



# Marketing Calendar

# JANUARY

**BOOK A CONSULT! [MARKETINGDEPT.CO](http://MARKETINGDEPT.CO)**



## 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

**5**  
**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!

**6**  
**MOVE IT MOVE IT MONDAY!**

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

**7**  
**IT'S WALK YOUR DOG MONTH!**

Make the most of your dog's walks this month. [Order doorhangers/ flyers today.](#)

**1**  
**NEW YEARS DAY**

[Free download from our Facebook Group!](#)

#happynewyear

**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

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**8**  
**COLOR OF THE YEAR**

Pantone's Color of the Year is Classic Blue. Engage your social media audience with a conversation about style!

[Free download on our Facebook page!](#)

**9**  
**THOUGHTFUL THURSDAY: GIFTS**

Create a strategy for giving throughout the home buying/selling process. It helps solidify your relationship in a more meaningful way than waiting until the end.

**10**  
**NATIONAL CUT ENERGY COSTS DAY**

Post an Interview with your home warranty or home inspector about ways home owners can save on energy costs this winter.

#saveenergy #savemoney

**11**  
**BE 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!](#)

**12**  
**UPDATE YOUR BRANDING IN COMMAND**

Update your personal branding in Command. [Need help? Call us!](#)

#kwcommand

**13**  
**NCAA FOOTBALL CHAMPIONSHIP**

Grow your sphere Host an online watch party for your college football fans. Offer prizes at every touchdown for actions like tagging you and 5 friends.

**14**  
**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!](#)

**15**  
**KW CARES**

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

#causemarketing

**16**  
**THRIFTY THURSDAY: HOME STAGING**

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

**17**  
**FARMING FRIDAY: TARGETED WEBSITE**

Build a neighborhood website & keep it up to date with the latest data and events. Make sure you optimize for Search Engines!

Need help? Call Us!

**18**  
**20/20 VISION**

If you plan to reach your goals in 2020, you need a clear vision and a marketing plan. If you haven't already created one, [Make an appointment with us today!](#)

**19**  
**POP BY IDEA : NATIONAL POPCORN DAY**

Get a jump on spring listings! "Buyers will be popping up soon. If you are considering selling this spring, lets talk now!" [Free download at our Facebook Group!](#)

**20**  
**MLK, JR. DAY I HAVE A DREAM**

Facebook live a walking tour Dr. King's boyhood home in Downtown Atlanta with your preferred lender and educate your audience about the GA DREAM loan program.

**21**  
**MARKETING TO MILLENNIALS**

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

**22**  
**WINNING WEDNESDAY**

Your clients score the winning goal with you - their dream home! Order Atlanta United schedule magnets now for the spring season beginning in February.

**23**  
**UPDATE YOUR LISTING MARKETING**

What are you doing to make your listings stand out? Are you materials professional? Are you fully utilizing social media?

**24**  
**MONTH END MARKETING PLANNING**

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

**25**  
**POP BY IDEA: GET S'MORE REFERRALS!**

Pack ingredients for S'mores - Chocolate, Graham Crackers, and Marshmallows and start eating up the referrals! [Free download at our Facebook Group!](#)

**26**  
**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

**27**  
**MOVE IT MOVE IT MONDAY: NAT'L BUBBLE WRAP DAY EDITION**

Do a video interview w/ your favorite moving company with 5 tips for properly packing for your move.

**28**  
**BE AN OUTSTANDING OPEN HOUSE HOST**

Invite neighbors for a preview, run a Facebook Live, host a raffle, and offer copies of the floorplan. Little changes can have big impact!

**29**  
**WINE DOWN WEDNESDAY**

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

#winedownwednesday

**30**  
**THROWBACK THURSDAY: GUESS WHEN**

Engage your social media audience with a throwback pic of an old home decor trend. Offer a small prize for the first to guess the correct year. #tbt #styletrends

**31**  
**FARMING FRIDAY: POSTCARDS**

Targeted postcard campaigns are a great way to get results out of your farm! We can help you create clever & information mailers that go out every month like clockwork!



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