



Marketing Calendar

DECEMBER

BOOK A CONSULT! MARKETINGDEPT.CO



Planning Ahead

- Read through the calendar and identify the ideas most helpful to your business and your audience.
- Send out emails telling your sphere about your coat drive (1) or post-holiday closet clean out drive (4). Choose a location and time for your gingerbread house party (7), pictures with Santa (8), or Wine Down Wednesday (11), or Cocktails with Krampus (15). Create a Facebook event and send out invites!
- Purchase wrapping paper and gift tags for pop by (10).
- Purchase and sign holiday gift cards (6). Don't forget your stamps!
- Download free holiday graphics from our Facebook page!

SUN

MON

TUE

WED

THU

FRI

SAT

1 START WITH GRATITUDE! COAT DRIVE



It's getting colder. Help underprivileged/homeless kids stay warm & connect with your sphere! #coatsforkids

2 HOME FOR THE HOLIDAYS

Interview your lender about quick close programs.

#homefortheholidays #quickloans

3 TUESDAY TIPS

Selling a home during the holidays? Post your favorite Holiday Staging tips!

#stagingsells

4 WORK IT WEDNESDAY

Don't get sucked into taking it easy at year end. Keep hustling! Update your buyer/seller presentation with the latest stats!

#workitworkit

5 BUILD SMART PLANS IN COMMAND

If showing and listing appointments are slow, use the extra time to work on your business. Set up your 8x8!

Call Us for Help!

6 MAIL HOLIDAY CARDS

To everyone in your database!

Want Custom Design? Call Us for Help!

7 GINGERBREAD HOUSE PARTY



Invite your sphere to bring their kids over to make Gingerbread Houses with you!

8 PICTURES WITH SANTA



Hire a photographer and invite your sphere for some Insta-worthy pics with Santa!

#photoop #santa

9 MOVE IT MOVE IT MONDAY

Moving over the holidays? Post your favorite tips for making moving over the holidays easier!

#moveitmonday

10 POP BY IDEA: WRAP UP A GREAT YEAR

Drop off a roll of useful gift wrapping paper with a note "Here's to wrapping up a great year!" from your neighborhood Realtor!

11 WINE DOWN WEDNESDAY: HOLIDAY EDITION



"Brown Bag" wines and invite your guests to draw numbers to take home a bottle.

#winedownwednesday

12 THE BEST GIFT IS A REFERRAL!

The best gift a client can give you is a referral. Ask them to post an online review or send you a testimonial!

13 TOP 5 FRIDAY: HOLIDAY LIGHTS EDITION!

Post the top 5 best holiday light shows in your area.

#holidaylights #sparkle

14 AUTO-MAGIC MARKETING

Planning ahead keeps your weekend marketing stress free! Auto Send/Post Email Newsletter & Video Walk-through of a Listing.

15 COCKTAILS WITH KRAMPUS



Invite the clients that made Santa's "naughty list" out for cocktails with Krampus. Tell them to bring a referral for you to meet!

16 HOME ALONE

If you have families of deployed service people in your sphere, send the family a photo of the deployed and send the deployed a photo of their family.

#servewithonor

17 TUESDAY TIPS

Buying a home during the holidays? Post your top tips for buying during this busy time of year.

#homefortheholidays

18 WORK IT WEDNESDAY

Don't get sucked into taking it easy at year end. Keep hustling! Update your personal branding in Command!

#workitworkit

19 THROWBACK THURSDAY

Post pics of your favorite holiday traditions/decorations/feasts from years past. Invite your fans to reciprocate.

#tbt

20 POP BY IDEA: NEIGHBORHOOD DECORATIONS AWARDS

Drop off "prizes" for the best holiday decorations in your farm or neighborhood.

#holidaylights #contest

21 AUTO-MAGIC MARKETING

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#realestate

22 CHANUKAH



FREE GRAPHIC DOWNLOAD! CHECK OUR FACEBOOK GROUP!

23 MOVE IT MOVE IT MONDAY

Looking to move next year? Post a video about new year resolutions buyers need to make if they want to purchase in 2020.

#moveitmonday

24 CHRISTMAS EVE

Post a video about sharing christmas traditions at home.

#homeforchristmas #homefortheholidays

25 CHRISTMAS DAY



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26 KWANZAA

FREE GRAPHIC DOWNLOAD! CHECK OUR FACEBOOK GROUP!

27 MONTH END MARKETING PLANNING

Take a day to reflect on what worked this month and what you can do differently next month!

28 AUTO-MAGIC MARKETING

Planning ahead keeps your weekend marketing stress free! Auto Send/Post Email Newsletter & Video Walk-through of a Listing.

29 SUNDAY OF REST

Post a pic of your favorite place to escape the holiday bustle.

#rest #relax #escapeholidaybustle

30 YEAR END MARKET UPDATE

Share your real estate expertise with your sphere. Post your year-end market update!

31 NEW YEARS EVE

Post a video thanking everyone for a great year and reminding them to have a Designated Driver / Rideshare. Got a code for free rides? Share it!

#DontDrinkandDrive #SafetyFirst

1 NEW YEARS DAY



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2 THROWBACK THURSDAY: NEW YEAR EDITION

Did you reach your goals last year. Post a pic from January of last year when you were just getting started

#tbt #goalgetter

3 TOP 5 FRIDAY: NEW YEAR NEW HOME EDITION

5 Neighborhoods that will be hot buys in 2020

#trends #newyears

4 POST HOLIDAY CLOSET DETOX



Kids get tons of new toys & clothes at the holidays. Its time to give away some of the old ones. Ask your sphere for donations to shelters and other community organizations



the **MARKETING** department

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