

# Annual Real Estate Marketing Calendar

A month-by-month grid so your marketing runs on a schedule instead of on whatever you feel like today.

## PLAN EACH MONTH THE SAME WAY

For every month, decide what goes out in each channel. Repeat the structure so it becomes a habit.

MONTH	CONTENT / BLOG	EMAIL	SOCIAL	MAILER / EVENT
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

**Evergreen anchors:** a monthly market update, a monthly newsletter, and a weekly social cadence give you a backbone. Fill the rest around them.