

REI Marketing Calendar

General Information

Consistency in your marketing is the key to success in investing. As we have stated before, marketing is a numbers game. You have to reach out to a certain amount of people in order to yield specific projectable results. Because of this, you must make sure that you are completing each marketing touch for each lead, each week. One of the biggest mistakes we see with investors is that when they start to get deals coming in, they neglect their marketing and the leads and deals dry up. Filling your pipeline with consistent leads and marketing to those is imperative.

One way to insure this happens is to create a marketing calendar for yourself. Setting aside blocks of time, dedicated to accomplishing your marketing touches each week will allow you to consistently follow up with leads and close more deals. These times are non-negotiable. Just like you need to be at your J.O.B. at 8 am each morning, you will treat these times the same. If you assign yourself to the task to make outbound calls at 6:30 pm on Tuesday nights, you have to make those calls at that time. No excuses, no interruptions. Each task that you complete is money in your pocket so treat it with that level of importance.

Getting Started

You will start by reviewing your selected marketing campaign to identify all tasks that need to be completed to market to leads, i.e. pull data, skip trace, outbound calls, mail letters etc. as well as suggested times for completing those tasks. Next you will examine your personal calendar to identify times during the week you are available to complete tasks. Make sure to include varying times during the day to make calls and complete your door knocking. Overshoot in the beginning the amount of time to complete a task until you establish process and procedures. You want to make sure you have enough time to get your marketing tasks completed.

Please note that you will be making adjustments to the calendar as you become familiar with the marketing processes and campaign. You may have to adjust times and durations to fit your schedule. The goal is to accomplish all marketing touches for each lead following the campaign timeline set out in the course. As long as this is done, you are doing great!

A final note to consider, as you are creating your marketing calendar, any items that can and or will in the future be outsourced to a 3rd party, VA or Marketing Assistant should be earmarked. VA's, automated programs and 3rd party marketing resources can free up a lot of time and increase profits. A sample Marketing Calendar as well as a fillable calendar can be found below.

Sample Marketing Calendar

Time	Day 1	Day 2	Day 3	Day 4	Day 5
8 am		Sends Facebook Message		Send Facebook Message	
9 am					
10 am	Leads Pulled and Skipped Traced	Call All Working Numbers			
11 am					Call All Working Numbers
12 pm	Inputs leads in CRM and cues Ringless Voicemail and Emails. Updates with working numbers				Call All Working Numbers (This should be a weekend day)
1 pm					
2 pm	Send Letters		Send Email		
3 pm		Send Email	Call All Working Numbers	Send Email	Send Email
4 pm					
5 pm				Call All Working Numbers	
6 pm	Call All Working Numbers		Door Knock (Leave door tag if no answer)		
7 pm					

Incoming Calls, Voicemails, Facebook Messages, Emails and Letters will be checked and replied to as they come in.

Calendar Key			
	Tasks Completed by Virtual Assistant		Tasks Completed by Marketing Assistant
	Tasks Completed by 3 rd Party Resources, i.e. CRM		Tasks Completed by You

Fillable Marketing Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00am							
7:00am							
8:00am							
9:00am							
10:00am							
11:00am							
12:00pm							
1:00pm							
2:00pm							
3:00pm							
4:00pm							
5:00pm							
6:00pm							
7:00pm							
8:00pm							
9:00pm							
10:00pm							

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