

A close-up photograph of a white ceramic bowl filled with fresh, ripe strawberries. The strawberries are bright red with green leafy tops. Some strawberries are spilling out of the bowl onto a white wooden surface with visible grain. The background is a soft, out-of-focus white.

INSURANCE

# July

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: 6 steps to securing your finances**

Campaign Category: Insurance



## **Email 2: Car insurance premiums set to fall**

Campaign Category: Insurance



## **Email 3: How to improve your credit score to get a mortgage**

Campaign Category: Insurance



## **Email 4: Is your home at risk - from your pets?**

Campaign Category: Insurance



## **Email 5: The value investor's guide to property investment**

Campaign Category: Insurance



## **Email 6: What to do if your home is affected by flooding**

Campaign Category: Insurance

2024  
July

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: 6 steps to securing your finances

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



## 6 steps to securing your finances

worry about money at some point, so sorting your finances before it gets out of hand can reduce your stress levels and improve your future. Even if you're quite comfortable, it's still worth taking a few steps to ensure your finances continue. Follow our 6-step guide below to get started.

**Sort your debts:** Loans and credit cards can be useful, especially if you're trying to build a credit rating, but repayments can quickly escalate and if you're struggling to pay your bills. If you're not sure where to start, our Financial Advice can help.

**Secure your pension:** Avoid opting out of automatic tax-free pension contributions and ask your employer if they will match higher contributions if you can afford it.

**Save for hard times:** Aim to save enough money to give you a six-month cushion if something goes wrong, such as becoming ill or losing your job.

**Use a ISA:** Pop any excess savings into a tax-free ISA to grow your money.

Campaign Name:	Does your business need key person insurance?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Does your business need key person insurance?
Teaser Text:	Contact us to find out more
Key Benefits:	Informative Brand awareness Encourage leads

# Email 2: Car insurance premiums set to fall

## Campaign Category: Insurance

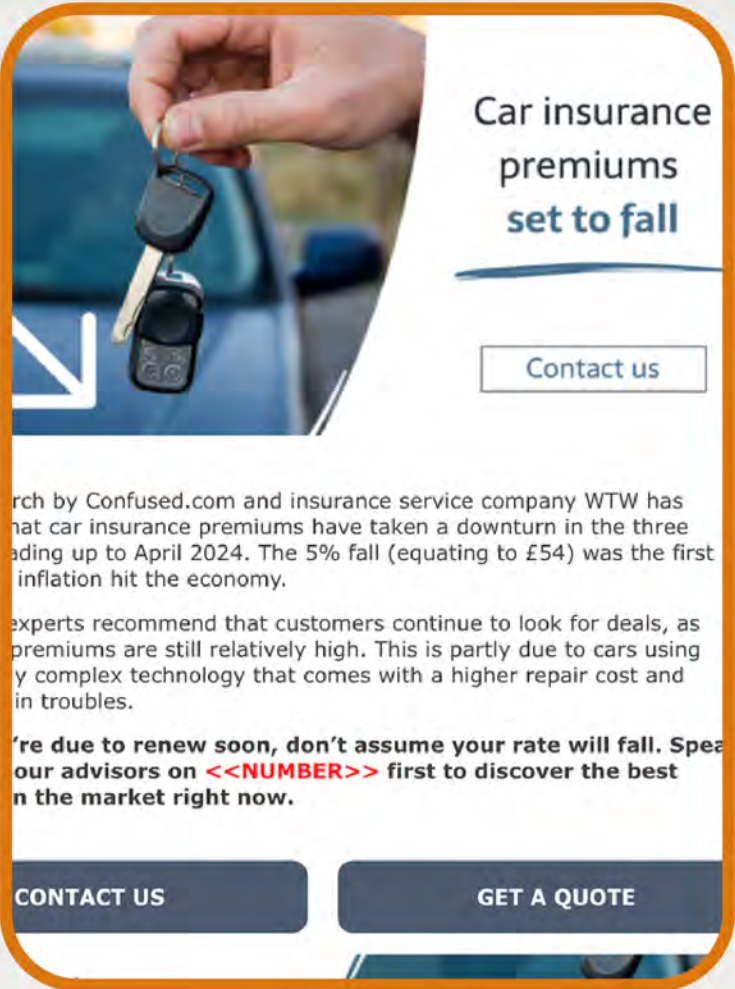
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:	Car insurance premiums set to fall
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Car insurance premiums set to fall
Teaser Text:	Due to renew soon, contact us today
Key Benefits:	Informative Brand awareness Encourage leads

# Email 3: How to improve your credit score to get a mortgage

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:	How to improve your credit score to get a mortgage
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Improve your credit score to get a mortgage
Teaser Text:	Read on to find out how...
Key Benefits:	Informative Brand awareness Encourage leads

# Email 4: Is your home at risk - from your pets?

## Campaign Category: Insurance

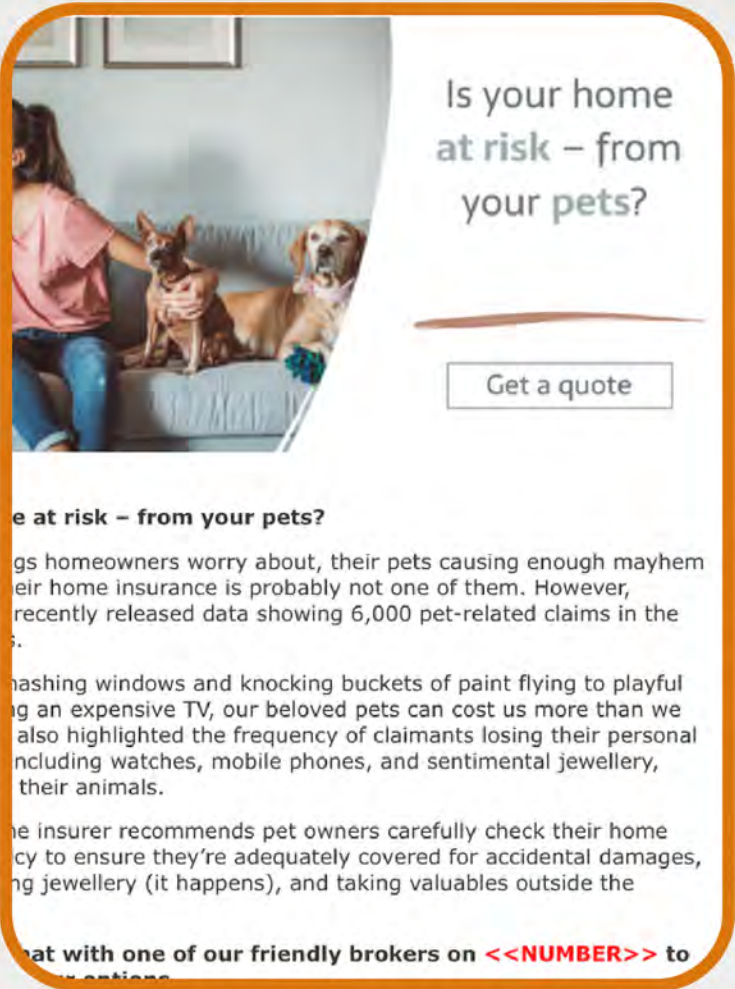
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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



Campaign Name:	Is your home at risk - from your pets?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Is your home at risk - from your pets?
Teaser Text:	Make sure you're covered...
Key Benefits:	Informative Brand awareness Encourage leads

Email 5: The value investor's guide to property investment

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



Campaign Name:	The value investor's guide to property investment
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Looking to invest?
Teaser Text:	Your guide to property investment
Key Benefits:	Informative Brand awareness Encourage leads

# Email 6: What to do if your home is affected by flooding

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



What to do if your home is **affected** by **flooding**...

From storms and heavy rain to melting snow and dams or  
ing can cause flood water to intrude on your property. If  
ppens, follow these steps:

You and your family are safe, following advice from emergency

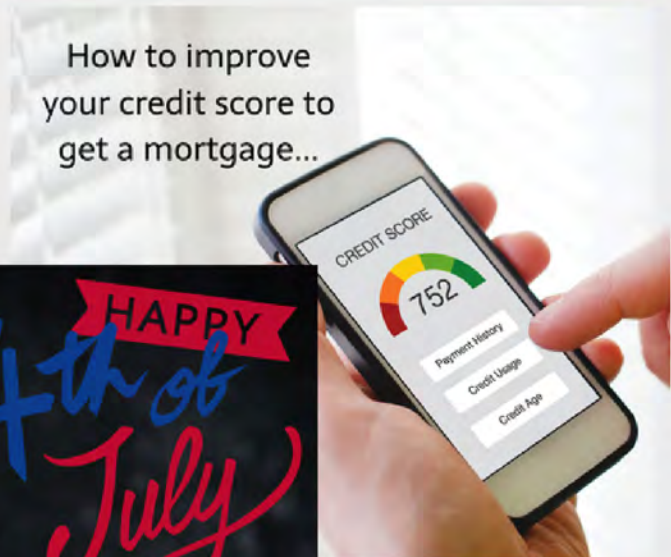
all your utilities.

insurer's emergency phone line.

their next steps, such as gathering evidence to support your

XA, almost **40% of householders live in flood-prone areas**,  
quarter do not have coverage included in their current home or  
y. Yet the cost of replacing damaged floors, furniture, appliances,  
as could cause more stress than the actual flooding itself.

Campaign Name:	What to do if your home is affected by flooding
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	What to do if your home is affected by flooding...
Key Benefits:	Informative Brand awareness Encourage leads



BONUS

# 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  
#june  
#2024  
#summer

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#homeinsurance  
#covered  
#newyear  
#2024  
#june  
#Summer  
#cyber  
#finances  
#insurancepremiums  
#creditscore  
#improve  
#mortgage  
#homerisk  
#pets  
#guide  
#flooding  
#affected