



YOUR COVID-19 RESPONSE STRATEGY

Helping insurance professionals strategise for **business longevity and growth**

FIVE STEPS TO EMAIL MARKETING DURING A CRISIS

Our communication strategy looks to ensure openness and transparency with your customers and prospects. Here's a step-by-step breakdown of what you need to take into account:

Step one: don't ignore what's going on

Waiting for more definitive answers from the government may mean that you miss the mark communicating to your clients. It reflects poorly on your business' strategy and could lead to alarm amongst your policyholders and prospects – especially for those with vested interests in travel, health and business interruption insurance.

Your customers' rights need to be educated to your client base, giving them some much-needed assurance that you're right behind them during this period.

Step two: employ empathetic and educational content

The coronavirus poses a serious threat to the most vulnerable members of our community. Anything that you say over the next few weeks and months needs to bear in mind this need for compassionate understanding.

Step three: demonstrate your measured approach to safety

At the end of the day, business disruption is not just a hindrance to your brokerage but to your customers. Tell them what measures you are putting in place to ensure that you can keep servicing them.

Step four: help where you can

A lot of businesses we work with support local charities and community relief efforts, so if there's something happening near your office that's connected to the COVID-19, talk about your participation in that project. You might inspire others to follow suit, whilst showing your customers the full value of your brokerage.

Step five: keep alert and on top of any changes

If you're used to scheduling your marketing strategy weeks or months in advance, make sure those campaigns are safe to leave in the background of your day-to-day business activities. Leave anything you want to say about the COVID-19 for your manual or short-term send plans, as a lot can change in a very short space of time.

For further guidance on how you should proceed as a business, we would recommend referring to information from the [World Health Organisation](#), as well as [GOV.UK](#).

Need help implementing your campaigns?

As ever, if you need any help or assistance with your send plan, our Customer Success and Support teams will be happy to help.

Many thanks,

The BriefYourMarket.com team

YOUR COVID-19 CAMPAIGN CHECKLIST

Use this as your reference point for your sends. If you haven't sent a campaign and you need help, contact us to get things moving in the right direction.

Email 1: business disruption and changes

Email 2: COVID-19 safety precautions update

Email 3: the core essentials you need to consider

Campaigns for commercial purposes

Email 4: responding to COVID-19 as a business owner

Email 5: measures within your business' control

Campaigns for personal purposes

Email 6: mortgage relief for homeowners and landlords

Additional campaigns

Email 7: added protection for the most vulnerable

Email 8: video appointments for your peace of mind

EMAIL 1: BUSINESS DISRUPTION AND CHANGES



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action button**
- **Headline text**
- This is a transactional message, so it can be sent to all contacts – including those who are unsubscribed from your marketing. For this, please select the ‘transactional’ campaign type from the email editor.

FOR GUIDANCE ON:

Setting the campaign background to your primary brand colour within the email editor, please see the last page.

YOUR SAFETY IS OUR NUMBER ONE PRIORITY

The safety and well-being of our clients and community at large is our number one priority

We wanted to reassure you that we are taking all necessary precautionary steps to respond to the COVID-19 (Coronavirus) outbreak.

Our working practice
[Describe what precautions you are taking within your business]

Protecting staff and clients
[Detail what precautions you are taking to protect staff and clients]

Customer service disruptions
[Detail any foreseeable disruption to your current service that could impact your clients]

Business hours and operations
[Detail your operational hours and if there are any changes to this service]

How to contact us
[Add in your contact number here]

Contact us

Campaign name:	Business disruption and changes
Purpose:	Transactional campaign
Subject line:	Important customer information
Teaser text:	Changes to our usual service and hours
Key benefits:	<ul style="list-style-type: none"> • A simple message outlining how your service is changing. • Communicate your new operational procedures to ensure that customers and prospects know how, where and when to reach you – it’s also advisable, where possible, to update your website and social media accordingly.

Campaign text and banner assets can be provided – on request.

EMAIL 2: COVID-19 SAFETY PRECAUTIONS UPDATE



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Headline text**

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this campaign to your entire database of customers and prospects.



Safety is our number one priority

The safety and well-being of our clients and community at large is our number one priority. We wanted to reassure you that we are taking all necessary precautionary steps to respond to the COVID-19 (Coronavirus) outbreak.

What precautions are we taking for our clients?

- In line with guidance from GOV.UK and the public health authorities, our team have been briefed on the situation and are aware of their responsibilities in relation to cleaning office and public spaces, safely disposing of waste and offering our services remotely to maintain social distancing protocols.
- We have a number of procedural steps in place to minimise the risk of individuals coming into contact with the virus; using FaceTime technology and online communication platforms to conduct the majority of our consultations, whilst maintaining the same high-quality, personalised support. For more information about these steps, please contact us directly.
- To ensure safety is always maintained, any in-person visits will be limited and assessed on a case-by-case basis. This means that responsible measures will be taken to confirm that all individuals involved have been assessed to verify if they are presenting symptoms or have been in contact with any individuals that they believe to have presented symptoms.

At all times, we are working towards business continuity, as we

Campaign name:	COVID-19 safety precautions update
Purpose:	Brand awareness for your COVID-19 response
Subject line:	Safety is our number one priority
Teaser text:	What precautions we're taking to keep you safe
Key benefits:	<ul style="list-style-type: none"> • As an initial communication, this broadly covers your position with COVID-19. • Demonstrate your knowledge of what's happening and how that's affecting the UK insurance market. • Start to build confidence in your business' ability to safely service its clients.

Campaign text and banner assets can be provided – on request.

EMAIL 3: THE CORE ESSENTIALS YOU NEED TO CONSIDER



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Text background**

FOR MORE INFORMATION, REFER TO:

BBC news on cyber-crime at
www.bbc.co.uk/news/technology-51838468



If you're concerned about what's happening, we want to reassure you that **we're committed to continuing to help people with their personal and commercial needs.**

Whether you're an existing policyholder or you're left wondering where you're most vulnerable from COVID-19, we're here for you.

Do you need to update your home insurance?

If like many of the UK population you're now exploring the possibility of working from home, it could be in your best interests to have the value of your contents reassessed.

Protect your work equipment and speak to one of our professionals about added peace of mind for your health or life cover. Call us on 0344 800 84 24 for more information.

Cyber protection

Security experts are already reporting on a rise in malicious online activity tied to the coronavirus, with cyber-criminals preying on the fears and vulnerabilities of everyday consumers.

So far, five separate email scams are in circulation; with one message purporting to have information on a cure to COVID-19 being sent to up to 200,000 inboxes at a time.

In moments of crisis like we're now seeing, the chances of

Campaign name:	The core essentials you need to consider
Purpose:	Campaign for personal and commercial clients
Subject line:	Bringing you all the insurance essentials
Teaser text:	How COVID-19 could impact your cover
Key benefits:	<ul style="list-style-type: none"> • Talk about the different ways your insurance brokers can provide their expertise remotely in light of the coronavirus pandemic. • Drive website traffic to your different products and services. • Advise policyholders looking to make a travel or business disruption claim.

Campaign text and banner assets can be provided – on request.

EMAIL 4: RESPONDING TO COVID-19 AS A BUSINESS OWNER



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Text background**

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this campaign to your entire database of commercial clients.



With the government taking a firmer stance on self-distancing to contain the spread of COVID-19, **UK businesses must now establish remote working practices that maintain employee productivity and output, whilst protecting the personal data of their customers.**

Although modern-tech companies typically have the infrastructure and policies to accommodate remote working, it's thought that the vast majority of SMEs are **vulnerable to physical and online forms of theft or damage**, in general.

Cyber-crime now accounts for 50% of all UK crimes, according to GOV.UK; costing small businesses £17 billion in 2018.

In a time of national crisis, people are more prone to making simple mistakes that could have very real consequences.

How are you protecting yourself and your business?

[Find out more](#)

What are some simple practices you can implement to minimise risk?

- First, you'll need to verify the physical security of any equipment your team are planning to store at home; e.g. will the device(s) be set up in individual or shared work spaces where multiple people may have access to it? Will they be left on public display?

Campaign name:	Responding to COVID-19 as a business owner
Purpose:	Campaign for cyber insurance
Subject line:	Simple practices to minimise risk...
Teaser text:	And protect your business in the long-term
Key benefits:	<ul style="list-style-type: none"> • As SMEs do not have the resources or infrastructure seen within larger organisations, they're more at risk of fraud, theft and cybercrime – particularly if we see a rise in simple errors due to businesses operating remotely. • Offer simple steps for best practice and generate more cyber policy enquiries.

Campaign text and banner assets can be provided – on request.

EMAIL 5: MEASURES WITHIN YOUR BUSINESS' CONTROL



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Text background**

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending to a filter of contacts who have expressed an interest in related items.

E.g., if you have recently sent email or newsletter content relating to business or liability insurance, you could use those open and click-through reports to identify highly engaged prospects.



In moments of crisis, getting to the bottom of what's needed to keep your business operating and open can feel overwhelming.

It's thought that **69% of SMEs** are already feeling the financial strain.

Here are three factors that could help you.

[Make an enquiry](#)

£330 billion to support the UK economy

If you've been following the headlines, you'll be well aware of the measures announced to get us through this difficult period, but the cash injection isn't all the government are doing:

- **Business rates holiday** for retail, hospitality and leisure businesses for the 2020 to 2021 tax year; with grant schemes of up to £25,000 per property.
- **A business interruption loan scheme** will be delivered via 40 accredited lenders this spring, helping SMEs access bank lending and overdrafts for up to six years.
- HMRC's 'time to pay' service will support businesses and self-employed individuals with outstanding tax liabilities.
- **Small Business Rate Relief (SMRR)** provides additional funding, with one-off grants of £10,000 to eligible businesses looking to meet ongoing costs.

Campaign name:	Measures within your business' control
Purpose:	Campaign for brand engagement
Subject line:	What measures can businesses control?
Teaser text:	Giving you support to prepare for future recovery and growth
Key benefits:	<ul style="list-style-type: none"> • Packed with crucial information from GOV.UK, this campaign breaks down all of the government support your commercial clients need to know about. • Show them how valuable your brokerage is to their continued profitability and draw attention to your full range of policies.

Campaign text and banner assets can be provided – on request.

EMAIL 6: MORTGAGE RELIEF FOR HOMEOWNERS AND LANDLORDS



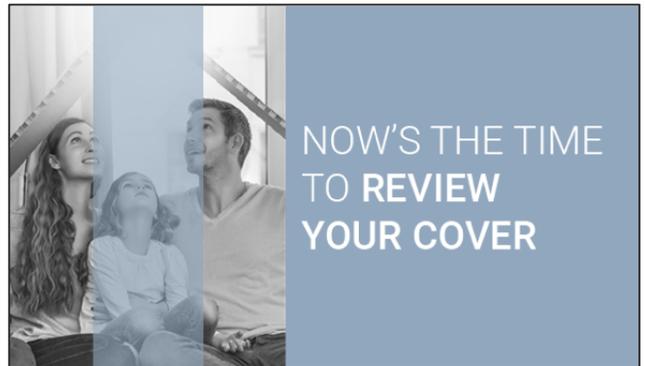
- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Text background**

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this campaign to your entire database of personal policyholders.



If you're concerned about what's happening, we want to reassure you that **we're committed to continuing to help people with their personal and commercial needs.**

Whether you're an existing policyholder or you're left wondering where you're most vulnerable from COVID-19, we're here for you.

Talk to us

Although it might seem like good news is in short supply, homeowners and landlords are not alone during this time of economic uncertainty.

As part of their wider response plan to COVID-19, the government have announced an unprecedented three-month mortgage holiday for those struggling financially as a result of the coronavirus.

How does this affect you?

If you are already experiencing – or expect to see – a financial impact as a result of the coronavirus, you should contact your lender before your next payment is due.

In most cases, you will not need to provide proof of reduced income but you may still be charged interest over this period of mortgage relief.

It's also worth noting that taking a payment holiday will *not* affect your credit score.

For landlords, this means that you can pass on the benefits to

Campaign name:	Mortgage relief for homeowners and landlords
Purpose:	Campaign for clients with home, contents or landlord cover
Subject line:	Homeowners and landlords, there's support available
Teaser text:	Here's what you need to know...
Key benefits:	<ul style="list-style-type: none"> • By leading with the government's three-month payment holiday for mortgages, reconnect with your personal policyholders; leading with key advice for them. • Ask them about their insurance needs within the campaign to locate additional cross and upselling opportunities.

Campaign text and banner assets can be provided – on request.

EMAIL 7: ADDED PROTECTION FOR THE MOST VULNERABLE



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Text background**



Protecting the most vulnerable members of our community, our commitment to you.

If you or a loved one are in need of support, we'd like to help.

[Contact us](#)

We're implementing additional measures to reach every person in need of our insurance guidance.

With the government imposing stricter conditions for self-isolation to prevent the spread of COVID-19, we know that this can mean the most vulnerable members of our community are left cut off from their support network – particularly for those without direct access to technology.

So that we can connect with high-risk individuals at this time, we're available not only for online consultations via calls, LiveChat or FaceTime, but for in-person conversations – if absolutely necessary and only where able to maintain a safe distance of two metres with limited contact.

For more information or to refer someone you know who could benefit from this service, please click below.

Campaign name:	Added protection for the most vulnerable
Purpose:	Campaign for over-55s
Subject line:	Our commitment to the whole community
Teaser text:	The added protection we're providing
Key benefits:	<ul style="list-style-type: none"> • For brokers who frequently support charities, discuss any COVID-19 relief projects you're contributing towards and inspire others to follow suit. • Demonstrate how you can facilitate safe consultations for elderly or at-risk individuals and encourage referrals within your customer base.

Campaign text and banner assets can be provided – on request.

EMAIL 8: VIDEO APPOINTMENTS FOR YOUR PEACE OF MIND



- Campaign assets can be provided on request for manual sends, including text copy and an email banner.

- Elements for on-brand use:

- **Banner colour overlay**
- **Call-to-action buttons**
- **Headline text**
- **Text background**

VIDEO APPOINTMENTS ARE NOW AVAILABLE

We are offering real-time video appointments to our clients in this period

[Click here to contact us](#)

We understand that all our clients want reassurance at this time.

This is why we are offering real-time video appointments via FaceTime and Skype; to ensure the safety and well-being of clients whilst continuing to deliver high-quality, personalised insurance plans that are bespoke to your requirements.

We can also offer video appointments for all existing policyholders with personal or commercial cover who need more information about how to proceed with a claim due to the coronavirus.

If you'd like to discuss how you have been affected by a change in financial circumstances – or may be in the foreseeable future – contact us below.

[Find out more about video appointments...](#)

If you would like to request a video appointment with our team, call us on [\[insert number\]](#) or click below to request a call back.

[Click here to contact us](#)

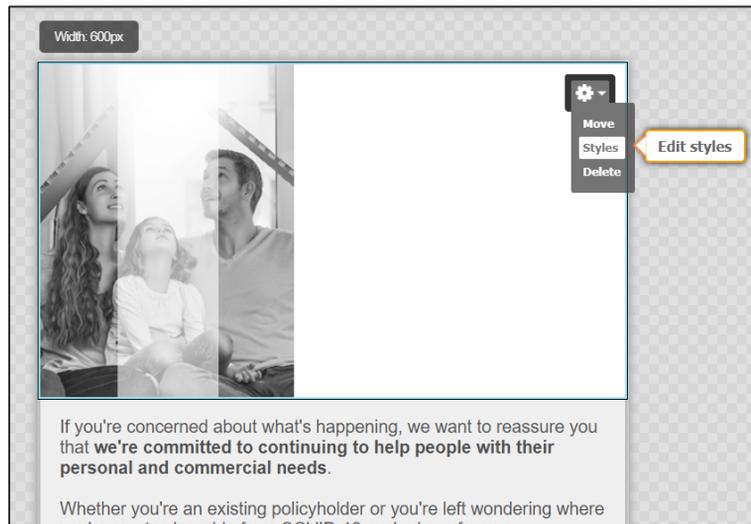
Campaign name:	Video appointments for your peace of mind
Purpose:	Campaign for brand engagement
Subject line:	Introducing video appointments...
Teaser text:	To bridge the COVID-19 gap
Key benefits:	<ul style="list-style-type: none"> • Go the extra mile for your customers and prospects by offering the same high-quality service via FaceTime technology. • Give your brokers more mobility whilst keeping everyone at a safe distance they're comfortable with.

Campaign text and banner assets can be provided – on request.

IMPLEMENTING YOUR CAMPAIGNS

To take full advantage of these pre-designed communications – which allow you to easily incorporate your primary brand colours into your emails – please follow the below steps.

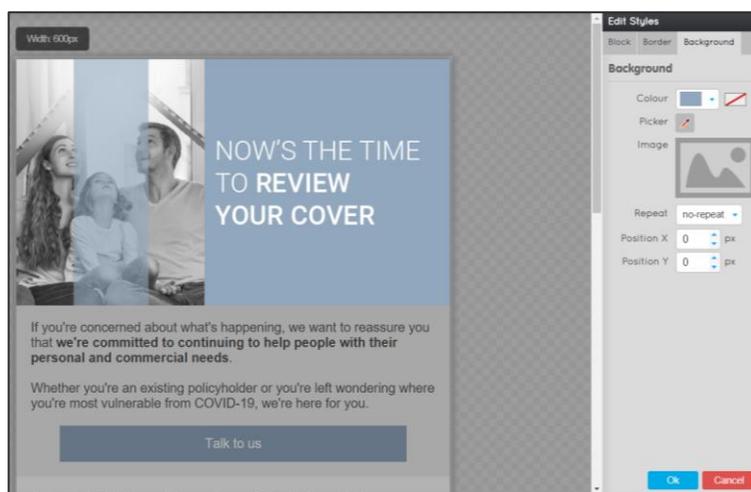
For further guidance, we ask that you contact your Customer Success Manager.



Step 1: Select 'transactional' or 'marketing' within the email editor.

Step 2: Using the content blocks, start to prepare the structure of your message. Copy-and-pasting the text into the body of your email.

Step 3: Upload the banner and select 'styles' from the cog icon in the top right corner.



Step 4: This will bring up the settings section shown above. From here, navigate to 'background' and either insert the hex code for your brand colour or use the eyedropper tool to match it to a similar image.



FOR **INSURANCE** PROFESSIONALS