



MONTHLY MARKETING CALENDAR

APRIL 2016

Monday	Tuesday	Wednesday	Thursday	Friday
				1 MAIL
4 ORDER Is your home equity growing CR Follow me on social CR	5 Order email and digital versions of CR postcards to share online	6 Write a blog about your favorite outdoor activities within your community	7 Share a client testimonial through social media	8 Mail/Walk
11 ORDER Notepads CC	12	13 Write a blog article about your most memorable moment in real estate	14 Ask a question so you can get to know your followers better	15 WALK
18 ORDER Mothers Day CR	19 Order email and digital versions of CR postcards to share online	20 Write a blog about a recent just listed or just sold property	21 Share a relevant news article with your unique commentary	22 MAIL
25 ORDER Market Update PC	26	27 Do a first quarter recap focusing on your farm, city or county	28 Order a jpg version of the Home Equity CR and share it on social media	29

Notes:

PC= Custom branded
postcard
CR= Content ready postcard
CC= Custom created piece

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Propel Your
Business
Forward





MONTHLY MARKETING CALENDAR

MAY 2016

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Marketing
That Takes
You Places



Monday	Tuesday	Wednesday	Thursday	Friday
2 Order Open House Invite PC	3	4 Write a blog about your upcoming open house OR do a recap of one you just had	5 Advertise this weekend's open house on social media	6 MAIL
9 Order Memorial Day CR	10 Order email and digital versions of CR postcards to share online	11 Blog about your favorite restaurants within the community	12 Share a client testimonial on Facebook	13 WALK
16 Order Just Listed/ Sold PC	17	18 Write a blog explaining how buyers can get pre approve and pre qualified	19 Share a relevant news article with your unquie commentary on social media	20 Walk/Mail
23 Order Staycation Ideas CR Secure your home while on vacation CR	24 Order email and digital versions of CR postcards to share online	25 Blog tips for homeowners on securing their home while on vacation	26 Order a jpg version of your Memorial Day CR and share it on social media	27 Mail/Walk
30 Memorial Day- office closed	31 Order Fathers Day Card			Mail/Walk

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MONTHLY MARKETING CALENDAR

JUNE 2016

Monday	Tuesday	Wednesday	Thursday	Friday
		1 Blog a checklist of things buyers should look for at an open house	2 Share a client testimonial on social media	3 Mail/Walk
6 Order Summer Coloring Contest PC	7	8 Blog about the benefits of staging a home before it sells	9 Share a relevant news article with your unique commentary on social medi	10 Mail/Walk
13 Order Summer concert series CR	14 Order email and digital versions of CR postcards to share online	15 Blog about your summer coloring contest. If you buy a mailer you can buy a downloadable PDF to share.	16 Ask a question on social media so you can get to know your followers better	17 Mail/Walk
20 Order Just Listed/ Just Sold PC	21	22 Share the summer concert series schedule on your blog. If you buy the mailer, you can purchase a jpg to share	23 Share a colleague's listing on your social pages and ask them to do the same for you	24 Mail/Walk
27 Order Agent Bio CR Referrals CR	28 Order email and digital versions of CR postcards to share online	29 Write a blog about ways to improve curb appeal	30 Share a just listed/sold on social media. Try boosting it on Facebook for added exposure	

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