

MARKETING CAMPAIGN

BIRTHDAY DROP-OFF

Pop-by Gift: “Birthday Drop-Off ”

This campaign will help stay top-of-mind within the community by combining genuine gestures with consistent, valuable follow-ups. The mix of in-person and digital touchpoints allows for a well-rounded approach to community engagement and potential client building.

Objective: Engage community members by acknowledging birthdays and establishing a positive, local presence.

Method: Monthly Facebook neighborhood group post with an offer to deliver a treat.

Follow-ups: In-person drop-off, text message, letter, email sequence, and continued engagement.

Summary and Timeline for Campaign Execution

Week	Action	Details
1st Week	Facebook Post in Group	Monthly community engagement
After Initial Contact	Private Message Confirmation	Confirm birthday details and offer market info
Birthday Day	Drop-Off Visit	Deliver treat and market material
1-2 Days Later	Thank-You Text	Maintain connection
1 Week Later	Letter	Zestimate, Neighborhood sales and trends

Initial Engagement: Facebook Group Post

Timing: 1st week of each month

Script: “Hey, neighbors! 🎉 Do you or someone in your family have a birthday coming up this month? I'd love to celebrate with you by dropping off a little treat! 🍰 If you'd like to participate, comment below or send me a private message. Looking forward to celebrating with you!”

Call to Action: Comment or private message with birthday details.

Message for Comment or Private Message Response

Private Message: “Thank you for reaching out! 🎉 I'd love to help celebrate someone's special day by dropping off a sweet treat. To make sure we get all the details right, could you please fill out this quick form? This will help us coordinate the drop-off and any special requests you might have.

[Link to Birthday Drop-Off Sign-Up Form]

Looking forward to celebrating with you! Please let me know if you have any questions in the meantime. 😊

→ **ACTION ITEM:** Add the contact to your CRM. Ensure they are added to your monthly newsletters, email blasts for community news, and postcard mailing list.

Follow-Up #1: Private Message Confirmation

Timing: After receiving a comment or message within 24 hours

Script: “Hi *[Name]*! Thanks for letting me know about *[Birthday Person's Name]*'s birthday! I'll be stopping by on *[scheduled day]* with a little treat. 😊 Would you like me to bring any info on neighborhood trends or homes that have recently sold? Looking forward to celebrating with you!”

Goal: Confirm details, reinforce helpfulness, and offer value.

Birthday Drop-Off: In-Person Visit with Treat

Timing: On or just before the birthday **Treat Ideas:**

- Small box of locally-made cookies or a cupcake
- Branded treat jar with mini candy bars or mints

Memorable Material:

- **Mini CMA** (Comparative Market Analysis) highlighting neighborhood activity in a compact, easy-to-read format
- **Neighborhood Sales Report** detailing recent property transactions

- **Small Branded Item:** Fridge magnet, keychain, or notepad with the agent's contact information

Script (in-person): "Hi *[Name]*! Happy Birthday! I'm *[Agent's Name]*—just wanted to drop this off and wish you a wonderful day! *[optional]* I also brought along a quick neighborhood market update. Let me know if you ever have any questions!"

Follow-Up #2: Thank-You Text

Timing: 1–2 days after the drop-off

Script: "Hi *[Name]*! I hope *[Birthday Person's Name]* enjoyed the treat! 🍪 It was a pleasure meeting you. I'm here if you ever have questions about the neighborhood or need help with anything related to real estate. Have a great day!"

Goal: Personal connection and reminder of the agent's availability.

Follow-Up #3: Personalized Letter with Zestimate Printout

Timing: 1 week after the birthday

Message:

"Dear *[Name]*,

I hope *[Birthday Person's Name]* had a fantastic birthday! It was such a pleasure being part of the celebration and connecting with you.

As a homeowner in our neighborhood, I thought you might find this quick real estate update interesting. I've included a printout of your home's current Zestimate from Zillow. This estimate is based on publicly available data and algorithms but doesn't always reflect a home's unique qualities or recent market changes.

I'd love to know how this estimate feels to you. Does it reflect what you think your home is worth?

In addition to the Zestimate, here are a few insights about our neighborhood:

- **Recent Home Sales:** *[Include 2-3 recent sales with addresses, prices, and key details.]*
- **Current Market Trends:** *[Briefly describe trends like increasing values, low inventory, or average days on the market.]*

If you're curious about what your home could actually sell for in today's market, I'd be happy to provide a detailed, personalized valuation.

Thank you again for allowing me to celebrate with you. I'd love to hear your thoughts on the Zestimate or help with any real estate questions you may have. Feel free to reach out anytime!"

Enclosure Ideas for Added Value:

- **Zillow Zestimate Printout:** Highlight the Zestimate and include a note at the bottom, such as:
"Curious about this number? Let's discuss how it compares to the current market!"
 - **Neighborhood Report:** A one-page printout summarizing recent sales, listings, and average home prices.
 - **Homeowner Tip Sheet:** Seasonal tips for home maintenance or upgrades to boost property value.
-

Form Template

Celebrate Your Birthday with a Sweet Treat!

Here's a form template for gathering information for the birthday drop-off. This form can be hosted online (via platforms like Google Forms, Cognito Forms, or any preferred tool) or printed for in-person use.

Description: We're excited to celebrate your special day! Please fill out the form below to let us know about an upcoming birthday. We'll be in touch to arrange a birthday treat delivery right to your doorstep. 🎂

Full Name	<i>Text Field</i>
Email Address	<i>Text Field</i>
Phone Number	<i>Text Field</i>
Preferred Method of Contact	<i>Radio Buttons</i> • Email • Phone Call • Text Message
Birthday Person's Name	<i>Text Field</i> (If different from above)
Birthday Person's Age	<i>Dropdown or Text Field</i> (Optional but helpful for age-appropriate treats)
Birthday Date	<i>Date Picker</i>
Drop-Off Address	<i>Text Field</i> (Full address, including any specific delivery instructions)
Would you like to receive a quick neighborhood market update along with your treat?	<i>Radio Buttons</i> Yes, please! No, thank you
Are you interested in receiving monthly updates on our community and the housing market?	<i>Radio Buttons</i> Yes, sign me up! No, thank you
Submit Button	Submit Your Birthday Treat Request
Confirmation Message <i>(after submission)</i>	Thank You! We're excited to help celebrate this special day! We'll be in touch soon to confirm details and schedule your birthday treat drop-off. If you have any questions, feel free to reach out directly.