



Q1 Marketing Checklist

- ☐ Review your branded marketing materials and update as needed.
- ☐ Reach out to local publications as a resource for real estate articles, trends or tips.
- ☐ Automate direct mail campaigns to your farm and sphere of influence.
- ☐ Schedule social media campaigns, boosting posts that gain attention.
- ☐ Review your website and update with new blogs and fresh content.
- ☐ Send monthly newsletters — direct mail, digital or both.
- ☐ Make phone calls to past clients with A-G last names.
- ☐ Schedule and mail birthday and home-anniversary greeting cards.
- ☐ Review and update business card information and design — and your headshot if it's been over two years.
- ☐ Offer support with a free home walkthrough for clients considering selling.
- ☐ Plan follow-up activities for your recently closed clients.
- ☐ Send seasonal and timely postcards to your farm and sphere of influence — Just Listed/Just Sold, Valentine's Day, St. Patrick's Day, Recipe, etc.
- ☐ Plan and deliver early spring pop-by gifts.
- ☐ Host a free event or charitable drive to engage with your sphere of influence.