  **Annual Marketing Calendar Options **

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| **Month** | **Event** | **Dates** | **Addl Options** |
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| **January** | New Year’s Day  Elvis Presley’s B’day -  National Dress Up Your Pet Day  Super Bowl  Cheese Day  Popcorn Day  Eskimo Pie Day (Invented)  National KAZOO Day  National Puzzle Day  Chinese New Years  Martin Luther King Day | Jan. 01  Jan. 08  Jan. 14  Jan. 20  Jan. 22  Jan. 24  Jan. 28  Jan. 29 | Follow up with a call in 30-45 days to pull the offer (urgency)  Check Client B’days for the Month  Check Client Anniversaries for the Month |
|  |  |  | ***NOTE: ALWAYS INCLUDE PICS/VIDEOS< ETC in Facebook and online channels-*** |
| **February** | Groundhog Day  Valentine’s Day  Random Acts of Kindness Day  President’s Day  Intl Dog Biscuit Appreciation Day  National HEART Month  National Snack Food Month | Feb. 02  Feb. 14  Feb. 17 | Contact local bakery or cookie group and get cookies with your logo on them for bigger branding – Contact your local bakery – for a  Valentine Promotion – Card with a discount at the local bakery/cookie place  We love referrals- how can we help?  Get Dog Treats for your top 50 and top referral prospects |
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| **March** | Intl. Women’s Day  Girl Scout Day  St. Patrick’s Day | Mar. 08  Mar. 12  Mar. 17 | Host a short wine/cheese meet event  Identify WINE sponsors for tastings;-) |
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| **April** | April Fool’s Day  Earth Day  Hug a Friend Day  Arbor Day  Easter - Check Dates | Apr. 1  Apr.22  Apr. 26  Apr. 28 |  |
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| **May** | Cinco De Mayo  Kentucky Derby  National Tulip Day  Spring Breakfast Club with Past Clients  Mother’s Day  Easter | May 5  May 6  May 13 | Panera Bread is a great resource here – they have a separate room and or a local breakfast restaurant –  Decorate the tables with some premium or fun give away for high visibility in the restaurant |
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| **June** | Father’s Day  Flag Day  Schools Out  Face to Face - Summer Kickoff – Door Drop – Summer Bucket of fun – Sun block – Beach toys – Sippee Cup – sunglasses from Dollar Tree | June 19  June 14 | Go to Dollar TREE store- everything is only $1 and you can buy a colorful plastic bucket and include sand toys, water pistols, etc very economically |
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| **July** | Fourth of July  National Hot Dog Month  National Ice Cream Month | July 4 | Order flags in April/May – get a video to document the activity with your real estate team on the street  Yup- lots a pictures and videos for Pinterest, Instagram and Biz FB Page –  Include in Newsletter if applicable |
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| **August** | National Watermelon Day  Back to School Promotions | Aug. 03 |  |
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| **Sept** | Labor Day  Grandparents Day  Great month to schedule your  Annual Client Appreciation Event  Invite Top 50 – Wine & Cheese, Local Park Picnic,  Restaurant partner private room – wine/cheese/munchies | Sept. 1st wk.  2nd Sunday |  |
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| **October** | Sweetest Day  Halloween Promotion to Top 50 | 3rd Sat. | Don’t be scared – we’ll handle your referrals right!  Or plan a FALL promotion -  Secure a Discount coupon from your HVAC partner for HVAC Fall Tune-up – Call and set up |
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| **November** | Thanksgiving  Veterans Day  Activities that brand both the lender and agent – and any source of referrals to the pie program and past clients, etc.  I would do Thanksgiving vs Xmas and combine the two – using one of the “options” as the 12th personal touch – (to avoid Holiday Religious issues conflicts etc.) but have a benefit to the pie program - |  | PIE Promotion – Top 50 get first crack at apple or pumpkin – do with lender partner to cut costs Avg Costs: $10 per pie or $5 each –2 choices – Apple and Pumpkin – Client must notify you in advance their preference.  Client must pick up at your office –or agreed location -  Brand with both Agent and Lender Logos and notes  Key is to be FACE TO FACE |
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| **December** | Christmas  Hanukkah  Great Month to schedule a Charity/Community effort –  Toys4Tots, Food Bank, Orphanage, Senior Angle Tree, Animal Rescue, etc. | Dec. 25  Check Calendar | Contact Toys for Tots for a free collection box and posters-  Call contacts and get the name of their charity and make a small donation to their favorite charity and/or offer the one you are sponsoring    Vets, Pets, Kids, Seniors, Food Bank, etc. |
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| **Other Options** | Birthday – Agent’s or theirs – Agent can hold a b’day bash and invite Top 50 and promote a local charity contribution  Anniversary of house or marriage  Promotion – Job  First Grandkid – baby gift  Kid Wedding -  Retirement |  |  |