

INSURANCE

May

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: Contents insurance for business

Campaign Category: Insurance



Email 2: Could you save money by switching your car insurance early?

Campaign Category: Insurance



Email 3: Do you need jewellery insurance?

Campaign Category: Insurance



Email 4: Strengthen your cyber security in 6 steps

Campaign Category: Insurance



Email 5: Surprising mistakes that can invalidate your car insurance

Campaign Category: Insurance



Email 6: Why you should never risk being under-insured

Campaign Category: Insurance

2024
May

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: Contents insurance for business

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.

Contents insurance for businesses



Contents insurance offers invaluable protection for your company's assets. Adequate coverage will allow you to quickly replace or repair essential equipment, inventory, and furnishings in the face of unforeseen events such as theft, damage, or natural disasters.

One of the most significant benefits of contents insurance is the peace of mind it provides. Knowing that your assets are safeguarded against a range of risks allows you to confidently grow your business and serve your customers to the fullest.

In addition, many landlords and lenders require businesses to maintain insurance coverage. While every business is different, contents insurance can easily be tailored. So, whether you operate from a physical location or rely on equipment and inventory for your operations, you can design your insurance policy to suit you.

Contact us on the details below to learn more about your options.

[CONTACT US](#)[OUR SERVICES](#)



Contact us to learn more about your options.

[Contact us](#)

Campaign Name:	Contents insurance for business
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Contents insurance for business
Teaser Text:	Contact us to learn more
Key Benefits:	Informative Brand awareness Encourage leads

Email 2: Could you save money by switching your car insurance early?

Campaign Category: Insurance


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Could you **save money** by **switching** your car **insurance early?**

Could you save money by switching your car insurance early?

The short answer? **Yes – absolutely.**


While nothing is stopping you from committing to one provider and allowing your policy to auto-renew, it's unlikely your finances will benefit from your loyalty.

In fact, recent data released by Confused.com reveals that the best time to switch your car insurance for the best deal is 18 days before it's set to renew. So, if you're hoping to save, consider setting up a yearly reminder to ensure you don't forget to check you're getting adequate coverage for the right price.

Your insurer should also send a renewal notice by email or post around three to four weeks before your current policy expires, so if you spot it soon, why not contact us on <> to check out the latest deals on the market?

[CONTACT US](#)

[GET A QUOTE](#)



Why not contact us to check out the latest deals on the market?

[Contact us](#)

Campaign Name:	Save money by switching your car insurance early?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Insurance renewal coming up?
Teaser Text:	You could save money by switching early
Key Benefits:	Informative Brand awareness Encourage leads

Email 3: Do you need jewellery 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.

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Do you need jewellery insurance?

[Get a Quote](#)



Whether it's a family heirloom, a cherished wedding ring, or a statement piece, our jewellery collection often has as much sentimental importance as retail value.

While most contents insurance policies automatically cover jewellery up to a certain value, typically between £1,000 and £2,000 per item, anything worth more usually requires informing your insurer, potentially leading to increased premiums.

To protect valuable jewellery beyond home coverage, consider adding a 'personal possessions' clause, usually available for a one-time fee. This extension typically covers accidental loss, damage, or theft, with options for coverage abroad.

Remember to always retain purchase or valuation receipts and consider photographing your jewellery, especially if it's unique, antique, or custom-made. This documentation simplifies the claims process for repair, replacement, or replication.

Given gold's fluctuating value, insurers often advise appraising jewellery every three years and updating your insurer accordingly. Otherwise, they may not pay out as much as you expected. You could also lower your premiums by shopping around, upping your home's security features, or storing high-value items in a safe.

If you own several precious pieces, consider taking out a specialised ring and jewellery insurance policy – [COMPANY NAME] can help you find the perfect one to safeguard your valuables. Just call us on [NUMBER] to learn more.

[CONTACT US](#)

[GET A QUOTE](#)

To find the perfect one to

Campaign Name:	Do you need jewellery insurance?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Do you need jewellery insurance?
Teaser Text:	Safeguard your valuables
Key Benefits:	Informative Brand awareness Encourage leads

Email 4: Strengthen your cyber security in 6 steps

Campaign Category: Insurance

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Strengthen your cyber security in 6 steps



Contact Us

Strengthen your cyber security in 6 steps

A recent report from the National Crime Agency cites cybercrime as one of the most serious organised crime threats to the UK. And it's no wonder – it costs taxpayers billions of pounds a year, disrupts essential services, and risks national security.

As businesses are responsible for protecting their employees and customers, they should take reasonable steps to reduce the risk of being successfully targeted. So, let's explore 6 ways to bolster your cyber security:

1. **Use strong passwords** that mix upper- and lowercase characters, numbers, and symbols. Also avoid using the same password for multiple accounts.
2. **Install anti-virus software** to protect against viruses and spyware.
3. **Regularly update** operating systems, software, and applications to strengthen security defences against evolving cyber threats.
4. **Check links** by hovering over them to verify their destination before clicking, avoiding potential exposure to unsafe websites.
5. **Secure logins on the go** when accessing sensitive data on public Wi-Fi networks. Consider using private browsing sessions to minimise data exposure.
6. **Always log out** of accounts containing sensitive information, particularly when using shared or public devices, to prevent unauthorised access.

Lastly, we recommend evaluating your business insurance policy to include cyber coverage to safeguard your business against financial losses.

We can help you choose the right policy for your needs – just contact us on <<NUMBER>> for a chat.

Campaign Name:	Strengthen your cyber security in 6 steps
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Strengthen your cyber security in 6 steps
Teaser Text:	Choose the right policy with <<NAME>>
Key Benefits:	Informative Brand awareness Encourage leads

Email 5: Surprising mistakes that can invalidate your car insurance

Campaign Category: Insurance

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Surprising mistakes that can invalidate your car insurance

Contact us



Surprising mistakes that can invalidate your car insurance

Insuring your car is a vital part of being a responsible driver and a legal requirement. However, according to a survey by price comparison service Uswitch, **over 60% of us make errors** that could risk invalidating our policy if we are involved in an accident.

Around a quarter of the respondents were unaware that the 10 behaviours listed below, in order of frequency, could leave them financially and legally liable if something went wrong on the road. Do you recognise any of these?

Top 10 Mistakes Drivers Make

1. Wearing high heels or flip-flops while driving
2. Leaving the car unlocked
3. Putting off essential car maintenance
4. Forgetting to renew their MOT
5. Letting pets roam free in the car
6. Lending the car to a friend or family member
7. Not updating job details
8. Attaching dangling objects to the rear-view mirror
9. Forgetting to renew vehicle tax on time
10. Underestimating daily mileage

Campaign Name:	Mistakes that can invalidate your car insurance
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Surprising mistakes
Teaser Text:	that can invalidate your car insurance
Key Benefits:	Informative Brand awareness Encourage leads

Email 6: Why you should never risk being under-insured

Campaign Category: Insurance

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Why you should never risk being under-insured...

Contact us



Why you should never risk being under-insured

Insurance is designed to help you bounce back from times of crisis. However, in the event of theft, fire, or natural disasters, inadequate coverage may prevent you from replacing lost or damaged possessions, resulting in substantial financial loss.

Homeowner or tenant insurance is one of the most common areas where people find themselves under-insured. It's easy to underestimate the replacement cost of your belongings or not realise that a standard policy may not cover valuable items like jewellery, electronics, or art.


Similarly, under-insuring your vehicle can have serious consequences. Opting for minimal coverage might seem cost-effective initially, but it could leave you liable in case of accidents, injuries, or damage to your vehicle. With adequate coverage, you'll avoid hefty repair bills or legal fees.

Moreover, underestimating the value of life insurance coverage could result in your loved ones needing more money to cover outstanding debts, mortgage payments, or future expenses. As you can see, reviewing your insurance policies regularly is essential to protect yourself and your family.

Don't wait until it's too late – call us on <<NUMBER>> today to discuss your best options.

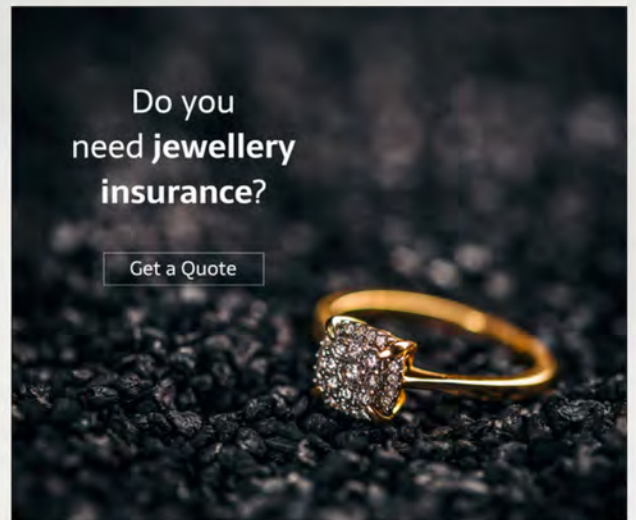
CONTACT US

GET A QUOTE



Don't wait until it's too late, contact us today

Campaign Name:	Why you should never risk being under-insured
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Why you should never risk being under-insured
Teaser Text:	Don't wait until it's too late!
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
#ssstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#may
#2024
#spring

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#homeinsurance
#covered
#newyear
#2024
#may
#Spring
#cyber