

A close-up photograph of a white ceramic bowl filled with fresh, ripe strawberries. Several strawberries are spilling out of the bowl onto a white wooden surface with visible grain. The strawberries are bright red with green leafy tops. The lighting is soft and natural, creating a fresh and appealing look.

PROPERTY

# 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: Hack student renting with our simple guide**

Campaign Category: Lettings Tips/Information



**Email 2: The 10 highest yielding areas for buy-to-let properties**

Campaign Category: Lettings Tips/Information



**Email 3: The best cities in the UK for first time buyers**

Campaign Category: Sales Tips/Information



**Email 4: A guide to finding a mortgage for first time buyers**

Campaign Category: Mortgages



**Email 5: Your property market update**

Campaign Category: Market Updates



**Email 6: Will the energy price cap reduce my bills?**

Campaign Category: Sales Tips/Information



**Email 7: Do you live on one of Britain's most expensive streets?**

Campaign Category: Sales Tips/Information



**Email 8: 5 ways to upgrade your garden for next to nothing**

Campaign Category: Seasonal Sales Tips/Information



2024  
July

## 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		

Notes

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: Hack student renting with our simple guide

## Campaign Category: Lettings 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 active buyers database 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](mailto:support@briefyourmarket.co.uk).

### Hack student renting with our simple guide...

Contact us



If you plan to start university in September, it's probably the first time you've lived alone. So, it's no wonder you might have questions about how secure rental works for students. Here are a few pointers.

**Check with your university:** Many allow first-years to stay in halls of residence on campus. Alternatively, they can advise you where to find approved landlords. They can also provide you with proof of your student status to show the council to exempt you from paying council tax.

**Choose a guarantor:** This is someone – usually a parent – with a stable income who can pay your rent if your student loan or income won't cover the cost. Many landlords will still ask for a guarantor even if you can afford it.

**Joint vs. individual tenancy agreements:** A joint tenancy means you and your co-residents are responsible for the rent on the whole property, while individual tenancies mean you're only liable for your share.

**Give yourself time:** It can take several months to find a student home, so start looking well before you're due to start university or move out of halls.

**Sort your finances:** Set up a standing order with your bank so you never miss your rent payments, and save a deposit for your home in good time (it will be returned to you at the end of your tenancy, minus deductions for damages).

Campaign Name:	Hack student renting with our simple guide
Category:	Lettings Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Planning to rent on your own
Teaser Text:	Hack student renting with our simple guide
Key Benefits:	Informative Brand awareness Increase leads



# Email 2: The 10 highest yielding areas for buy-to-let properties

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 Landlord and Investor 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).

The 10 highest-yielding areas for buy-to-let properties

Contact us

BUY TO LET

The 10 highest-yielding areas for buy-to-let properties

Purchasing a property to rent out presents a few challenges, including deciding whether the investment will result in a decent return.

At the time of writing, gross rental yield (the total annual rental income expressed as a percentage of a property's value) in the UK is around 5.6%. This is according to Zoopla, who recently analysed the average gross yields in many areas across England, Scotland, and Wales. Their survey also discovered the top-ten performing areas – let's take a look.

Top 10 cities for rental yield

1. Sunderland 8.96%

2. Aberdeen 8.03%

3. Burnley 8.00%

4. Dundee 7.86%

6. Middlesbrough 7.92%

7. Blackburn 7.52%

8. Hull 7.45%

9. Newcastle 7.45%

Campaign Name:	10 highest yielding areas for buy-to-let properties
Category:	Lettings Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Looking to buy-to-let?
Teaser Text:	10 highest yielding areas, find out more here >>
Key Benefits:	Informative Brand awareness Encourages leads



Email 3: The best cities in the UK for first time buyers
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.

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

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

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.

The Best Cities in the UK for First Time Buyers

Begin your search

The Best Cities in the UK for First Time Buyers

A recent analysis by The Co-operative Bank has uncovered the best places in the UK for first-time buyers to set down roots. The data considered average house prices and other key factors, such as crime and satisfaction rates among the residents. Let's take a look.

Top 10 cities for new buyers

The list below combines the average overall cost of buying a house with crime, traffic and well-being statistics.

1. Swansea – £195,687	6. Leeds – £246,026
2. Edinburgh – £346,293	7. Newport – £240,065
3. Plymouth – £225,060	8. Blackpool – £135,995
4. Sunderland – £147,319	9. Stoke-on-Trent – £143,642
5. ...	10. ...

Campaign Name:	The best cities in the UK for first time buyers
Category:	Sales Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Are you a first time buyer?
Teaser Text:	Find out where the best cities in the UK are...
Key Benefits:	Informative Brand awareness Encourages leads



# Email 4: A guide to finding a mortgage for first time buyers

Campaign Category: Mortgages

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 buyers database.

For additional information on filters seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



Campaign Name:	A guide to finding a mortgage for first time buyers
Category:	Mortgages
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Are you a first time buyer?
Teaser Text:	Looking for the right mortgage?
Key Benefits:	Informative Brand awareness Encourages leads



# Email 5: Your property market update

Campaign Category: Market Updates

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 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:	Your property market update
Category:	Market Updates
Purpose:	Brand awareness / Informative \ Encourages Leads
Subject Line:	Your property market update
Teaser Text:	Stay up-to-date with <<AGENT NAME>>
Key Benefits:	Informative Brand awareness Encourages Leads



# Email 6: Will the energy price cap reduce my bills?

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.

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

Live timer

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).

Will the energy price cap reduce my bills?

Contact us



**After the nation faced rising fuel prices that skyrocketed after the invasion of Ukraine, the cost of energy has begun to fall back in line with mid-2022 levels.**

To reflect this positive change, Ofgem recently announced a new lower price cap of £1690 – £238 less than it was between January and March this year.

But what does this mean for you? Well, the price cap is the 'maximum amount energy suppliers can charge you for each unit of energy and standing charge you're on a standard variable tariff' (Ofgem).

However, this is based on the average household (loosely defined as a two-three-bedroom home with two or three residents), so how much you'll pay will depend on your property's size and energy usage.

The price cap change won't affect you if you're on a fixed tariff. Conversely, if you pay a variable rate that fluctuates, the price cap will control how much your provider can charge per unit of energy.

Based on the average rate paid by direct debit consumers, Ofgem's data shows that gas suppliers now charge 1p less per kilowatt (Apr-Jun 2024) than from October to December last year, while electricity rates have fallen by 2p per kilowatt.

**Overall, most variable-rate households will notice a decrease in bills.**

For more information, visit [www.ofgem.gov.uk](#) or call 0800 505 060. Submitting regular meter readings is the best way to ensure you're paying the correct amount.

Campaign Name:	Will the energy price cap reduce my bills?
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Will the energy price cap reduce my bills?
Teaser Text:	Read more to find out
Key Benefits:	Informative Brand awareness Encourages leads



# Email 7: Do you live on one of Britain’s most expensive streets?

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.


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

WE’D RECOMMEND:  
Sending this to your entire active 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).

Do you live on one of **Britain’s most expensive streets?**

Book a valuation



**With most homes for sale now listed online, it’s tempting to browse properties way out of our price range occasionally, just to see what’s out there.** But for sellers, being in the right postcode – or the right street – can add a premium to the value of their home.

To prove this, property portal Rightmove recently revealed the top 10 most expensive streets in England. Intrigued? Read on to see which ones commanded the highest price tags.

Street	Area	Avg. Asking Price
Buckingham Gate	Westminster	£9,633,333
Vicarage Gate	Holland Park	£6,332,000
Park Road	St John’s Wood	£5,814,285
St John’s Wood Road	Maida Vale	£5,389,444
Cadogan Square	Knightsbridge	£4,834,500
Old Avenue	Weybridge, Surrey	£2,633,333

Campaign Name:	Do you live on one of Britain’s most expensive streets?
Category:	Sales Tips and Information
Purpose:	Informative / Encourages leads
Subject Line:	Find out where are Britain’s most expensive streets...
Teaser Text:	Find out the value of your home
Key Benefits:	Informative Encourages leads



Email 8: 5 ways to upgrade your garden for next to nothing  
Campaign Category: Seasonal Sales 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 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).

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ways to upgrade your garden for next to nothing

[Book a valuation](#)



Summer is almost in full swing, but is your garden ready for dr with the neighbours, impromptu barbeques, or unexpected visi you want to brighten up your outdoor space so it's less of an e and more of a sight for sore eyes, follow these five simple tips.

1. **Upcycle old garden furniture** instead of throwing it away. An afternoon sanding, painting, or replacing worn covers could save fortune. After a good clean with detergent, white vinegar, or WD plastic items can often look sparkling new, too.
2. **Go to the tip.** They say one person's junk is someone else's tre it's worth checking out your local tip for items that could be repu or restored. Even household items could be weather-proofed for use.
3. **Think outside the box.** Do you already have something lying a you could reuse? For example, everything from galvanised bins t bathtubs can be used as planters.
4. **Turn pallets into tables** by stacking them together, nailing pla the top to create a surface, and sanding and painting to your de shade.
5. **Ask for materials.** Perhaps a friend is renovating their ho

Campaign Name:	5 ways to upgrade your garden for next to nothing
Category:	Seasonal Sales Tips & Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Looking to upgrade your garden?
Teaser Text:	5 ways to do so for next to nothing...
Key Benefits:	Informative Brand awareness Encourages leads



Hack  
student  
renting  
with our  
simple  
guide...



BUY  
TO  
LET



Your  
property  
market  
update



Knightsbridge

Do you live on  
one of Britain's  
most expensive  
streets?



Will the  
energy price cap  
reduce my bills?



A guide  
to finding  
a  
mortgage  
for  
first-time  
buyers



The Best  
Cities  
in the UK  
for First Time  
Buyers



5 ways to  
upgrade your  
garden for next  
to nothing



BONUS

4th of  
July





# 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  
#july  
#2024  
#upgradegarden  
#mostexpensive  
#energypricecap  
#mortgage  
#firsttimebuyers  
#cities  
#buytolet  
#studentrenting

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#homeinsurance  
#covered  
#2024  
#july



# 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
<span>+</span> <span>✗</span> Valuation Date	Was During The Previous ? Months	12
<span>+</span> Add new expression...		

But EXCLUDE contacts that match

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

Field Name	Operator	Value
<span>+</span> <span>✗</span> Date Instructed	Was During The Previous ? Months	12
<span>+</span> 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.