

## your to do list

- Make an appointment to update your photo
- Decide on a monthly marketing budget
- Evaluate your marketing options:  
Company-driven campaign or  
Personal branding campaign
- Create/update your mailing lists: Farm/SOI/Past Clients
- Schedule mailing frequency for the year
- Update your personal website, decide on social networking  
platforms you want to be visible on
- Collect testimonial letters from all clients  
\*Don't forget these are great direct mail and listing  
presentation pieces
- Prepare and organize your listing presentation materials  
\*Custom or company options are available



Powerful Marketing Solutions

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# KEEP YOUR MARKETING ON TARGET IN 2018!

Build an effective Marketing Plan that keeps you  
top-of-mind with your Clients and Prospects. ←



**Marketing your listings is important...  
But marketing yourself is essential.**

A successful self marketing strategy requires plan and consistent execution.

Use this calendar to plan your 2018 marketing.

Need help? Schedule a free consultation by calling

**949.587.5301**

	january					february				march				april					may				june				july				august				september				october				november				december						
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31
<b>DIRECT MAIL/FARMING - Geo/SOI/Past Clients</b>																																																					
Postcard_Listed/Solds																																																					
Postcard_Market Update																																																					
Postcard_Informational Articles/Personal Message																																																					
Monthly Return Reply Flyer																																																					
Special Company Pieces (i.e. Newsletters, Market Share Reports)																																																					
Holiday Themed Specialty Piece (i.e. Thanksgiving cards, Christmas cards)																																																					
Notepads																																																					
Updates To Databases (i.e. social list review, farm area review, absentees)																																																					
<b>ONLINE</b>																																																					
eBlast Marketing Campaigns																																																					
Custom Branded Blog/Websites																																																					
Social Media Profiles																																																					
Plan Online Strategies																																																					
Convert Printed LP to Digital Format																																																					
<b>ADVERTISING</b>																																																					
Print Advertising																																																					
Publication:																																																					
Publication:																																																					
Personal PR																																																					
Outdoor Advertising																																																					
<b>ONE-TO-ONE</b>																																																					
Warm Calling																																																					
Door Knocking																																																					
Open Houses																																																					
Event Marketing																																																					
Cause Marketing																																																					
Networking Groups																																																					
<b>OTHER</b>																																																					

ALL IT TAKES IS **ONE STEP** TO GET MOVING IN

THE RIGHT DIRECTION.

