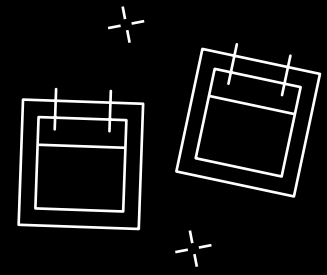


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End of Year Holiday Content Calendar

November – Middle of January

How to Use this Calendar:

Our marketing team has curated a comprehensive content calendar designed to serve as your go-to inspiration guide for social media posting. With each day thoughtfully mapped out to revolve around a distinct theme, we aim to infuse a sense of holiday cheer and coherence into your marketing strategy. Forge meaningful connections with your audience by adopting a more personalized approach in your content. Let the festive spirit shine through your posts, creating a warm and engaging atmosphere for your followers. Wishing you and your audience a joyous holiday season filled with increased engagement and shared moments! Happy holidays! #HolidayMarketingMagic #EngageWithJoy

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2  Thankful Thursday	3 #FestiveFridays Post Holiday Decorating Tips	4 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
5 Local Holiday Events Guide Post Local Events	6 Local Holiday Events Guide Post Local Events	7 #TraditionsTuesdays Highlight your favorite family traditions for the holiday season	8 #WishfulWednesdays Find a local charity to support and showcase	9  Thankful Thursday	10 #FestiveFridays Post Table Setting Ideas	11 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
12 Local Holiday Events Guide Post Local Events	13 Fall Interior Design Trends	14 #TraditionsTuesdays Highlight your favorite family traditions for the holiday season	15 #WishfulWednesdays Find a local charity to support and showcase	16  Thankful Thursday	17 #FestiveFridays Highlight Black Friday Home Decor Deals	18 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
19 Local Holiday Events Guide Post Local Events	20 Tips for Hosting on Thanksgiving	21 Cozy Spotlight Showcase homes with cozy fireplaces. It could be yours or inspiation images	22 #WishfulWednesdays Find a local charity to support and showcase	23  Thanksgiving	24 #FestiveFridays Post your Thanksgiving food and family/friends photos	25 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
26 Local Holiday Events Guide Post Local Events	27 Cozy Spotlight Showcase homes with cozy fireplaces. It could be yours or inspiation images	28 Tips on Keeping Your Hosue Safe While You are out of town for the holidays	29 #WishfulWednesdays Find a local charity to support and showcase	30 November Recap How was the month for you? Post your favorites!		

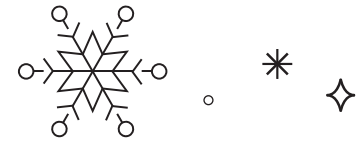







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DECEMBER



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes:					1 Post a local holiday lights map. Encourage followers to submit their favorite local displays!	2 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season!
3 Post a home buyers wish list! Create a series of posts featuring common items on homebuyers wish lists.	4 DIY Home Decor Ideas To Save Money This Holiday Season	5 Holiday Poll This or That? On Instagram Stories	6 Post a Gift Guide	7  First Day of Hanukkah	8 Ask your followers to share their ugliest holiday sweater and choose one as the winner!	9 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season!
10 Post a home buyers wish list! Create a series of posts featuring common items on homebuyers wish lists.	11 Post the Best Holiday Movie Round Up	12 Real Estate Poll This or That? On Instagram Stories	13 Client Appreciation: Client Spotlight	14 Best Bedrooms of 2023	15  Last Day of Hanukkah	16 #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season!
17 Post a home buyers wish list! Create a series of posts featuring common items on homebuyers wish lists.	18 Market Update	19 New Years Resolution Poll This or That? On Instagram Stories	20 Client Appreciation: Client Spotlight	21 Best Living Rooms of 2023	22 New Year New Home Goals	23 Post a nostalgic photo from your childhood during the holidays
24  Christmas Eve	25  Christmas Day	26  First Day of Kwanzaa	27 Client Appreciation: Client Spotlight	28 Best Kitchens of 2023	29 Post Your Real Estate Goals 2024 Sneak Peak into your business	30 Year in Review Post all of your sales for the year - celebrate yourself!



New Years Eve

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JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1  New Years Day	2 Getting Organized! Post/story organization products to store holiday decorations	3 Agent Spotlight! Post a few fun facts about your team members or yourself	4 2024 Real Estate Trends Your Predictions	5 Fitness Fridays Post local work-out classes, walks, wellness centers in your city	6 Kicking Off Your New Years Resolutions
7 Fresh Start! Post your favorite saving tips for first time home buyers	8 Motivational Monday Post a quote or piece of advice	9 Getting Organized! Post/story organization products to store holiday decorations	10 Agent Spotlight! Post a few fun facts about your team members or yourself	11 Utilize the 3 Click Campaign for January!	12 Fitness Fridays Post local work-out classes, walks, wellness centers in your city	13 Post the paint colors of 2024
14 New Year, New Home Post a lifestyle image and in the caption explain why your clients should work with you	15 Motivational Monday Post a quote or piece of advice	16 Getting Organized! Post/story organization products to store holiday decorations	17 Agent Spotlight! Post a few fun facts about your team members or yourself	18 Post a vision board! What do you want to happen in 2024?	19 Fitness Fridays Post local work-out classes, walks, wellness centers in your city	20 Mid Month Goal Check in

Keep the momentum going for your marketing strategy as you head into 2024!
 Reach out to your AEM and your MA with any questions.

