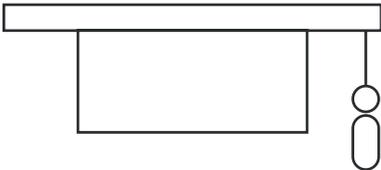




Academy Days

Discover | Grow | Share



Feature overview

Academy Days take place around the UK every business quarter. They focus on showcasing best practice on how to use the BriefYourMarket.com platform to generate maximum Return on Investment.

Hosted by our Customer Relationship Managers, these free, interactive learning events provide system training and insight on how to effectively plan and execute a profitable multi-channel marketing strategy.



Julie Twist Properties

"I am now much more aware of the **extent of marketing** BriefYourMarket.com offers."

BriefYourMarket.com
 **ACADEMY DAYS**



FleetMilne

"We now have more ideas and are **more enthusiastic about our platform.**"

BriefYourMarket.com
 **ACADEMY DAYS**



Bramleys

"The session was well presented; they were confident with knowledge, friendly and helpful. **It gave us more ideas on how to use the system.**"

BriefYourMarket.com
 **ACADEMY DAYS**

ACADEMY DAYS & CUSTOMER SUCCESS ENCOURAGE US TO BE PROACTIVE

“The support we’ve had from BriefYourMarket.com has been incredible. It’s been excellent and we wouldn’t be where we are without their support.

Customer Success pushes us to be more proactive – going over and above by helping us out. It’s encouraged us to really learn the system.

The Academy Day was an eye opener, it was really good, and we were given the opportunity to talk to a couple of other agents in a really open and honest way. We can’t thank the team enough; Charlotte and Murray have been fantastic.”



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

54

Online valuations from one campaign

7

Market appraisals from one campaign

2

Instructions from one campaign

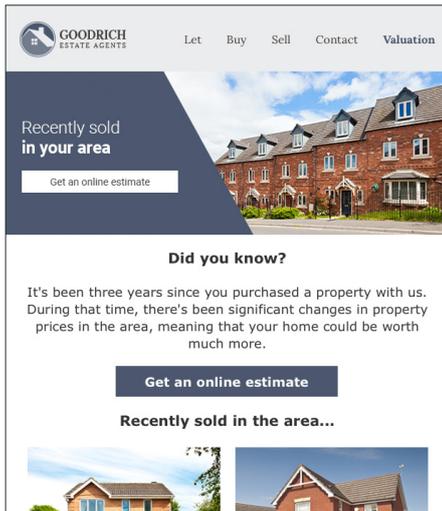


Discover | Hone your skills as a multi-channel marketer

Our Academy Days are designed for agencies of all sizes, marketing abilities and resources.

With modular platform training and development a key focus at each of our events, our team provide detailed knowledge and guidance on how to use emails, automation, print, SMS, surveys and the reporting suite; highlighting how you can maximise your results.

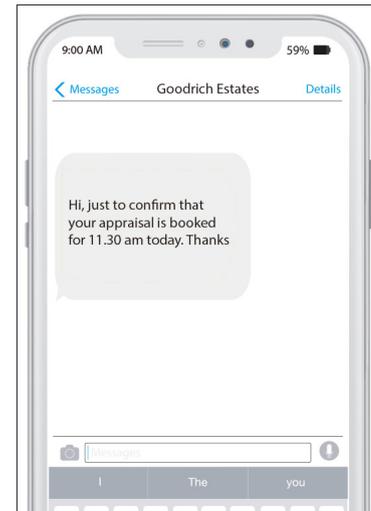
Learn how to create and send effective email campaigns using automation.



Make prospecting easier with our comprehensive print suite.



Implement SMS touch-points to increase client satisfaction.



Grow | Scale your business

If you are looking for inspiration for your current marketing strategy, our team also provide you with a range of materials to help you scale your business using the full multi-channel marketing mix.

Our Activate program provides you with an initial three-month recommended send plan using the campaigns available within the Campaign Library.

Implement key out-of-the-box automated journeys for crucial areas of your business, saving you time and money.

ACTIVATE
Three-month marketing strategy for estate and letting agents

with marketing strategy

...You'll focus on promoting your properties and services, create your first 'hot property' email, provide market updates, and send your second newsletter.

5. Promotion

Library location: Self help content
Suggested subject line: Thinking of selling? How can we help?
Suggested teaser text: How can we help?

Campaign 6: Hot property email

Library location: Hot
Suggested subject line: This week's hottest properties
Suggested teaser text: Find your dream home

7. Market update

Library location: Self
Suggested subject line: What's the value of your property?
Suggested teaser text: Is now a good time to sell in [your area]?

Campaign 8: Newsletter

Platform location: Email Newsletter
Suggested subject line: The latest property news
Suggested teaser text: This month's [brand area]

LETTINGS REFERRALS

ONLINE ESTIMATION TO MARKET APPRAISAL

MARKET APPRAISAL TO INSTRUCTION

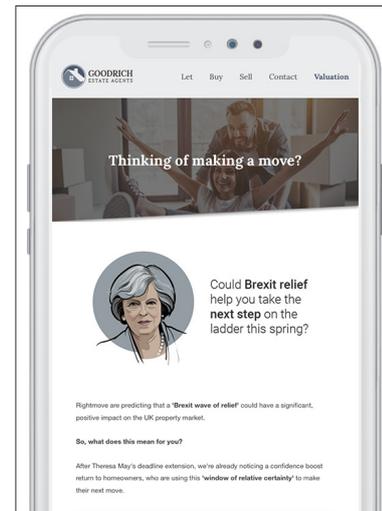
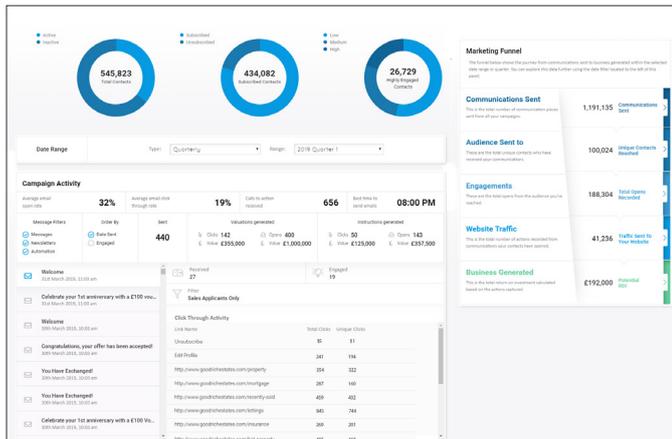
Share | Meet with like-minded professionals

Academy Days are a great place to meet with like-minded professionals and share marketing ideas.

Feedback for our development team also features heavily, as it is your opportunity to steer the way we develop and refine the platform. Get a first-hand look at recent platform developments set for release, and discuss the various types of time-saving content that you would like to see implemented by our team.

The Return on Investment dashboard lets you visually track your marketing spend and analyse your marketing funnel. See how many valuations and instructions your digital campaigns are influencing.

Our Campaign Library gives you access to free drag-and-drop property campaigns.

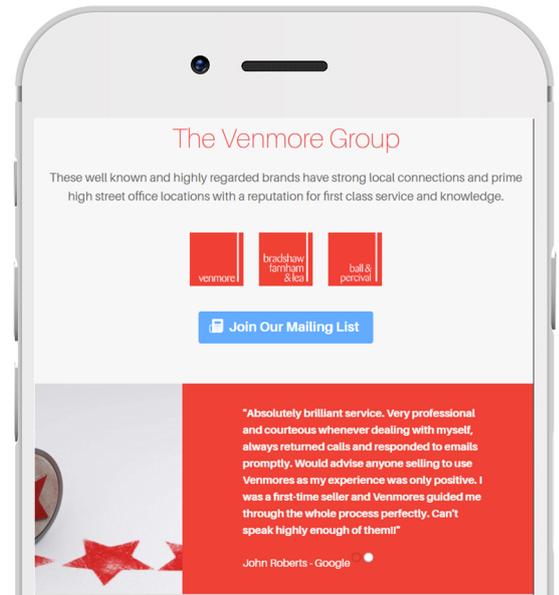


MAKES MARKETING SIMPLER

“We couldn't rate BYM highly enough. BriefYourMarket.com are always working hard to keep ahead of the trends when it comes to functionality.

The account management and support you receive from them is second to none.

A great marketing platform which certainly makes life a lot simpler.”



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KEEPS

Ahead of trends

SECOND TO NONE

Customer service

MARKETING

That makes life simpler





FOR **PROPERTY** PROFESSIONALS

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