

PROPERTY

# 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: Average first-time buyer deposit size by region**  
Campaign Category: Sales Tips/Information
- Email 2: Homeowners overpaying on their mortgage**  
Campaign Category: Mortgages
- Email 3: How home working is affecting house prices across the country**  
Campaign Category: Sales Tips/Information
- Email 4: How to Create the Perfect Outdoor Kitchen**  
Campaign Category: Sales Tips/Information
- Email 5: How to find a rental home faster**  
Campaign Category: Lettings Tips/Information
- Email 6: Increase space in a rental home**  
Campaign Category: Lettings Tips/Information
- Email 7: Mortgage lenders trying to avoid repossessing homes**  
Campaign Category: Mortgages
- Email 8: Planning permission. What do you need to know?**  
Campaign Category: Sales Tips/Information
- Email 9: Should you move closer to a good school?**  
Campaign Category: Sales Tips/Information

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 7		Send email 8		Send email 9	

- 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
- Send email 7
- Schedule social post 7
- Send email 8/9
- Schedule social post 8/9

# Email 1: Average first-time buyer deposit size by region

## Campaign Category: Sales Tips/Information

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

Various call-to-action buttons including book a valuation 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, refer to the back of the guide and/or seek help from our support team at [support@briefyourmarket.co.uk](mailto:support@briefyourmarket.co.uk).



**Average first-time buyer deposit size by region**

Nationally, the average first-time buyer will save a **15% deposit** for their first home, equating to around **£34,500 for a £240,000 three-bedroom home**. According to property website Zoopla, the actual amount can vary between £26,400 and £144,500.

- London buyers set aside on average **£144,500**.
- North East England first-timers are saving **£26,400**.
- South East, buyers are choosing to save **£72,000**.
- South West first-timers are saving **£52,800**.
- East and West Midlands set aside on average **£45,600**.
- North West are choosing to save **£36,000**.

As you might expect, there are regional differences, too. For example, in the nation's Capital, where the average first-time home costs £425,000, buyers set aside **£144,500**. Meanwhile, at the least expensive end, North East England first-timers are saving **£26,400** for a **£110,000 home** – higher than 15%, but still much easier to achieve than in other regions.

<b>Campaign Name:</b>	Average first-time buyer deposit size by region
<b>Category:</b>	Sales Tips and Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Average first-time buyer deposit size... 🏠
<b>Teaser Text:</b>	...How much do you need?
<b>Key Benefits:</b>	<ul style="list-style-type: none"> <li>Informative about the current market</li> <li>Brand awareness</li> <li>Encourages property valuations</li> </ul>

# Email 2: Homeowners overpaying on their mortgage

## Campaign Category: Mortgages

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.

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### Homeowners overpaying on their mortgage

**The last few months of 2022 saw a record number of homeowners more off their mortgage than required by their standard monthly totalling £6.7 billion.**

Higher interest rates have likely driven this push to overpay, with homeowners reduce their overall debt to lower the amount they owe.

There are two ways to overpay – mortgage holders can either increase their repayments or knock off part of their debt with a lump sum. Lenders will allow overpayments without a penalty as long as it doesn't **exceed 10–20% of the loan** value annually, but the exact amount depends on the provider.

"There are two ways to overpay – mortgage holders either increase their monthly repayments or knock off their debt with a lump sum."

<b>Campaign Name:</b>	Homeowners overpaying on their mortgage
<b>Category:</b>	Mortgages
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Homeowners overpaying on their mortgage 🏠
<b>Teaser Text:</b>	Are you one of them?
<b>Key Benefits:</b>	Informative about the current market and rates Brand awareness Encourages property valuations

# Email 3: How home working is affecting house prices across the country

Campaign Category: Sales Tips/Information

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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Forecast released by the Office for Budgetary Responsibility (OBR) that house prices will begin to level out across the country as rural areas become more attractive to employees tied to commuter-friendly locations before the pandemic.

Remote working, largely prompted by COVID-19, has led to permanent changes in the way the workforce operates. Many employers now offer a range of hybrid and fully remote work arrangements that give people more flexibility regarding where they live.

More of us abandon expensive urban and suburban areas in search of a more affordable lifestyle, there's been a corresponding boom in rural house prices"

As more of us abandon expensive urban and suburban areas in search of a more affordable lifestyle, there's been a corresponding boom in rural house prices – a trend set to continue in 2023 despite the OBR's expectation that prices will initially fall from the peak of 2022 before returning to growth in 2024 and beyond.

<b>Campaign Name:</b>	How home working is affecting house prices
<b>Category:</b>	Sales Tips/Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Home working is affecting house prices 🏠
<b>Teaser Text:</b>	See how much your home is worth with <<AGENT NAME>>
<b>Key Benefits:</b>	Brand awareness Encourages property valuations

# Email 4: How to Create the Perfect Outdoor Kitchen

## Campaign Category: Sales Tips/Information

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 to  
CREATE THE PERFECT  
OUTDOOR KITCHEN**

Creating an al fresco kitchen can transform your garden into a culinary oasis and a hub for entertaining friends and family. Here are some tips to help you craft your dream outdoor cooking space.

Firstly, consider the functionality of your outdoor kitchen. What appliances will you need, and how will you store utensils? Think about the layout to ensure sufficient meal prep space.

Next, think about how the kitchen will withstand the elements. Opt for weather-resistant materials like outdoor-rated stainless steel for appliances, countertops, and cabinetry. Consider a pergola or canopy to provide shade and protect your investment from the elements.

**Campaign Name:**

How to Create the Perfect Outdoor Kitchen

**Category:**

Sales Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

How to Create the Perfect Outdoor Kitchen

**Teaser Text:**

Increase the value of your property

**Key Benefits:**

Brand awareness  
Encourages property valuations

# Email 5: How to find a rental home faster

## Campaign Category: Lettings Tips/Information

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

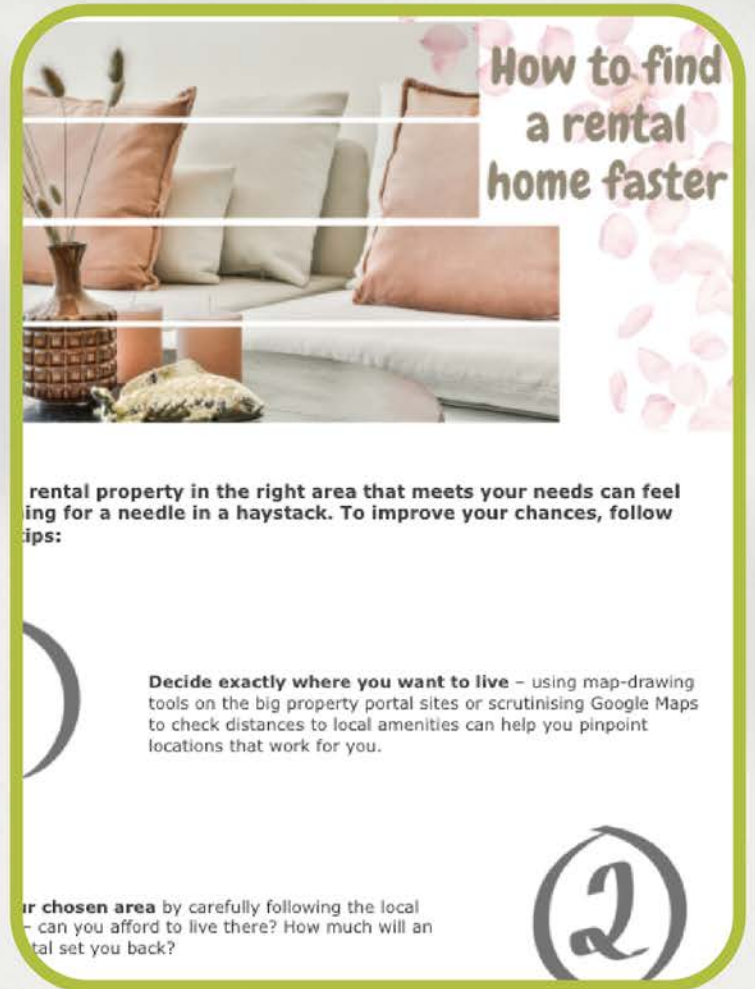
Various call-to-action buttons including contact us and book a quote link.

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

### WE'D RECOMMEND:

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**How to find a rental home faster**

rental property in the right area that meets your needs can feel like finding for a needle in a haystack. To improve your chances, follow these tips:

- 1. Decide exactly where you want to live** – using map-drawing tools on the big property portal sites or scrutinising Google Maps to check distances to local amenities can help you pinpoint locations that work for you.
- 2. Choose your chosen area** by carefully following the local market – can you afford to live there? How much will an agent set you back?

**Campaign Name:**

How to find a rental home faster

**Category:**

Lettings Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

How to find a rental home faster 🏠

**Teaser Text:**

with <<AGENT NAME>>

**Key Benefits:**

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



## Email 6: Increase space in a rental home

Campaign Category: Lettings Tips/Information

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 to increase space**  
in a rental home

often means dealing with limited options when it comes to furniture. But with some creativity, you can transform your rooms into more usable living spaces.

Maximise your available square footage with these tips:

**Optimise Furniture Choices:** Consider multifunctional pieces, such as sofa beds, ottomans with hidden storage, or dining tables that can be folded down when required. Exploit vertical space by looking for tall bookshelves or wall-mounted shelves.

<b>Campaign Name:</b>	Increase space in a rental home
<b>Category:</b>	Lettings Tips/Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Increase space in a rental home
<b>Teaser Text:</b>	with a few simple ways...🏠
<b>Key Benefits:</b>	Brand awareness Encourages rental valuations

# Email 7: Mortgage lenders trying to avoid repossessing homes

Campaign Category: Mortgages

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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**Mortgage lenders trying to avoid repossessing homes**

**The rising cost of living combined with the Bank of England's battle with inflation has resulted in higher bills and a significant hike in interest rates affecting homeowners across the country.**

Many of those on tracker mortgages or expiring fixed-terms have faced large increases in their monthly repayments, causing a financial crisis that has pushed some to bankruptcy.

Given the severity of the situation, you'd expect to see repossession figures soaring, but they aren't, largely because mortgage lenders are scrambling to find ways to avoid extreme measures.

"rather perform an income and expenditure analysis with a customer to determine what they can afford to pay than take their home away."

<b>Campaign Name:</b>	Mortgage lenders trying to avoid repossessing homes
<b>Category:</b>	Mortgages
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Have you heard? 🏠
<b>Teaser Text:</b>	Lenders trying to avoid repossessing homes
<b>Key Benefits:</b>	Brand awareness Encourages valuations

## Email 8: Planning permission. What do you need to know?

Campaign Category: Sales Tips/Information

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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**PLANNING PERMISSION**  
WHAT YOU NEED TO KNOW

**If you have a grand design in mind or simply want to adapt or improve your home, you'll need to assess whether your project will require planning permission. Although not all changes require it – some fall under Permitted Development Rights – they must meet the criteria for planning regulations approval.**

Does the process work? Well, if you've hired an architect, they may send the plans to the local authority directly, or you can discuss your ideas with a planning consultant, or seek professional advice to help your project sail through.

With keeping in mind that Permitted Development Rights don't always apply to properties that have been extended since 1948, listed homes or those in a Conservation Area, if you own a flat or maisonette. So, if in doubt, always check with your local authority before proceeding.

If you've decided you need permission, you can submit your plans, including drawings and specifications on materials and reinforcements, via the online Planning Portal. If your project is particularly ambitious, it's wise to discuss it first with a planning officer at a pre-meeting.

[CONTACT US](#) [BOOK A VALUATION](#)

<b>Campaign Name:</b>	Planning permission. What do you need to know?
<b>Category:</b>	Sales Tips/Information
<b>Purpose:</b>	Brand awareness / informative campaign
<b>Subject Line:</b>	Planning permission 🏠
<b>Teaser Text:</b>	What do you need to know?
<b>Key Benefits:</b>	Brand awareness Encourages valuations

## Email 9: Should you move closer to a good school?

Campaign Category: Sales Tips/Information

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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**Campaign Name:**

Should you move closer to a good school?

**Category:**

Sales Tips/Information

**Purpose:**

Brand awareness / informative campaign

**Subject Line:**

Should you move closer to a good school? 🏠

**Teaser Text:**

Tips right to your inbox

**Key Benefits:**

Brand awareness  
Encourages 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

# 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).\*

The screenshot shows a 'Build your filter' window with two sections: 'INCLUDE contacts that match' and 'But EXCLUDE contacts that match'. Both sections have radio buttons for 'All the following criteria' (selected) and 'At least one of the following criteria'. Each section contains a table with columns for Field Name, Operator, and Value. The 'INCLUDE' section has one row: Valuation Date, Was During The Previous ? Months, 12. The 'EXCLUDE' section has one row: Date Instructed, Was During The Previous ? Months, 12. At the bottom are buttons for 'Create copy', 'Save', 'Save and close', and 'Cancel'.

Field Name	Operator	Value
Valuation Date	Was During The Previous ? Months	12

Field Name	Operator	Value
Date Instructed	Was During The Previous ? Months	12

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

If you require a personalised marketing plan, please get in touch with your Customer Success Manager.