

INSURANCE

# August

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: Artificial intelligence promises to speed up insurance payouts**

Campaign Category: Insurance

**Email 2: Do you need mortgage protection insurance?**

Campaign Category: Insurance

**Email 3: Driver frustrated with increased renewal costs**

Campaign Category: Insurance

**Email 4: Government borrowing on the up**

Campaign Category: Insurance

**Email 5: How often should I change my online passwords?**

Campaign Category: Insurance

**Email 6: How to tell if your online payment accounts have been compromised**

Campaign Category: Insurance

# 2023 AUGUST



## Marketing Planner

Notes

AUGUST						
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		

- |   |   |
|---|---|
| <input type="checkbox"/> Send email 1           | <input type="checkbox"/> Send email 5           |
| <input type="checkbox"/> Schedule social post 1 | <input type="checkbox"/> Schedule social post 5 |
| <input type="checkbox"/> Send email 2           | <input type="checkbox"/> Send email 6           |
| <input type="checkbox"/> Schedule social post 2 | <input type="checkbox"/> Schedule social post 6 |
| <input type="checkbox"/> Send email 3           | <input type="checkbox"/>                        |
| <input type="checkbox"/> Schedule social post 3 | <input type="checkbox"/>                        |
| <input type="checkbox"/> Send email 4           | <input type="checkbox"/>                        |
| <input type="checkbox"/> Schedule social post 4 | <input type="checkbox"/>                        |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |
| <input type="checkbox"/>                        | <input type="checkbox"/>                        |

# Email 1: Artificial intelligence promises to speed up insurance payouts

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.

Giff images within this template

## 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).

**Artificial intelligence promises to speed up insurance payouts**

[Contact us](#)

**Technological innovations can potentially improve many areas of our lives, and the same can be said about the insurance industry.** New, hyper-efficient voice analytics based on artificial intelligence is promising a streamlined service for insurance customers across the globe while reducing the risk of fraud.

It works like this. A claimant contacts their policy provider. After answering a few simple questions, the tool converts their verbal responses into data, which is then analysed for characteristics that represent high or low levels of risk. In almost real-time, 'low-risk' claimants can be fast-tracked for payment, ensuring a smooth experience for the customer.

While higher-risk responses are tagged for further investigation to ensure the claim is genuine, they'll still be processed as normal. The technology should help insurers to use their resources more efficiently while keeping customers happy – but you'll probably have to wait a while before it's used across the industry. **Watch this space!**

[CONTACT US](#) [VIEW OUR SERVICES](#)

**Need a quote?**  
Let us help you find the right deal for you  
[Click here](#)

**Campaign Name:**

Artificial intelligence promises to speed up insurance payouts

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Get a quote today ➔

**Teaser Text:**

AI promises to speed up insurance payouts

**Key Benefits:**

Informative  
Brand awareness  
Encourages leads

# Email 2: Do you need mortgage protection 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.

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Giff images within this template

### WE'D RECOMMEND:

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Recent statistics released by UK Finance show that home repossessions have **increased by 50% in the first few months of 2023** – an unfortunate result of higher interest rates and wider financial issues facing the nation. But other unexpected life events, such as injury, illness, or job loss, can also put your home at risk.

Life's inherent uncertainty can make it hard to plan for every circumstance, which is why many homeowners opt to take out mortgage protection insurance. Depending on the terms, a robust policy will cover your mortgage payments for a set amount of time (usually 12-24 months) if the worst should happen and may cover other bills, too.

**So, how much does it cost? Probably less than you think. £20-£25 is average, but you can get cheaper deals or pay a little more for potentially better coverage.**

Naturally, there are different types of insurance to consider, such as unemployment or accident and sickness only, combined policies, and cover for the self-employed. Other alternative forms of insurance, like life insurance or income protection, may also suit you better, depending on your situation.

The easiest way to secure the right deal for you is by speaking to a knowledgeable broker. To learn more about your options, contact us on **<NUMBER>>** and we'll point you in the right direction.

<b>Campaign Name:</b>	Do you need mortgage protection insurance?
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Get a quote today →
<b>Teaser Text:</b>	Do you need mortgage protection insurance?
<b>Key Benefits:</b>	Informative Brand awareness Encourages leads

# Email 3: Driver frustrated with increased renewal costs

## 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.

Giff images within this template

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**DRIVERS FRUSTRATED**

**BY RENEWAL COSTS**

UK drivers have been turning to the review platform Trustpilot to complain about seemingly unjustified price hikes when renewing their insurance.

"Some have seen increases of **up to 70%**, while the latest figures from the Office for National Statistics (ONS) report a **43% rise** over the last year."

In particular, drivers renewing with Direct Line and Saga have voiced their concerns, but the Association of British Insurers (ABI) tracker claims that premiums in early 2023 **have only gone up by 16% since 2022**. The reason for the different figures is due to how the ONS and ABI tally them, including whether they count removing add-ons as a change in policy and looking at quotes versus the price actually paid.

Industry representatives have blamed the higher premiums on rising costs linked to inflation, which affects everything from tech to spare parts and the length of time it takes them to arrive, impacting the price of supplying courtesy cars. The number of claims has also risen, which means that everyone's premiums are likely to go up.

**It's clear that shopping around for a good deal that suits your circumstances is more important than ever. Contact us by clicking**

**Campaign Name:**

Driver frustrated with increased renewal costs

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Find the right deal...get a quote today →

**Teaser Text:**

Driver frustrated with increased renewal costs

**Key Benefits:**

Informative  
Brand awareness  
Encourages leads

# Email 4: Government borrowing on the up

## 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:

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**Government borrowing on the**

Recent figures released by the Office for National Statistics (ONS) show that the Government's borrowing deficit leapt to £25.6 billion in April 2023 – the second-highest level recorded for that month.

**"Government's borrowing deficit leapt to £25.6 billion in April 2023"**

This amounts to £3.1 billion more than the Office for Budget Responsibility predicted and over £7.5 billion more than many economists expected. While these numbers feel shocking, they aren't surprising considering the inflation-linked rise in universal credit and benefit payments and the need to fund essential energy support schemes.

Like everyone else, the Government has also faced rising interest rates on their debts. However, Chancellor of the Exchequer Jeremy Hunt has argued that the increase in borrowing was necessary to cope with the fallout from the pandemic and the war in Ukraine. He has also announced that the debt should recede once the economy is back on track, while many economists believe the outlook is more favourable if energy prices continue to fall.

[CONTACT US](#) [VIEW OUR SERVICES](#)

<b>Campaign Name:</b>	Government borrowing on the up
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Get a quote today ➔
<b>Teaser Text:</b>	Government borrowing on the up
<b>Key Benefits:</b>	Informative Brand awareness Encourages leads

# Email 5: How often should I change my online passwords?

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:

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**How often should I change my online passwords?**

In the ever-evolving world of cybersecurity, **passwords act as the first line of defence** against unauthorised access to your sensitive information. While there isn't a universal rule for how often you should change your passwords, here are some guidelines to consider.

Firstly, changing your passwords every three to six months is crucial, especially for your online banking, email, and social media accounts.

It's also important to change your password in specific situations. For example, if you have any reason to suspect that your account has been compromised or you receive a notification about a data breach, it's wise to create a new password for that account and any others that share the same details.

To craft a tough-to-crack password, consider these best practices:

- 1**
- 2**
- 3**
- 4**

**Complexity:** Create long passwords that include uppercase and lowercase letters, numbers, and special characters.

**Uniqueness:** Use a unique password for each online account to prevent a single breach from affecting multiple accounts.

**Campaign Name:**

How often should I change my online passwords?

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Don't get caught out ✘

**Teaser Text:**

How often should I change my online passwords?

**Key Benefits:**

Informative  
Brand awareness  
Encourages leads



# Email 6: How to tell if your online payment accounts have been compromised

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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Giff images within this template

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### How to tell if your online payment accounts have been compromised

In today's digital age, online payment accounts are an essential part of our daily lives, whether it's for shopping, bill payments, or financial transactions. Here are some key indicators to help you know if your online payment accounts have been compromised.

- 1 Unauthorized Transactions:** If you notice any unfamiliar or unauthorized transactions in your account statements or history, it could be a sign that you've been hacked.
- 2 Password Changes:** Have you receive notifications or emails indicating that your account password has been changed without your knowledge or consent? Then someone else may have taken control of your account.
- 3 Unusual Account Activity:** Watch out for unusual activity, such as failed login attempts, multiple password reset requests, or unfamiliar devices or IP addresses accessing your account. These could be red flags for unauthorized access.
- 4 Suspicious Emails or Phishing Attempts:** Be cautious of phishing emails or messages apparently from your payment provider asking for personal information or login credentials.

**Campaign Name:**

Online payment accounts been compromised?

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Protect yourselves with <<AGENT NAME>> ➔

**Teaser Text:**

Have your online payment accounts been compromised?

**Key Benefits:**

Informative  
Brand awareness  
Encourages leads

# Social Media Marketing



**How to tell if your online payment accounts have been compromised**

**How often should I change my online passwords?**

\*\*\*\*

**DO YOU NEED MORTGAGE PROTECTION INSURANCE?**

**Artificial intelligence promises to speed up insurance payouts**

**DRIVERS FRUSTRATED BY RENEWAL COSTS**

**Government borrowing on the**

Borrow

# Useful Hashtags



## Top 10 Property Hashtags

#properties  
#realestate  
#property  
#realtor  
#forsale  
#investment  
#realestateagent  
#househunting  
#home  
#newhome

## Top 10 Insurance Hashtags

#insurance  
#lifeinsurance  
#insuranceagent  
#insurancebroker  
#healthinsurance  
#business  
#investment  
#carinsurance  
#covid  
#homeinsurance