

MARKETING MIX

FEBRUARY 2025

Will You Be My Co-Marketing Partner?





LIVE

Love at First Post:

Creating Engaging Social Media Content

FEB
13TH

Stop posting and start engaging! "Love at First Post" is a must-attend training for real estate agents and loan officers who want to leverage social media to grow their business. This training will show you how to:

- Engage your audience with compelling content.
- Establish yourself as a trusted industry expert.
- Save time and effort with effective social media strategies.

Join us and learn how to create social media content that clients will truly love.

THURSDAY, FEBRUARY 13 | 2 PM EST

[REGISTER HERE >](#)



Loan Document Checklist



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

FLYER: Click [here](#) to create and order.

Appraisal vs. Inspection: What's the difference?



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

CFPB Finalizes Rule to Remove Medical Bills from Credit Reports



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

EMAILS: Click [here](#) to create, send or schedule.

SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

New Home Checklist: Must-Dos After Moving In



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

EMAILS: Click [here](#) to create, send or schedule.

SOCIAL MEDIA:

Watch The Big Game

FEBRUARY 9



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Game Day Recipe



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Valentine's Day

FEBRUARY 14



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

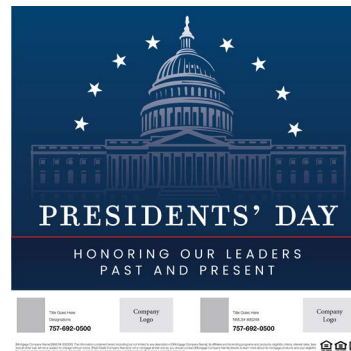
Home Sweet Home Loan



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Presidents' Day

FEBRUARY 17



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Love at First Sight



Click [here](#) to create Postcard and order.

Valentine's Day Recipe



Click [here](#) to create Postcard and order.

Click [here](#) to create for Social Media and post to Facebook, LinkedIn and Instagram.

Love Where You Live Selling or Buying



Click [here](#) to create Postcard and order.

Click [here](#) to create for Social Media and post to Facebook, LinkedIn and Instagram.

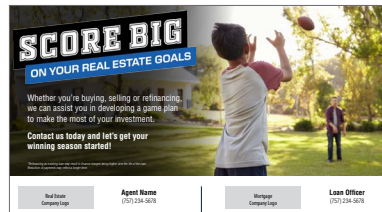
Game Day

FEBRUARY 9



Click [here](#) to create Postcards and order.

Score Big On Your Real Estate Goals

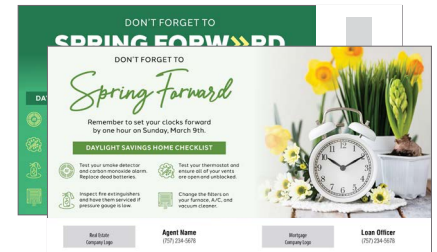


Click [here](#) to create Postcard and order.

Click [here](#) to create for Social Media and post to Facebook, LinkedIn and Instagram.

Daylight Savings

MARCH 9



Click [here](#) to create Postcards and order.

Click [here](#) to create for Social Media and post to Facebook, LinkedIn and Instagram.

Valentine's Day Greeting Cards



Click [here](#) to view all Greeting Cards, create and order.

Click [here](#) to view all E-Cards, create and order.

Delivery dates may vary depending on weekends, holidays, and U.S.P.S. volume. Greeting Card orders may take 2-3 days longer to process. Contact [Marketing](#) for any questions regarding delivery dates.

A Home Where You Can...

POSTCARD CAMPAIGN



Click [here](#) to view postcard, create and order. To view all postcards in this campaign, click [here](#).

Home Maintenance Tips

12 MONTH POSTCARD CAMPAIGN



Click [here](#) to view postcard, create and order. To view all postcards in this campaign, click [here](#).

Love Where You Live

CUSTOMIZABLE 'LOCAL' POSTCARD CAMPAIGN



Click [here](#) to view customizable postcard samples. To view all postcard samples in this campaign, click [here](#).

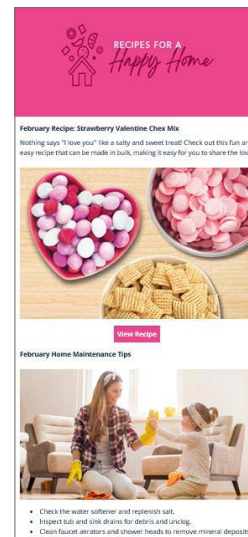
Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to marketing@townebankmortgage.com and include the information below:

- The content you'd like us to customize.
- Mailing list (Excel file) or let us know if you'd like us to pull a mailing list for you.
- Co-Branding partner's Name and additional information, if not on file; title, contact info, headshot, company logo, etc.
- Date you'd like the postcard delivered by.

Once we receive your request, our team will customize the card with the information you provided and send you a proof for review!

Happy Home Campaign

12 MONTH EMAIL CAMPAIGN



Click [here](#) to view email, send or schedule. To view all emails in this campaign, click [here](#).

March Pop-Bys

[CLICK TO ORDER >](#)

DEADLINE TO ORDER: FEBRUARY 18

PLEASE NOTE: Our pop-bys are offered a month in advance so that you may order your supplies for the following month's event/handouts.

COST: \$2.00 EACH

If planning a Pop-By event...

- Loan Officer selects a date and time with their Broker. Plan to set aside 1.5–2 hours, depending on the event. (lunch, coffee, breakfast, etc).
- Deadline for ordering all pop-by materials is **February 18** to ensure your supplies arrive on time.
- Loan Officers are responsible for inviting Agents to the event and ordering and expensing any refreshments.

If ordering Pop-Bys outside of an event...

- Please submit orders by **February 18** and make sure to allow at least two weeks for orders to arrive at your location.

What is a Pop-By?

Pop-bys are personalized gestures where loan officers and agents visit past and prospective clients with small, but impactful, gifts. These thoughtful presents usually have a catchy slogan attached and are a way to remind clients of who you are. Pop-by gifts are versatile and can be given anytime throughout the year.

Benefits of hosting a Pop-By Event:

- It's the perfect opportunity for you and your agents to learn and grow together.
- Plan enticing content to present at the event with your strategist, or if you want to host a simple event with no further educational information, no problem!
- Pair the event with food and refreshments to enhance the setting, like morning coffee, lunch or happy hour!



SKITTLES



SMILEY FACE COOKIE



MARDI GRAS BEADS

Watch Party



EMAIL: Click [here](#) to create, send or schedule.

FLYER: Click [here](#) to request

Instructions:

1. Decide on which game you want to watch! (Super Bowl, Basketball: March Madness, etc.)
 - Choose the location with the right atmosphere (Bar, Restaurant, Brewery, etc)
 - Call the venue and see if you can either rent out the bar area, or see if you can just reserve some high top tables.
 - Make sure they can play the game that you are advertising in your “Watch Party”
 - Decide if everyone will receive a drink ticket on arrival, or if you will buy the first round.
 - Order a couple of community apps
 - Choose the time frame to be the first half of the game. Folks are welcome to stay longer than that – but the “event” time needs to be limited.
2. Bring:
 - Your Business Cards
 - Collateral Brochures or Flyers
 - Little promo Door Prizes
3. Rules
 - Be sure to invite past Clients, current Clients and future Clients as well as your Colleagues
 - You may co-host the Happy Hour/Watch Party with an Agent, but the Agent must pay for 50% of the total cost

Super Bowl Squares Contest



EMAIL: Click [here](#) to create, send or schedule.

FLYER: Click [here](#) to request your custom flyer.

Instructions:

1. Go to: superbowlpoolsite.com and click the “Create a Squares Contest” button
2. Fill in your name and email and then click “Create My Contest” button
3. Create Contest Name: “[Your Name] Super Bowl Squares Contest”
4. Create a password that players must enter in order to pick a square
5. Next, invite your players! Click the Green invite box, copy link and then you’re good to go!
6. Please note: If you find more than 100 people interested in playing, you may go to settings, copy this contest and then group the two together
7. Don’t forget to assign the numbers before the game begins so players can follow along with their square

Official Rules:

1. The game needs to be free to play – betting with money is not compliant
2. Winner can win a company branded prize – like apparel, a basket, Rowena cake, cutting board etc
3. Disclaimer: All who enter are eligible to win, etc.
4. One square per person

Chili Cook Off



EMAIL: Click [here](#) to create, send or schedule.

FLYER: Click [here](#) to request

Instructions:

1. Prepare:
 - Pick a date, time and location that works for most people.
 - Send out invitations including information on how to sign up for the contest.
2. Day of the Cook-Off:
 - Decorate your space! Think Chili-Themed with Cowboy hats, chili peppers, etc.
 - Provide drinks and sides like cornbread, chips, and salsa.
 - Have voting cards and pencils at the ready for guests to vote for their favorite chili.
 - Provide guests with bowls, plates, spoons and napkins and have a few large spoons or ladles on hand for serving.
3. Rules:
 - Have categories like "Spiciest," "Most Creative," "People's Choice." for guests and/or a panel of judges to vote on.
 - Winner(s) can win a company branded prize – like apparel, a basket, Rowena cake, cutting board, etc.

Most importantly, relax, have fun, and enjoy the delicious chili.

IN CASE YOU MISSED IT...

Benefits of a Co-Signer on Your Mortgage



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

EMAILS: Click [here](#) to create, send or schedule.

Preparing for Homeownership



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

EMAILS: Click [here](#) to create, send or schedule.

POSTCARD: Click [here](#) to view, create and order.