

PROPERTY

*February*

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: Common property jargon demystified**

Campaign Category: Sales Tips/Information & Lettings Tips/Information



## **Email 2: Estate agents warned against cyber attacks**

Campaign Category: Sales Tips/Information



## **Email 3: Housing supply on the up!**

Campaign Category: Sales Tips/Information



## **Email 4: How to boost your home's value**

Campaign Category: Sales Tips/Information



## **Email 5: How to spot Japanese Knotweed in winter**

Campaign Category: Sales Tips/Information



## **Email 6: Is it time to downsize?**

Campaign Category: Sales Tips/Information



## **Email 7: Landlords: Options for upgrading your EPC**

Campaign Category: Lettings Tips/Information



## **Email 8: The Leasehold Reform Bill**

Campaign Category: Sales Tips/Information



## **Email 9: Fall in love with your home this February**

Campaign Category: Seasonal Sales Tips/Information




2024  
February

Notes

## Marketing Planner

Sun Mon Tue Wed Thu Fri Sat

				Send email 1		
		Send email 2		Send email 3		
	Send email 9			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 9  
☐ Schedule social post 9

☐ 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: Common property jargon demystified

Campaign Category: Sales Tips/Information & 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 including book a valuation link.

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

WE'D RECOMMEND:  
Sending this to your entire sales and landlords 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](mailto:support@briefyourmarket.co.uk).



Campaign Name:	Common property jargon demystified
Category:	Sales Tips/Information & Lettings Tips/Information
Purpose:	Brand awareness / informative
Subject Line:	Are you aware of the industry terms?
Teaser Text:	Common property jargon demystified
Key Benefits:	Informative Brand awareness



# Email 2: Estate agents warned against cyber attacks

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 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:	Estate agents warned against cyber attacks
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative
Subject Line:	Estate agents warned against cyber attacks
Teaser Text:	Worried about the risks? We have you covered...
Key Benefits:	Informative Brand awareness



# Email 3: Housing supply on the up!

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 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:	Housing supply is on the up!
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Housing supply is on the up!
Teaser Text:	2024 looks positive for buyers and sellers!
Key Benefits:	Informative Brand awareness Encourages leads



# Email 4: How to boost your home's value

## 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 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:	How to boost your home's value
Category:	Sales Tips/Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Selling your property soon?
Teaser Text:	Read here on how to boost your home's value... 🏠
Key Benefits:	Informative Brand awareness Encourages leads



# Email 5: How to spot Japanese Knotweed in winter

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 sales 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:	How to spot Japanese Knotweed in winter
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Japanese Knotweed...
Teaser Text:	Do you know how to spot?
Key Benefits:	Informative Brand awareness Encourages leads



# Email 6: Is it time to downsize?

Campaign Category: Sales Tips/Information

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

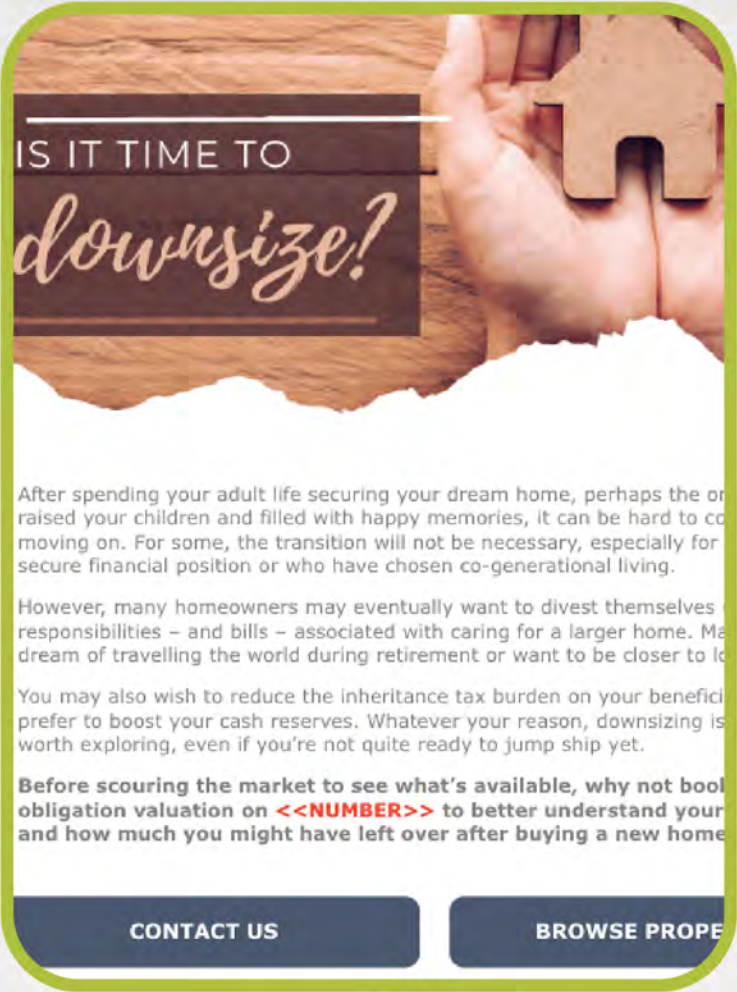
Various call-to-action buttons.

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

Live timer

WE'D RECOMMEND:  
Sending this to your entire sales and 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](mailto:support@briefyourmarket.co.uk).



Campaign Name:	Is it time to downsize?
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Looking to move? 🏠
Teaser Text:	Is it time to downsize?
Key Benefits:	Informative Brand awareness Encourages leads



# Email 7: Landlords: Options for upgrading your EPC

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 landlord/investors 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:	Landlords: Options for upgrading your EPC
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative
Subject Line:	Options for upgrading your EPC
Teaser Text:	Here's how...
Key Benefits:	Informative Brand awareness



# Email 8: The Leasehold Reform Bill

## 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 sales 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:	The Leasehold Reform Bill
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	The Leasehold Reform Bill
Teaser Text:	What does it mean for you?
Key Benefits:	Informative Brand awareness Encourages leads



Email 9: Fall in love with your home this February  
Campaign Category: Seasonal 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 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:	Fall in love with your home this February
Category:	Seasonal Sales Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Fall in love with your home this February
Teaser Text:	It's the little things you can do...
Key Benefits:	Informative Brand awareness Encourages leads



# Social Media Marketing





# 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  
#february  
#2024  
#valentines  
#fallinlove

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#covid  
#homeinsurance  
#february  
#winterinsurance  
#covered  
#newyear  
#2024  
#valentines  
#fallinlove



# 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).** \*

The screenshot shows a 'Build your filter\*' dialog box with two tabs: 'Simple Filter' (selected) and 'Advanced Filter'. The 'Name\*' field contains 'Val not instructed (12 mths)'. The 'Category' is set to 'None'. There is a '+ Inclusive filtering' button. Below this, there are two sections: 'INCLUDE contacts that match' and 'But EXCLUDE contacts that match'. Each section has radio buttons for 'All the following criteria' (selected) and 'At least one of the following criteria'. Each section contains a table with three columns: 'Field Name', 'Operator', and 'Value'. In the 'INCLUDE' section, the table has one row: 'Valuation Date', 'Was During The Previous ? Months', and '12'. In the 'EXCLUDE' section, the table has one row: 'Date Instructed', 'Was During The Previous ? Months', and '12'. Both tables have an 'Add new expression...' button below them. At the bottom of the dialog are four buttons: 'Create copy', 'Save', 'Save and close', and 'Cancel'.

Field Name	Operator	Value
Valuation Date	Was During The Previous ? Months	12

Field Name	Operator	Value
Date Instructed	Was During The Previous ? Months	12

\*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.