



SUNNYVILLE
Real Estate Partners
2019 MARKETING PLAN

JANUARY

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 5 of the Most Unique
Exercise Classes in Sunnyville

VIDEO #1

Green Hill Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: Our 4 Favorite Mid-century
Modern Homes in Sunnyville

NEIGHBORHOOD LAUNCH

Green Hill

WEEK 3

BLOG POST

Theme: Community

Title: 6 Healthy Restaurants
in Sunnyville

VIDEO #2

What You Need to Know About
Relocating to Sunnyville

WEEK 4

BLOG POST

Theme: Real Estate

Title: 6 Just Listed Homes in
Sunnyville's Green Hill Neighborhood

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

FEBRUARY

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 3 Romantic Restaurants
Perfect for Date Night in Sunnyville

VIDEO #1

West Park
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 3 Classic Cape Cod
Home Listings in Sunnyville

NEIGHBORHOOD LAUNCH

West Park

WEEK 3

BLOG POST

Theme: Community

Title: 8 Amazing Dessert Spots
in Sunnyville

VIDEO #2

How to Choose a
Neighborhood in Sunnyville

WEEK 4

BLOG POST

Theme: Real Estate

Title: Sunnyville Real Estate
Update: 4 Beautifully Remodeled
Craftsman Homes

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

MARCH

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 3 Bars to Check out on St. Patrick's Day in Sunnyville

VIDEO #1

Georgetown
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 3 Gorgeous Contemporary Homes in Sunnyville

NEIGHBORHOOD LAUNCH

Georgetown

WEEK 3

BLOG POST

Theme: Community

Title: 6 Easter Egg Hunts Not to Miss in Sunnyville

VIDEO #2

How to Buy a Home
in Sunnyville's Current
Real Estate Market

WEEK 4

BLOG POST

Theme: Real Estate

Title: 7 Magazine-Worthy Townhomes in Sunnyville

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

APRIL

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 12 Unique Summer Camps for Kids in Sunnyville

VIDEO #1

Lander
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 3 Home Listings with Classic Tudor Style in Sunnyville

NEIGHBORHOOD LAUNCH

Lander

WEEK 3

BLOG POST

Theme: Community

Title: 10 Outdoor Activities Perfect for Staying Active in Sunnyville

VIDEO #2

3 Mistakes Home Buyers Are Making in Sunnyville

WEEK 4

BLOG POST

Theme: Real Estate

Title: 3 Rare Victorian Home Listings in Sunnyville

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

MAY

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 6 Ways to Stay Cool
This Summer in Sunnyville
(Pools, Spraygrounds, & Beaches!)

VIDEO #1

Howell
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 5 Move-in Ready Homes in
Sunnyville with Brand New Kitchens

NEIGHBORHOOD LAUNCH

Howell

WEEK 3

BLOG POST

Theme: Community

Title: Our 5 Favorite Cold Treats in
Sunnyville: Ice Cream, Froyo, & Gelato

VIDEO #2

What You Need to Know
About Buying an Older Home
in Sunnyville

WEEK 4

BLOG POST

Theme: Real Estate

Title: 5 Home Listings with Pools
(& Amazing Backyard Entertaining
Spaces!) in Sunnyville

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

JUNE

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community
Title: Your Guide to Outdoor Dining in Sunnyville (+ Happy Hour Tips!)

VIDEO #1

Sunset Slope Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate
Title: 6 Inviting Homes with Fabulous Open-Concept Layouts in Sunnyville

NEIGHBORHOOD LAUNCH

Sunset Slope

WEEK 3

BLOG POST

Theme: Community
Title: 4 Summer Festivals Not to Miss in Sunnyville

VIDEO #2

How to Sell Your House for More Money in Sunnyville

WEEK 4

BLOG POST

Theme: Real Estate
Title: 8 Homes Within a Half Mile of a Sunnyville Subway Station

NEWSLETTER

Include 2 blog posts, neighborhood launch, & 1 video

JULY

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 4 Camping Opportunities
Less Than 3 Hours From Sunnyville

VIDEO #1

Sunny Heights
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: Sunnyville New Construction
Update: 4 Brand New Home Listings

NEIGHBORHOOD LAUNCH

Sunny Heights

WEEK 3

BLOG POST

Theme: Community

Title: The Sunnyville Brewery Tour:
Our 4 Favorite Breweries

VIDEO #2

Sunnyville's Best-Kept Secrets:
The Neighborhood Edition

WEEK 4

BLOG POST

Theme: Real Estate

Title: Own a Piece of Sunnyville
History: 3 Rare Historic Home
Listings

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

AUGUST

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: Thrift & Vintage Shopping in Sunnyville: Our 7 Favorite Shops

VIDEO #1

North Beach
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 4 Homes with Vintage Charm in Sunnyville

NEIGHBORHOOD LAUNCH

North Beach

WEEK 3

BLOG POST

Theme: Community

Title: 3 Gorgeous Parks with the Most Instagrammable Views in Sunnyville

VIDEO #2

Tips for Buying a Sunnyville Home Long Distance

WEEK 4

BLOG POST

Theme: Real Estate

Title: 7 Properties with Amazing Views in Sunnyville

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

SEPTEMBER

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: Live Music & Cheap Beer:
Your Guide to Dive Bars in Sunnyville

VIDEO #1

Central Valley
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 4 Chic & Move-in Ready
Condos in Sunnyville

NEIGHBORHOOD LAUNCH

Central Valley

WEEK 3

BLOG POST

Theme: Community

Title: The Top 3 Pumpkin
Patches in the Sunnyville Area

VIDEO #2

How to Buy a House in
Sunnyville (When You Already
Own a House)

WEEK 4

BLOG POST

Theme: Real Estate

Title: Discover Country Living in
Sunnyville with These 3 Incredible
Equestrian Properties

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

OCTOBER

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: 5 Adults-Only Halloween Events in Sunnyville: Haunted Houses, Masquerades & Parties

VIDEO #1

Woodridge Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 3 Stunning Waterfront Homes in Sunnyville

NEIGHBORHOOD LAUNCH

Woodridge

WEEK 3

BLOG POST

Theme: Community

Title: Get Pampered: Our Guide to Spas, Hair & Nail Salons in Sunnyville

VIDEO #2

How to Spot a Great Real Estate Deal in Sunnyville

WEEK 4

BLOG POST

Theme: Community

Title: Where's the Best Cup of Coffee in Sunnyville? Our Top 3 Picks

NEWSLETTER

Include 2 blog posts, neighborhood launch, & 1 video

NOVEMBER

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: Giving Thanks: 3 Nonprofits to Support This Holiday Season

VIDEO #1

Evergreen Park
Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: 3 Beautiful Condos Under \$200k in Sunnyville

NEIGHBORHOOD LAUNCH

Evergreen Park

WEEK 3

BLOG POST

Theme: Community

Title: 5 Fun Things To Do With Out-of-Town Guests in Sunnyville

VIDEO #2

Want to Invest in Sunnyville
Real Estate? Here's What
You Need to Know

WEEK 4

BLOG POST

Theme: Real Estate

Title: 5 Comfy & Convenient Home Listings in Sunnyville Retirement Communities

NEWSLETTER

Include 2 blog posts,
neighborhood launch,
& 1 video

DECEMBER

CONTENT PLAN

WEEK 1

BLOG POST

Theme: Community

Title: Where to Cut Your Christmas Tree in Sunnyville

VIDEO #1

Cascade Village Neighborhood Tour

WEEK 2

BLOG POST

Theme: Real Estate

Title: What Will \$1 Million Buy You in Sunnyville?

NEIGHBORHOOD LAUNCH

Cascade Village

WEEK 3

BLOG POST

Theme: Community

Title: Locally Made in Sunnyville: Our 5 Favorite Products

VIDEO #2

How to Avoid Mistakes as a First-Time Homebuyer in Sunnyville

WEEK 4

BLOG POST

Theme: Community

Title: Feeling Fabulous? Here's Your Go-To Guide for New Year's Eve Parties in Sunnyville

NEWSLETTER

Include 2 blog posts, neighborhood launch, & 1 video

