

INSURANCE

June

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: Does your business need key person insurance?**

Campaign Category: Insurance

☐ **Email 2: How to protect your pension**

Campaign Category: Insurance

☐ **Email 3: Is critical illness insurance worth it?**

Campaign Category: Insurance

☐ **Email 4: Landlords - are you insured?**

Campaign Category: Insurance

☐ **Email 5: Protect your hospitality business before it's too late**

Campaign Category: Insurance

☐ **Email 6: What should you add to your home insurance policy?**

Campaign Category: Insurance



2024  
June

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: Does your business need key person insurance?

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:	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: How to protect your pension

## Campaign Category: Insurance

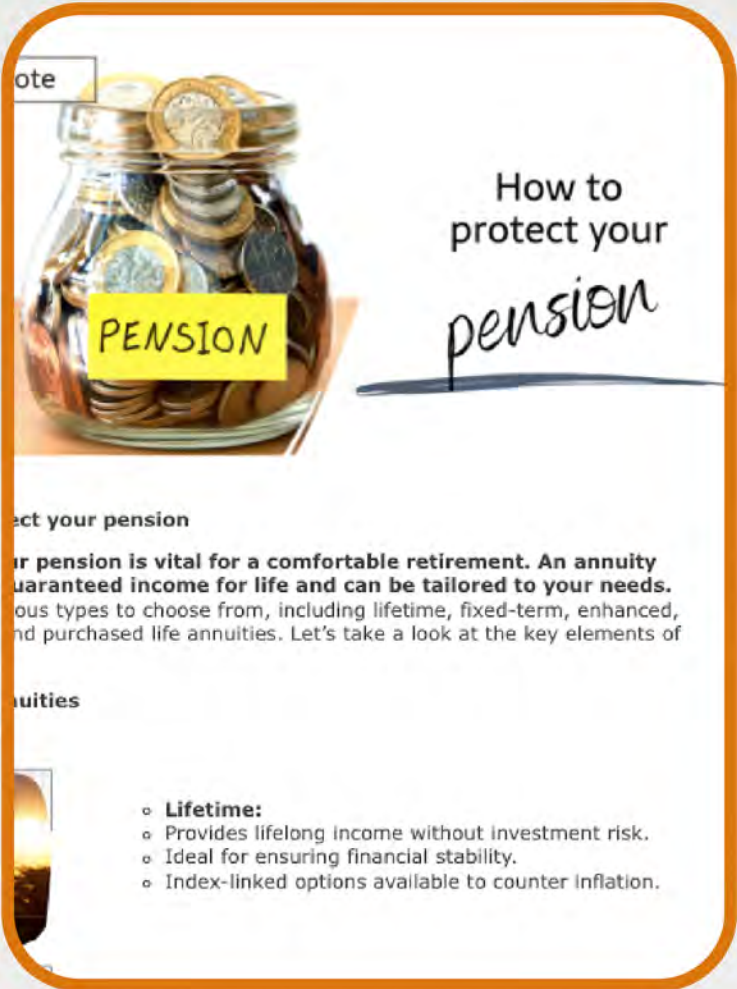
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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

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

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Campaign Name:	How to protect your pension
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	How to protect your pension
Teaser Text:	Take a look at the key elements
Key Benefits:	Informative Brand awareness Encourage leads



# Email 3: Is critical illness insurance worth it?

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.

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## Is Critical Illness Insurance worth it?



### Is Critical Illness Insurance worth it?

Facing the possibility of a critical illness isn't pleasant, but having insurance provides crucial financial support for you and your family during challenging times. What is it exactly, and what benefits does it bring? Read on to find out.

#### What's covered

Critical illness insurance can pay your mortgage, treatment costs, and alterations if needed due to injury or illness. Depending on your insurance policy, covered conditions may include cancer, heart attack, stroke, Alzheimer's, and more.

#### When you might need it

If a serious illness prevents you from working, the financial impact can be significant. Government benefits and sick pay may not adequately cover expenses, so critical illness coverage can alleviate financial strain during difficult times and avoid depleting savings.

#### How to choose the right amount of cover

Campaign Name:	Is critical illness insurance worth it?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Is critical illness insurance worth it?
Teaser Text:	Read on to find out...
Key Benefits:	Informative Brand awareness Encourage leads



# Email 4: Landlords - are you insured?

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:	Landlords - are you insured?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Landlords - are you insured?
Teaser Text:	Here's a list of different types
Key Benefits:	Informative Brand awareness Encourage leads



Email 5: Protect your hospitality business before it's too late

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).

Protect your  
hospitality  
business before  
it's too late



Hospitality is notoriously a challenging industry to thrive in – a fact that's become apparent since the pandemic handed the baton to interest rates, inflation, and chronic staff shortages.

Even the best hospitality business can hit turbulent waters due to circumstances beyond anyone's control, so adequate insurance can make the difference between riding above the waves and sinking to the ocean floor.

But what kinds of policies are essential for the hospitality industry? We've listed a few you may wish to consider below:

- **Contents cover** – so you can replace lost, stolen or damaged stock, furniture and equipment, and fixtures and fittings.
- **Employers' Liability Insurance** – to cover legal fees in case an employee is injured or dies while working for you.
- **Product Liability Insurance** – this will guard you against the cost of compensation for personal injuries and loss of or damage to property caused by your faulty product.
- **Public Liability Insurance** – covers you in the event of injury to visitors, and other third parties who interact with your business.
- **Business Interruption Insurance** – for reimbursing you if your business is forced to close temporarily.

Campaign Name:	Protect your hospitality business
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Protect your hospitality business
Teaser Text:	before it's too late
Key Benefits:	Informative Brand awareness Encourage leads



# Email 6: What should you add to your home insurance policy?

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.

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## What should you add to your home insurance policy?



### What should you add to your home insurance policy?

Every household is different, so no two policies should be identical. After all, you might love gadgets and own every variety going, your neighbour might not. Perhaps you also own other high-value items such as electric bikes, designer clothing, or high-end appliances.

Whatever your circumstances, your home insurance policy should accurately reflect the contents of your property – otherwise, you may lose out if you need to claim. Some policy add-ons that may be worth considering include:

- Home emergency cover to pay for emergency callouts
- Accidental damage for furniture and electrical items
- Personal possessions – to cover portable items taken outside
- Legal fee coverage
- High-value bike cover
- Downloads cover for valuable content on your devices
- Protected no-claims cover

By talking through these options with our brokers, you can confidently choose a policy that protects your unique home and lifestyle, which could ultimately save you money in the long run.

Campaign Name:	What should you add to your home insurance policy?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	What should you add to your home insurance policy?
Key Benefits:	Informative Brand awareness Encourage leads







# 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