

Your Marketing Events and Outreach Calendar

Each member of your leasing team plays an important role in getting people through the door to your community. Use the calendar in this guide to help you plan your property's marketing initiatives – it's full of formal and fun holidays, popular sporting events, award shows and more. For the first few months, we added simple examples for you to use as inspiration for your own marketing calendar. We recommend creating quarterly marketing calendars including the categories below to help you plan ahead.



Events

- Prospect Events and Open Houses
- Broker Events
- Resident Referral Events
- Resident Events
- Resident Appreciation Week(s)
- Community Events



Email Blasts

Include dates for submitting e-blast requests (at least 5 days before first send date).

Stabilized properties should send 1-2 prospect e-blasts per month. Lease up properties should send 3-4 prospect e-blasts per month.

Types of Email Blasts:

- Event Invitations
- Leasing Incentives
- Featured Floor Plan
- Resident Referral
- Reviews or Social Media
- Property Announcements



Outreach

- Neighborhood and Community Outreach
- Preferred Employer Outreach
- Broker Outreach
- Corporate Housing Provider Outreach
- Metro/Transportation Outreach



Web Listing Audits

- Monthly Audit of ILSSs, Bozzuto.com, Property Website, Yelp, etc.



Marketing Campaigns

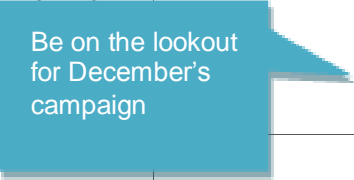
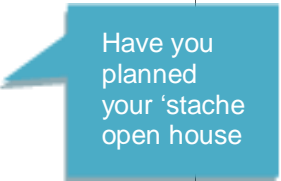
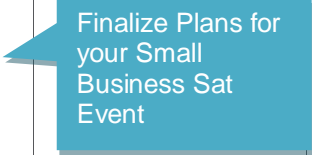
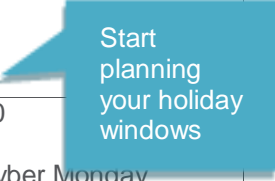
- Bozzuto Seasonal Marketing Campaigns
- Property-specific marketing campaigns, like social media sweepstakes

Daily Marketing Activities for Onsite Team

In addition to the initiatives in your calendar, leasing teams are responsible for the following regular marketing activities:

- Posting 3 times per day on Craigslist
- Posting 5 times per week on each property social network (Facebook, Twitter, Instagram)
- Managing 100% of leads in Lead2Lease or Popcard every day
- Responding to all online reviews and social media comments within 24 hours

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Daylight Savings Ends	2	3 National Sandwich Day	4 National Candy Day	5 	6 National Nachos Day	7
8 Cappuccino Day	9 	10	11 Veterans Day		13 World Kindness Day	14
15 National Philanthropy Day	16	17 Take a Hike Day	18	19 	20	21 National Hello Day
22	23 	24	25 International Day For the Elimination of Violence Against Women Day	26 Thanksgiving	27 Black Friday	28 Small Business Saturday
29	30 Cyber Monday					