



MASTERCLASS REAL ESTATE ACADEMY

ACCOUNTABILITY | ACTION | ACHIEVE

Marketing Calendar – Year _____

January

Week 1:

Week 2:

Week 3

Week 4

February

Week 1:

Week 2:

Week 3

Week 4

March

Week 1:

Week 2:

Week 3

Week 4

April

Week 1:

Week 2:

Week 3

Week 4

May

Week 1:

Week 2:

Week 3

Week 4

June

Week 1:

Week 2:

Week 3

Week 4

July

Week 1:

Week 2:

Week 3

Week 4

August

Week 1:

Week 2:

Week 3

Week 4

September

Week 1:

Week 2:

Week 3

Week 4

October

Week 1:

Week 2:

Week 3

Week 4

November

Week 1:

Week 2:

Week 3

Week 4

December

Week 1:

Week 2:

Week 3

Week 4

Special Event

Miscellaneous Marketing & Promotional Activities

Top Ten Ideas and Suggestions for a Smashing Success Marketing Calendar

1. Open Houses
2. Print Advertising
3. Online Campaigns
 - a. Email Drip System
 - b. Specific Web Pages
4. Seasonal Events
5. Mailing Campaigns
6. Special Events
7. House Warming Parties
8. Business Events
9. Educational Classes
 - a. Home Buyer Events
 - b. Home Seller Events
 - c. Budget Workshops
10. Blogging/Social Media