords, are you prepared for a property emergency?

Category:

Lettings Tips/Information

Purpose:

Brand awareness / informative / Gain leads

Subject Line:

Landlords!!

Teaser Text:

Are you prepared? 🏠

Key Benefits:

Informative
Brand awareness
Encourages leads

Email 5: Moving house checklist

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 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 sales and 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.



Campaign Name:	Moving house checklist
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Moving house?
Teaser Text:	Here's your checklist
Key Benefits:	Informative Brand awareness Encourages leads

Email 6: Reorganise your home for a fresh start in 2024

Campaign Category: Sales Tips/Information

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

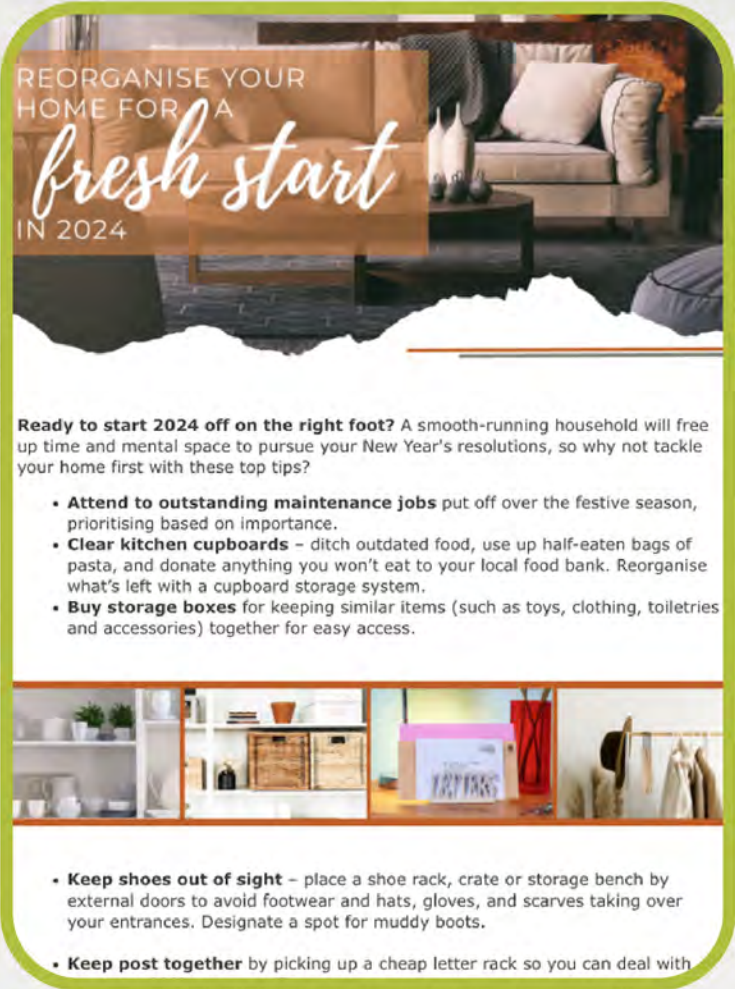
Various call-to-action buttons including contact us and book a quote link.

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

Live timer

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

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Campaign Name:	Reorganise your home for a fresh start
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Looking for a fresh start in 2024?
Teaser Text:	Reorganise your home today 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 7: 10 simple tricks to save money when selling up

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 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 sales 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:	10 simple tricks to save money when selling up
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Looking at selling your home? 🏠
Teaser Text:	Here's 10 simple tricks to save money
Key Benefits:	Informative Brand awareness Encourages leads

Email 8: 8 tips for a stress-free house 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 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 sales and 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.



Moving to a new house can be an exciting but stressful chapter in life, so here are eight easy ways to ensure a smooth transition:

- 1. Plan strategically** by creating a detailed moving plan that includes a timeline, checklists, and important deadlines to stay organised.
- 2. Donate, sell, or discard** items you no longer need to start fresh in your new home without unnecessary clutter.
- 3. Pack room by room** to keep track of your belongings and ensure that items from each room end up together, simplifying the unpacking process.
- 4. Label boxes** clearly with their contents and the room they belong to.
- 5. Pack an essentials box** containing items you'll need upon arrival, such as toiletries, a change of clothes, important documents, and basic kitchen supplies.
- 6. Hire professional movers** to handle the heavy lifting. Research and read reviews to find a reliable service that fits your needs.
- 7. Update your address** with the postal service, inform utility companies, and notify relevant institutions such as banks and schools about your move.
- 8. Take care of pets and kids:** Moving can be disorienting for pets and children, so arrange for a friend or family member to take care of them on moving day.

[CONTACT US](#)[BROWSE PROPERTIES](#)

Campaign Name:	8 tips for a stress-free house move
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Moving house?
Teaser Text:	Here is 8 tips for a stress-free house move
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

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*

Category + Inclusive filtering ?

INCLUDE contacts that match

☒ All the following criteria
☐ At least one of the following criteria

Field Name	Operator	Value
+ ✗ Valuation Date	Was During The Previous ? Months	12
+ Add new expression...		

But EXCLUDE contacts that match

☒ All the following criteria
☐ At least one of the following criteria

Field Name	Operator	Value
+ ✗ Date Instructed	Was During The Previous ? Months	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.