

PROPERTY



# 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: Decorating your rental: tips for landlords.**

Campaign Category: Lettings Tips/Information



**Email 2: A beginner's checklist: How to get a mortgage.**

Campaign Category: Sales Tips/Information



**Email 3: How to increase the value of your home.**

Campaign Category: Sales Tips/Information



**Email 4: Is buying a retirement home worth it?**

Campaign Category: Sales Tips/Information



**Email 5: Rental market update.**

Campaign Category: Lettings Tips/Information



**Email 6: Revealed: the happiest places to live.**

Campaign Category: Sales Tips/Information



**Email 7: What is gazundering?**

Campaign Category: Sales Tips/Information



**Email 8: What's happening to house prices?**

Campaign Category: Sales Tips/Information



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

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 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: Decorating your rental: tips for landlords.

## 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 including book a valuation link.

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

**WE'D RECOMMEND:**  
Sending this to your landlord's 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:	Decorating your rental: tips for landlords
Category:	Lettings Tips/Information
Purpose:	Brand awareness / informative
Subject Line:	About to rent your property out?
Teaser Text:	Here are some decorating tips for your rental
Key Benefits:	Informative Brand awareness



## Email 2: A beginner's checklist: How to get a mortgage.

### 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).



<b>Campaign Name:</b>	A beginner's checklist: How to get a mortgage
<b>Category:</b>	Sales Tips/Information
<b>Purpose:</b>	Brand awareness / informative / Encourages leads
<b>Subject Line:</b>	How to get a mortgage.
<b>Teaser Text:</b>	Here's your beginner's checklist
<b>Key Benefits:</b>	Informative Brand awareness Encourages leads



Email 3: How to increase the value of your home.  
Campaign Category: Sales Tips/Information

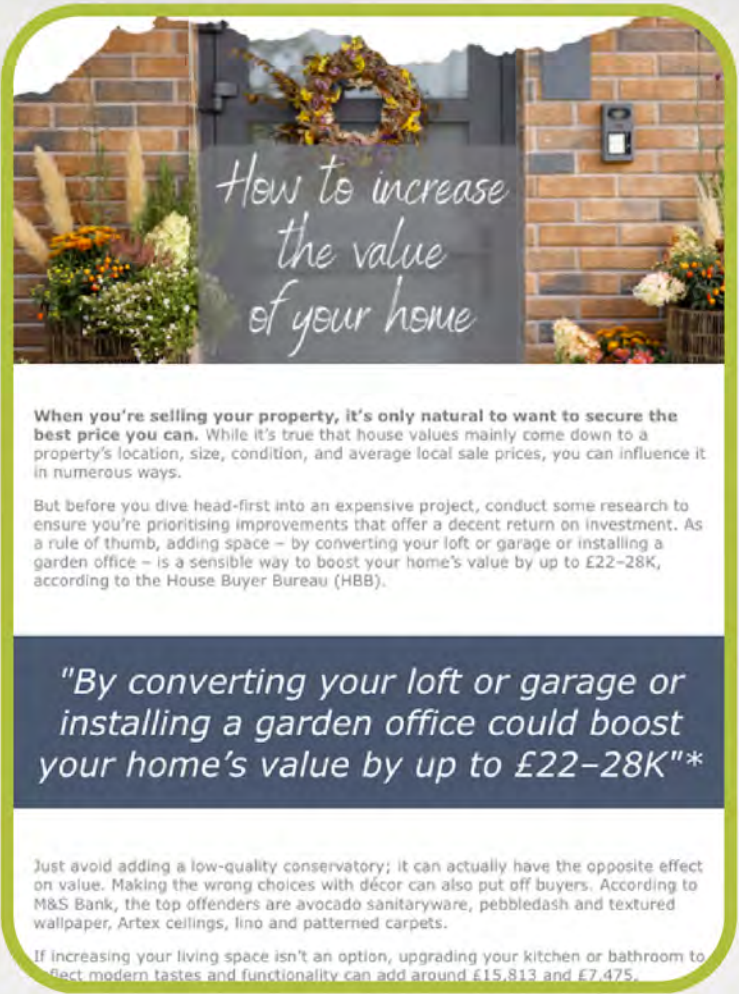
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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 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 increase the value of your home
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Looking to sell your property?
Teaser Text:	Here's how to increase the value of your home
Key Benefits:	Informative Brand awareness Encourages leads



# Email 4: Is buying a retirement home worth it?

## 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).



Is buying a retirement home worth it?

There are many reasons why purchasing a retirement home is an appealing option. Perhaps you need to downsize and feel your health and well-being would improve if you lived in a like-minded, 55+ community with in-built facilities and on-site support.

**But does it make financial sense?**

While every retirement home provider offers different benefits and facilities, most retirement properties are leasehold. This means you'll be liable for inflation-linked service charges that can cost thousands of pounds a year, depending on the development.

The value of a new retirement home is also likely to fall if you or your beneficiaries come to sell, and due to the smaller pool of buyers, it could take a long time to find a buyer. In addition, the service charge may still be payable while the property is unoccupied.

Depending on your situation, you may be better off renting a home better suited to your current needs until you require extra support. Alternatively, consider buying a cheaper re-sale retirement home to reduce the price premium associated with new builds or choose a provider, such as a charitable trust, that offers a buy-back option to reduce the risk.

**Still unsure if a retirement property is right for you? Speak with our friendly team on <<NUMBER>> today for help finding a new home to suit your lifestyle goals.**

Campaign Name:

Is buying a retirement home worth it?

Category:

Sales Tips/Information

Purpose:

Brand awareness / informative / Gain leads

Subject Line:

Is buying a retirement home worth it?

Teaser Text:

Asking yourself the same question? 🏠

Key Benefits:

Informative  
Brand awareness  
Encourages leads



Email 5: Rental market update.  
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 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:	Rental market update
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative / Gain leads
Subject Line:	Keep up-to-date with <<Agent Name>>
Teaser Text:	Your rental market update
Key Benefits:	Informative Brand awareness Encourages leads



Email 6: Revealed: the happiest places to live.  
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).



Every year, property portal giant Rightmove surveys people across the UK to discover the areas residents love the most. The Happy at Home Index tracks 13 factors contributing to overall wellbeing, including proximity to outdoor spaces and a strong community spirit.

2023's Index involved gathering data from around 26,000 people, with a surprising winner emerging from the list of favourites. For the first time, a London borough – **Richmond upon Thames** – has stolen the crown, thanks to its beautiful royal parks, artisanal atmosphere, riverside location and much more.

*"2023's Index involved gathering data from around 26,000 people, **with a surprising winner** emerging from the list of favourites."*

We head to Hampshire for our second-rated contender – the historic city of **Winchester** on the edge of England's South Downs National Park. **Monmouth**, nestled in the tranquil lower reaches of the Wye Valley in Wales, took bronze position.

Let's take a look at the remaining seven top-10 areas:

1. **Wokingham, South East**

Campaign Name:	Revealed: the happiest places to live
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Revealed! 🏡
Teaser Text:	The happiest places to live!
Key Benefits:	Informative Brand awareness Encourages leads



# Email 7: What is gazundering?

## 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).



**What is gazundering?**

[Contact us](#)

While you may have heard of 'gazumping' – when a seller accepts a higher offer after agreeing to a lower one – you may be less familiar with an unsettling trend dubbed 'gazundering'.

Partly due to high house price growth and steep interest rate increases, gazundering describes a situation where a buyer slashes their offer at the last minute, such as when contracts are due to be exchanged.

Considered by many as an underhanded tactic that can threaten the entire chain, it's also risky for the buyer, as it's possible the purchase will fall through altogether or the seller, out of bitterness, may not ensure everything is ship-shape before they leave.

Of course, sometimes buyers have legitimate reasons to ask for a price reduction due to a dramatic change in market values or a previously unknown issue regarding the property they're about to purchase. However, leaving a request to the last minute is rarely necessary and could jeopardise the process for everyone involved.

Sellers do have the option to take out insurance to protect against gazundering. Still, the best way to avoid falling victim to it is to use trusted, reliable professionals to handle the sale to prevent crossed wires and poor communication from dragging out the process.

To learn more about how to ensure a smooth sale, speak with one of our advisors on the details below.

[BOOK A VALUATION](#)[BROWSE PROPERTIES](#)

Campaign Name:	What is gazundering?
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative
Subject Line:	Do you know what is gazundering?
Teaser Text:	<<Agent Name>> explains
Key Benefits:	Informative Brand awareness



Email 8: What’s happening to house prices?  
Campaign Category: Sales Tips/Information

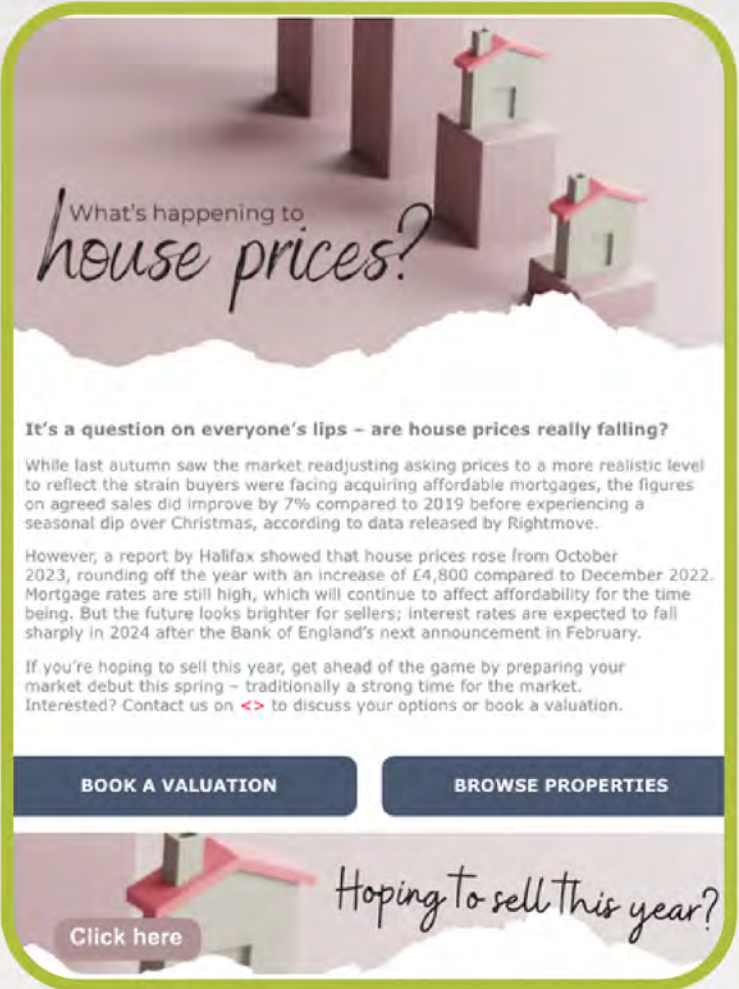
The campaign's call-to-action buttons will automatically populate to your brand's colours.

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:	What’s happening to house prices?
Category:	Sales Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Looking to sell this year?
Teaser Text:	What’s happening to house prices?
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  
#ssstc  
#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



# 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.