



# Marketing Calendar

# MARCH

## PLANNING AHEAD!

- Read through the calendar and identify the ideas most helpful to your business and your audience.
- Get the month started off right: order marketing materials, plan events, and start hitting your goals!
- Need it all done for you? [Ask us about Our VIP Monthly Marketing Management Service.](#)
- [Sign up for our new email newsletter subscription service!](#) That's 12 touches to your sphere you don't have to worry about!

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1



### START WITH GRATITUDE

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

2

### VIDEO: MOVE IT MOVE IT MONDAY!

Post a video about money saving changes first time buyers can make to save \$ for a downpayment if they want to make the move to purchase in 2020.

3

### SMART TOUCH TUESDAY

Setup Birthday Smart Touches in Command / Your CRM.

4

### VIDEO: INTERVIEW AN APPRAISER

Post a short video with an appraiser asking questions your sellers often ask you.

5

### POST: THRIFTY THURSDAY CURB APPEAL

Post a video about affordable ways to improve your home's curb appeal.

6

### POST: FRIDAY FACTS

Did you know homes sold by a realtor average higher than FSBOs?

7



### KW CARES

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

8

### DAYLIGHT SAVING STARTS TODAY!

[Look for a free downloadable graphic in our Facebook Group!](#)

9

### SEMINAR: MARKETING TO MILLENNIALS

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

10

### POST: TUESDAY NEWS DAY

Post or Repost hot real estate news relevant to your farming area!

#goodnewstues  
#realestatenews

11

### POST: GET SMART ABOUT YOUR CREDIT

Post a short video with your preferred lender about credit scores and how they can help or hurt you when buying a home.

12

### POP BY: REFERRALS KEEP MY BUSINESS BLOOMING!

It's National Plant a Flower Day. Seedlings or Seed Packets are a timely gift!

13

### ASK FOR TESTIMONIALS

Online testimonials are considered as credible as a reference from a personal friend. Make sure your clients are leaving you 5 star reviews!

14

### SOCIAL SATURDAY

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

15

### 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!

16

### 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.

17

### POP BY: LUCKY TO KNOW YOU!

It's St. Patrick's Day! Send scratch off lottery tickets to your sphere thanking them for their referrals.

18

### 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!](#)

19

### POST: THRIFTY THURSDAY HOME STAGING

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

20

### POST: FRIDAY FACTS

Did you know homes sold by a realtor average higher than FSBOs?

21

### 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!](#)

22

### SOCIAL SUNDAY

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

23

### 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!](#)

24

### POST: TUESDAY NEWS DAY

Post or Repost hot real estate news relevant to your farming area!

25



### EVENT: WINE DOWN WEDNESDAY

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

26

### POST: THROWBACK THURSDAY DECOR TRENDS

Post a throwback photo and ask your followers if it's a trend that should be brought back.

27

### MONTH END MARKETING PLANNING

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

28

### MAKE YOUR LISTINGS STAND OUT!

[Check out our website for new listing templates!](#)

29

### 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.

30

### VIDEO: MOTIVATE (TO SELL) MONDAY

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

31

### #GOALGETTER!

NCAA Final Four is next week in ATLANTA! Use an app like Rafflecopter to run an online sweepstakes. Give away a jersey or other basketball gear to help build up your social media following.



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



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