



Marketing Calendar

FEBRUARY

PLANNING AHEAD!

- Read through the calendar and identify the ideas most helpful to your business and your audience.
- Get the year started off right: order marketing materials, plan events, and start hitting your goals!
- Need it all done for you? [Ask us about Our Monthly Marketing Assistant Service.](#)
- [Sign up for our new email newsletter subscription service!](#) That's 12 touches to your sphere you don't have to worry about!
- [MLS season starts in February. Order Magnets with the Atlanta United schedule for your soccer fans now!](#)

SUN

MON

TUE

WED

THU

FRI

SAT



BOOK A CONSULT @ MARKETINGDEPT.CO



1
START WITH GRATITUDE

Make a video thanking everyone who helps you in your business: Referrals, Assistants, Family, etc!

#goalgetter #gratitude #thanks

2

POP BY: "SOUPER" BOWL SUNDAY

"Your Referrals are Souper! Enjoy The Big Game!" with Chili/Soup Mix.

3

SEMINAR: MARKETING TO MILLENNIALS

Millenials love authentic & informative experiences like in-person classes and events. [Need stylish marketing materials? Call us!](#)

4

BLACK HISTORY MONTH

Engage your audience with a daily pic from Atlanta's hottest market - historic intown neighborhoods where many civil rights leaders lived and served.

5

POP BY: ATLANTA UNITED SCHEDULE

"This Agent Always Scores the Winning Goal!" [Order Atlanta United schedule magnets now!](#)

6

CREATE LANDING PAGES

Use Command to create landing pages for your farm and keep it updated with hyperlocal content that will keep your audience engaged. [Need help? Ask Us.](#)

7

NATIONAL WEAR RED DAY

Show your KW pride today. Wear your red KW gear and strike up a conversation with someone else wearing red to grow your sphere!

8

EVENT: GO FLY A KITE!

It's National Fly a Kite Day. Invite your sphere and kids out for a day at the park flying kites!

9

POP BY: NATIONAL PIZZA DAY

Drop in at your local fire station/police station with hot pizza! Great way to establish referral partners and support those who serve your community.

10

VIDEO: MOTIVATE (TO BUY) MONDAY

Interest rates are dropping again! Post a video with your lender about the impact low rates have on home buying affordability.

11

BE A NEIGHBORHOOD TOUR GUIDE

Advertise for free by posting on Eventbrite or Facebook Events. [Make sure you have professional marketing materials to hand out!](#)

12

KW CARES

Differentiate yourself & build trust by committing to making a charitable donation to KW Cares from each closing this year.

#causemarketing

13

THRIFTY THURSDAY: HOME STAGING

Post an interview with your favorite stager about affordable ways to properly stage a home for sale.

14

POP BY: VALENTINE'S DAY

"Share the love! A treat for you and for a friend! Thank you for your sweet referrals!" (with two of anything sweet or two gift cards for a sweet treat at a local shop)

15

SOCIAL SATURDAY

Create and schedule a week's worth of social media content today. This will save you time the rest of the week!

16

SUNDAY NEWS

[Ask us about our new monthly e-newsletter subscription.](#) You choose from our curated content and we customize the branding and latest listings for you!

17

RANDOM ACTS OF KINDNESS DAY

Post a video celebrating kindness today. Give a small gift to the first 5 people who comment and encourage them to pay it forward.

#randomactsofkindness

18

SEMINAR: MARKETING TO SENIORS

Partner with your local community center or library to host a seminar on how to rightsize your home for retirement. [Need stylish marketing materials? Call us!](#)

19

EVENT: WINE DOWN WEDNESDAY

Host a happy hour and invite people from your sphere to bring a guest (AKA a referral!)

#winedownwednesday

20

UPDATE YOUR LISTING MARKETING

What are you doing to make your listings stand out? Are your materials professional? Are you fully utilizing social media? [Need help? Ask Us.](#)

21

FLASHBACK FRIDAY

Post a photo of your first listing and give the seller/buyer props!

#firstlisting #realtor

22

BRAND NEW YOU

Are you ready to level up in 2020? Focus on building a unique and authentic brand that is all about you.

[Ask us about our agent branding packages!](#)

23

SUNDAY NEWS

Show off your expertise with the top notch resources KW provides! Post this month's real estate market update for the areas you farm.

#realestatepro

24

VIDEO: MOTIVATE (TO SELL) MONDAY

Post a video about why now is the right time to prepare for a spring sale.

#springsales #timetosell

25

EVENT: MARDI GRAS HAPPY HOUR

Host a Mardi Gras themed happy hour and invite people from your sphere to bring a guest (AKA a referral!)

#mardigras #referrals

26

#GOALGETTER!

Engage your Sports Fans with an online referral contest to win tickets to an Atlanta United/Hawks game!

#goalgetter #atlantaunited

27

MONTH END MARKETING PLANNING

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

28

ASK FOR TESTIMONIALS

February is the month for love. Ask your past clients to leave testimonials on Realtor.com, Zillow, Yelp, and your Facebook Page.

29

LEAP DAY

Take a leap into improving your social media marketing. Set up accounts for your farm and start posting hyperlocal content.



the
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department

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