



NOVEMBER

Marketing Calendar

BOOK A CONSULT! Epic-Agents.com



Planning Ahead

- Read through the calendar and identify the ideas most helpful to your business and your audience.
- Choose a location and time for your apple picking event and schedule a photographer (3rd)
- Order donuts for your popby (5th)
- Choose a location and time for Wine Down Wednesday (6th) and Friendsgiving event (17th). Create a Facebook event and email invites.
- Order Pie Slicers from Amazon and print our cute downloadable graphic (20th)!
- Dig up some pictures for Throwback Thursday (21st) and Homecoming (27th).

SUN

MON

TUE

WED

THU

FRI

SAT

3

APPLE PICKING PHOTOS

Hire a photographer and invite your sphere for some Insta-worthy fall photos at a local park or orchard.

4

MOTIVATION MONDAY

The market has shifted! Motivate sellers to list with the latest data on this seller's market.

#motivationmonday

5

NATIONAL DONUT DAY POPBY

I Donut Know What I'd Do Without Your Referrals!

#donuts #referrals

6

WINE DOWN WEDNESDAY

Host a happy hour! Create a Facebook event and invite everyone to bring a friend. (AKA - A New Prospect!)

#winedownwednesday

7

ASK FOR TESTIMONIALS!

Ask a recent client to do a quick video testimonial. EPIC Level up: Send emails to all of your clients asking for online reviews!

1

START WITH GRATITUDE! ANNUAL FOOD DRIVE

Drop off bags for the food drive in your farm.

#foodforthought

2

TURN YOUR CLOCKS BACK!

Remind your social media following to turn back their clocks tonight! Tomorrow is the end of Daylight Saving!

FREE DOWNLOAD AT EPIC-AGENTS.COM

8

TOP 5 FRIDAY!

Post the top 5 Harvest Festivals in your area.

#harvest #fallmaze

9

AUTO-MAGIC MARKETING

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

#realestate

10

SUNDAY FUNDAY

Post a short video showing your sellers that you are serious about making real estate fun!

11

VETERANS DAY

Help Veterans become homeowners! Post a video interview with your preferred lender about VA home loans.

#veteransday

12

TUESDAY TIP DAY

Post tips on your favorite Thanksgiving decor!

#thankfulagents

13

MARKET UPDATE

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

14

THURSDAY TIPS

Post your top 5 tips for staging home for the holidays.

#thursdaytips

15

TOP 5 FRIDAY

Post a list of your top 5 things to do with your holiday leftovers.

#leftovers

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17

FRIENDSGIVING

Invite top influencers in your sphere to your favorite brunch spot.

#friendsgiving

18

MYTH BUSTER MONDAY

Post a video debunking the myths of selling your home through iBuyer.

#mythbustermonday

19

SMART TOUCH TUESDAY

Are you using Command yet? You should be. Take today to set up your 8x8!

#command

20

POPBYP: ANYWAY YOU SLICE IT!

Anyway you slice it, I'm grateful for your referrals!

#gratitude #popby #yum

21

THROWBACK THURSDAY

Share your favorite Thanksgiving photo and ask your followers to do the same.

#tbt

22

FEEL GOOD FRIDAY

Post an Inspirational quote/thought about being thankful.

#thankful

23

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24

TIME TO REFLECT

Which marketing efforts got you the best results this month? Plan to implement these more!

CALL US!

25

ADD A HOME TO THEIR WISHLIST!

There are 29 Days until Christmas and 27 Days until Channukah. Time to put a new home on your wishlist!

26

MARKETING PLANNING DAY

Download next month's marketing calendar. Follow the steps in the Planning Ahead section.

27

HOMECOMING

Visting your childhood home/family for the holidays? Post a pic with your family. Invite your followers to post theirs.

28

THANKSGIVING

Thank your sphere for their support!

#thankful #thanksgiving

29

BLACK FRIDAY

Post your favorite negotiating tips to help your buyers get a great deal on a new home during the holidays.

#blackfriday

30

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