

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: Can improving your home invalidate your insurance?**

Campaign Category: Insurance

**Email 2: Do I need insurance if I'm self-employed?**

Campaign Category: Insurance

**Email 3: Errors and Omissions insurance**

Campaign Category: Insurance

**Email 4: How to insure your holiday home**

Campaign Category: Insurance

**Email 5: Should you add personal possessions coverage to your home insurance?**

Campaign Category: Insurance

**Email 6: Tool thefts are on the rise**

Campaign Category: Insurance

2023  
September

# Marketing Planner

Notes

September

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			

- Send email 1
- Schedule social post 1
- Send email 2
- Schedule social post 2
- Send email 3
- Schedule social post 3
- Send email 4
- Schedule social post 4
- Send email 5
- Schedule social post 5
- Send email 6
- Schedule social post 6

# Email 1: Can improving your home invalidate your insurance?

## Campaign Category: Insurance

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

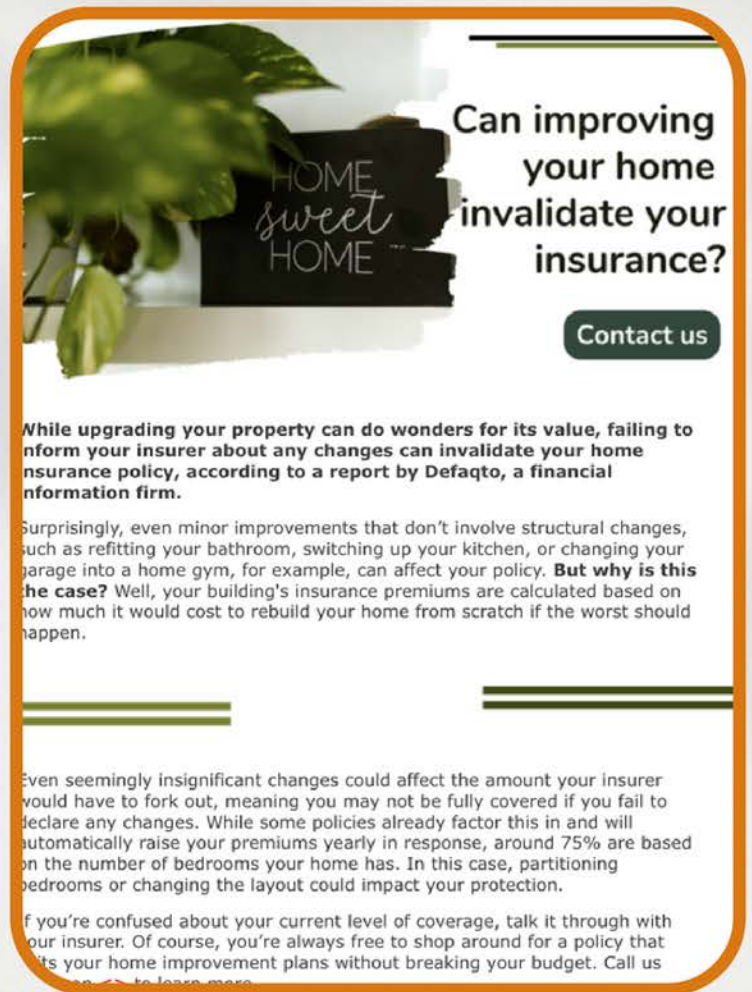
Various call-to-action buttons including contact us and book a quote link.

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](mailto:support@briefyourmarket.co.uk).



**Campaign Name:**

Can improving your home invalidate your insurance?

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Don't get caught out ✖

**Teaser Text:**

Can improving your home invalidate your insurance?

**Key Benefits:**

Informative / Brand awareness / Encourages leads

# Email 2: 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.

Customisable elements within this email include the text copy and links.

### WE'D RECOMMEND:

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**Do you need insurance if you're self-employed?**

[Contact us](#)

ent years, more and more people are choosing to launch their businesses to pursue a future that suits their life goals. While it benefits, working for yourself means leaving the safety net of an employer's insurance policies behind, so it's important to be proactive in getting the appropriate types of coverage for your business.

Here are a few types of insurance self-employed people should consider:

- Public Liability Insurance:**  
Covers injury or property damage claims from third parties during business activities.
- Professional Indemnity Insurance:**  
Essential for professionals offering advice or services to protect against negligence claims.
- Employers' Liability Insurance:**  
A legal requirement if hiring employees, covering work-related injury claims.

<b>Campaign Name:</b>	Do I need insurance if I'm self-employed?
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Are you self-employed?
<b>Teaser Text:</b>	Make sure you read this...
<b>Key Benefits:</b>	Informative about the current market and rates Brand awareness Encourages property valuations

# Email 3: Errors and Omissions 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.

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**Errors and Omissions Insurance**

*do you need it?*

**Errors and Omissions (E&O) Insurance, also known as Professional Liability Insurance, is a crucial type of coverage designed to safeguard professionals and businesses from potential financial liabilities arising from errors, mistakes, or negligence.**

In any professional field, even the most experienced and diligent practitioners can make mistakes. These errors could lead to dissatisfied clients or partners, who may seek legal action to recover financial losses.

Errors and Omissions Insurance is designed to mitigate these risks, providing legal protection and peace of mind. It covers the cost of legal defence, settlements, and judgments that may result from claims of negligence, errors, omissions, misrepresentation, or breach of duty arising from the professional services rendered.

However, it doesn't cover intentional misconduct, criminal acts, damage to property or bodily injury, and contractual disputes. Finding the right policy that offers maximum cover for your profession can feel like a minefield. Luckily, our experts are on hand to help you choose the best cover for you. Just click the link to talk to us today.

<b>Campaign Name:</b>	Errors and Omissions Insurance
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Errors and Omissions insurance
<b>Teaser Text:</b>	What is it and do you need it?
<b>Key Benefits:</b>	Brand awareness Encourages property valuations

# Email 4: How to insure your holiday home

## Campaign Category: Insurance

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

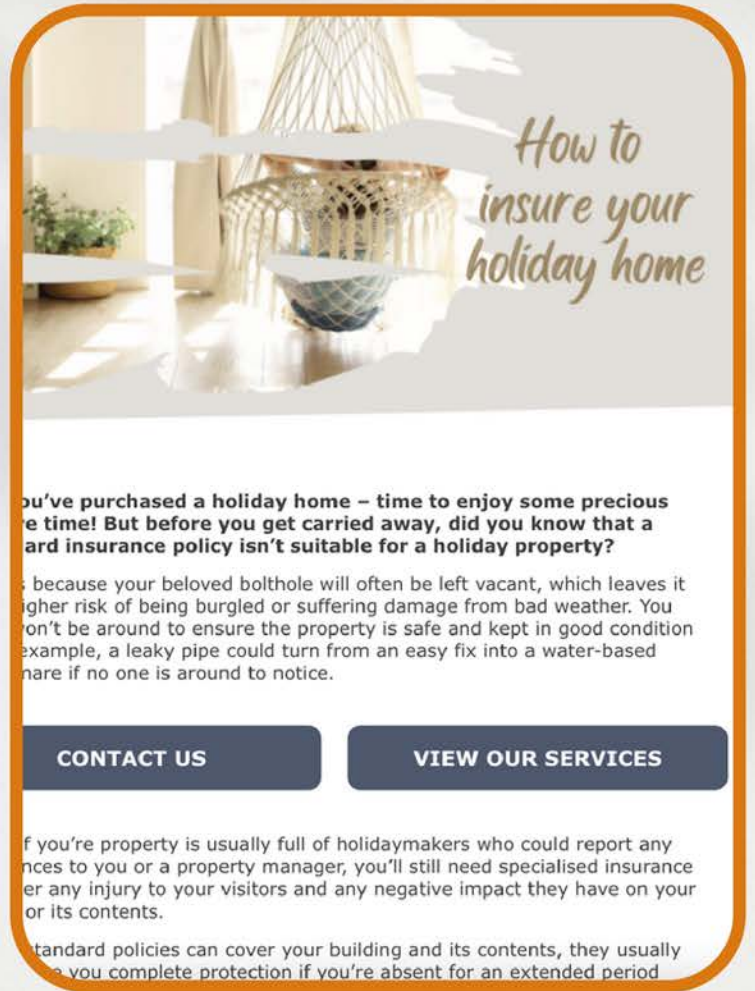
Various call-to-action buttons including contact us and book a quote link.

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.

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**Campaign Name:**

How to insure your holiday home

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Do you own a holiday home?

**Teaser Text:**

Make sure you're in the know!

**Key Benefits:**

Brand awareness  
Encourages property valuations

# Email 5: Should you add personal possessions coverage to your home 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.

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**Should you add personal possessions coverage to your home insurance?**

**Sometimes, accidents or mishaps can lead to the loss or damage of our valuable personal possessions.** Whether it's an expensive gadget, a cherished piece of jewellery, or any other portable belonging, the financial and emotional impact of such losses can be significant. That's where 'all-risk' personal possessions policies come to the rescue.

Personal Possessions Insurance is designed to provide added protection for valuable items taken beyond the confines of your home. It typically covers a wide range of belongings, including but not limited to:

- 1 Electronics:** Whether it's your latest smartphone, laptop, or high-end camera, Personal Possessions Insurance safeguards your electronics against accidental damage or theft, even when you're on the move.
- 2 Jewellery and Watches:** Cherished pieces of jewellery, including diamonds, pearls, and luxury watches are often covered under this policy, ensuring your financial security in case of loss or damage.

**Campaign Name:**

Should you add personal possessions coverage to your home insurance?

**Category:**

Insurance

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Stay up-to-date with your home insurance

**Teaser Text:**

with <<AGENT NAME>>

**Key Benefits:**

Informative about the current market and rates  
Brand awareness  
Encourages property valuations



# Email 6: Tool thefts are on the rise

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.

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Tool thefts are on the rise

make sure you're covered

released by Herts Tools shows that tool theft from vehicles such as vans has increased by 25% since February last year. Pricey power tools are the top choice for these opportunists, with builders most likely to be targeted. However, electricians and engineers are often targeted, too. Not only does tool theft harm the individual, it also costs the country billions of pounds every year according to Volkswagen Commercial Vehicles.

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If you operate your business from London, you're most at risk – in 2021/2022, over half of van drivers were victims of tool theft. **45% of van drivers** in London have also fallen foul of this crime, with those in the North West and East not far behind in terms of the percentage of drivers affected. Interestingly, the South East had the lowest figures between 2021–2, but **10% of van drivers** still lost tools to criminals, a **rise of 11%** compared to the previous period.

<b>Campaign Name:</b>	Tool thefts are on the rise
<b>Category:</b>	Insurance
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Tool thefts are on the rise
<b>Teaser Text:</b>	make sure you're covered...
<b>Key Benefits:</b>	Brand awareness Encourages rental valuations

# Social Media Marketing



# Useful Hashtags



## Top 10 Property Hashtags

#properties  
#realestate  
#property  
#lettings  
#tolet  
#forlet  
#let  
#sold  
#sstc  
#estateagent  
#realtor  
#forsale  
#investment  
#realestateagent  
#househunting  
#home  
#newhome  
#september

## Top 10 Insurance Hashtags

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