

# Real Estate Team Marketing Calendar

TODAY is the  
to be

PERFECT DAY  
HAPPY



## 8 Day Sample Planner + Checklist

### Team Member = TM

Each day each member should check off the action they took for that day. Consistency is key in growing your audience.

Day 1				Day 2				Day 3				Day 4			
Team Account Post by TM 1	Liked	Tagged	Comment	Team Account Post by TM 2	Liked	Tagged	Comment	Team Account Post by TM 3	Liked	Tagged	Comment	Team Account Post by TM 4	Liked	Tagged	Comment
				TM 1				TM 1				TM 1			
TM 2								TM 2				TM 2			
TM 3				TM 3								TM 3			
TM 4				TM 4				TM 4							
TM 5				TM 5				TM 5				TM 5			
Day 5				Day 6				Day 7				Day 8			
Team Account Post by TM 5	Liked	Tagged	Comment	Team Account Post by TM 1	Liked	Tagged	Comment	Team Account Post by TM 2	Liked	Tagged	Comment	Team Account Post by TM 3	Liked	Tagged	Comment
TM 1								TM 1				TM 1			
TM 2				TM 2								TM 2			
TM 3				TM 3				TM 3							
TM 4				TM 4				TM 4				TM 4			
				TM 5				TM 5				TM 5			

Not sure what to post? [Enroll in my free Instagram Realtor](#) course to help you figure out what kind of theme your accounts should have before you get started on a committed posting strategy. I also have an "Idea Table" below to help you start brainstorming.

## Idea Table

Professional	Community	Personal
Share a real estate tip that would help Buyers	Take a photo of yourself and others at a local event (parade, festival, marathon, etc)	Packing up for vacation to let customers know you'll be unavailable for a while (but include your assistant or team member's contact info)
Share a real estate tip that would help Sellers	Post a pic of a local landmark	Getting ready to go to a conference
Highlight a customer at the closing table or in front of their new house holding the keys	Small local businesses	
Share an office scene that is fun or shows something 'behind the scenes'	Local organization events (chamber of commerce, Rotary Club, etc)	
Feature a customer review		
Announce the details of an upcoming open house		
Post photos from the open house		
Feature your Buyers during a day of looking at homes		

Do you have other ideas or suggestions on what to share? Do tell! Share it with me at [liz@askforliz.com](mailto:liz@askforliz.com) or better yet, in the Facebook Group ([facebook.com/InstagramRealtor](https://facebook.com/InstagramRealtor))