



# Marketing Calendar

# APRIL

## 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!

SUN

MON

TUE

WED

THU

FRI

SAT



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

1

### VIDEO: START W/ GRATITUDE

Post a short video thanking your buyers, sellers, vendors, lenders, and supporters and wishing them all good health. [Download a free April Fool's Day Graphic from our Facebook Group!](#)

2

### VIDEO: BACKYARD MAKEOVER DO'S & DONT'S

Which backyard upgrades impact the value of your home?

3

### KW CARES

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

4

### EMAIL: COVID-19 CARE PACKAGE

Send your database 5 ideas for making the most of their time at home!

5

### REVIEW YOUR MARKETING PLAN

Is Your marketing plan RIGHT for RIGHT NOW? Ease your own unease by deciding how you can adjust your marketing for the next 60 days. [Book a Consult Now!](#)

6

### POST: THIS OR THAT?

Engage your followers with a fun get to know me graphic. Ask them to reply with their own!

7

### POST: TUESDAY NEWS DAY

Reassure your buyers & sellers with the latest local statistics.

[Check our Facebook Group for the latest post.](#)

8

### WEBINAR: FINANCIAL HEALTH DURING THE HEALTH CRISIS

Work with your preferred lender to discuss how to take advantage of stimulus opportunities while avoiding damaging credit.

9

### POST: PASSOVER TRADITIONS

Many people will miss spending the holiday with family this year. Ask your followers what their favorite tradition is.

[Download a free Graphic from our Facebook Group!](#)

10

### MAIL: FACT SHEET & COLORING CONTEST

Mail a neighborhood fact sheet to your farm with coloring pages for the children. Ask them to color them and post pics for a small prize like a box of art supplies.

11

### LISTING FOR THE DIGITAL ERA

How are you marketing your listing in an all-digital era? Spend today creating a digital focused marketing plan for your listings. [Check out our website for new listing options.](#)

12

### POST: EASTER TRADITIONS

Many people will miss spending the holiday with family this year. Ask your followers what their favorite tradition is.

[Download a free Graphic from our Facebook Group!](#)

13

### 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.

14

### VIDEO: A FEW OF MY FAVORITE THINGS (I MISS)

Most people have been self-isolating for a month and are starting to miss their favorite things. Make a parody video of The Sound of Music with all the things you miss being able to do.

15

### VIRTUAL EVENT: WINE DOWN WEDNESDAY

Host a virtual happy hour and invite people from your sphere. For best results, keep it small 5-8 people.

16

### VIDEO: CURB APPEAL DO'S & DONT'S

Which curb appeal improvements impact the value of your home?

17

### POST: NATIONAL HAIKU DAY

Post a quarantine haiku and ask your followers to play along!

"Your home feels tiny  
With too many teens inside  
Search homes on my app"

18

### EMAIL: COVID-19 CARE PACKAGE

Send your database 5 ideas for making the most of their time at home!

19

### FOCUS ON YOUR MARKET SHARE

If you gain market share while things are slow, you won't lose it when they heat up. Stay in touch with your sphere and keep investing in your business with smart budget conscious solutions.

20

### POST: RAMADAN TRADITIONS

Many people will miss spending the holiday with family this year. Ask your followers what their favorite tradition is.

[Download a free Graphic from our Facebook Group!](#)

21

### POLL: TOO BIG, TOO SMALL, JUST RIGHT?

Reassure your buyers & sellers with the latest local statistics.

22

### MAIL: EARTH DAY

Seed Packets are a cheap & timely gift that fit in an envelope!

[Download a free Graphic from our Facebook Group!](#)

23

### POST: THIS OR THAT? DECOR TRENDS

Engage your followers with a fun this or that graphic about decor trends. Ask them to reply with their own!

24

### MONTH END MARKETING PLANNING

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

25

### MAKE YOUR LISTINGS STAND OUT!

Use Digital Flipbooks & Animated Social Media Graphics to make your listings stand out.

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

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.

27

### VIDEO: MOTIVATE (TO SELL) MONDAY

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

28

### 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!

29

### VIRTUAL EVENT: WINE DOWN WEDNESDAY

Host a virtual happy hour and invite people from your sphere. For best results, keep it small 5-8 people.

30

### WEBINAR: RIGHTSIZING YOUR HOME

Target all the cooped up families realizing their home is definitely not the right size during the pandemic.



the  
MARKETING  
department

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