

Time Period: \_\_\_\_\_

**OUTREACH MARKETING (2-3 PER WEEK):**

- Highlight a Preferred Employer
- Neighborhood Feature
- Spotlight a Floor Plan or Special
- Showcase a Community Amenity
- Renting vs. Buying
- Testimonials
- FAQ
- Senior Living: Target the “decision-maker” or “decision influencer”
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**REFERRALS (1-2 PER WEEK):**

- Tag a Friend That....
- Benefits of Having a Friend Live Nearby
- Highlight Referral Bonus
- \_\_\_\_\_

**RESIDENT EVENTS & RETENTION (2-3 PER WEEK):**

- Team Highlight
- Welcome New Residents
- Renewals
- Events & Reminders:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Notices:
  - Rent is Due
  - \_\_\_\_\_
  - \_\_\_\_\_