

INSURANCE



October

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: Annual complaint's insight

Campaign Category: Insurance

Email 2: 3 biggest challenges insurance companies face

Campaign Category: Insurance

Email 3: The ins and outs of travel insurance

Campaign Category: Insurance

Email 4: How to utilise a credit card correctly

Campaign Category: Insurance

Email 5: 4 different types of mortgages explained

Campaign Category: Insurance

2024

October

Notes

Tuesday's + Thursday's
are good days to
send emails...

Marketing Planner

Sun Mon Tue Wed Thu Fri Sat

				Send email 1		
		Send email 2		Send email 3		
		Send email 4		Send email 5		

to do

- | | |
|---------------------------------------|--------------------------|
| <input type="checkbox"/> Send email 1 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 2 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 3 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 4 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 5 | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

Email 1: Insurance remains at the top in the annual complaint's insight

Campaign Category: Insurance

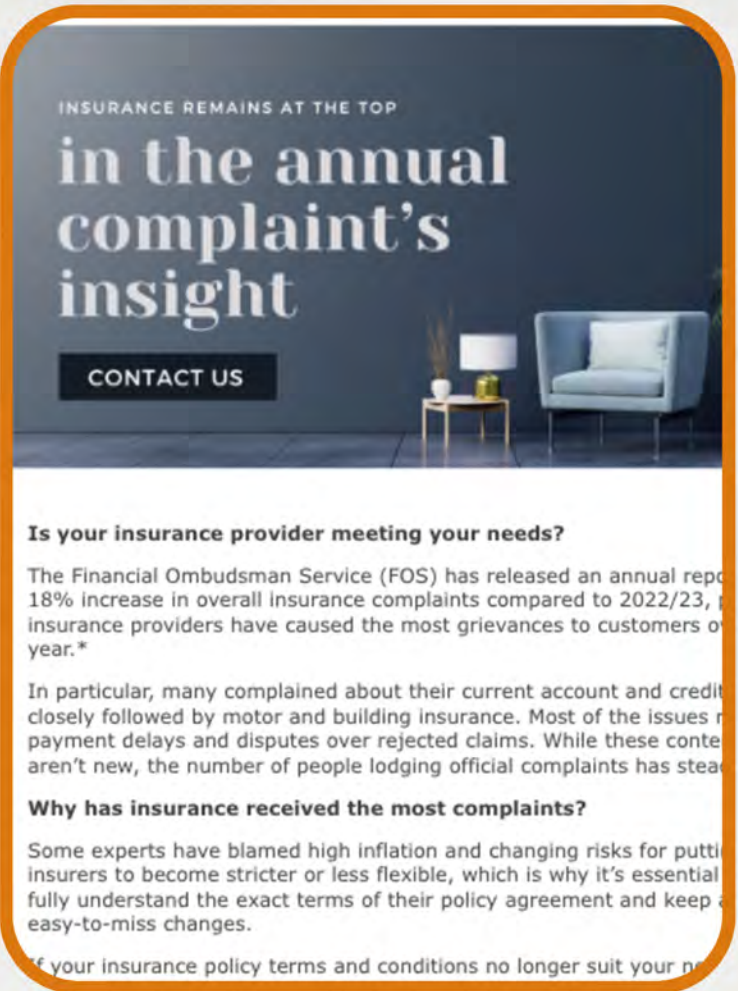
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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.



Campaign Name:	Insurance remains at the top in the annual complaint's insight
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Insurance remains at the top in the annual complaint's insight
Teaser Text:	Insurance providers in the firing line Is your insurance provider meeting your needs?

Email 2: 3 biggest challenges insurance companies face

Campaign Category: Insurance

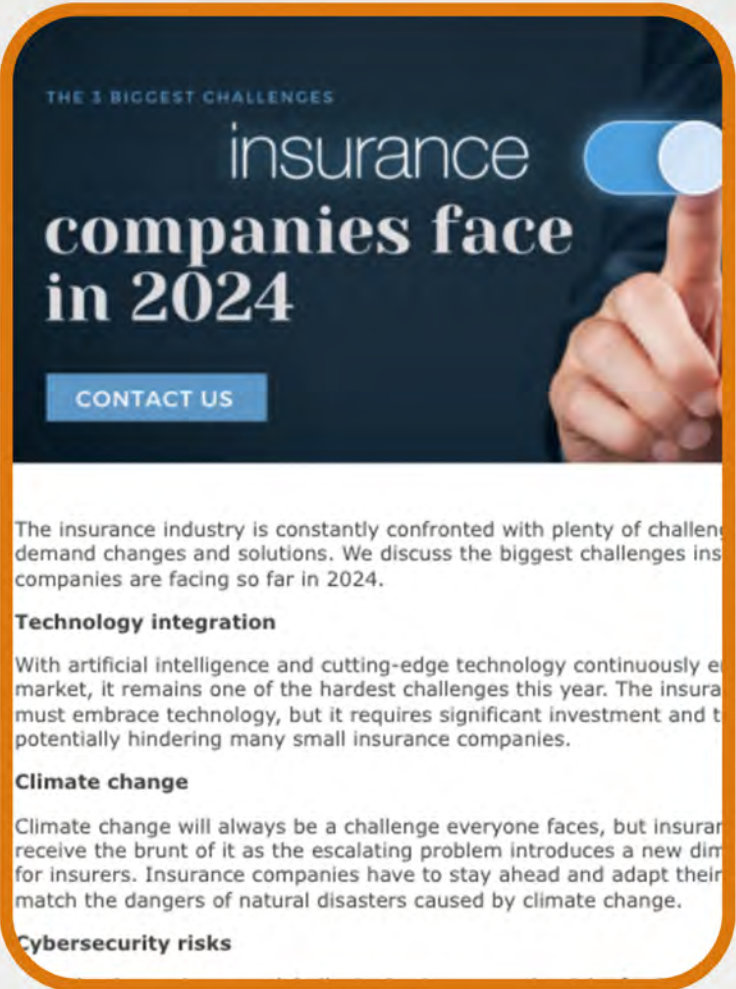
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:	3 biggest challenges insurance companies face
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	3 biggest challenges insurance companies face
Teaser Text:	Is modern technology hindering the insurance industry?
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 3: The ins and outs of travel insurance

Campaign Category: Insurance

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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:	The ins and outs of travel insurance
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	The ins and outs of travel insurance
Teaser Text:	how to pick the right travel insurance policy
Key Benefits:	Informative Brand awareness

Email 4: How to utilise a credit card correctly

Campaign Category: Insurance

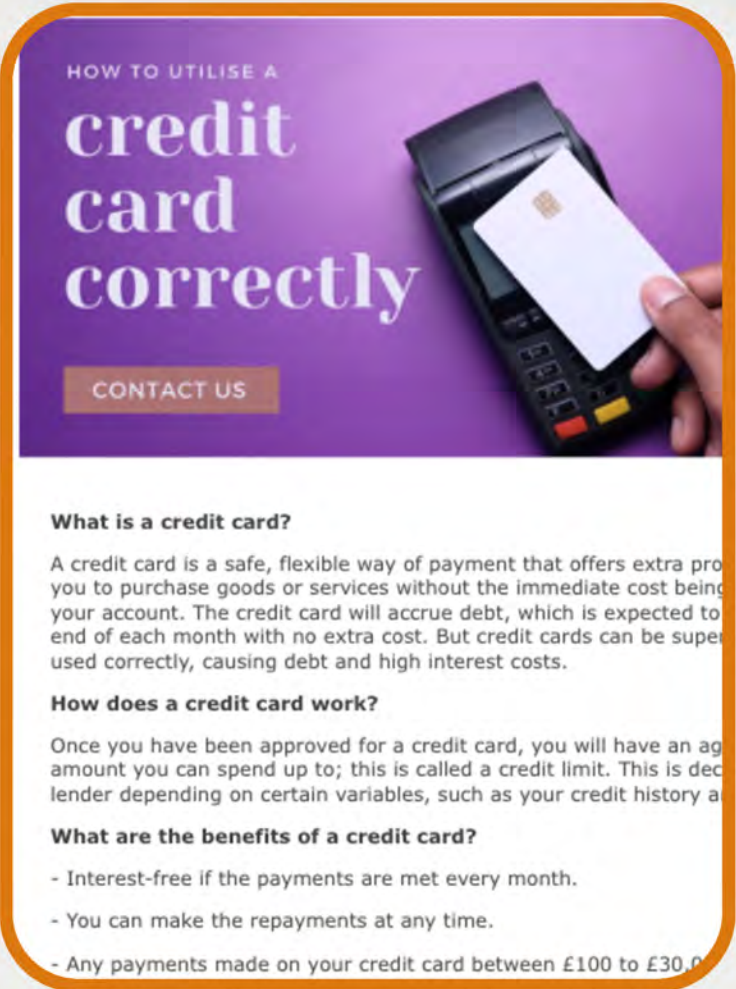
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Various call-to-action buttons including contact us and book a quote link.

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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Campaign Name:	How to utilise a credit card correctly
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	How to utilise a credit card correctly
Teaser Text:	A simple guide to credit cards
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 5: 4 different types of mortgages explained

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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WE'D RECOMMEND:
Sending this to your entire database including archived data to reach a wider audience.

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Campaign Name:	4 different types of mortgages explained
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	4 different types of mortgages explained
Teaser Text:	Which mortgage is right for you?
Key Benefits:	Informative / Brand awareness / Encourage leads

Useful Hashtags



Top Property Hashtags

#properties
#realestate
#property
#landlord
#tenant
#buyer
#vendor
#lettings
#tolet
#forlet
#let
#sold
#sstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#october
#2024

Top Insurance Hashtags

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