

INSURANCE

September

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: What is landlord insurance?

Campaign Category: Insurance



Email 2: Protect your property properly with home insurance

Campaign Category: Insurance



Email 3: How to insure your holiday home

Campaign Category: Insurance



Email 4: Do you know your credit score?

Campaign Category: Insurance



Email 5: Do I need insurance if I'm self-employed?

Campaign Category: Insurance



Email 6: Can improving your home invalidate your insurance?

Campaign Category: Insurance

2024
September

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		

Notes

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"/> |

Email 1: What is landlord insurance?

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.



What is landlord insurance?

Discover how landlord insurance works

With an estimated 2.5 million landlords now in Britain, driven by the increase in success within the buy-to-let market, it's critical that the correct insurance is in place to reduce any risk of financial loss.

As a landlord, as well as dealing with the properties as a whole, you are also responsible for homing tenants, which can lead to unexpected problems and bills.

So, what is landlord insurance?

Landlord insurance is a type of home insurance specifically designed to meet the needs of landlords. In addition to safeguarding your property with standard policies, it can also cover the costs of missed rent payments, legal expenses, accidents, or liability.

Landlord insurance is not a legal requirement, but if enforced correctly, it will also prove useful. Many mortgage lenders or property management companies may expect this type of insurance to meet their requirements.

What does landlord insurance cover?

Landlord insurance is not a one-size-fits-all type of policy; there are many factors that affect the type of insurance needed for you and your property personally. Typically, landlord insurance is created on a property-by-property basis, but there are also portfolio policies available.

To decide the right landlord insurance for you and your rental properties, we will calculate this using different factors:

- Size
- Structure
- Age
- Location
- Type of tenant (i.e., students, etc.)
- Rental income

Campaign Name:

What is landlord insurance?

Category:

Insurance

Purpose:

Brand awareness / informative

Subject Line:

What is landlord insurance?

Teaser Text:

Discover how landlord insurance works

Key Benefits:

Informative / Brand awareness / Encourage leads

Email 2: Protect your property properly with home insurance

Campaign Category: Insurance

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

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Protect your property properly with home insurance

Understanding the importance home insurance

Insurance plans are available for almost everything, so it's important to understand which ones are crucial to have in place and which ones aren't. For many people, your home can be their biggest investment, so it's important that you protect it properly.

What is home insurance?

Home insurance is a paid policy designed to protect your home from financial loss or damage. Without cover, you put yourself at financial risk by paying for repairs and replacements if something were to happen to your home or belongings.

Home insurance protects your property against natural disasters, theft, and other potential scenarios. There are two elements to home insurance: contents and building insurance.

What is the difference between contents insurance and building insurance?

Contents insurance protects the possessions in your home, just as building insurance covers the physical structure of your home. When securing a mortgage, you are often required to obtain building insurance, as the lender will want to protect their financial interests.

Who needs home insurance?

Home insurance isn't a legal requirement for homeowners; however, having this insurance in place can guarantee peace of mind.

- Homeowners should get building and contents insurance, as they will be responsible for the physical structure and any belongings on the property.

Campaign Name:	Protect your property properly with home insurance
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Protect your property properly with home insurance
Teaser Text:	Understanding the importance home insurance
Key Benefits:	Informative / Brand awareness / Encourage leads

Email 3: How to insure your holiday home

Campaign Category: Insurance

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

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Campaign Name:	How to insure your holiday home
Category:	Insurance
Purpose:	Brand awareness / informative
Subject Line:	How to insure your holiday home
Teaser Text:	A simple guide to understanding different holiday home cover
Key Benefits:	Informative Brand awareness

Email 4: Do you know your credit score?

Campaign Category: Insurance

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


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When you apply for a mortgage, there are multiple factors that could affect your ability to qualify for the deal you hoped for. Your credit score is one of the most influential criteria for a mortgage approval, as it demonstrates to the lender that you are reliable in paying back a large sum of money in a specific timeframe.

What is a credit score?

A credit score is a forever-changing number that determines how 'credit-worthy' you truly are. This number reflects how you use credit and how well you are at meeting your repayments on time. Your credit score is like a financial CV for any bank or lender, so they can assess your creditworthiness.

How can you see your credit score?

By using a credit reference agency, you are able to identify your individual credit score. In the UK, there are three main, trusted agencies: Experian, Equifax, and TransUnion. Each agency's score differs, but the higher your number, the better your credit rating.

How can you improve your credit score?

Improving your credit score can be easily achieved with some simple actions:

- Double check all your past credit and payments, as you want to make sure the details are accurate and up-to-date.
- Make all your payments on time by setting up direct debits, as accidentally missing even one payment could have a severe impact on your credit score.
- If you are in debt, set up a payment plan with your bank or lender to improve your credit score.
- Ditch any credit cards you don't use and cut ties with ex-partners, as your credit score can link back to dormant accounts, joint bills, or old joint bank accounts.

Campaign Name:

Do you know your credit score?

Category:

Insurance

Purpose:

Brand awareness / informative / Encourage leads

Subject Line:

Do you know your credit score?

Teaser Text:

The importance of a credit score when applying for mortgage

Key Benefits:

Informative / Brand awareness / Encourage leads

Email 5: Do I need insurance if I'm self-employed?

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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Do I need insurance if I'm self-employed?

We identify the perils of being self-employed and not insured

Being self-employed is a wonderful way to gain freedom from the typical 9 to 5, but it comes with extra responsibility and risk. Self-employment could lead to you being held accountable for damage, accidents, injury, or even death, not to mention the eye-watering legal fees.

No matter what type of product or service you provide, it takes hard work to become self-employed, and the last thing you want is for all that effort to vanish because you do not have the correct insurance in place.

What are the advantages of having the right insurance?

Having legal insurance as a self-employed individual ensures peace of mind during work. You'll also receive:

- Legal protection
- A financial safety net
- Potential increase in clientele
- Value for money in the event of a claim

What are the different types of self-employment insurance?

- **Public liability insurance** covers any claims made against you for injury, damage, or death by members of the public as a result of your business.
- **Professional indemnity insurance** covers legal costs and compensation if a client claims your consulting or professional services caused financial loss.
- **Employers' liability insurance** covers any claims from employees who suffer injury or illness due to work.
- **Personal accident and sickness insurance** covers loss of earnings and medical expenses in case you are personally unable to work due to an accident or illness.
- **Business equipment insurance** covers the cost of any damaged, lost, or stolen tools or equipment required to complete your work.

Campaign Name:

Do I need insurance if I'm self-employed?

Category:

Insurance

Purpose:

Brand awareness / informative / Encourage leads

Subject Line:

Do I need insurance if I'm self-employed?

Teaser Text:

We identify the perils of being self-employed and not insured

Key Benefits:

Informative / Brand awareness / Encourage leads

Email 6: Can improving your home invalidate your insurance?

Campaign Category: Insurance

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Many homeowners renovate and improve their properties, from adding a new outdoor fence to building a new home extension. It's always important to inform your insurance provider of any minor or major changes when improving your property.

Not all home improvements affect your insurance policy; however, all insurance providers differ, so instead of accidentally invalidating your policy, always communicate clearly with your provider.

When do you need to contact your insurance provider?

Improving your home in any way will add value to the overall price of your property. Your insurance provider calculates your cost based on the value of your home, so it's important to keep them informed of any changes to prevent your policy from becoming invalid.

Your insurance provider should also be contacted if you temporarily move out of your home while renovating it. Be transparent and communicate with your provider at every stage.

The steps to take before completing any home renovations:

Step 1 - Inform your insurer

Always notify your insurer of any changes or improvements made to your property before they start.

Campaign Name:	Can improving your home invalidate your insurance?
Category:	Insurance
Purpose:	Brand awareness / informative / Encourage leads
Subject Line:	Can improving your home invalidate your insurance?
Teaser Text:	Understanding the ins and outs of home insurance during renovations

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
#september
#2024

Top Insurance Hashtags

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