

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

Seg	sten	rbe'				
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 5 Schedule social post 5
Send email 2 Schedule social post 2	Send email 6 Schedule social post 6
Send email 3 Schedule social post 3	
Send email 4 Schedule social post 4	
Schenue sour post 4	

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.



Can improving your home invalidate your insurance?

Contact us

While upgrading your property can do wonders for its value, failing to nform your insurer about any changes can invalidate your home nsurance policy, according to a report by Defaqto, a financial nformation firm.

surprisingly, even minor improvements that don't involve structural changes, such as refitting your bathroom, switching up your kitchen, or changing your parage into a home gym, for example, can affect your policy. **But why is this the case?** Well, your building's insurance premiums are calculated based on how much it would cost to rebuild your home from scratch if the worst should happen.

Even seemingly insignificant changes could affect the amount your insurer would have to fork out, meaning you may not be fully covered if you fail to teclare any changes. While some policies already factor this in and will automatically raise your premiums yearly in response, around 75% are based on the number of bedrooms your home has. In this case, partitioning pedrooms or changing the layout could impact your protection.

f you're confused about your current level of coverage, talk it through with our insurer. Of course, you're always free to shop around for a policy that its your home improvement plans without breaking your budget. Call us

Campaign Name:

Can improving your home invalidate your insurance?

Category:

Insurance

Purpose:

Brand awareness / informative campaign

Subject Line:

Don't get caught out X

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:

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.



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

re 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.

Campaign Name:

Do I need insurance if I'm self-employed?

Category:

Insurance

Purpose:

Brand awareness / informative campaign

Subject Line:

Are you self-employed?

Teaser Text:

Make sure you read this...

Key Benefits:

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.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



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

ry professional field, even the most experienced and diligent practitioners ake mistakes. These errors could lead to dissatisfied clients or ners, who may seek legal action to recover financial losses.

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

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

Campaign Name:

Errors and Omissions Insurance

Category:

Insurance

Purpose:

Brand awareness / informative campaign

Subject Line:

Errors and Omissions insurance

Teaser Text:

What is it and do you need it?

Key Benefits:

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.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



pu've purchased a holiday home – time to enjoy some precious e time! But before you get carried away, did you know that a ard insurance policy isn't suitable for a holiday property?

because your beloved bolthole will often be left vacant, which leaves it igher risk of being burgled or suffering damage from bad weather. You on't be around to ensure the property is safe and kept in good condition example, a leaky pipe could turn from an easy fix into a water-based nare if no one is around to notice.

CONTACT US

VIEW OUR SERVICES

f you're property is usually full of holidaymakers who could report any nces to you or a property manager, you'll still need specialised insurance er any injury to your visitors and any negative impact they have on your or its contents.

tandard policies can cover your building and its contents, they usually you complete protection if you're absent for an extended period

Campaign Name:

Category:

Purpose:

Subject Line:

Teaser Text:

Key Benefits:

How to insure your holiday home

Insurance

Brand awareness / informative campaign

Do you own a holiday home?

Make sure you're in the know!

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.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



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

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



Electronics: Whether it's your latest smartphone, lapto high-end camera, Personal Possessions Insurance safeg your electronics against accidental damage or theft, everyou're on the move.



Jewellery and Watches: Cherished pieces of jeweller luxury watches are often covered under this policy, ensifinancial 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.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



released by Herts Tools shows that tool theft from vehicles such ns has increased by 25% since February last year. Pricey power are the top choice for these opportunists, with builders most likely to be ed.

ver, electricians and engineers are often targeted, too. Not only does tool narm the individual, it also costs the country billions of pounds every according to Volkswagen Commercial Vehicles.

CONTACT US

VIEW OUR SERVICES

operate your business from London, you're most at risk – in 2021/2022, t half of van drivers were victims of tool theft. **45% of van drivers** in nd 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.

stingly, the South East had the lowest figures between 2021-2, but of van drivers still lost tools to criminals, a rise of 11% compared to jour period.

Campaign Name:

Tool thefts are on the rise

Category:

Insurance

Purpose:

Brand awareness / informative campaign

Subject Line:

Tool thefts are on the rise

Teaser Text:

make sure you're covered...

Key Benefits:

Brand awareness Encourages rental valuations

Social Media Marketing



Can improving your home invalidate your insurance?











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