

## REALTOR® Ratings Marketing/Promotion Plan SAMPLE

| Program Introduction Phase                | Month 1   | Month 2   | Month 3   |
|---|---|---|---|
| <b>Kick-Off Meeting: Program Overview</b> | eblast #1 - Getting Started                         | eblast #2 - Value/Benefits of program for agents    | eblast #3 - Agent testimonials to get involved      |
|   | Banner Ad #1  | Banner Ad #2  | Banner Ad #3  |
| <b>Overview Powerpoint</b>                | Newsletter/Intranet Story #1 - Program Introduction | Newsletter/Intranet Story #1 - Program Introduction | Newsletter/Intranet Story #1 - Program Introduction |
| <b>Key Messaging Document</b>             | Facebook entry #1 - Getting Started                 | Facebook entry #2 - Broker testimonial              | Facebook entry #3 - Agent testimonial               |
| <b>Getting Started Video</b>              | Agent/Broker Flyer Distribution                     | Agent/Broker Flyer Distribution                     | Agent/Broker Flyer Distribution                     |
| <b>Press Release</b>                      | Blog piece - Firm introduction                      | Blog piece - Value/Benefits of program to agents    | Blog piece - Agent testimonials                     |
| <b>FAQs</b>                               | Direct mail piece                                   | Blog piece - Value/Benefits of program to agents    | Blog piece - Agent testimonials                     |
| <b>Broker Communication Toolkit</b>       | Podcast   | Podcast   | Podcast   |