

# Marketing Follow-Up Calendar & Planning Tool

Systemize your follow-up effort with MarketSharp. Give us a call at 1-800-335-4254 to take advantage of the industry-specific, turnkey resources (mailers, messages, marketing kits, etc.) available to make this important process as easy as possible.

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## Motivate Unsold LEADS with Consistent, Effective Follow-Up Marketing (10 Simple Follow-Up 'Touches')

Don't let leads fall through the cracks after your first visit. Win them back with a proper follow-up program. Below you'll find an example of a 'lead follow-up calendar' you might use to revive your unsold leads. You'll find soft 'touch' ideas to implement like thank you notes, post-appt feedback, postcard mailings, email updates, special occasion announcements, etc. included in the calendar.

### Follow-Up Marketing Calendar Example

#### A Sequential Multi-Step Marketing 'Touch Campaign':

1. Pre-Appointment	(Day -3)	Mail or Email an <b>appointment reminder letter</b> plus give the lead a personal confirmation phone call reminder
2. Post-Appointment	(Day 2)	Mail or Email a <b>thank you note</b> for appointment
3. Week One	(Day 7)	Mail Lead <b>follow-up Survey</b> requesting post-appointment feedback
4. Week Two	(Day 14)	Email or Follow-up with a phone call as a <b>reminder to return Survey</b>
5. Week Three	(Day 21)	Follow-up phone call to get <b>survey results</b> or to review collected survey information
6. Month One	(Day 28)	Email lead to see about any <b>additional questions</b> or requests and include a link or list of customer testimonials
7. Month One & Half	(Day 42)	Follow-up phone call as a courtesy to
8. Month Two	(Day 56)	Depending on lead status...
		A) If you gave a quote - Mail a <b>Power Proposal letter</b> with copy of quote to reinforce initial quote B) if a quote was not offered - Mail educational information like a <b>FREE Report</b> like "How to Choose the Right Contractor For Your Home Improvement Project"
9. Month Two & Half	(Day 70)	Mail postcard to <b>reinforce initial quote or FREE Report</b> information and offer another opportunity to meet for a consultation
10. Month Three & Beyond	(Day 84)	Combine Mail and Email to send <b>consistent monthly follow-ups</b> like special offers, educational material, birthday greetings, newsworthy company updates etc. as an ongoing way to nurture your leads.

OK – there's a lot that could be said about every step in the follow-up process. And even though this process is tedious and time-consuming... guess what? It works! Period. When you begin to properly follow-up with your leads using education, repetition and variety, your numbers will absolutely shoot through the ROOF! (Pun intended!)

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