

# MARKETING IDEAS

Month *May* Year *2020*

Sunday Virtual Open Houses	Monday Low Activity!	Tuesday	Wednesday High Activity!	Thursday	Friday High Activity!	Saturday Virtual Open Houses
ASK ME ANYTHING <b>31</b> Live Video Q & A about current market conditions. *	<b>GET YOUR FREE BLANK COLOR-CODED PLANNER @                      MARKETINGDEPT.CO/FREE-DOWNLOADS</b>				Interview a financial pro about how to keep your financing healthy during this crisis. <b>1</b> *	Virtual Open Houses <b>2</b> *
Property preview video highlighting the work you do for your buyers - not the property. <b>3</b> *	Hold a "May the 4th Be With You" Coloring Contest. Mail the winner a Star Wars themed care package. <b>4</b>	<i>Cinco de Mayo</i> National Pet Week Edition. Post of pic of your pet in a sombrero. <b>5</b>	The latest "trends" in pandemic home decor - Ask users to post pics (humorous). <b>6</b>	Co-host a free virtual class w/ a local business you'd like to support (cooking, gardening, etc.) <b>7</b>	Year to Date Market Data Report Video. <b>8</b> *	Host a virtual home buyers seminar. Discuss how the pandemic has changed home financing. <b>9</b>
<i>Mothers Day</i> Post a video honoring mothers. Send cards. <b>10</b>	5 fun ideas for volunteering/giving back from home. <b>11</b>	National Limerick Day <b>12</b> Try your hand at making one up about being a Realtor.	Try a Virtual Open House on different day of the week for more engagement. <b>13</b> *	What home improvement projects have you tackled while staying safe at home? Ask for pics! <b>14</b>	National Chocolate Chip Cookie Day Delivery for your VIPs & post your favorite recipe to social media. <b>15</b>	<i>Mimosas Day</i> Virtual happy hour. <b>16</b>
Host a virtual home sellers seminar discussing home improvements that create ROI when selling. <b>17</b>	Thank essential workers you know with a handwritten note & highlight them on social media. <b>18</b>	5 fun ideas for socializing at a safe distance (kid version & adult version). <b>19</b>	Quarantine Olympics - Easy household challenges to be entered by video from home. New challenge each day. <b>20</b> *	Highlight a local business that you'd like to keep open! How can your sphere help keep the community vibrant? <b>21</b>	Share how you are giving back and ask how others are giving back from home. <b>22</b>	How to avoid losing your home if you've lost your job. Interview a financial pro. <b>23</b> *
"From the Desk of" Video. Talk about what you are doing from home to continue serving your clients. <b>24</b> *	<i>Memorial Day</i> Post a video honoring lost veterans. Send cards to those you know w/ a personal loss. <b>25</b> *	Post your video entry into the Quarantine Olympics along with the winner! <b>26</b> *	Spring home maintenance tips. <b>27</b>	Which home improvements will get you the most ROI when you decide to sell? <b>28</b>	Good News Zoom Interviews: What is the best thing you have experienced during shelter in place? <b>29</b> *	This Month in Real Estate Video Highlights from the last 30 days. <b>30</b> *