

# Marketing Schedule Instructions

**Having a completed marketing schedule takes some planning, but the time invested will make your life much easier!**

You will know in an instant which projects need your attention and when you need to order and pay for your product.

**Let's get started!**

Maintain a separate schedule for property promotions as these are dependent upon contract dates, not a set monthly schedule.

Ideas for your primary Marketing Schedule:

- Direct Mail • Magnetic Marketing • Gifts and Gadgets • Print Advertising • Website • E-mail • Outdoor Advertising
- Cable TV/Radio Advertising • Press Releases • Community Events • Philanthropic Activities • Seasonal Promotions

Here are examples of schedule piece entries.

Description		July					August					September				
Marketing Piece Title and Delivery Method		WK 1	WK 2	WK 3	WK 4	WK 5	WK 1	WK 2	WK 3	WK 4	WK 5	WK 1	WK 2	WK 3	WK 4	WK 5
Introduction Postcard	D	7/3														
Football Schedule Magnet	H				7/25											
JL - 1234 Main Street	E						8/1									
JL - 1234 Main Street PC	D						8/1									
Homes Magazine Ad	P							8/9								
Back to School PC	D									8/28						
Neighborhood Block Party	C											9/1				

## Marketing Mix Tips:

**Variety! Variety! Variety!** -- Vary your contact methods throughout your marketing plan. Include as many different approaches to your customers as you can afford. i.e. face-to-face contact, direct/e-mail, advertising.

The wider your variety is, the better your chances of reaching the customers that want your product/service.

Customers will remember you if they see your name regularly.

**Consider Short and Long-Range Marketing** -- Be sure your mix includes products that stress immediate contact with those that have a longer shelf-life, i.e. Buy NOW postcard, then a magnetic baseball schedule.

**Be Consistent** -- Consistency is KEY! No matter what options you choose, make sure you stick to a consistent marketing schedule.

## Tips for Marketing Piece Success:

**Attention Grabbing Headline** -- 5-9 words - engage your customer -- you have something they want -- make it entertaining

**Offer/Message** -- Only one offer per piece -- BE REAL! -- avoid a sales pitch -- stress the benefits of your offer -- get to the point -- instill a sense of urgency -- give something of value -- make it a keeper

**Call to Action** -- Tell your customers what you want them to do (visit website today, call now, refer a friend)

**Marketing Piece ID** -- Add a unique ID number on each piece for tracking your success

## Direct Mail Tips:

**Schedule your mail to arrive Tuesday or Wednesday** -- avoid a Monday delivery

**Don't overlook the back of a postcard** -- consider that most mail is delivered address side up.

Will your customer turn the card over?

**Avoid a hard sell** -- people are bombarded every day with hard sell advertising

**Don't try to close the deal with your promotional piece** -- most pieces don't have enough space to give a customer enough information to make an informed buying decision -- motivate them to call you instead

**Avoid too much information** -- you only have 1-2 seconds to get their attention, people won't read if the piece is too busy

## E-mail Tips:

**Schedule your e-mail to arrive Tuesday or Wednesday** -- Avoid a Monday delivery

**Most people hate spam** -- ask permission to e-mail BEFORE you do!

**Don't e-mail too often** -- you will lose your potential customers interest

**Be relevant** -- create value for your customers and they will stay on your list!

**When you get the call -- ASK FOR THE MARKETING PIECE ID**

**Record this information!! It pays to know what works!**



