

PROPERTY

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: Create beautiful borders to attract wildlife and buyers!**

Campaign Category: Seasonal Sales Tips/Information

☐ **Email 2: Energy bills - are you paying more than average?**

Campaign Category: Sales Tips/Information

☐ **Email 3: House prices springing back**

Campaign Category: Sales Tips/Information

☐ **Email 4: How to boost your home's value based on budget**

Campaign Category: Sales Tips/Information

☐ **Email 5: Scotland proving hotspot for property investors**

Campaign Category: Investments

☐ **Email 6: Spruce up your garden for the summer solstice**

Campaign Category: Seasonal Sales Tips/Information

☐ **Email 7: The best areas in the UK to find affordable new build homes**

Campaign Category: Sales Tips/Information

☐ **Email 8: The top 10 places for buy-to-let investors**

Campaign Category: Investments

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			
		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: Create beautiful borders to attract wildlife and buyers!

Campaign Category: Seasonal 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.

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, refer to the back of the guide and/or seek help from our support team at support@briefyourmarket.co.uk.

Create beautiful borders to attract wildlife and buyers



Climate change and shifting habitats are making it harder for our native species to thrive, but every garden – and border – can be a sanctuary for birds, bees, butterflies and insects. But what should you include in your borders to appeal to a variety of wildlife, and those potential buyers?

According to gardening experts, the following tips will ensure you capture the attention of visitors and residents alike. Let's take a look.


- Introduce plants for pollinators, such as Verbena bonariensis and Geranium psilostemon, that suit a sunny position with well-drained soil.
- Add a statement salvia – Salvia nemorosa 'Caradonna' and drought-tolerant Salvia 'Nachtvlinder' are great choices.
- Include Umbellifers to draw in hoverflies and honeybees.
- Bring in the blues from plants like Michaelmas daisies, Geranium 'Blue Cloud' or Nepeta racemosa 'Walker's Low', leaving seed heads intact over winter for food.

What better excuse for a trip to the garden centre than supporting British wildlife!

CONTACT US

BROWSE PROPERTIES

For more ideas on how to make your home more attractive, contact us today



Campaign Name:	Create beautiful borders to attract wildlife
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Create beautiful borders
Teaser Text:	to attract wildlife and of course, buyers!
Key Benefits:	Informative Brand awareness Increase leads

Email 2: Energy bills - are you paying more than average?

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.


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Energy bills.

are you paying more than average?




While energy prices have thankfully begun to stabilise, many of us are still feeling the squeeze. But are you paying the same as other people in comparable households?

Based on an assessment of over 250,000 Energy Performance Certificates (EPCs) created between November 2023 and January 2024, Rightmove has tracked the average cost of energy bills across the country. The results show that the better your EPC rating (with A being the most energy efficient and G the least efficient), the less it'll cost to run your home.

Average bills based on property type and EPC rating (Rightmove, March 2024)

Property Type	EPC Rating B	EPC Rating C	EPC Rating D	EPC Rating E	EPC Rating F	EPC Rating G
1 bed flat	£645	£987	£1,514	£2,297	£3,778	£4,649
2 bed flat	£845	£1,270	£1,861	£2,698	£4,741	£4,737
3 bed terraced house	£1,395	£1,507	£2,034	£2,940	£4,579	£7,510
3 bed semi-detached house	£1,187	£1,539	£2,041	£2,804	£4,088	£6,279
3 bed detached house	£1,193	£1,714	£2,376	£3,252	£4,790	£9,143
4 bed semi-detached house	£1,393	£1,876	£2,648	£3,833	£6,211	£8,512
4 bed detached house	£1,440	£2,280	£2,900	£3,955	£5,645	£10,130



Campaign Name:	Energy bills - are you paying more than average?
Category:	Sales Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Energy bills - are you paying more than average?
Teaser Text:	Find out more here >>
Key Benefits:	Informative Brand awareness Encourages leads

Email 3: House prices springing back

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.

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[Book a valuation](#)

House prices springing back

A recent report by property portal Rightmove is good news for sellers everywhere.

As winter turned to spring, house prices reached a 10-month high, rising by 1.5% to £368,118 on average in March alone.


After the bumpy ride sellers experienced throughout 2023, this is a good sign that the market has stabilised, with buyer demand and agreed sales also on the rise. Although early spring often reboots the sluggish winter market, the spike in March was greater than the seasonal average, suggesting that selling conditions are improving nationwide.

However, homes are still taking longer to sell than usual, as buyers carefully analyse their options in light of less affordable mortgages. That's why professional presentation and bespoke marketing are essential for achieving a fast sale at the best price.

Contact us today on <<NUMBER>> to learn how we'll make your property stand out.

[CONTACT US](#)

[BROWSE PROPERTIES](#)



Learn how we'll make your property stand out.

[Book a valuation](#)

Campaign Name:	House prices springing back
Category:	Sales Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	House prices springing back
Teaser Text:	Good news for sellers!
Key Benefits:	Informative Brand awareness Encourages leads

Email 4: How to boost your home's value based on budget
Campaign Category: Sales Tips/Information

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Book a valuation



How to **BOOST** your home's **VALUE** based on **BUDGET**

The housing market has calmed down in the last year, which is helpful for buyers, who now have more choices. But if you're hoping to sell, that means increased competition. Investing in your home to maximise its appeal could pay off, but what alterations are worth making, and what improvements can you even afford?

Let's look at some changes that make sense for your budget.

- **Up to £1000:** repaint tired walls and cabinet fronts with modern, neutral colours; upgrade fixtures and fittings; add soft furnishings; clean the carpets; and spruce up the garden.
- **Up to £5000:** consider larger repainting jobs; replace cabinet doors; modernise the bathroom; or have walls professionally moved to create more space.
- **Up to £50,000:** Convert the loft and integrate it into the house; update the kitchen; install a home office/studio in the garden.
- **Up to and above £250,000:** Add substantially more living space, such as an annexe, detached garage, and outbuildings that can be rented out; convert the loft; add a functional extension, etc.

Of course, any structural changes may require planning permission or additional consents, especially if you live in a listed home or a Conservation Area. For one-to-one advice about improving your home's value, talk to our team on <> today.

CONTACT US

BROWSE PROPERTIES



For advice about improving your home's value,

Campaign Name:	How to boost your home's value based on budget
Category:	Sales Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Boost your home's value
Teaser Text:	and the best bit...on a budget!🏡
Key Benefits:	Informative Brand awareness Encourages leads

Email 5: Scotland proving hotspot for property investors

Campaign Category: Investments

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 investors database including archived data to reach a wider audience.

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Scotland

proving hotspot for property investors despite high taxes



North of the Border, buyers must pay Land and Buildings Transaction Tax (LBTT), beginning at 2% for homes worth between £145,000 and £250,000. This rises to 5% for homes selling between £250,000 and £325,000, 10% between £325,000 and £750,000, and 12% for properties worth over £750,000.

On the other hand, English homebuyers only pay a 10% tax for homes above £925,000. Yet despite the sharp difference between England and Scotland, the latter is seeing a surge in investment from property investors, landlords, and second homeowners.

The uptick in sales has boosted the Scottish Government's revenue. However, the high taxes haven't dampened the overall market, suggesting that it's more resilient than expected – **interesting news for those considering letting or buying in Scotland this year.**

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

[Contact us](#)

Campaign Name:	Scotland proving hotspot for property investors
Category:	Investments
Purpose:	Brand awareness / Informative
Subject Line:	Hotspot for property investors
Teaser Text:	and the winner is Scotland!
Key Benefits:	Informative Brand awareness

Email 6: Spruce up your garden for the summer solstice

Campaign Category: Seasonal Sales Tips/Information

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Various call-to-action buttons.

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

Live timer

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Spruce up your garden for the summer solstice

With long, sultry evenings just around the corner, your garden will surely burst into a riot of seasonal delights in the coming weeks. But less desired plant life may also have plans to take root, so get ahead for the summer by ticking these 10 jobs off your to-do list:

1. **Water with care** in the mornings and evenings
2. **Hoe garden borders** to reduce weeds
3. **Prune shrubs** that flower in spring
4. **Stake plants** that risk flopping over
5. **Plant out** your summer blooms
6. **Mow weekly** but leave a few wild areas
7. **Shade the greenhouse** to stop sun-scorch
8. **Remove side shoots** from tomatoes (large, single-stemmed varieties only)
9. **Begin harvesting salad** plants and early potatoes
10. **Plan and position** summer flower baskets and containers

A beautiful garden can also improve the value of your home, so if you're curious, why not call us on <<NUMBER>> or <> a valuation?

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

Campaign Name:	Spruce up your garden for the summer solstice
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Spruce up your garden for the summer solstice 🏡
Teaser Text:	Improve the value of your home
Key Benefits:	Informative Brand awareness Encourages leads

Email 7: The best areas in the UK to find affordable new build homes

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.

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The best areas in the UK to find affordable new-build homes



New build properties often come with a premium price tag, but in some areas of the country, they offer a cheaper option for buyers than re-sold homes.

According to property portal Zoopla, the South East and South West provide the best value for money, but in 30 areas across the UK, it's actually cheaper to purchase a three-bed new build than an equivalent resale. We've listed the top 10 places discovered below, along with the price difference in pounds and as a percentage.

Winchester, South East: -£118,500 (-22%)

New Forest, South East: -£45,000 (-9%)

Coventry, West Midlands: -£36,200 (-15%)

Chichester, South East: -£35,000 (-8%)

East Lindsey, East Midlands: -£26,000 (-10%)



Derbyshire Dales, East Midlands: -£25,000 (-8%)

South Hams, South West: -£25,000 (-7%)

Canterbury, South East: -£25,000 (-6%)

Campaign Name:	Best areas to find affordable new build homes
Category:	Sales Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Best areas to find affordable new build homes
Teaser Text:	An interesting read...
Key Benefits:	Informative Brand awareness Encourages leads

Email 8: The top 10 places for buy-to-let investors

Campaign Category: Investments


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.

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The top 10 places for buy-to-let investors

[Contact us](#)

A recent *Telegraph* survey of industry experts across the UK identified 10 buy-to-let hotspots that promise high yields and long-term growth potential – the holy grail for landlords. Below, we've listed the survey results in no particular order.

Is your area on the list? Let's find out.

Top 10 buy-to-let areas

Oxford: Look out for three-bedroom houses within striking distance of John Radcliffe Hospital and Oxford Brookes University.

Birmingham: Particularly Digbeth, a short walk from the HS2 station.

Bristol: One-bed flats near Bristol University's main campus and hospitals are in high demand.

Glasgow: Pay attention to neighbourhoods near Glasgow University or north-west of the city centre.

Manchester: Hunt for flats with outdoor space and parking in affluent Didsbury.

Southampton: Search for one or two-bedroom apartments with outdoor space near the university or the local train station.

Newcastle: Hospitals, universities, and a shiny new tech quarter create plenty of opportunity for investors.

Leeds: Two to three-bedroom suburban homes on the city's outskirts are popular with renters here.

Nottingham: Stick close to the city centre or the university.

West Ham, Newham: Just one stop from Stratford, West Ham combines period homes with excellent travel links, good schools, and green spaces, making it popular with renters.

Are you looking for rental opportunities closer to home? Get in touch to discuss your options.

Campaign Name:	The top 10 places for buy-to-let investors
Category:	Investments
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Looking to invest?
Teaser Text:	The top 10 places for buy-to-let investors
Key Benefits:	Informative Brand awareness Encourages leads

Create beautiful
borders to
attract wildlife
and buyers



Energy bills:

are you
paying more
than average?



Book a valuation

House prices
springing
back



Scotland

proving **hotspot**
for property investors
despite high taxes



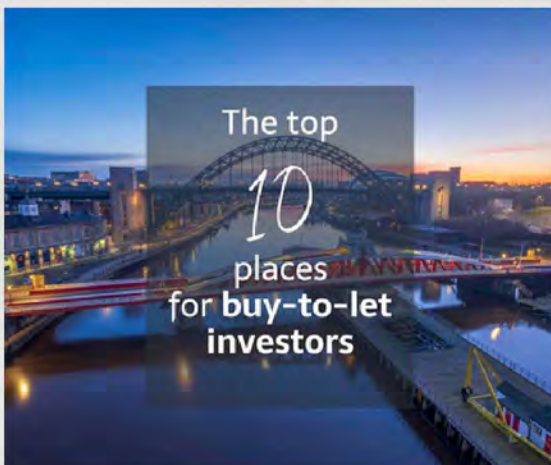
The best areas in
the UK to find
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new-build homes



How to **BOOST**
your home's
VALUE based
on **BUDGET**



The top
10
places
for **buy-to-let**
investors



Spruce up
your garden
for the summer
solstice



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

Top 10 Insurance Hashtags

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

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.