  **Annual Marketing Calendar Options **

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| **Month** | **Event** | **Dates**  | **Addl Options** |
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| **January**  | New Year’s DayElvis Presley’s B’day - National Dress Up Your Pet Day Super Bowl Cheese Day Popcorn DayEskimo Pie Day (Invented) National KAZOO Day National Puzzle Day Chinese New Years Martin Luther King Day  | Jan. 01 Jan. 08Jan. 14Jan. 20 Jan. 22Jan. 24Jan. 28Jan. 29 | Follow up with a call in 30-45 days to pull the offer (urgency) Check Client B’days for the MonthCheck Client Anniversaries for the Month |
|  |  |  | ***NOTE: ALWAYS INCLUDE PICS/VIDEOS< ETC in Facebook and online channels-***  |
| **February**  | Groundhog Day Valentine’s DayRandom Acts of Kindness DayPresident’s Day Intl Dog Biscuit Appreciation DayNational HEART Month National Snack Food Month   | Feb. 02 Feb. 14Feb. 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 DaySt. Patrick’s Day | Mar. 08 Mar. 12Mar. 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. 1Apr.22Apr. 26 Apr. 28 |  |
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| **May** | Cinco De MayoKentucky DerbyNational Tulip DaySpring Breakfast Club with Past Clients Mother’s Day Easter | May 5May 6May 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 OutFace to Face - Summer Kickoff – Door Drop – Summer Bucket of fun – Sun block – Beach toys – Sippee Cup – sunglasses from Dollar Tree  | June 19June 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 JulyNational Hot Dog MonthNational 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 EventInvite 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** | ThanksgivingVeterans 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** | ChristmasHanukkahGreat Month to schedule a Charity/Community effort –  Toys4Tots, Food Bank, Orphanage, Senior Angle Tree, Animal Rescue, etc.  | Dec. 25Check 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  |  |  |