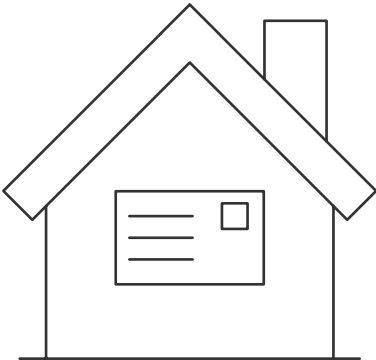


# Property Feeds

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Create and send digital and print campaigns using properties listed within your CRM



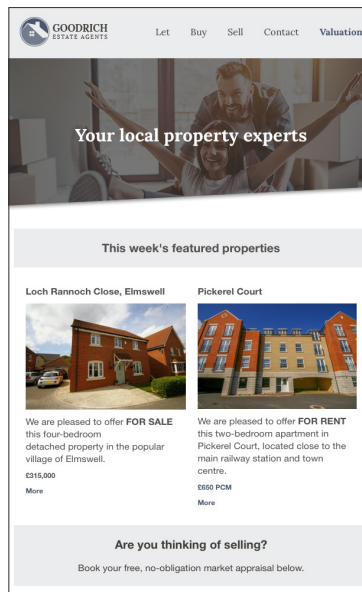
# Feature overview

Using the property feed from your CRM system, all of your listed properties are automatically uploaded to BriefYourMarket.com. Drag-and-drop functionality enables you to quickly create a range of digital and print property-marketing campaigns, including:

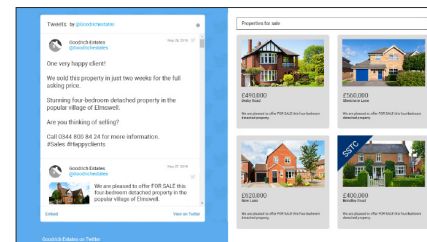
Digital 20/20 campaigns



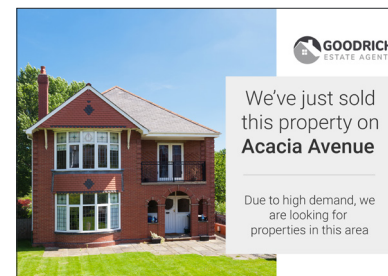
Hot property newsletters



E-Zines



Auto 20/20 campaigns



## E-ZINES AND AUTOMATION ARE DOUBLING OUR VALUATIONS EVERY MONTH

"On a regular basis, we're sending E-Zines and triggers. We definitely get two to four valuations out of every E-Zine.

We also get at least a couple of valuations a month – maybe more – from the triggers. And when you start to add it up, our Clifton branch would normally have ten to 12 valuations a month, and with your system, that's pushing up towards 20. So, there's a considerable number of valuations in addition, and – on top of that – they're always quite warm so the conversion rate is a lot higher.

I always see these valuations and instructions as a complete bonus."



\*Images shown are for illustration purpose only. Actual campaigns may vary.

### SYSTEM

*Pays for itself*

### 3

*Instructions from one email*

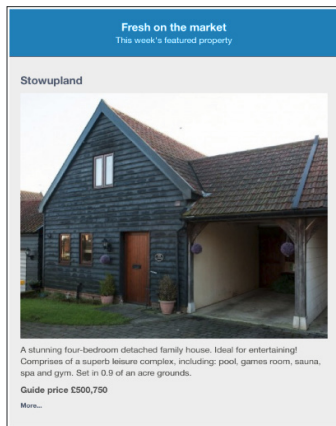
### VALUATIONS

*From every send*



# Hot property campaigns

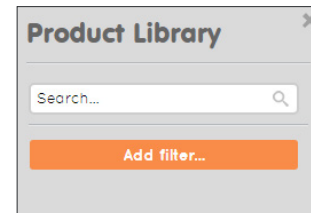
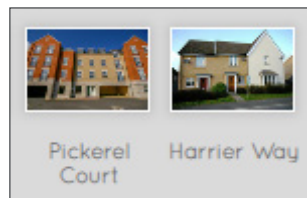
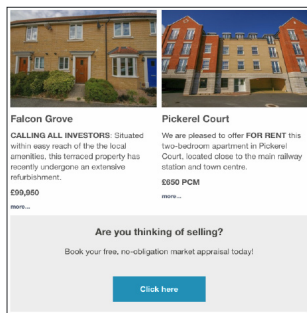
Quickly create and send unlimited property campaigns for:



- First-time buyers.
- Digital 20/20 campaigns for recently sold and let.
- Featured properties (inc. video tours).
- Recently reduced.
- Fresh on the market.
- Investment opportunities.
- To let.
- Open house.

Drag-and-drop listed properties into email and newsletter templates.  
The feed also pulls through the summary description of each property.

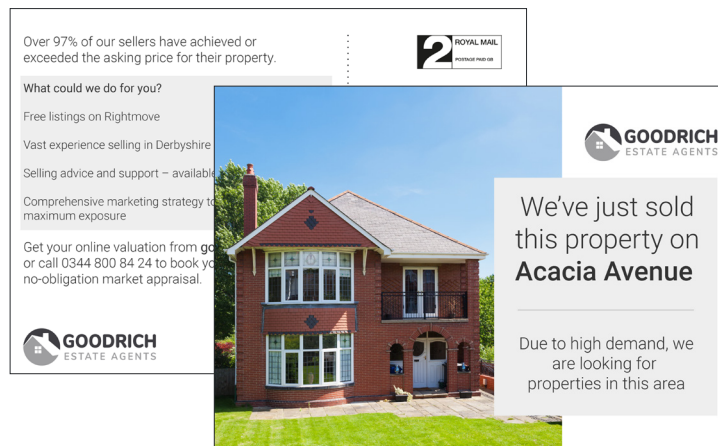
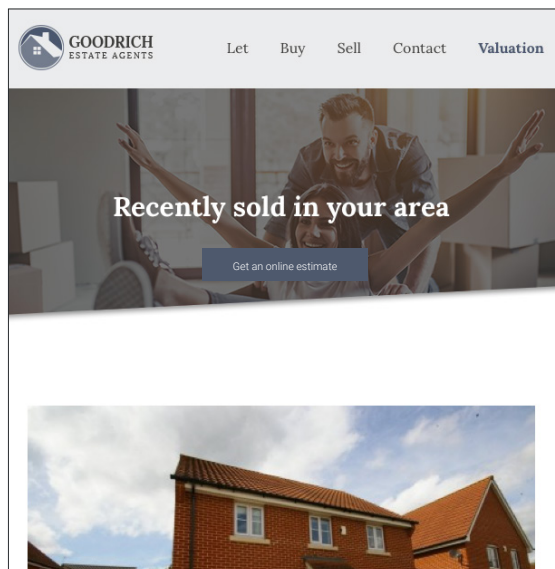
Quickly locate your listed properties within the platform using the search function.



# Digital and print 20/20 campaigns

Create and send digital and print Auto 20/20 campaigns. This functionality automatically selects the nearest 20 properties either side of the one that has recently been sold or let, and sends those addresses a communication.


Prospected households from 20/20 campaigns are stored within BriefYourMarket.com. Following the send, when an address shows up within your CRM as a 'valuation booked', these addresses become a prospect and are then reflected in the Return on Investment report, enabling you to track business that has been generated from print.



# E-Zines

Sent on a bi-weekly or monthly basis, E-Zines are interactive property magazines that feature your most expensive, recently added and recently reduced properties. You can also include social media feeds, third-party advertorials, helpful guides and editorials as additional content.

Tweets by @Goodrichestates



Goodrich Estates

@Goodrichestates

May 28, 2019


One very happy client!

We sold this property in just two weeks for the full asking price.

Stunning four-bedroom detached property in the popular village of Elmswell.

Are you thinking of selling?


Call 0344 800 84 24 for more information.  
#Sales #Happyclients



Goodrich Estates

@Goodrichestates

May 27, 2019




We are pleased to offer FOR SALE this four-bedroom detached property in the popular village of Elmswell.

Embed

View on Twitter


Properties for sale



£490,000

Derby Road


We are pleased to offer FOR SALE this four-bedroom detached property.



£560,000

Sleetmore Lane


We are pleased to offer FOR SALE this four-bedroom detached property.



£620,000

New Lane

We are pleased to offer FOR SALE this four-bedroom detached property.



SSTC

£400,000

Brindley Road

We are pleased to offer FOR SALE this four-bedroom detached property.

# Track the digital interactions of your recipients

Trackable interaction links are created for each property. This means that you can easily see who is engaging with your properties, and track from interaction to valuation.

						<a href="#">Export to CSV</a>	<a href="#">Save as List</a>
	Email	Name	Date	Phone Number	Type		
<a href="#">Edit</a>	<a href="#">Interactions</a>	pauld@briefyourmarket.co.uk	Paul	12/02/2019	0344 800 84 24	Direct	
<a href="#">Edit</a>	<a href="#">Interactions</a>	charlottel@briefyourmarket.co.uk	Charlotte	12/02/2019	0344 800 84 24	Direct	
<a href="#">Edit</a>	<a href="#">Interactions</a>	nicoles@briefyourmarket.co.uk	Nicole	13/02/2019	0344 800 84 24	Direct	

You can create and send a follow-up campaign to target your most engaged clients at this stage, or save a simple call list for your team to follow-up with.

Contact Interactions						
<b>Name:</b> Paul Davies						
<b>Email:</b> pauld@briefyourmarket.co.uk						
<b>Subscribed:</b> Yes						
		<a href="#">Edit</a>				
	Message	Sent On	Opens	Click Throughs	Forwards	
<a href="#">Details</a>	Open house events	16/05/2019 10:40:06	3	1	0	<a href="#">View HTML</a> <a href="#">View Text</a>
<a href="#">Details</a>	Newsletter	26/05/2019 13:12:33	1	4	0	<a href="#">View HTML</a> <a href="#">View Text</a>
<a href="#">Details</a>	Are you thinking of selling?	29/05/2019 15:33:48	2	5	0	<a href="#">View HTML</a> <a href="#">View Text</a>

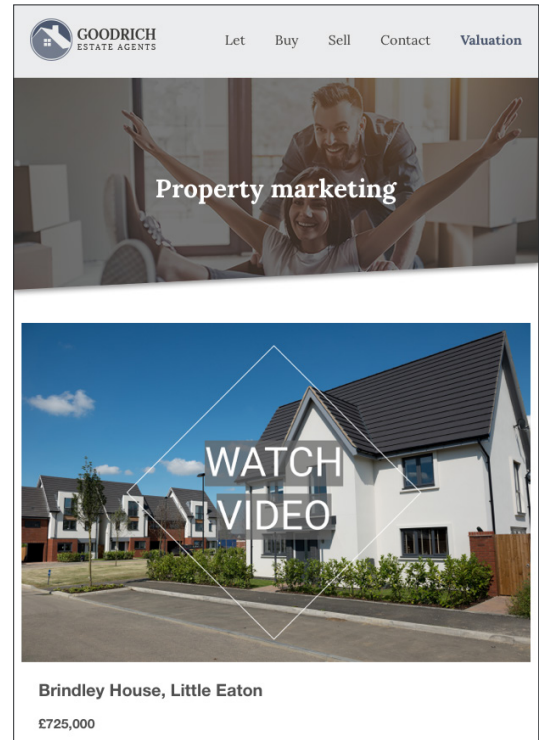
The report displays the unique interactions for each recipient.

Clicking on the 'details' button will display all of the links they have interacted with.

# Offer an additional marketing service to potential sellers and landlords

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- Use the feature as an instruction-winning tool following on from an appraisal.
- Feature the listing in a featured property email or newsletter.
- Feature the listing in a 'fresh on the market' digital and print campaign.
- Feature the listing in an open house campaign.
- Inform potential sellers and landlords that you advertise properties to a local database on a regular basis.
- Use real-time interaction reports to locate and contact potential applicants in minutes.







FOR **PROPERTY** PROFESSIONALS

0344 800 84 24 | [info@briefyourmarket.co.uk](mailto:info@briefyourmarket.co.uk) | [www.briefyourmarket.com](http://www.briefyourmarket.com)

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