

SAMPLE MARKETING PLAN

MONTH	RECIPIENTS	THEME PIECE	FORMAT	PROCESS DATE	BY WHEN	COST	# OF PIECES	DESIRED RESULTS	ACTUAL OUTCOME
Jan	Database	Happy New Year	E	Dec 17	Dec 31	0	800	Connecting	72 Opens
	SOI/PC	Thank You Letter	M	Dec 17	15th	\$175	233	10 referrals	6 referrals
	PC	HUD Letter	M	7th	3rd Friday	\$250	233	5 referrals	8 referrals
	Farm 1&2	Market Update	PC/M	Dec 17	1st Friday	\$650	1200	1L	0
	OH	Invites/Misc.	M/D2D	As Needed	2x Month	\$75	50	1L or 1B	1L
	Lead Gen	ML/Craigslist	I	As Needed	5x wk., 3x day	0	0	3B	1B
	FTHB	Home Buying Process	Class	As Needed	Saturdays	\$300	25	3B	0
	Floor	Up calls			7-9x Month	0	0	1L or 1B	1B
Feb	SOI/PC	Happy Valentine	E	4th	12th	0	800	Connecting	38 opens
	SOI/PC	Just Sold	M	4th	2nd Friday	\$650	1200	1B	0
	SOI/PC	General	NL	4th	3rd Friday	\$175	233	1L or 1B	1L
	OH	Invites/Misc.	M/D2D	As Needed	2x Month	\$125	100	1L or 1B	2L
	Lead Gen	ML/Craigslist	I	As Needed	5x wk., 3x day	0	0	3B	0
	Farm 1&2	Free Market Analysis	PC/M	Jan 21	1st Friday	\$650	1200	1L or 1B	1L
	Floor	Up calls			7-9x Month	0	0	1L or 1B	1B
	FTHB	Home Buying Process	Class	As Needed	Saturdays	\$300	25	3B	2B
Mar	SOI/PC	Happy St. Patrick's Day	E	4th	14th	0	850		
	SOI/PC	Easter	E	18th	28th	0	233		
	SOI/PC	Daylight Savings Time	E	4th	7th	0	850		
	Farm (1)	Neighbourhood Activity	PC/M	Feb 18	1st Friday	\$350	500		
	FTHB	Home Buying Process	Class	As Needed	Saturdays	\$75	25		
	OH	Invites/Misc.	M/D2D	As Needed	2x Month	\$125	100		
	Lead Gen	ML/Craigslist	I	As Needed	5x wk., 3x day	0	0		
	Floor	Up calls			7-9x Month	0	0		

*E=Email *PC=Postcard *C=Call *P/N=Personal Note *F=Facebook *NL=Newsletter
 *D2D=Door to Door *W=Walk *M=Mail *I=Internet

