



MASTERING THE ART OF COMMUNITY MARKETING

How to Create a 12-Month Plan for Real Estate Success

The WORKBOOK

LESSON 1:

How This Works & What You Need to Know Before You Get Started

The questions below are designed to help you get started and narrow in on a few key things about your business. You'll be able to reference this worksheet time and time again as you work through the rest of the course! And we are serious about these worksheets—to get the most out of the course, we strongly recommend that you do not skip these worksheets.

Warning: Don't overthink these. Especially you perfectionists! Grab a glass of wine or a cup of coffee and just get going!

First, we're going to identify how to attract MORE of your ideal client. To discover your ideal clients, begin by making a list of your 5 favorite clients from the past 12-18 months.

1. Write down the names of your favorite clients.

Pro tip: Maybe your favorite clients are bubbly, grateful, trusting first-time buyers or sellers. Maybe they are analytical types who just need to see the numbers. Maybe your favorite clients are singles or families. It's ok. This is a judgement free zone. Just get clear!

Ex. Dan & Cindy Jones

Client 1 _____

Client 2 _____

Client 3 _____

Client 4 _____

Client 5 _____

2. Write down what kinds of properties these clients bought or sold.

Pro tip: You can answer this question in a traditional way (single family, condo, luxury, horse property...) or you can use this to sort by property condition, loan type, etc... Again, however you prefer!

Ex. Fixer upper for big remodel

Client 1 _____

Client 2 _____

Client 3 _____

Client 4 _____

Client 5 _____

3. What are these clients like?

Where do they work? What are their hobbies? What do they do for fun? What organizations do they belong to?

Example: Jim and Barbara Johnson are empty nesters with two kids in college. They relocated to the area with the military and Jim retired from the army. They live in Two Ponds estates. Jim is a car guy and Barbara hosts the local bridge club. They are both active in Rotary and Boys & Girls Club.

4. What neighborhood did they buy or sell in?

Client 1 _____

Client 2 _____

Client 3 _____

Client 4 _____

Client 5 _____

5. How did they find you (Zillow leads, walk-ins, referrals from past clients, referrals from friends, former cellmates?)

Client 1 _____

Client 2 _____

Client 3 _____

Client 4 _____

Client 5 _____

6. What seems to be the thing they have in common? Hopefully by now, some common characteristics are rising to the surface. *For example, you might notice that all of your favorite clients are sellers in a particular price range or community. Some people notice that while their favorite clients make up a variety of home types, prices, and neighborhoods, they all came from the same source (like Zillow, a website, or church!). What do you favorite clients have in common?*

Now for the fun part. In order to focus on your niche, you have to figure out who you DON'T want to work with. Go with your gut. For some of us, our families are some of our least favorite clients. For others, it could be homes in a particular neighborhood that we hate to have to drive to. Don't judge it or question it, just write it down!

7. Make a list of your 5 LEAST favorite clients in the last 12 months:

1. _____
2. _____
3. _____
4. _____
5. _____

8. What neighborhoods did they buy or sell in?

1. _____
2. _____
3. _____
4. _____
5. _____

9. How did they find out about you? (*Zillow leads, walk-ins, referrals from past clients, etc.*)

1. _____
2. _____
3. _____
4. _____
5. _____

10. What seems to be the thing they have in common?

OK. This is probably the hardest part of this whole worksheet. Make a promise to yourself now that you will STOP working with clients who drain your energy and who aren't a good fit. Whether it's a certain personality type (needy first time buyers?), property type (raw land?), or geographic location (nice people that you have to drive more than 30 minutes in any one direction for?) make the commitment to firmly refer those clients to experts who would be a better fit for them and do it. This will free up your time and focus for your ideal clients who you discovered above!

11. What is your business known for? *If you're not sure, ask some trusted friends or past clients how they would describe what you do and how you're different from other real estate agents.*

12. What do you want your business to be known for?

13. Here are a list of values. Which values are important to you in your personal life? Circle only four.

• Authenticity • Achievement • Adventure • Authority • Autonomy • Balance • Beauty • Boldness • Compassion • Challenge • Citizenship • Community • Competency • Contribution • Creativity • Curiosity • Determination • Fairness • Faith • Fame • Friendships • Fun • Growth • Happiness • Honesty • Humor • Influence • Inner Harmony • Justice	• Kindness • Knowledge • Leadership • Learning • Love • Loyalty • Meaningful Work • Openness • Optimism • Peace • Pleasure • Poise • Popularity • Recognition • Religion • Reputation • Respect • Responsibility • Security • Self-Respect • Service • Spirituality • Stability • Success • Status • Trustworthiness • Wealth • Wisdom
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14. Let's do this again. What do you value most in your business? Remember, you can only circle 4.

• Authenticity • Achievement • Adventure • Authority • Autonomy • Balance • Beauty • Boldness • Compassion • Challenge • Citizenship • Community • Competency • Contribution • Creativity • Curiosity • Determination • Fairness • Faith • Fame • Friendships • Fun • Growth • Happiness • Honesty • Humor • Influence • Inner Harmony • Justice	• Kindness • Knowledge • Leadership • Learning • Love • Loyalty • Meaningful Work • Openness • Optimism • Peace • Pleasure • Poise • Popularity • Recognition • Religion • Reputation • Respect • Responsibility • Security • Self-Respect • Service • Spirituality • Stability • Success • Status • Trustworthiness • Wealth • Wisdom
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Core Four Personal:

Core Four Business:

These core values are the foundation that you need to build your brand on.

LESSON 2:

Our Philosophy of Content & How to Create a 12-Month Content Plan

Who are the faces of your content? (Who will be writing your content? Who is the voice behind your content?)

What does your ideal month of content look like? (How many blog posts per month do you want to post? How many videos per month or per year can you create and release?)

Are you planning on other content? If so, list it out here:

Decide what your content categories are going to be and list them below. (We know you may not be sure right now, and you can always come back to this later after you've seen more examples.) Here are a few example content categories you may consider:

- Neighborhoods
- Community Events
- Bargain Watch (highlight great deals)
- Seasonal Guides to Your City
- Secrets of Your City
- Government/Civic Info

You can come back to this later, but we wanted to share this first so you have a framework to start thinking about the different types of content we're going to be sharing later.

LESSON 3:

Website Anatomy:

Pages, Blog Posts, Podcasts, Guides, & More!

Take some time to browse the various websites we've shared in this section. Make special note what you like about each one, and also note what you especially dislike. We've described each section below in "phases," as a way to organize how you may choose to create and launch your website.

Which website pages are a MUST for your website? (Another way of thinking of this is: Which webpages do you require to launch your site?)

Phase 1:

Which pages would you like to add within the first 6 months of your website's launch?

Phase 2:

What are your *dream* website pages you'd love to eventually have?

Phase 3:

LESSON 4:

Taking a Deep Dive on Website Pages

Section 1. Real Estate Bio

1. Introduction: A snapshot of you and your business.

The information in this section will help to give potential clients a quick glance at who you are and what your business is about. If it fits their wants and needs, they'll keep reading!

Do you have a slogan or tagline? (If you don't have a slogan, think of a simple phrase that describes your business.)

What city/town/neighborhood do you live and work in, and how long have you lived/worked here?

What type of real estate do you specialize in?

What are 3 words that YOU would use to describe your personality?

Ask a few of your closest friends and family members to each choose 3 words to describe you. (This can say a lot about how others may perceive you, and might be worth including in your bio!)

What makes you truly different from other real estate agents?

2. Body Paragraph: Getting To Know You

This section of your biography will allow potential clients to dive a little deeper into who you are. Are you someone they can trust to guide them through this important life decision? Are you someone they will enjoy working with?

How long have you been a real estate agent?

What is your educational background?

Why did you become a real estate agent?

What can clients expect when working with you? (Do you take the time to explain each step of the process? When are you available to help your clients?)

What's your work style? (Are you spontaneous, or more planful? Are you casual, or more traditionally professional? Super hands-on? Etc.)

How do you communicate with clients? (Email, phone call, text, in person, etc.)

3. Conclusion: Let's Get A Little More Personal.

At this point, people reading your biography are probably liking the person they're reading about! Here's your chance to show off even more of your personality and style.

What are your hobbies?

What do you do to relax?

How do you spend your weekends?

What businesses, shops, restaurants, and other places in your community do you like to spend time in? (This is a good opportunity to show off your regional knowledge to clients!)

What community activities are you involved in?

What do you find exciting in life? (Reading a good book? Going sky diving?)

Do you spend lots of time with family/friends? (If so, what do you like to do with them?)

Section 2. Neighborhood Guides

Which neighborhoods, towns, or cities do you specifically work in?

Which neighborhoods do you want to share profiles on? (Pro tip: We recommend making a launch goal and a stretch goal. What are your core neighborhoods that you NEED to showcase on your website? What are the other neighborhoods you would like to one day feature on your website?)

What neighborhoods do your ideal clients buy in the most? Where are your ideal listings located? Start there, and work your way out.

If you work for a brokerage or a team, use this part to fill in agents you can use for a resource in each neighborhood:

Neighborhood: _____ Agent expert: _____
Neighborhood: _____ Agent expert: _____
Neighborhood: _____ Agent expert: _____
Neighborhood: _____ Agent expert: _____
Neighborhood: _____ Agent expert: _____
Neighborhood: _____ Agent expert: _____

When using agents as neighborhood experts, be sure to integrate their knowledge and expertise about their neighborhoods into the pages and and blog posts you write about those communities. For example, if you write about great parks in a particular neighborhood, you can include a quote from the agent who is a neighborhood expert that links to their bio page.

To fill in information for this section of your website, you may find it useful to distribute a survey to friends, family, coworkers, team members, etc. who live in or are familiar with an area. Here is an example of a survey:

Sunnyville Neighborhood Survey

- What are 3 words to describe this neighborhood?
- Why do you love living here?
- If someone were visiting from out of town, what would you take them to see or do in this neighborhood?
- What are your favorite restaurants in this neighborhood?
- What types of homes can people expect to find in this neighborhood?

Make a list of important things you'll want photographed to represent this neighborhood:

Section 3. Resource Pages

Do you have any resource pages that you know you definitely want to include on your website?

List ideas for resource pages below, and circle the ones you know you want on your site when you launch it:

LESSON 5:

Deep Dive into Blogging

Use this worksheet to generate ideas for community-oriented posts. Take the time to fill out answers to each question below; over the coming months, you can return to this worksheet time and time again as you search for inspiration and content ideas!

Section 1. Blogging About Real Estate

In this section, make a list of ideas that you like. Take a look at the examples we share in the course, and note what you like and would like to include in your future posts. Did reading through our examples give you any ideas?

If you're not sure where to start, here are a few questions to jumpstart you:

What type of real estate would you like to work more with? Brainstorm blog post ideas with themes that center around this type of home. For example, if you want to focus on new construction, one idea might be "New Construction in Sunnyville: 3 Brand New Home Listings Not to Miss." (Blog posts that are more focused on real estate listings will likely depend more on what type of listings you have or are available at any moment, so this one might be a bit harder to brainstorm exact titles for. Just something to keep in mind as you jot down your ideas!)

What type of homes are your clients usually most interested in? (Is everyone searching for that perfect Craftsman? Focusing on these posts are great for grabbing people's attention.)

You can list any other potential blog post ideas for this section here:

Section 2. Community

Are there certain events, news stories, local business, arts, etc. that fit best with your brand? Some people may find it more natural to talk about arts and music; some may find it more natural to talk about local businesses. You don't have to do everything—remember, you should choose a few things and do it well.

Below, we've listed each content category we've included in our course (there may be more, but this will give you a good start!). We've included some prompt questions for each category. This is all about getting your ideas down on paper and generating different pieces of community-focused content for your website.

EVENTS: List your ideas for events you can highlight or include on event guides.

What events do you like to attend? Are there yearly events that you go to each year? Which events are most popular in your community, or for your ideal client?

NEWS: List local news that you would consider sharing on your blog. While you certainly don't have to try to become your local news station, you can share how local news might affect your community, your opinion or take on it, or even ask people in

your sphere what they think about a particular issue. Are there any issues in your community that you're especially passionate or knowledgeable about?

LOCAL BUSINESSES: List local businesses that you love and would recommend to everyone and anyone who will listen! Highlighting businesses that are especially amazing, unique, or community staples can help bring is not only useful information, but it can bring in the audience of those businesses if they share your feature on them with their audience. Do you have a favorite shop nearby? Is there a secret hole-in-the-wall restaurant that you want to show off?

ARTS: What's your local culture like? Are there any annual events (like art festivals or musical performances) that you attend every year? Which artsy events are especially popular in your community? Is there a local artist who paints murals in your community who you can highlight?

“BEST OF” LISTS: This category is really a catch-all! People love browsing listicles, and you can make a list of almost anything. Here are a few questions you can ask yourself, along with the resulting blog post ideas:

- If you had relatives or friends coming in from out of town, what would you take them to do in your community? (4 Things Your Out-of-Town Guests **NEED** to See in Sunnyville)
- Which restaurants do you and your friends like to eat out at? (My 3 Favorite Happy Hour Deals in Sunnyville)
- Is there a type of food that your community is well-known for? (4 Authentic Mexican Restaurants in Sunnyvale (+Menu Recommendations!))

Are there things people consistently ask for recommendations on? (Examples may include where can you get brunch without a long wait? Where’s the best patio dining in our city?)

Write down your “Best of” blog post ideas here:

Section 3. Opinion Blog Posts

Do you have a strong opinion about an issue in your community? Do you have unique knowledge about a particular issue? If there’s something you’ve done your research on

and want to share your opinion, this is the perfect opportunity. Use these prompts to help you discover great topics for blog posts:

Are there zoning changes happening that affect neighborhoods in your community? Do you have an opinion, or a unique perspective?

What are some organizations in your community people can get involved with to actually impact the way things are done? (Think beyond Rotary and networking-planning commissions. What about appointed positions to local government, influential nonprofit boards, HOAs, or neighborhood councils?)

Consider making a guide to making your voice heard on issues affecting the community (HOA, city government, the county, etc.). Reach out to elected officials and local lobbyists for tips on what REALLY works and what doesn't, and share what you learn on your blog. Who are a couple of people or organizations that you could reach out to in order to cover topics that are important to you?

Are there initiatives or other items on the coming ballot affecting housing (school levies, taxes, etc.)? (What are your neighbors or clients talking about these days when it

comes to local politics?) Get quotes from people on both sides of the issue to feature in a blog post, and don't be afraid to weigh in!

What are some challenges facing your community? How can people impact these challenges in a positive way?

Did the prompts inspire any other ideas? Below, write down the issues in your community that you care about. These ideas can become blog posts in the future:

LESSON 6:

Other Types of Content (Videos, Podcasts, & Livestreams)

Section 1. Videos

Have you searched YouTube for videos about your city or target neighborhood? What's already out there? That's your competition. Try not to duplicate things other people are doing. If tons of real estate agents are already doing neighborhood videos either *create videos about different neighborhoods or try a different type of video.*

What information on your market is missing from the search results on Google and Youtube?

In the example videos we shared, which types of video would you feel most comfortable with trying yourself? A neighborhood tour? Maybe a Q&A video with a friend? Write down 4 videos you would like to try creating first. What is the topic of each one?

1.

2.

3.

4.

Section 2. Podcasts

Imagine you're starting a podcast. Remember to keep your ideal clients in mind as you consider guests and topics for your episodes. What do they want to know more about?

Who are 5 people in your community you could interview, and what would you interview each person about?

1. _____
2. _____
3. _____
4. _____
5. _____

Examples of people you could interview include:

- Local historians or elders within your community sharing local history
- Business owners telling their stories
- Other podcasters or local bloggers
- Local artists/musicians
- Local politicians
- Developers/builders investing in your city

Sample questions to get you started:

- When did you move to <your community> and why?
What neighborhood do you live in?
- What do you like about living in <your community>?
- How did you decide to... open your business/start making art/run for office/etc?
- What are the challenges facing our community down the road?
- How do we face those challenges?

What other questions would you ask?

LESSON 7:

In Order For This to Work, You'll Need a Website

Questions to Get You Started

It's time to get into the nitty gritty of your website! There are so many possibilities out there when it comes to what to include on your website, so of course, this worksheet won't be able to include everything. But these questions will get you headed in the right direction, and many of your answers will be helpful in getting started (whether you're creating your website yourself or hiring a web developer).

Where will you host your website? (Bluehost? Squarespace? Etc.)

What is your website URL? (You'll need to make sure your URL is available!)

What is your ideal website launch date?

What is your measure of success for your website? (How will you know when your website is successful? Will it be a certain number of leads per year?)

[illegible]

LESSON 8:

Distribution

There are so many ways to distribute your content (as we elaborate on in this section!). If you only had one way to distribute your content, we'd recommend Facebook—it's powerful and encompassing. Below, we've included a check list for getting started in setting up your Facebook business page if you don't have one already. If you already have a business page, we recommend going through this checklist anyway to see if you have everything in place!

Facebook Business Page Checklist

Check the box when you've completed each item:

- ☐ Name
- ☐ Profile photo
- ☐ Cover photo
- ☐ About section
- ☐ Added form of payment to your Facebook account (so you can run ads!)
- ☐ Check Facebook page appearance on desktop + mobile

Sample Distribution Plan:

- ☒ Create Blog Post
- ☒ Post to Facebook with a thoughtful introduction (tag anyone or any business referenced)
- ☒ Boost post
- ☒ Bonus: Create an ad for the post targeted at the ideal client
- ☒ Share it on your personal profile with a thoughtful introduction. Feel free to ask your friends what they think—ESPECIALLY if you wrote it!
- ☒ Tweet it from your Twitter account (tag anyone or any business referenced)
- ☒ Post it to your Instagram account (tag anyone or any business referenced)
- ☒ Pin the post on your Pinterest account to a relevant board (don't forget to introduce and describe the photo and the content and link back to the original post)

LESSON 9:

How Are People Actually Doing All of This???

There aren't a ton of exercises for section 9, because this is all about IMPLEMENTATION. The biggest issues facing you moving forward will be identifying obstacles and figuring out how to move past them.

The truth is, you can do this all by yourself if you have to, but you probably won't want to. Hiring someone to help you with video and blog posts is probably your best bet. If you can't afford it though, it's time to just push through, get real, and GET IT DONE YOURSELF.

What are the obstacles to me completing my 12 month content plan? (i.e. "I'm too busy to sit still and work on implementing it.")

Now look at your list and ask yourself, "How am I going to outsmart my obstacles and complete my work each month?" (i.e. "I'm going to take myself out to lunch every other week for a blog post writing date and write two blog posts per lunch date. I will put it on my calendar for the year and I will never break this date with myself.")

In this section, one of the things we talk about is delegating out work. It can be hard to find the right professionals (or budding professionals) to work with. What should you be looking for? What questions should you be asking?

Below, we've listed various professionals who may be involved in your website launch and content marketing plan. Circle the people you anticipate needing to hire (bonus points if you can find someone with a few of these skills!). What questions do you need to ask each one?

Web Developer	Writer/Blogger	Administrative Assistant
Graphic Designer	Social Media Manager	Marketing Manager/Assistant
Photographer	Videographer	Content Strategist

So, how much money does all of this cost? That will depend on several factors, from your local market to the level experience and demand of each professional. Below, we've included an example budget for one year so you can get an idea of how a budget for this type of plan might be organized:



1-YEAR BUDGET EXAMPLE

(EXAMPLE)

WEBSITE CREATION & LAUNCH

On a Budget

Custom Solution

Web Developer	\$1,500	Template site, new web Developer	\$7,000	Custom website design
Graphic Designer (Logo + Color Scheme)	\$500	Friend, new designer	\$4,000	Professional logo that will age well
Photographer	-	Flickr Creative Commons, stock images, Instagram	\$1,000	50 photos for 5 neighborhood guides
Writer	-	Write the content yourself	\$1,000	5 neighborhood guides
	\$2,000		\$13,000	

1-MONTH BUDGET

On a Budget

Custom Solution

Writer	-	Write the content yourself	\$1,000	4 blog posts, 1 neighborhood guide
Photographer	-	Flickr Creative Commons, stock images, Instagram	\$200	10 photos (5 for neighborhood guide, 5 for blog posts)
Videographer	-	Create videos with your phone	\$400	2 videos shot + edited
	\$0		\$1,600	

TOTAL FOR 1 YEAR

On a Budget

\$2,000

Custom Solution

\$13,000 +
\$19,200 (\$1,600 x 12) =
\$32,200

What does success look like for me at the end of the year? Write a description of everything you plan to accomplish with your Community Marketing Plan.

For Marguerite's first year with MoveToTacoma.com it might have looked like this:

“Success for me in 2015 means launching MoveToTacoma.com and have it be the best resource in my community for people relocating to Tacoma from out of area. I want to be quoted regularly in newspaper articles about the market. I want to create 4 blog posts and one online newsletter per month. I want 250 people to sign up for this newsletter of their own free will because the content is so good. I want 1,500 people to like the Business Page on Facebook and have them interacting and commenting on the content regularly. I want to record 25 podcast episodes in the year with really interesting people in the community and have at least 300 downloads per episode. I want 12 clients to find me and close on their homes DIRECTLY from the website.”

What success looks like for me at the end of the year:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. There is no handwriting or other markings on the paper.

You've made it to the end of the Workbook! Congratulations. We hope these exercises have been helpful in clarifying what you're really all about and what content you want to make. Community Marketing is fun, so get out there and enjoy attracting great clients!

Alyssa & Marguerite



MASTERING THE ART OF COMMUNITY MARKETING

How to Create a 12-Month Plan for Real Estate Success

The 12-MONTH PLAN



JANUARY

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter



FEBRUARY

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter



MARCH

CONTENT PLAN

WEEK 1

	Blog Post #1
Theme:	
Title:	

	Video #1
Theme:	
Title:	

WEEK 2

	Blog Post #2
Theme:	
Title:	

	Neighborhood Profile Page Launch
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WEEK 3

	Blog Post #3
Theme:	
Title:	

	Video #2
Theme:	
Title:	

WEEK 4

	Blog Post #4
Theme:	
Title:	

	Newsletter
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APRIL

CONTENT PLAN

WEEK 1

	Blog Post #1
Theme:	
Title:	

	Video #1
Theme:	
Title:	

WEEK 2

	Blog Post #2
Theme:	
Title:	

	Neighborhood Profile Page Launch
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WEEK 3

	Blog Post #3
Theme:	
Title:	

	Video #2
Theme:	
Title:	

WEEK 4

	Blog Post #4
Theme:	
Title:	

	Newsletter
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MAY

CONTENT PLAN

WEEK 1

	Blog Post #1
Theme:	
Title:	

	Video #1
Theme:	
Title:	

WEEK 2

	Blog Post #2
Theme:	
Title:	

	Neighborhood Profile Page Launch
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WEEK 3

	Blog Post #3
Theme:	
Title:	

	Video #2
Theme:	
Title:	

WEEK 4

	Blog Post #4
Theme:	
Title:	

	Newsletter
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JUNE

CONTENT PLAN

WEEK 1

	Blog Post #1
Theme:	
Title:	

	Video #1
Theme:	
Title:	

WEEK 2

	Blog Post #2
Theme:	
Title:	

	Neighborhood Profile Page Launch
--	-------------------------------------

WEEK 3

	Blog Post #3
Theme:	
Title:	

	Video #2
Theme:	
Title:	

WEEK 4

	Blog Post #4
Theme:	
Title:	

	Newsletter
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JULY

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter



AUGUST

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter



SEPTEMBER

CONTENT PLAN

WEEK 1

	Blog Post #1
Theme:	
Title:	

	Video #1
Theme:	
Title:	

WEEK 2

	Blog Post #2
Theme:	
Title:	

	Neighborhood Profile Page Launch
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WEEK 3

	Blog Post #3
Theme:	
Title:	

	Video #2
Theme:	
Title:	

WEEK 4

	Blog Post #4
Theme:	
Title:	

	Newsletter
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OCTOBER

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter



NOVEMBER

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter



DECEMBER

CONTENT PLAN

WEEK 1

Blog Post #1

Theme:
Title:

Video #1

Theme:
Title:

WEEK 2

Blog Post #2

Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3

Theme:
Title:

Video #2

Theme:
Title:

WEEK 4

Blog Post #4

Theme:
Title:

Newsletter

