



52 WEEKS OF Real Estate Marketing Ideas

TO MIX AND MATCH

- 1** Create a welcome video for your website and social media introducing yourself and your services.
- 2** Write a blog post about the current real estate market trends in your area.
- 3** Host a webinar on the home-buying process for first-time buyers.
- 4** Volunteer at a local community event and network with attendees.
- 5** Send out a monthly newsletter with market updates and featured listings.
- 6** Update your social media profiles with new, professional photos.
- 7** Start a weekly series of posts featuring local businesses in your area.
- 8** Organize a free home valuation day for local residents.
- 9** Create a detailed, downloadable guide for home sellers.
- 10** Run a social media ad campaign targeting your specific audience.
- 11** Partner with a local business for a joint promotion or event.
- 12** Attend a real estate conference or workshop for networking.
- 13** Host a Q&A session on social media about real estate.
- 14** Create a video tour of a new listing and post it online.
- 15** Write a blog post about home staging tips and tricks.
- 16** Send handwritten thank-you notes to recent clients.
- 17** Start a bi-weekly email series with tips for home buyers/sellers.
- 18** Participate in a local charity event and share your experience online.
- 19** Collaborate with a mortgage broker for a joint marketing effort.
- 20** Offer a seminar on real estate investment strategies.
- 21** Launch a contest on social media (e.g., photo contest, trivia).
- 22** Feature a client's success story on your blog and social media.
- 23** Host a neighborhood open house event.
- 24** Create an infographic about the home buying process and share it online.

- 25 Mid-year review: Analyze your marketing strategy's effectiveness.
- 26 Update your website with fresh testimonials and success stories.
- 27 Start a monthly video series highlighting different neighborhoods.
- 28 Write an article for a local magazine or newspaper.
- 29 Share behind-the-scenes content from your day as a real estate agent.
- 30 Host a workshop on downsizing for retirees or empty nesters.
- 31 Partner with local artists to stage homes with unique art.
- 32 Launch a back-to-school campaign for families moving to the area.
- 33 Offer a referral incentive program for past clients.
- 34 Host an online forum about community development plans.
- 35 Create a series of short videos with quick home maintenance tips.
- 36 Attend a local networking event and share your experiences online.
- 37 Start a podcast on real estate topics and interview industry experts.
- 38 Host a first-time homebuyers' workshop in your community.
- 39 Create a downloadable checklist for new homeowners.
- 40 Share a personal story related to real estate on social media.
- 41 Organize a community clean-up and invite clients to join.
- 42 Develop a seasonal home maintenance guide for clients.
- 43 Host a costume-themed open house near Halloween time.
- 44 Write a blog post about preparing a home for winter.
- 45 Start planning your strategy for the upcoming year.
- 46 Host a 'thank you' event for past clients and partners.
- 47 Create a holiday-themed video showcasing your listings.
- 48 Participate in a local holiday parade or event.
- 49 Send out holiday cards to your client list.
- 50 Host an end-of-year webinar reviewing market trends.
- 51 Plan a charitable event or fundraiser.
- 52 Reflect on the past year and set goals for the next year.

Each week's activity is designed to **build your brand, engage with the community, and establish you as a knowledgeable and trusted real estate professional**. Feel free to mix/match and adjust the calendar according to local events, market trends, and your personal business goals.