

Lucky Realty - 2022 Marketing Plan (Page 1 of 2)

January	Recipients	Theme/Piece	Format	Start Date	Completed	Est Cost	# Contacts	Goal	Results
	Database	Update	Email	1/15		\$50	1500	10% Open	
	PC,A+/A/B	Year Review	Mail - Letter	1/1		\$750	500	Connect	
	Bday Cards	Happy Bday	Mail - Card	1/1		\$75	50	10% callback	
	SOI/Geo Farm	Year Projections	Postcard	1/1		\$2,000	2000	Branding	
	Lucky Ladies Club		Event	1/1		\$300	20	Local Social	
	Bday Cakes	Happy Bday	Cakes	1/1		\$600	20	WOW!	
	SOI/Geo Farm	Investing in RE	Postcard	1/15		\$2,000	2000	Branding	
	VIP PopBy/CG	Ice Scrapers	Delivery	1/15		\$4,000	500	Branding	
						Expense	\$9,775		

February	Recipients	Theme/Piece	Format	Start Date	Completed	Est Cost	# Contacts	Goal	Results
	Database	Update	Email	2/15		\$50	1500	10% Open	
	Bday Cards	Happy Bday	Mail - Card	2/1		\$75	50	10% callback	
	SOI/Geo Farm	First Home Story	Postcard	2/1		\$2,000	2000	Branding	
	Lucky Ladies Club		Event	2/1		\$300	20	Local Social	
	Bday Cakes	Happy Bday	Cakes	2/1		\$600	20	WOW!	
	SOI/Geo Farm	What Price to Sell?	Postcard	2/15		\$2,000	2000	Branding	
	VIP Pop By - Local	Local Item	Delivery	2/15		\$7,000	300	Local WOW!	
						Expense	\$12,025		

March	Recipients	Theme/Piece	Format	Start Date	Completed	Est Cost	# Contacts	Goal	Results
	Database	Update	Email	3/1		\$50	1500	10% Open	
	Bday Cards	Happy Bday	Mail - Card	3/1		\$75	50	10% callback	
	PC/Referrer	St. Pats Invite	Card	3/1		\$500	250	100 RSVP	
	Lucky Ladies Club		Event	3/1		\$300	20	Local Social	
	SOI/Geo Farm	Curb Appeal	Postcard	3/1		\$2,000	2000	Branding	
	Bday Cakes	Happy Bday	Cakes	3/1		\$600	20	WOW!	
	PC/Referrer	St. Pats Invite	Event	3/1	17-Mar	\$7,000	300	100 Attend	
	SOI/Geo Farm	Sell a Home Every X days	Postcard	3/15		\$2,000	2000	Branding	
						Expense	\$12,525		

April	Recipients	Theme/Piece	Format	Start Date	Completed	Est Cost	# Contacts	Goal	Results
	Database	Update	Email	4/15		\$50	1500	10% Open	
	PC/A+/A GB	Easter - Peeps	Pop-By	4/1		\$2,500	500	Connect	
	Bday Cards	Happy Bday	Mail - Card	4/1		\$75	50	10% callback	
	Lucky Ladies Club		Event	4/1		\$300	20	Local Social	
	SOI/Geo Farm	Area Resources	Postcard	4/1		\$2,000	2000	Branding	
	Bday Cakes	Happy Bday	Cakes	4/1		\$600	20	WOW!	
	SOI/Geo Farm	Money Saving	Postcard	4/15		\$2,000	2000	Branding	
						Expense	\$7,525		

May	Recipients	Theme/Piece	Format	Start Date	Completed	Est Cost	# Contacts	Goal	Results
	Database	Update	Email	5/15		\$50	1500	10% Open	
	Bday Cards	Happy Bday	Mail - Card	5/1		\$60	60	10% callback	
	SOI/Geo Farm	Area Resources	Postcard	4/1		\$2,000	2000	Branding	
	SOI	Strawberry Invite	Postcard	5/1		\$500	500	300 RSVP	
	Lucky Ladies Club		Event	5/1		\$300	20	Local Social	
	Bday Cakes	Happy Bday	Cakes	5/1		\$600	20	WOW!	
	PC/A+/A GB	Strawberry Patch	Event	5/9	May 9	\$7,500	600	250 Attend	
	SOI/Geo Farm	Flag Delivery	Pop-By	5/20		\$5,000	2000	Branding	
	VIP PopBy/CG	Local Item	Delivery	5/1		\$7,000	500	Branding	
						Expense	\$23,010		

June	Recipients	Theme/Piece	Format	Start Date	Completed	Est Cost	# Contacts	Goal	Results
	Database	Update	Email	6/15		\$50	1500	10% Open	
	Bday Cards	Happy Bday	Mail - Card	6/1		\$75	50	10% callback	
	SOI/Geo Farm	Invite - Sno Cone	Postcard	6/1		\$2,000	2000	Branding	
	Lucky Ladies Club		Event	6/1		\$300	20	Local Social	
	Bday Cakes	Happy Bday	Cakes	6/1		\$600	20	WOW!	
	Neighborhood Event	Sno Cone	Event	6/15		\$3,000	3000	200 Attend	
	SOI/Geo Farm	Home Improve	Postcard	6/15		\$2,000	2000	Branding	
						Expense	\$8,025		