12 MONTH

Real Estate

Marketing Calendar

Paperless Agent™

It's more than training. It's a lifestyle.

The year can go by quickly and when it comes to an end, do you reflect on the past 12 months, looking at your marketing strategies and wonder how you seemed to accomplish less than you expected?

Perhaps cultivating relationships with your clients didn't turn out as well as you hoped, or the plan of action you thought would bring some success didn't gain the desired results and now you look to create new campaigns for the upcoming year in the hopes of stimulating your business.

Professional campaigns are in demand, but designing and maintaining a consistent stream of those is a lot of work, and requires a lot of creativity and time, and seems like a daunting task to those who are already struggling to find those leads and sales, that is why we are giving away our 12 most successful marketing campaigns ideas for you to use.

As with all successful marketing campaigns, the following campaign themes have multiple components that allow them to resonate with the audience across a number of channels. These channels include:

- A blog post to publish online
- A PDF Report for the email newsletter
- A phone/voicemail script to use when following up about the newsletter
- A social media post and images for you to share the campaign on Facebook, LinkedIn, Instagram and Pinterest.

So when going through the following campaigns or when coming up with your own be sure to map each one out with all the different channels in mind.

Digital Campaign Map

Publish Blog Post → Attach PDF Report to Cover Email → Email Network →

→ Call/VM Network → Social Post → Optional: FB Ad to Network

January - Real Estate in 2017: What to Expect

This campaign is a great way to start off the year, giving your clients and network and overview of the housing market from the year past, but also looks ahead to what is expected for the coming months. This can get your clients thinking about taking advantage of the market and selling their home. It provides a list of things for your clients to start doing if they are considering a move, and while the report itself is Nationwide, the CTA will have them calling you for more details!

February – 5 Reasons to Sell Before The Selling Season Picks Up

This campaign lists all the reasons that listing now would be of greater benefit to them than waiting until the market is flooded in the selling season, and the steps they can begin taking now to prepare to list their home. If January's campaign got the ball rolling in your client's mind about the possibility of moving, this campaign builds on that and nudges them even further into making the decision.

March – The Compound Effect: Building Your Household's Wealth

Informing your clients of ways to make their home work for them in more ways than simply being a roof and four walls and how it can provide them with some financial freedoms with certainly get your clients attention. Homeowners are always looking for ways to live a little more comfortably, and your knowledge of these matters will be the proof in the pudding that you are the agent that looks out for them and their interests.

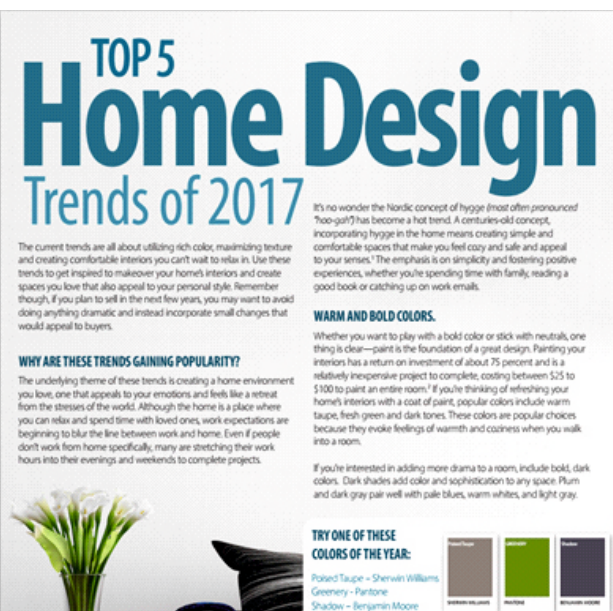## April – Increase Your Home's Value Up To 28% With These 5 Tips

All Homeowners considering selling their home want to know one thing: How much can we get for our home? This campaign will outline for them how they can boost the curb appeal of their home and in doing so, can increase its value and make it all the more appealing to sellers. The devil is in the details, as the old adage says, and a home's curb appeal is the perfect example!

May – Top 5 Home Design Trends for 2017

We often talk about doing the RIGHT things to build your business, and this same idea can be put towards the client also in doing the RIGHT things to increase the sales value of their home. A report from Google proves there is a high correlation of those looking to move with their searches of home decor and design, and what they will fill their new home with. With this campaign, not only will the client see that putting some money into making their home look nice is valuable, but they will have direction in where to spend their money to get the most out of their renovations.

June – What Is Your Home Buying Power?

As your clients begin to consider buying another home, they are going to wonder what they can afford. This campaign educates your clients on the market and the importance of pre-qualifying before searching for a home, as the price they think they can afford may not be what they actually can! If they don't know what they can spend, you certainly won't know, so go into the selling season educated and ready!

July – The Real Home Value Calculator
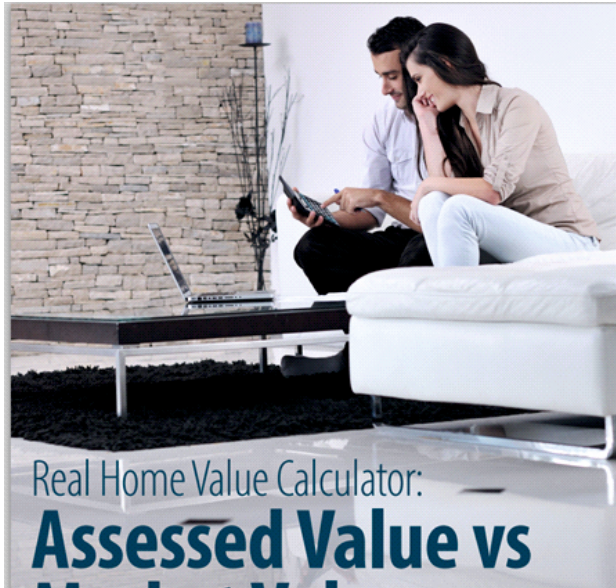
Understanding a home's true value is more than pictures, software assessments, and price-per-square foot, because a home's assessed value and its market value don't always match. This campaign acts as a worksheet for your clients to take a closer look at their home and its features, taking note of what makes it valuable and educating them, giving them high value information and for you, the context for conversation when you follow up.

August – Top 12 Apps For Homeowners and Renters

Let's face it, people are attached to their smart phones and tablets, always in search of ways to get organized, find things, and in general, make their lives easier. The average person checks their phone over 50 times a day, and most people own more than one device! There are a surprising amount of apps out there for homeowners and renters and this campaign provides a detailed list, allowing you to be the one that helps make their lives easier.

September – Consumer's Guide To Hiring An Amazing Real Estate Agent

Finding a real estate agent is no easy task, and this campaign will give them the information they need to choose a realtor that will suit their needs. It lists the qualities of a great realtor and questions they should be asking an agent they are considering to work with them. This brings them a sense of security, knowing that the agent they choose will be working hard to sell their home. Don't forget to be prepared with answers when they contact you!

October – Why Real Estate Investing Makes (Dollars and) Sense

This month's campaign seeks to act as a primer, an educator for clients about investing in Real Estate, getting them to consider the purchase of a second home as an investment property. Many buyers and sellers don't realize that real estate agents are knowledgeable about this type of investing, so they don't think to ask. This is the campaign that will help them connect the dots and get them considering another home purchase!

November – Top Tips For a Safer Holiday Home

The holiday season is fast approaching, and despite the belief that people don't sell their homes in the Holiday season, it can be one of the most productive months of your year! People who are thinking about selling their home in the new year are already thinking about it now, so take actions now to ensure that you are in front of them when they decide to list.

December – 8 Scams To Watch Out For This Holiday Season

This is the time of year when many people find themselves caught by scams and identity theft, and this campaign will help your clients avoid the pitfalls and help build that trust between them and you. Scams can affect clients and their spending deeply, impacting their debt ratio and credit rating, and can take up to a year before the damage is repaired. This means they will not be able to afford the more major purchases like homes or cars, and so once again, this campaign will help build that trust, showing them how you look out for their interests.

If you are like most real estate agents, you are busy! We understand the nature of this industry, so if you are too busy to implement these campaigns yourself, we will deliver these campaigns directly to you each month, plus so much more. And all it takes to get started is $1!!!!!

Try Two Weeks For $1

That's right, we do the work for you!

Each monthly campaign includes:
- A blog post on a topic relevant to anyone interested in real estate.
- A designed, customizable PDF newsletter on the same topic.
- An email template for sending out the newsletter to your database.
- A phone/voicemail script to use when following up about the newsletter.
- A social post and image for you to share the campaign on Facebook.
- A shortened version of the blog post for you to use on LinkedIn as well as an image.
- Copy and images for you to share on Instagram and Pinterest.
- A calendar of the steps you will take to fully implement the campaign.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Notes
					1	2	Digital Marketing Campaign resources become available on the first Wednesday of the month (12/6).
3	4	5	6 Publish Blog Post on your site /use your AgentID Site	7 Customize the Cover Letter Email Template and PDF Report	8 Add new leads to your email database; Email the PDF Report to your database	9 Connect with new leads on Facebook, LinkedIn and Instagram	Sequence of Facebook-related activities is designed for maximum organic outreach.
10	11 Share the Blog Post and **Social Media Image** on your Facebook Business Page	12 Share Blog link from FB Business Page to your personal profile *Hanukkah Begins*	13 Promote the Blog Post on your Facebook Business Page (Boost Post)	14 Share the Instagram and Pinterest images to your accounts	15 Publish the **LinkedIn** post	16 Call your network using the provided Phone Script	Check the campaign Support File for the social media copy and images.
17	18 Call Network	19 Call Network	20 Call Network *Hanukkah Ends*	21 Call Network	22 Call Network	23 Call Network	Set a goal for how many calls per day you need to make.
24	25	26	27	28	29	30	

Our Monthly Digital Campaign Process

- Download the collateral from the current month's digital campaign
- Review the Blog Post and edit as necessary to make it applicable to your market
- Publish the Blog Post to your website
- Publish the Social Post text and image to your Facebook Business Page
- OPTIONAL: Post the Instagram image to your account
- Share your Facebook Business Page post to your personal Facebook profile
- OPTIONAL: Share the Pinterest image and copy to your account
- Publish the LinkedIn Post to your LinkedIn profile
- OPTIONAL: Boost the Social Post on your Facebook Business Page to "Fans and Friends of Fans"
- Edit the Cover Letter Email Template with your information
- Edit the PDF Report with your contact information
- Attach the edited PDF Report to the Cover Letter and send it to your selected contacts
- Use the Phone Script to follow up with all the contacts to whom you sent the PDF
to sign up!

We know how busy life can be, and so creating professional marketing campaigns to set yourself apart is a lot of work, but by joining our coaching club (for only $1!) we can provide you with strategies that will help get you noticed so that you can do what you are good at, selling homes!

Try Two Weeks For $1

Creating professional marketing campaigns to set yourself apart is a lot of work, and now you can have it done for you by joining our coaching club (for only $1!) Every one of these monthly marketing campaigns is information that is of high value to anyone interested in real estate, and when provided to your clients on a consistent basis will quickly make YOU the authority they look to! To take advantage of this unbelievable offer, go to thepaperlessagent.com/pa-coaching-club to sign up!