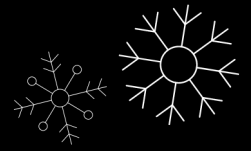
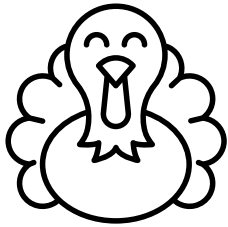


HOLIDAY MARKETING CHECKLIST



Below are our recommendations on brand-related marketing over the holiday season! Additionally, be sure to keep up with marketing your listings as you see fit!

November



WEEK 2 (NOVEMBER 12 - 18)

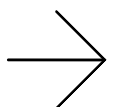
- Post on social media: [market data report](#) for your sphere
- Post on social media: client testimonials and use the hashtag #ThankfulThursday
- Send a [Thanksgiving Postcard](#) to your sphere of influence
- Start brainstorming holiday gift ideas and purchase

WEEK 3 (NOVEMBER 19 - 25)

- Use Marketing Center to send a [Thanksgiving e-blast](#) to your CRM; thank them for their support this year and add personal touches. OR use [Bulk Mail](#) to send out personalized messages and ask what they're thankful for.
- Post on social media photos of what you are thankful for, Thanksgiving events and get-togethers (try Reels and Stories on Instagram). Or try these ready made assets: [Option 1](#) | [Option 2](#) | [Option 3](#)
- Post this [Shop Small Saturday](#) asset (11/25) on social media

WEEK 4 (NOVEMBER 26 - DECEMBER 2)

- Wrap & personalize client holiday gifts
- Send out [December newsletter](#)
- Give yourself a pat on the back! You did it!



December



WEEK 1 (DECEMBER 3 - 9)

- Write holiday cards; handwritten notes go a long way. Some designs to start off: [Option 1](#) | [Option 2](#)
- Schedule time to drop off VIP client gifts
- Optional: send or deliver cookies to clients and friends on National Cookie Day (12/4). Pro-tip: Individually wrap and attach business card or logo stickers. Ask on socials: "what's your favorite cookie?"
- Refer to [Content Calendar](#) (PW: *findyourplace*) for more inspiration for social media posts

WEEK 2 (DECEMBER 10 - 16)

- Post [market data report](#) to your sphere
- Send a [holiday postcard](#)
- Here's your second reminder to send out the [December newsletter](#) if you haven't done it yet!
- Refer to [Content Calendar](#) (PW: *findyourplace*) for more inspiration for social media posts

WEEK 3 (DECEMBER 17 - 23)

- Post photos and videos of holiday prep to your socials & engage (through comments, likes, reactions) with people you follow!
- Send out a personalized [Bulk Message](#) and check in with your clients and friends. Wish them a safe and happy holiday season!
- Support local businesses and post Instagram Stories at their locations and tag them. If they repost, this is a free promotion!

WEEK 4 (DECEMBER 24 - 30)

- Post photos and videos of holiday prep to your socials & engage (through comments, likes, reactions) with people you follow!
- Relax, it's the holidays! Enjoy time with family and friends.
- Look out for the New Year Checklist soon!