

INSURANCE



March

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: Homeowners: Is it worth switching to a fixed-rate deal?**
Campaign Category: Insurance

☐ **Email 2: How to reduce your home premiums?**
Campaign Category: Insurance

☐ **Email 3: Remote workers at risk from cyber attacks**
Campaign Category: Insurance

☐ **Email 4: The link between AI and motor insurance fraud**
Campaign Category: Insurance

☐ **Email 5: Which types of insurance do people complain about most?**
Campaign Category: Insurance


☐ **Email 6: Why have home insurance premiums increased?**
Campaign Category: Insurance

2024
March

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

☐ 31st Easter Sunday

Email 1: Homeowners: Is it worth switching to a fixed-rate deal?

Campaign Category: Insurance

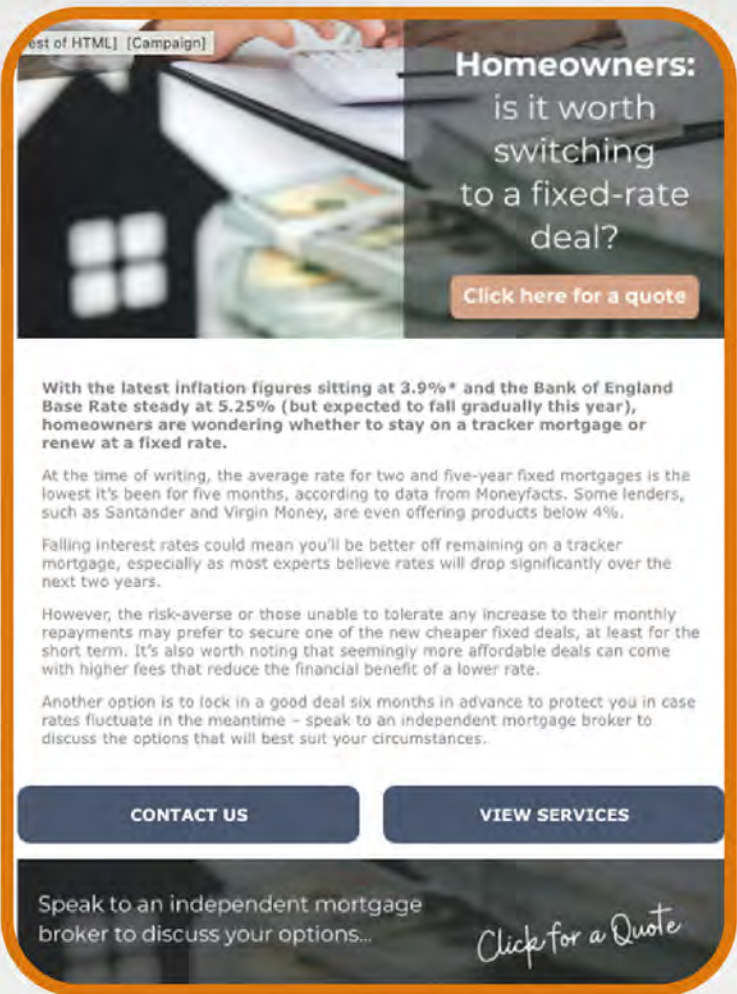
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:	Is it worth switching to a fixed-rate deal?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Homeowner?
Teaser Text:	Is it worth switching to a fixed-rate deal?
Key Benefits:	Informative Brand awareness Encourage leads

Email 2: How to reduce your home premiums?

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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Campaign Name:	How to reduce your home premiums?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	How to reduce your home premiums?
Teaser Text:	Let us do the legwork.
Key Benefits:	Informative Brand awareness Encourage leads

Email 3: Remote workers at risk from cyber attacks

Campaign Category: Insurance

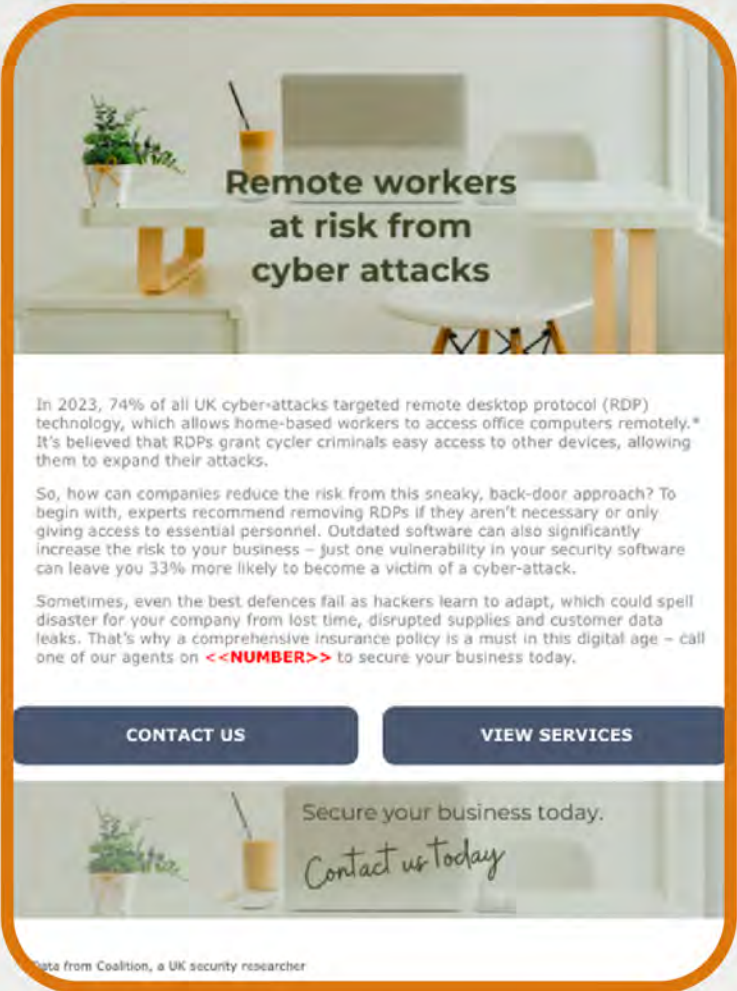
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Campaign Name:	Remote workers at risk from cyber attacks
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Did you know?
Teaser Text:	Remote workers are at risk from cyber attacks
Key Benefits:	Informative Brand awareness Encourage leads

Email 4: The link between AI and motor insurance fraud

Campaign Category: Insurance

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The link between AI and motor insurance fraud

According to an analysis by the Association of British Insurers, 42,500 fraudulent motor claims were made by scammers in 2022, representing 59% of fake claims across the industry.

Some experts, such as cyber security company Darktrace, have linked the rise of more sophisticated computer programmes powered by AI with an uptick in fraudulent claims.

In particular, scammers are using AI to make claims relating to repairing or replacing supposedly damaged cars and other motor vehicles, with almost two-thirds of these claims proving non-legitimate (Aviva).

Overall, it seems fraudsters are moving away from staging accidents to using tech, such as digitally switching out number plates in photographs or adding dents using AI, making fake images harder to spot.

The good news? The industry is fighting back by scrutinising the metadata associated with digital evidence to separate the genuine from the counterfeit and sharing information between companies.

Of course, most claims are made in good faith, and motor insurance is crucial for protecting yourself and others whenever you get behind the wheel. **To find a policy that combines value with adequate coverage, talk to us today on <<NUMBER>>.**

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

Find a policy that combines value with adequate coverage *Contact us today*

Campaign Name:	The link between AI and motor insurance fraud
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	The link between AI and motor insurance fraud
Teaser Text:	Find the right policy with <<NAME>>
Key Benefits:	Informative Brand awareness Encourage leads

Email 5: Which types of insurance do people complain about most?

Campaign Category: Insurance

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Which **types of insurance** do people *complain* about most?



Let's face it – insurance providers can sometimes get a bad rap, especially when people believe they are making a genuine and valid claim but don't receive the expected pay-out. Of course, there are many reasons for this, from arguments over the fine print to insurers struggling to secure appropriate contractors or sourcing materials within a set timeframe.

A recent report from the Financial Ombudsman Service (FOS) showed that complaints relating to buildings, car and motorcycle insurance have reached a five-year high – but current accounts are still the top offender. Not surprisingly, in this post-pandemic world, travel insurance complaints hit a decade-high in the first few months of 2023.

Most current account complaints relate to customers trying to get their money back after falling victim to fraud or scams – and the FOS generally votes in the customer's favour in around half of cases. They also regularly rule in favour of people complaining about issues with credit cards, motor hire purchase, and building insurance, so it's worth contacting them directly if your insurer or any financial service treats you unfairly.

Choosing a well-reviewed and respected insurer in the first place can lower the risk of running into problems. For help finding a trustworthy provider, call our team on <<NUMBER>> or email <<EMAIL>> to discuss your options.

CONTACT US

VIEW SERVICES



Contact +

For help finding a trustworthy provider, contact our team today

Campaign Name:	Types of insurance people complain about most?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Types of insurance people complain about most
Teaser Text:	Speak to <<NAME>> and lower the risk of running into problems
Key Benefits:	Informative Brand awareness Encourage leads

Email 6: Why have home insurance premiums increased?

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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Why have home insurance premiums increased?

It's a familiar story – it's time to renew your insurance policy, but your new rate is **higher than expected**. While this is frustrating for homeowners and tenants struggling with the cost of living, inflation has affected every industry, including the insurance sector.

To put this into perspective, the Association of British Insurers (ABI) recently released figures showing that home insurance providers currently pay out £4,096 for the average claim – a 64% increase from the previous analysed period. The cost of flood claims has also jumped by 53%, while subsidence-related pay-outs rose by 27%.

These stark figures go hand-in-hand with labour shortages and inflation, pushing up the price of everything from raw materials to securing contractors. At the same time, extreme weather has caused more householders to turn to their insurers for help.

According to the ABI data, the average price for a combined home and contents policy is currently around £350 a year (up £45 compared to late 2022). However, our independent brokers can find a deal that suits your budget while protecting your home in the event of fire, floods, burglaries, and so much more.

Simply contact us on the details below to get the ball rolling.

[CONTACT US](#)[GET A QUOTE](#)

Simply contact us to get the ball rolling. *Contact us today*

Campaign Name:	Why have home insurance premiums increased?
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	Why have home insurance premiums increased?
Teaser Text:	Is it time to renew your policy?
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
#sstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#march
#2024
#easter

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#homeinsurance
#covered
#newyear
#2024
#march
#easter
#cyber