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Your October send plan

Provide updates on the property market and encourage brand engagement

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YOUR CAMPAIGN CHECKLIST THIS OCTOBER

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: Autumn interior design trends**

  Located in Sales Tips/ Information

- **Email 2: How to reduce your energy bills**

  Located in Sales Tips/Information

- **Email 3: Secure a quick sale with the right front door colour**

  Located in Sales Tips/Information

- **Email 4: October housing market update**

  Located in Lettings Tips/Information

- **Email 5: Is buy-to-let worth it?**

  Located in Lettings Tips/Information

- **Email 6: Tips for becoming a first-time tenant**

  Located in Lettings Tips / Information

- **Email 7: How to improve your EPC rating**

  Located in Sales – Sales Tips/ Information

- **Email 8: Halloween**

  Located in Sales – Seasonal Tips/ Information

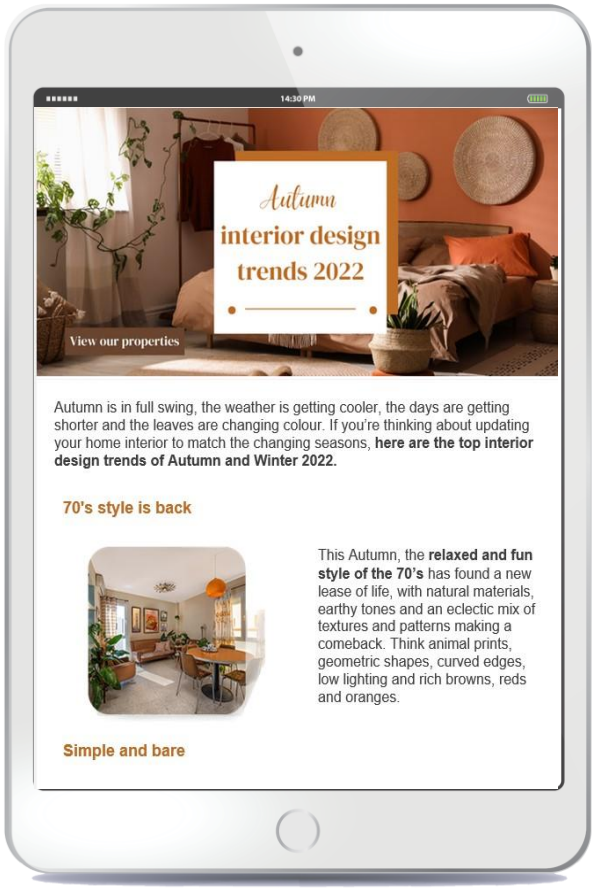
EMAIL 1: AUTUMN INTERIOR DESIGN TRENDS

- The campaign colours will automatically populate for call-to-action buttons
- Call-to-action buttons
- Customisable elements within this email including the text copy and links.

WE'D RECOMMEND:

Sending this to everyone in your database.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	Autumn Interior Design Ideas
Category:	Sales tips / information
Purpose:	Brand awareness campaign
Subject line:	Interior trends this Autumn
Teaser text:	Get your home ready for Autumn with these top trends
Key benefits:	• Boost valuations • Encourage interaction • Brand awareness campaign

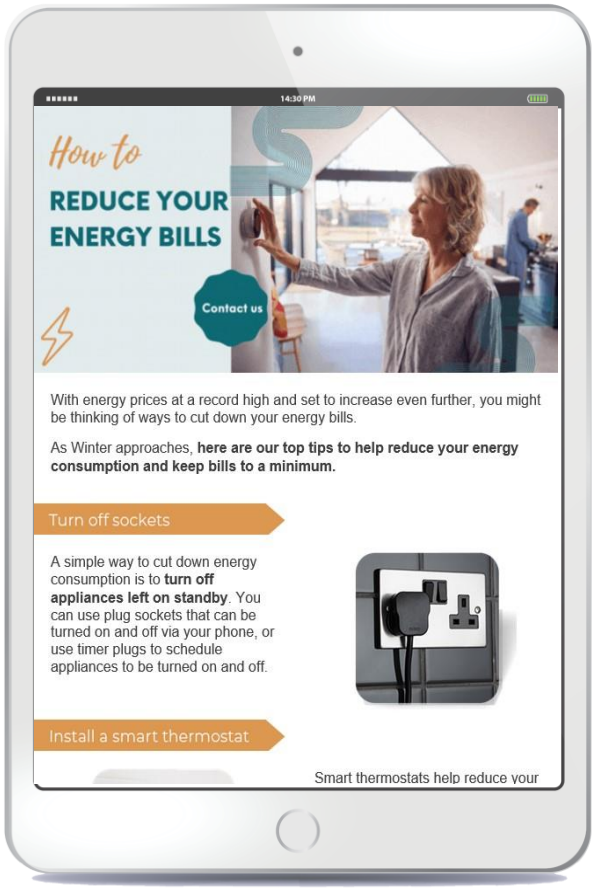
EMAIL 2: HOW TO REDUCE YOUR ENERGY BILLS

- The campaign colours will automatically populate in your brand colours.
- Call-to-action buttons
- Customisable elements within this email including the text copy and links.

WE'D RECOMMEND:

Sending this to your entire database.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	How to reduce your energy bills
Category:	Sales tips / information
Purpose:	Informative campaign
Subject line:	Keep your bills down this Autumn
Teaser text:	Top tips to reduce your energy bills
Key benefits:	• Encourages valuations • Informative campaign on reducing energy bills • Encourages contact

EMAIL 3: SECURE A QUICK SALE WITH THE RIGHT FRONT DOOR COLOUR

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

WE'D RECOMMEND:

Sending to a filter based on vendors and potential vendors.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.

Campaign name:	Secure a quick sale with the right front door colour
Category:	Sales tips/ information
Purpose:	Brand awareness campaign
Subject line:	How to choose the right front door colour
Teaser text:	Make a good first impression
Key benefits:	• Advice to help secure a quick sale • Encourages valuations • Encourage contact

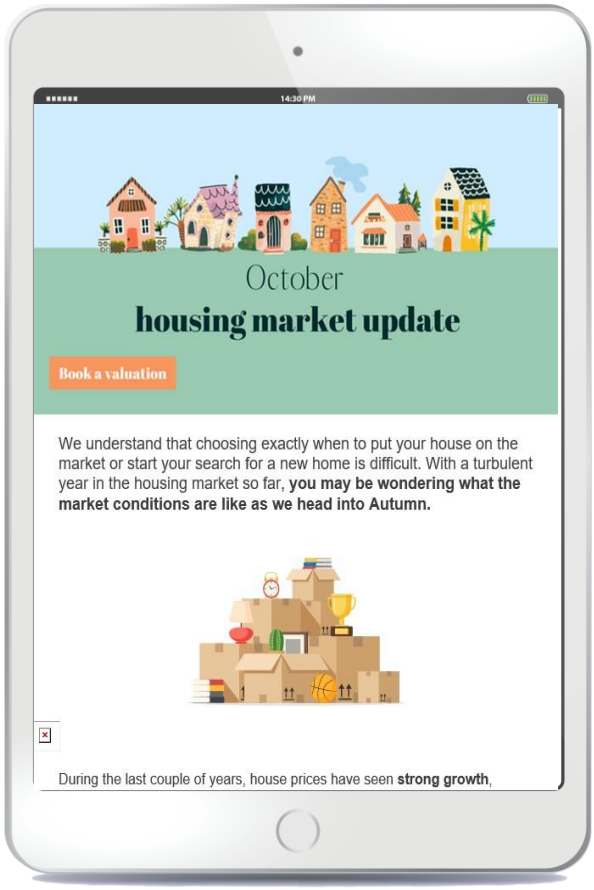
EMAIL 4: OCTOBER HOUSING MARKET UPDATE

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons
- Editable background colour

WE'D RECOMMEND:

Sending this to a filter based on potential vendors and potential buyers.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	October housing market update
Category:	Sales tips / information
Purpose:	Informative / brand awareness campaign
Subject line:	October Housing Market Update
Teaser text:	Is now a good time to sell?
Key benefits:	• Informative campaign on the housing market • Encourages contact • Encourages valuations

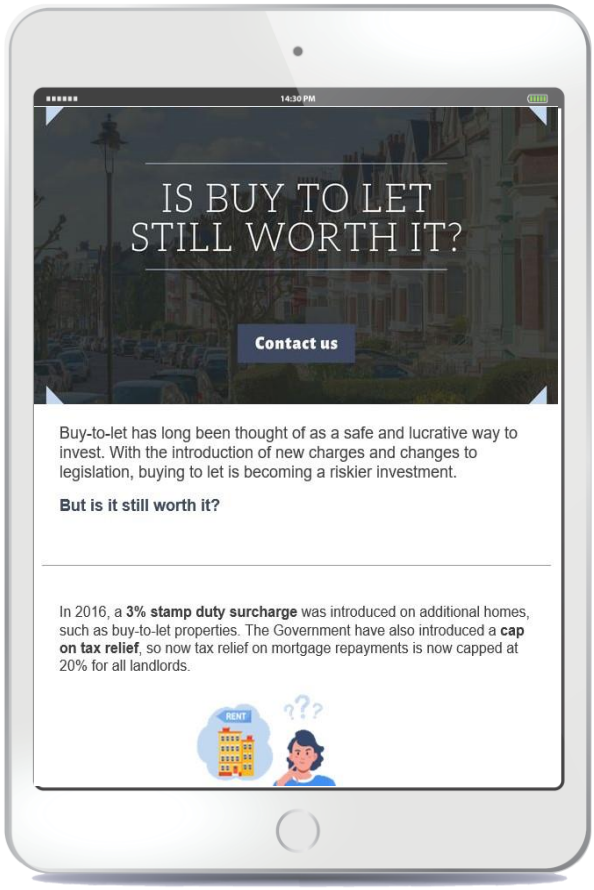
EMAIL 5: IS BUY-TO-LET STILL WORTH IT?

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this to landlords and potential investors.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	Is buy-to-let still worth it?
Category:	Lettings tips / information
Purpose:	Branding / informative campaign
Subject line:	Thinking about buying-to-let?
Teaser text:	Is it still a worthwhile investment?
Key benefits:	• Informative lettings campaign to promote lettings services • Spread brand awareness • Encourages contact

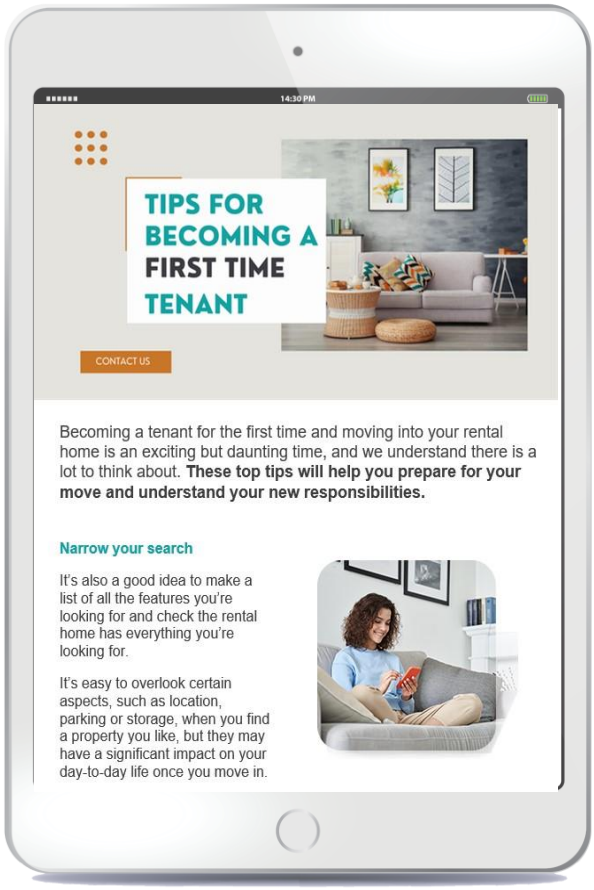
EMAIL 6: TIPS FOR BECOMING A FIRST-TIME TENANT

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this to a filter based on first time tenants.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	Tips for becoming a first time tenant
Category:	Lettings Tips / Information
Purpose:	Brand awareness campaign
Subject line:	Attention first-time tenants
Teaser text:	Follow these 5 simple tips…
Key benefits:	• Encourages contact • Brand awareness campaign • Informative tips on preparing to become a tenant

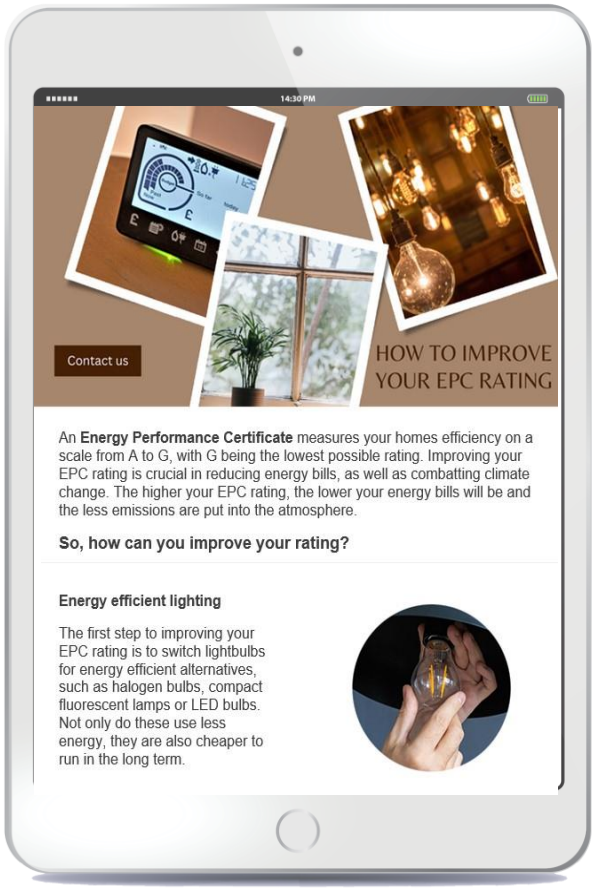
EMAIL 7: HOW TO IMPROVE YOUR EPC RATING

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this to everyone so it reaches a wider audience.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	How to improve your EPC rating
Category:	Sales - tips / information
Purpose:	Informative campaign
Subject line:	Want to improve your EPC rating?
Teaser text:	Follow these 5 steps…
Key benefits:	• Informative tips on improving EPC ratings • Encourages contact

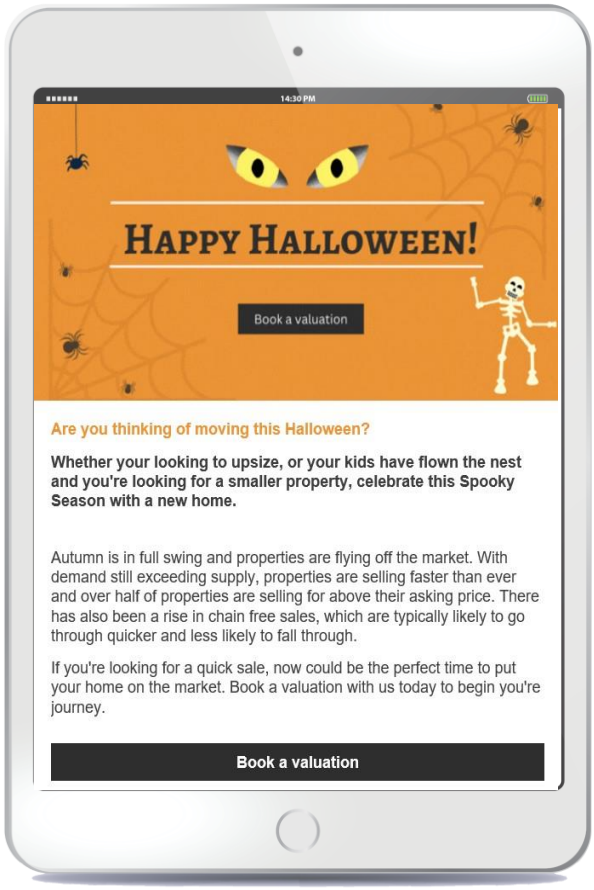
EMAIL 8: HALLOWEEN

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this to everyone so it reaches a wider audience.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	Halloween
Category:	Sales – seasonal tips / information
Purpose:	Brand awareness campaign
Subject line:	Happy Halloween!
Teaser text:	Thinking of moving?
Key benefits:	• Informative update about the housing market • Encourages a valuation • Encourages contact

ADDITIONAL HEADERS TO DOWNLOAD & USE

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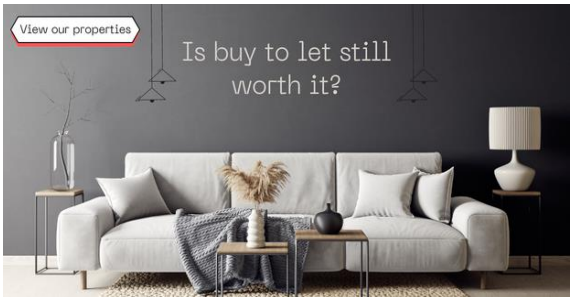

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CREATING FILTERS

To create your filters, simply go to Audience > All Contacts > Filter > New

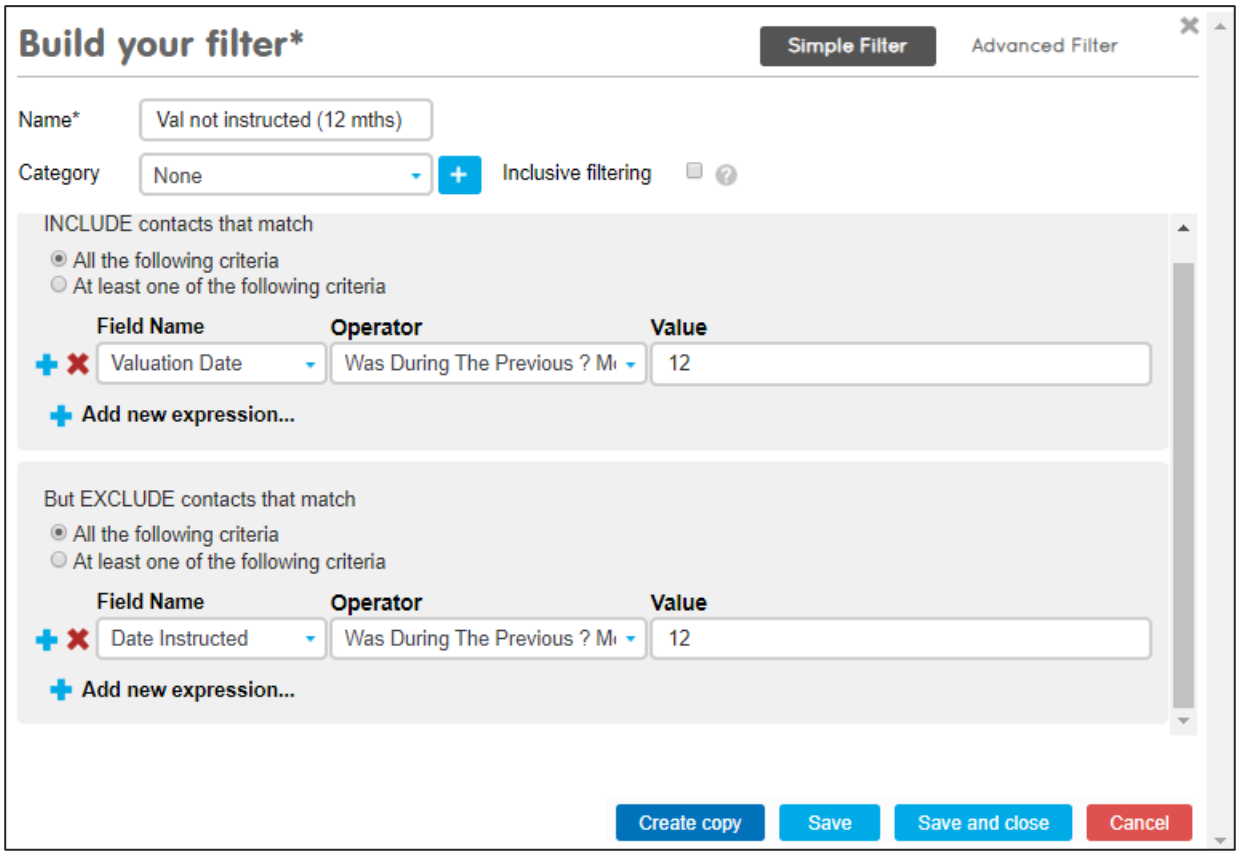
Give your filter a friendly name, e.g.: Val not instructed (12 months). Your recipients will not see this.

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).



***Filtering is subject to integration type. For more information or support with your sends, please contact our support team on 0344 800 84 24**

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