

PROPERTY

A large, orange jack-o'-lantern is carved with a wide, toothy grin. Inside the mouth, a small, round, white pumpkin with dark green stripes is placed. The jack-o'-lantern has a curved stem. The background is dark and out of focus, with some autumn leaves visible at the bottom.

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: The advantages of test driving the property market

Campaign Category: Lettings tips/information

Email 2: What to consider before buying a home in a new area

Campaign Category: Lettings tips/information

Email 3: Is it worth buying or creating an eco-home?

Campaign Category: Sales tips/information

Email 4: Home staging tips for autumn

Campaign Category: Sales tips/information

Email 5: Is autumn a good time to start selling?

Campaign Category: Sales Seasonal tips/information

Email 6: How to move in time for Christmas

Campaign Category: Sales Seasonal tips/information

Email 7: First time buyers: how much deposit do I need?

Campaign Category: First time buyers

Email 8: Is your tenancy coming to an end?

Campaign Category: Lettings tips/information

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		Send email 6		
		Send email 7		Send email 8		

to do

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Send email 1 | <input type="checkbox"/> Send email 7 |
| <input type="checkbox"/> Send email 2 | <input type="checkbox"/> Send email 8 |
| <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"/> Send email 6 | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

Email 1: The advantages of test driving the property market

Campaign Category: Lettings tips/information

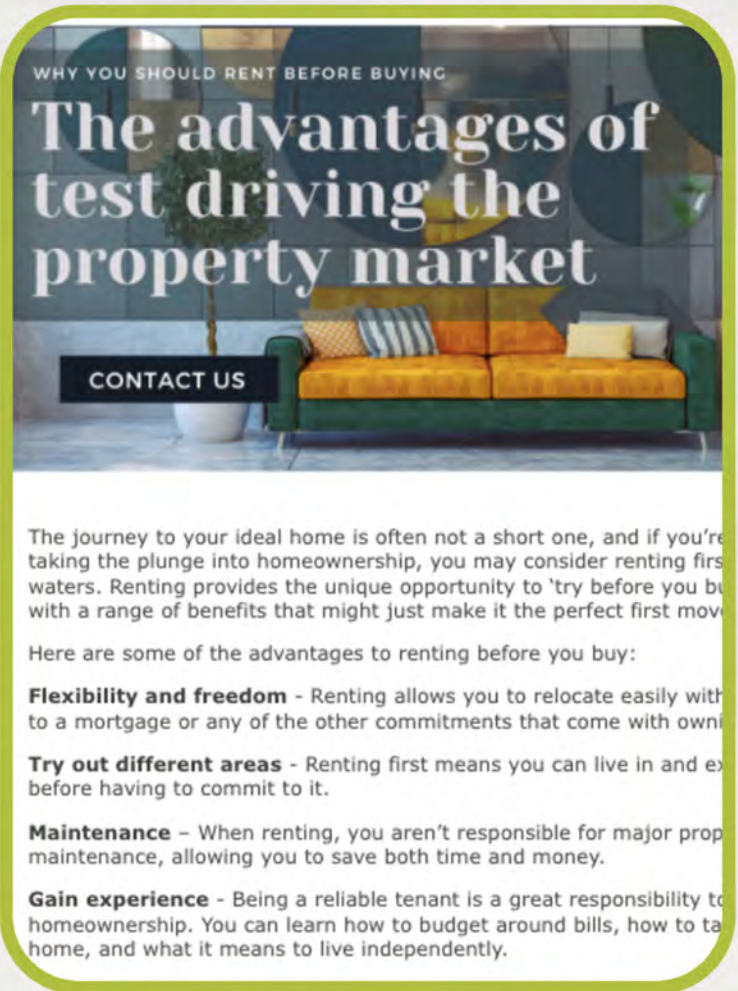
The campaign's call-to-action buttons and backgrounds will automatically populate to your brand's colours.

Various call-to-action buttons.

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

WE'D RECOMMEND:
Sending this to your entire 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.



Campaign Name:	Advantages of test driving the property market
Category:	Lettings Tips/Information
Purpose:	Brand awareness / Informative / Leads
Subject Line:	Why you should rent before buying
Teaser Text:	Advantages of test driving the property market
Key Benefits:	Informative Brand awareness Leads

Email 2: What to consider before buying a home in a new area

Campaign Category: Lettings tips/information

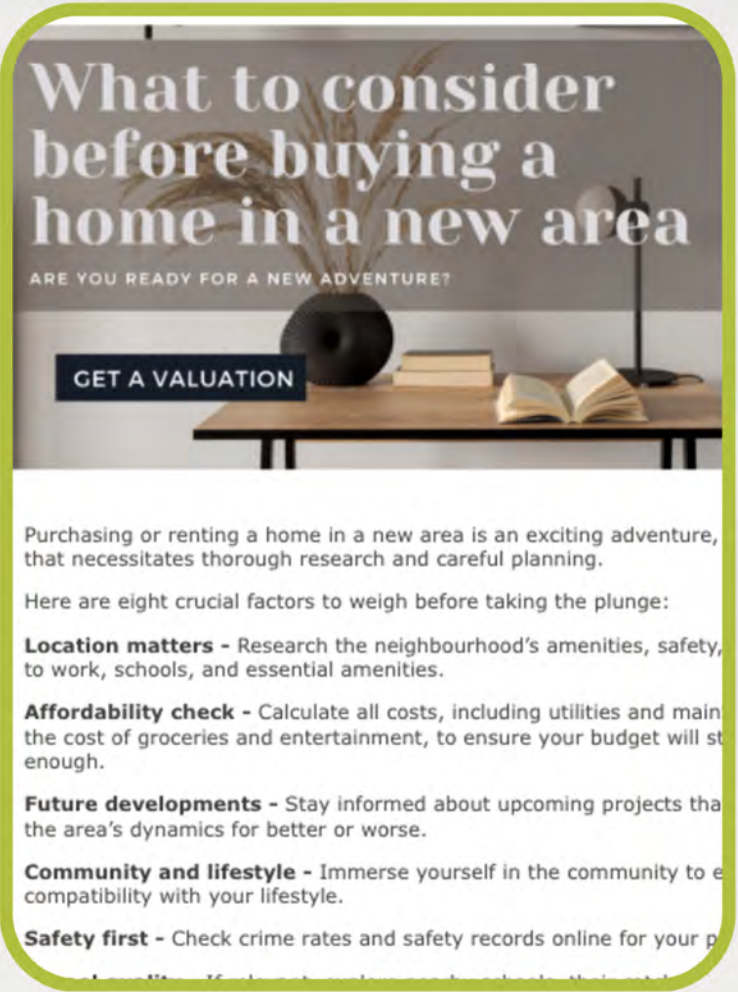
The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

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

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Campaign Name:	What to consider before buying a home in a new area
Category:	Lettings Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Are you ready for a new adventure?
Teaser Text:	Things to consider before buying a home in a new area

Email 3: Is it worth buying or creating an eco-home?
Campaign Category: Sales tips/information

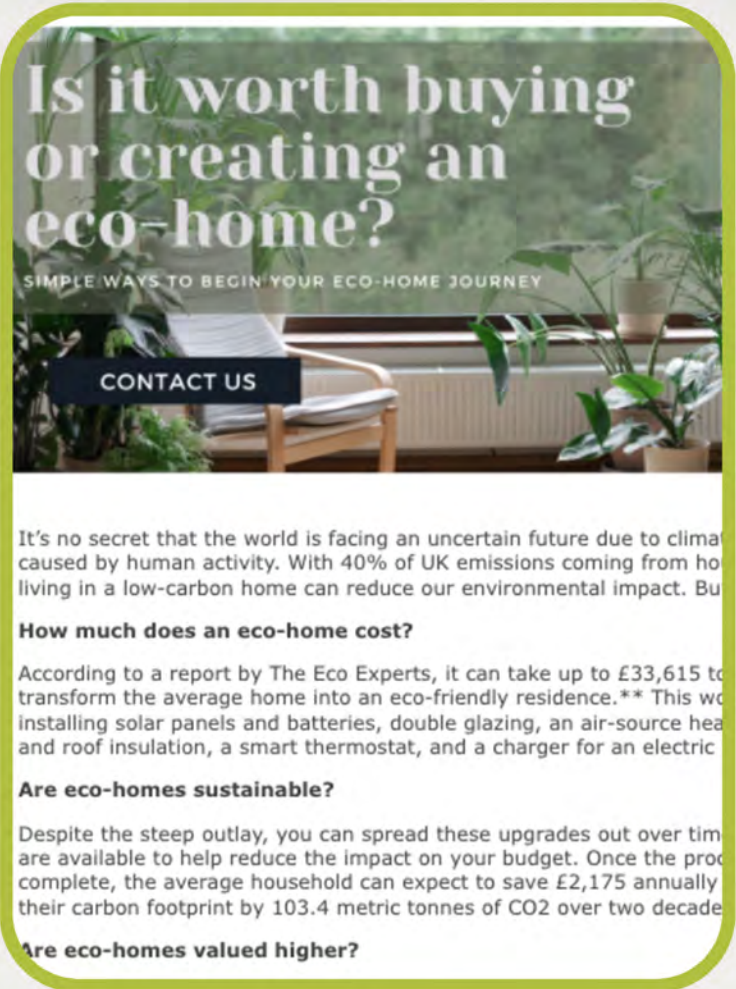
The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

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

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

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



Campaign Name:	Is it worth buying or creating an eco-home?
Category:	Sales tips/information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Is it worth buying or creating an eco-home?
Teaser Text:	Simple ways to begin your eco-home journey
Key Benefits:	Informative / Brand awareness / Encourages leads

Email 4: Home staging tips for autumn

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 database.

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



Campaign Name:	Home staging tips for autumn
Category:	Sales tips/information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Home staging tips for autumn
Teaser Text:	Prepare your home for a property market debut this October
Key Benefits:	Informative / Brand awareness / Encourages leads

Email 5: Is autumn a good time to start selling?
Campaign Category: Sales Seasonal tips/information

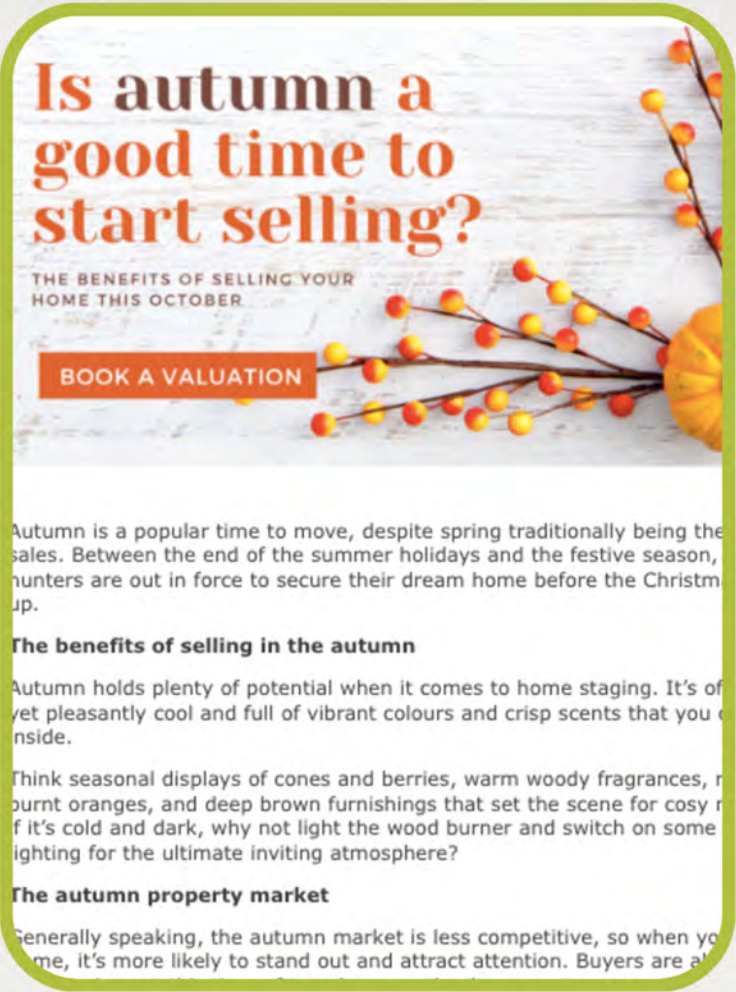
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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.



Campaign Name:	Is autumn a good time to start selling?
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / Informative \ Encourages Leads
Subject Line:	Is autumn a good time to start selling?
Teaser Text:	The benefits of selling your home with <<AGENT NAME>> this October
Key Benefits:	Informative / Brand awareness / Encourages Leads

Email 6: How to move in time for Christmas

Campaign Category: Sales Seasonal tips/information

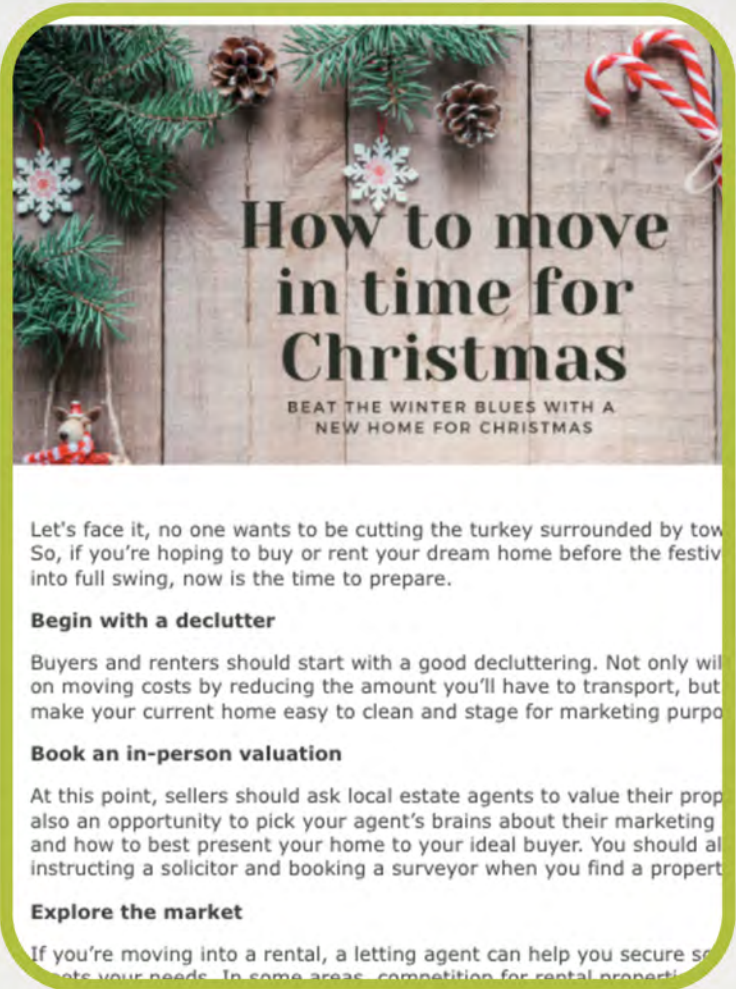
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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.

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Campaign Name:	How to move in time for Christmas
Category:	Seasonal Sales Tips/Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	How to move in time for Christmas
Teaser Text:	Beat the winter blues with a new home for Christmas
Key Benefits:	Informative / Brand awareness / Encourages leads

Email 7: First time buyers: how much deposit do I need?

Campaign Category: First time buyers

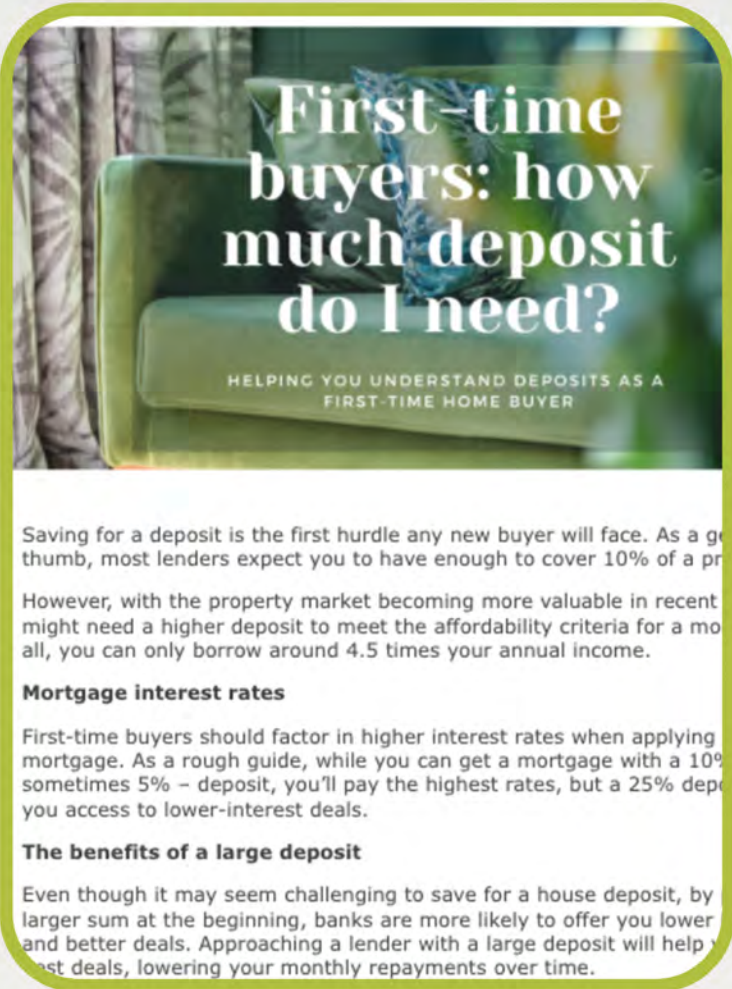
The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

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

WE'D RECOMMEND:
Sending this to your active database looking for a property, that don't have a property to sell plus include tenants and letting applicants.

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



Campaign Name:	First time buyers: how much deposit do I need?
Category:	First-time buyers
Purpose:	Informative / Encourages leads
Subject Line:	First time buyers: how much deposit do I need?
Teaser Text:	Helping you understand deposits as a first-time home buyer
Key Benefits:	Informative Encourages leads

Email 8: Is your tenancy coming to an end?
Campaign Category: Lettings tips/information

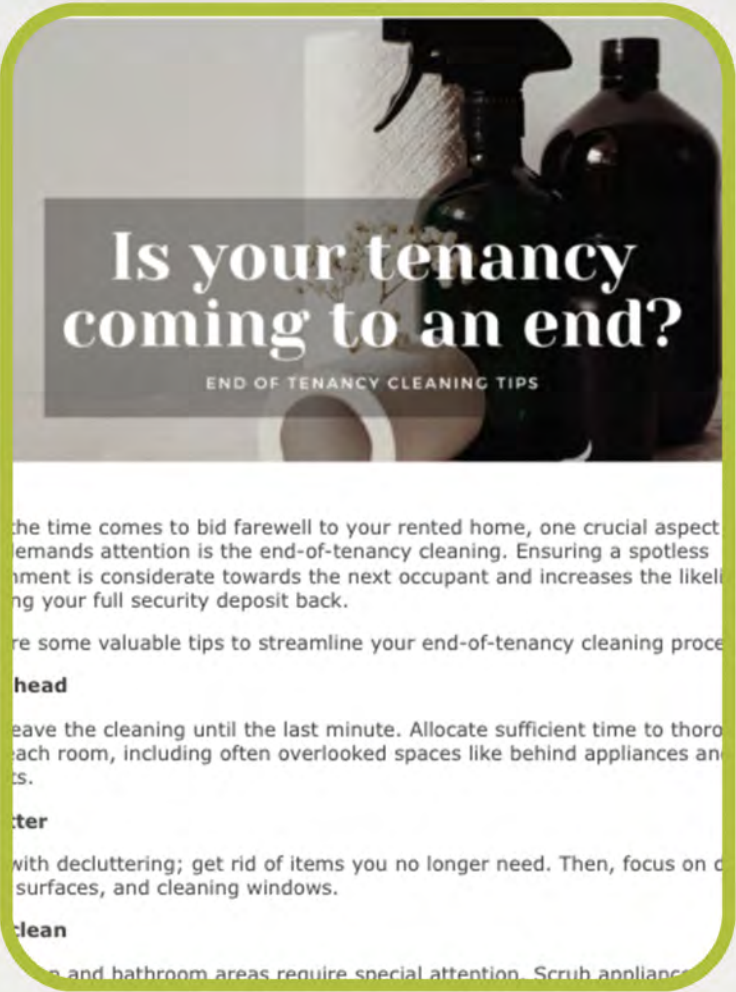
The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

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

WE'D RECOMMEND:
Sending this to your entire lettings 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:	Is your tenancy coming to an end?
Category:	Lettings Tips & Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Is your tenancy coming to an end?
Teaser Text:	End of tenancy cleaning tips
Key Benefits:	Informative / Brand awareness / Encourages 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
#october
#2024
#upgradegarden
#mostexpensive
#energypricecap
#mortgage
#firsttimebuyers
#cities
#buytolet
#studentrenting

Top 10 Insurance Hashtags

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

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.