

# YOUR COMPLETE MEDIA, MARKETING, BRANDING + LEAD GENERATION CALENDAR FOR 2025

2025

-  Media
-  Marketing
-  Events
-  Prospecting
-  Content
-  Lead Generation
-  Branding

**20  
25**

## **Introducing Your 2025 Media + Marketing Calendar**

**This isn't just a calendar—it's your ultimate branding and marketing blueprint for 2025, designed to help you stand out, win more listings, and grow your business. Building on the success of 2024, we've added even more opportunities and prompts to ensure your branding stays strong, consistent, and impactful.**

**At the end of the day, we can provide you with a proven method, but your success depends on the effort you put in. Those who embraced these strategies in 2024 achieved incredible results—whether it was through branding their businesses, generating leads and sales, or strengthening their connections with communities.**

**If you have creative ideas or feel something could work better for your market, we encourage you to reach out to Head Office first. We'll always do our best to accommodate your suggestions while ensuring they align with our unified brand.**

**After all, we are ONE Agency—and the strength of the brand is what helps elevate every business within the network.**

**We hope this calendar inspires you to take your branding and marketing to the next level. Use it as your foundation to stay on-brand, connect with your audience, and drive success in 2025. Remember, you only get out what you put in—so let's make it a year to remember!**

# January

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
			NEW YEARS DAY <sup>1</sup>	Would you rather <sup>2</sup>	Open for inspection <sup>3</sup>	<sup>4</sup>	
Weekly Email <sup>5</sup>	Facebook Live <sup>6</sup>	Seller Tip <sup>7</sup>	Quarterly Letter Box Drop Orders <sup>8</sup>	Prospecting <sup>9</sup>	Open for inspection <sup>10</sup>	<sup>11</sup>	
Weekly Email <sup>12</sup>	SMS Prospecting <sup>13</sup>	Buyer Tip <sup>14</sup>	Quote <sup>15</sup>	Would you rather <sup>16</sup>	Open for inspection <sup>17</sup>	<sup>19</sup>	
Weekly Email <sup>20</sup>	<sup>21</sup>	Seller Tip <sup>22</sup>	<sup>23</sup>	Prospecting <sup>24</sup>	Open for inspection <sup>25</sup>	AUSTRALIA DAY <sup>26</sup>	
Weekly Email <sup>27</sup>	Monthly Blog <sup>28</sup>	Buyer Tip/Chinese New Year <sup>29</sup>	Quote <sup>30</sup>	<sup>31</sup>			

# February

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
				Would you rather	Open for inspection	1	
Weekly Email <sup>2</sup>	30 day social media ad <sup>3</sup>	Seller Tip & WAITANGI DAY - NZ <sup>4</sup>	Quote <sup>5</sup>	Prospecting <sup>6</sup>	Open for inspection <sup>7</sup>	8	
Weekly Email <sup>9</sup>	Facebook Live <sup>10</sup>	Buyer Tip <sup>11</sup>	12	Would you rather <sup>13</sup>	VALENTINES DAY <sup>14</sup>	15	
Weekly Email <sup>16</sup>	SMS Prospecting <sup>17</sup>	Seller Tip <sup>18</sup>	Quote <sup>19</sup>	Prospecting <sup>20</sup>	Open for inspection <sup>21</sup>	22	
Weekly Email <sup>23</sup>	24	Buyer Tip <sup>25</sup>	Prospecting <sup>26</sup>	Monthly Blog <sup>27</sup>	28		

# March

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
					Open for inspection	1	
Weekly Email <sup>2</sup>	30 day social media ad <sup>3</sup>	Seller Tip <sup>4</sup>	<sup>5</sup>	Would you rather <sup>6</sup>	Open for inspection <sup>7</sup>	8	
Weekly Email <sup>9</sup>	Facebook Live <sup>10</sup>	Buyer Tip <sup>11</sup>	Quote <sup>12</sup>	Prospecting <sup>13</sup>	Open for inspection <sup>14</sup>	15	
Weekly Email <sup>16</sup>	St Patricks Day <sup>17</sup>	Seller Tip <sup>18</sup>	SMS Prospecting <sup>19</sup>	Would you rather <sup>20</sup>	Open for inspection <sup>21</sup>	22	
Weekly Email <sup>23</sup>	<sup>24</sup>	Buyer Tip <sup>25</sup>	Quote <sup>26</sup>	Monthly Blog <sup>27</sup>	<sup>28</sup>	29 31	

# April

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
30	31	1 Seller Tip	2 30 day social media ad	3 Would you rather	4 Open for inspection	5	
6 Weekly Email	7 Facebook Live	8 Buyer Tip	9 Quarterly Letter Box Drop Orders	10 Prospecting	11 Open for inspection	12	
13 Weekly Email	14 SMS Prospecting	15 Seller Tip	16	17 Would you rather	18 Good Friday	19	
20 Easter Sunday	21 Easter Monday	22 Buyer Tip	23 Quote	24	25 ANZAC DAY	26	
27 Weekly Email	28 Monthly Blog	29 Seller Tip	30				

# May

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
				1 Would you rather	2 Open for inspection	3	
4 Weekly Email	5 30 day social media ad	6 Buyer Tip	7 Quote	8 Prospecting	9 Open for inspection	10	
11 Mother's Day	12 Facebook Live	13 Seller Tip	14 SMS Prospecting	15 Would you rather	16 Open for inspection	17	
18 Weekly Email	19	20 Buyer Tip	21 Quote	22 Prospecting	23 Open for inspection	24	
25 Weekly Email	26	27 Seller Tip	28 Monthly Blog	29 Prospecting	30 Open for inspection	31	

# June

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
						Selling in Spring Starts in Winter	
Weekly Email <sup>1</sup>	30 day social media ad <sup>2</sup>	Buyer Tip <sup>3</sup>	Selling in Spring Starts in Winter <sup>4</sup>	Would you rather <sup>5</sup>	Open for inspection <sup>6</sup>	<sup>7</sup>	
Weekly Email <sup>8</sup>	Selling in Spring Starts in Winter <sup>9</sup>	Seller Tip <sup>10</sup>	Quote <sup>11</sup>	Prospecting <sup>12</sup>	Open for inspection <sup>13</sup>	Selling in Spring Starts in Winter <sup>14</sup>	
Weekly Email <sup>15</sup>	Selling in Spring Starts in Winter <sup>16</sup>	Buyer Tip <sup>17</sup>	Selling in Spring Starts in Winter <sup>18</sup>	Would you rather <sup>19</sup>	MATARIKI DAY <sup>20</sup>	Selling in Spring Starts in Winter <sup>21</sup>	
Weekly Email <sup>22</sup>	Selling in Spring Starts in Winter <sup>23</sup>	Seller Tip <sup>24</sup>	Quote <sup>25</sup>	Prospecting <sup>26</sup>	Open for inspection <sup>27</sup>	<sup>28</sup> Monthly Blog <sup>30</sup>	



# July

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
29	30 Selling in Spring Starts in Winter	1 Buyer Tip	2 30 day social media ad	3 Would you rather	4 Open for inspection	5 Selling in Spring Starts in Winter	
Weekly Email <sup>6</sup>	7 Facebook Live	8 Seller Tip	9 Quarterly Letter Box Drop Orders	10 Prospecting	11 Open for inspection	12 SMS Prospecting	
Weekly Email <sup>13</sup>	14 Selling in Spring Starts in Winter	15 Buyer Tip	16 Selling in Spring Starts in Winter	17 Would you rather	18 Open for inspection	19 Selling in Spring Starts in Winter	
Weekly Email <sup>20</sup>	21 Selling in Spring Starts in Winter	22 Seller Tip	23 Quote	24 Prospecting	25 Open for inspection	26	
Weekly Email <sup>27</sup>	28 Monthly Blog	29 Buyer Tip	30 Selling in Spring Starts in Winter	31			

# August

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
				Would you rather	Open for inspection <sup>1</sup>	Selling in Spring Starts in Winter <sup>2</sup>	
Weekly Email <sup>3</sup>	30 day social media ad <sup>4</sup>	Seller Tip <sup>5</sup>	Quote <sup>6</sup>	Prospecting <sup>7</sup>	Open for inspection <sup>8</sup>		
Weekly Email <sup>10</sup>	Facebook Live <sup>11</sup>	Buyer Tip <sup>12</sup>	Selling in Spring Starts in Winter <sup>13</sup>	Would you rather <sup>14</sup>	Open for inspection <sup>15</sup>	Selling in Spring Starts in Winter <sup>16</sup>	
Weekly Email <sup>17</sup>	Selling in Spring Starts in Winter <sup>18</sup>	Seller Tip <sup>19</sup>	Quote <sup>20</sup>	SMS Prospecting <sup>21</sup>	Open for inspection <sup>22</sup>	Selling in Spring Starts in Winter <sup>23</sup>	
Weekly Email <sup>24</sup>	Selling in Spring Starts in Winter <sup>25</sup>	Buyer Tip <sup>26</sup>	Prospecting <sup>27</sup>	Monthly Blog <sup>28</sup>	Open for inspection <sup>29</sup>	Selling in Spring Starts in Winter <sup>30</sup>	

# September

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
Weekly Email <sup>31</sup>	<sup>1</sup>	Seller Tip <sup>2</sup>	30 day social media ad <sup>3</sup>	Would you rather <sup>4</sup>	Open for inspection <sup>5</sup>	<sup>6</sup>	
Father's Day <sup>7</sup>	Facebook Live <sup>8</sup>	Buyer Tip <sup>9</sup>	Quote <sup>10</sup>	Prospecting <sup>11</sup>	Open for inspection <sup>12</sup>	<sup>13</sup>	
Weekly Email <sup>14</sup>	SMS Prospecting <sup>15</sup>	Seller Tip <sup>16</sup>	<sup>17</sup>	Would you rather <sup>18</sup>	Open for inspection <sup>19</sup>	<sup>20</sup>	
Weekly Email <sup>21</sup>	<sup>22</sup>	Buyer Tip <sup>23</sup>	<sup>24</sup>	Prospecting <sup>25</sup>	Open for inspection <sup>26</sup>	<sup>27</sup>	
Weekly Email <sup>28</sup>	Monthly Blog <sup>29</sup>	<sup>30</sup>					

# October

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
		Seller Tip	30 day social media ad <sup>1</sup>	Would you rather <sup>2</sup>	Open for inspection <sup>3</sup>		
Weekly Email/Daylight Savings Starts <sup>5</sup>		Buyer Tip <sup>7</sup>	Quarterly Letter Box Drop Orders <sup>8</sup>	Prospecting <sup>9</sup>	Open for inspection <sup>10</sup>		
Weekly Email <sup>12</sup>	Facebook Live <sup>13</sup>	Seller Tip <sup>14</sup>	Quote <sup>15</sup>	Would you rather <sup>16</sup>	Open for inspection <sup>17</sup>		
Weekly Email <sup>19</sup>	SMS Prospecting <sup>20</sup>	Buyer Tip <sup>21</sup>		Prospecting <sup>23</sup>	Open for inspection <sup>24</sup>		
Weekly Email <sup>26</sup>		Seller Tip <sup>28</sup>	Monthly Blog <sup>29</sup>	HALLOWEEN <sup>30</sup>			

# November

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
					Open for inspection	1	
Weekly Email <sup>2</sup>	30 day social media ad <sup>3</sup>	MELBOURNE CUP <sup>4</sup>	Quote <sup>5</sup>	Would you rather <sup>6</sup>	Open for inspection <sup>7</sup>	8	
Weekly Email <sup>9</sup>	10	Seller Tip/ Remembrance Day <sup>11</sup>	SMS Prospecting <sup>12</sup>	Would you rather <sup>13</sup>	Open for inspection <sup>14</sup>	15	
Weekly Email <sup>16</sup>	Facebook Live <sup>17</sup>	Buyer Tip <sup>18</sup>	19	Prospecting <sup>20</sup>	Open for inspection <sup>21</sup>	22	
Weekly Email <sup>23</sup>	24	Seller Tip <sup>25</sup>	Monthly Blog <sup>26</sup>	Prospecting <sup>27</sup>	Open for inspection <sup>28</sup>	29	

# December

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
Weekly Email <sup>30</sup>	30 day social media ad <sup>1</sup>	Buyer Tip <sup>2</sup>	Quote <sup>3</sup>	Would you rather <sup>4</sup>	Open for inspection <sup>5</sup>	<sup>6</sup>	
Weekly Email <sup>7</sup>	2026 Letter Box Drop Orders <sup>8</sup>	Seller Tip <sup>9</sup>	Quote <sup>10</sup>	Prospecting <sup>11</sup>	Open for inspection <sup>12</sup>	<sup>13</sup>	
Weekly Email <sup>14</sup>	Facebook Live <sup>15</sup>	Buyer Tip <sup>16</sup>	SMS Prospecting <sup>17</sup>	Would you rather <sup>18</sup>	Open for inspection <sup>19</sup>	<sup>20</sup>	
Weekly Email <sup>21</sup>	<sup>22</sup>	<sup>23</sup>	CHRISTMAS EVE <sup>24</sup>	CHRISTMAS DAY <sup>25</sup>	BOXING DAY <sup>26</sup>	<sup>27</sup>	
Weekly Email <sup>28</sup>	Monthly Blog <sup>29</sup>	<sup>30</sup>	NEW YEARS EVE <sup>31</sup>				