

Month	Theme	Campaign / Activity / Event	Audience	Message / Headline	Marketing Plan
January	Property Taxes	Property Tax Campaign	All homeowners in your database	Home Values Are Rising, but Your Property Taxes Don't Need To.	<p>To help clients contest their property taxes, you'll offer to create a CMA for them, which they can take to court as evidence their property taxes are too high. The idea is to build a relationship with these new clients and get a sense on if they are ready to move yet or will be ready soon.</p> <ul style="list-style-type: none"> • Send an email to the homeowners in your database • Do personal calls and ask "can I help you or someone you know with your property tax evaluation?" • Post on your personal Facebook page • Write a blog post about contesting property taxes • Include a link to your blog post in your monthly newsletter
February	Property Taxes	Continue Property Tax Campaign	All homeowners in your database and city/area	Don't Miss the Deadline to Save Yourself \$\$\$ on Your Property Taxes	<p>To help clients contest their property taxes, you'll offer to create a CMA for them, which they can take to court as evidence their property taxes are too high. The idea is to build a relationship with these new clients and get a sense on if they are ready to move yet or will be ready soon.</p> <ul style="list-style-type: none"> • Send an email to the homeowners in your database • Run or continue the Facebook ad to homeowners in your area • Write another blog post about contesting property taxes or repost the old one • Include a link to your blog post in your monthly newsletter
March	Business to Business	Business Networking Mixer	Local businesses who could provide referrals	Build the Community to Build Your Business	<p>Position yourself as a leader in the community by building relationships with local businesses. Even if these relationships do not provide you with a constant source of referrals, being able to point your clients to the best hold-in-the-wall restaurants and the best deals in town will make you seem like a reliable local authority.</p> <ul style="list-style-type: none"> • Drop by local businesses and extend an invite to a happy hour / mixer • Send a reminder email to those who accept, and send an offer email to those to say no • Run a Facebook ad for your event and target local business owners • Write a blog post about the event • Link to the blog post in your monthly newsletter

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April	Local Cuisine	Catered Local Cuisine Event	Locals and the sponsor's database	Try Some of the Best [Food Type] in Town for Free	<p>Try to get a local restaurant you met last month to sponsor a mixer.</p> <ul style="list-style-type: none"> • Send an email to your database • Send an email to your sponsor's database • Run a Facebook ad promoting the event • Write a blog post about the event • Link to the blog post in your monthly newsletter
May	Home Investor Seminar	Education event for locals who have an interest in real estate investing	Locals interested in real estate, your sponsors database	Learn How to Invest in [City] Real Estate	<p>Invite your network to listen to a seminar about top tips to investing in your area (provided by you), get alcohol (provided by a sponsor), and then tour up-and-coming areas in your town. Sign buyer rep agreements and start doing consultations!</p> <ul style="list-style-type: none"> • Send an email to your database • Run a Facebook ad promoting the event, targeting locals interested in real estate • Write a blog post about the event • Link to the blog post in your monthly newsletter
June	Business to Business	Business Networking Mixer	Local businesses who could provide referrals	Build the Community to Build Your Business	<p>Position yourself as a leader in the community by building relationships with local businesses. Even if these relationships do not provide you with a constant source of referrals, being able to point your clients to the best hold-in-the-wall restaurants and the best deals in town will make you seem like a reliable local authority.</p> <ul style="list-style-type: none"> • Drop by local businesses and extend an invite to a happy hour / mixer • Send a reminder email to those who accept, and send an offer email to those to say no • Run a Facebook ad for your event and target local business owners • Write a blog post about the event • Link to the blog post in your monthly newsletter

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July	City Movie Night	Movie Night Featuring a Movie Filmed in your city along with appetizers/drinks - partner with charity and collect donations	Locals, the charity's database, your sponsor's database	Relocate Your Netflix Date and Support An Awesome Charity	<p>Partner with a charity you support and host a movie night featuring a movie filmed in your city (if possible). Try to get a local business you met last month to cater or sponsor the event and collect donations for the charity.</p> <ul style="list-style-type: none"> Send an invitation email to your database Send an invitation email to the charity's database Send an invitation email to the sponsor's database Run a Facebook ad for the event and target locals Write a blog post about the event Link to the blog post in your monthly newsletter
August	Family Movie Morning	Rent out a theater in the morning on a weekend and play a kid-friendly movie. The parents can leave their kids in the theater and mingle with the other adults during the film.	Local parents, your database	Bring Your Kids to a Free Movie and Relax	<p>Invite your network to bring their kids to a free movie, provided by you, to get some much needed free time of their own. If your contacts don't have kids themselves, ask them to pass along the invitation to their friends.</p> <ul style="list-style-type: none"> Send an email to your database Run a Facebook ad promoting the event, targeting local parents Write a blog post about the event Link to the blog post in your monthly newsletter
September	Business to Business	Business Networking Mixer	Local businesses who could provide referrals	Build the Community to Build Your Business	<p>Position yourself as a leader in the community by building relationships with local businesses. Even if these relationships do not provide you with a constant source of referrals, being able to point your clients to the best hold-in-the-wall restaurants and the best deals in town will make you seem like a reliable local authority.</p> <ul style="list-style-type: none"> Drop by local businesses and extend an invite to a happy hour / mixer Send an reminder email to those who accept, and send an offer email to those to say no Run a Facebook ad for your event and target local business owners Write a blog post about the event Link to the blog post in your monthly newsletter

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October	Business to Consumer	Casual happy hour with agents and their friends, family and customers	Your company and your sponsor's database	Come Meet Your Neighbors	<p>Invite your colleagues, clients, and friends (and their colleagues, clients, and friends) to a casual happy hour at your office. Provide food, drinks, and music. Feature a local business if they agree to sponsor the event.</p> <ul style="list-style-type: none"> • Send an invitation email to your database • Send an invitation email to the sponsor's database • Run a Facebook ad for the event and target locals • Write a blog post about the event • Link to the blog post in your monthly newsletter
November	Business to Business	Business Networking Mixer	Local businesses who could provide referrals	Build the Community to Build Your Business	<p>Position yourself as a leader in the community by building relationships with local businesses. Even if these relationships do not provide you with a constant source of referrals, being able to point your clients to the best hold-in-the-wall restaurants and the best deals in town will make you seem like a reliable local authority.</p> <ul style="list-style-type: none"> • Drop by local businesses and extend an invite to a happy hour / mixer • Send an reminder email to those who accept, and send an offer email to those to say no • Run a Facebook ad for your event and target local business owners • Write a blog post about the event • Link to the blog post in your monthly newsletter
December	Happy Holidays	Holiday Party Event	Locals, the businesses you've met in your mixers, all the contacts you've created through the year, your company	Celebrate the Holidays with Us	<p>Have a fun holiday party for your network! It will be a good opportunity for you to see and evaluate all the valuable contacts you've made this year from the marketing you've done this year.</p> <ul style="list-style-type: none"> • Send an invitation email to your database • Run a Facebook ad for the event and target locals • Write a blog post about the event • Link to the blog post in your monthly newsletter