

GMHfH and CHT Marketing Timeline and Checklist

Launch Date on Website: _____ Selection Deadline: _____

Property Address: _____

Pre-Launch:

- Receive pricing and timeline details from David Mullin at GMHfH
- Set-up a time that Allison (GMHfH) and Chelsea (CHT) can meet to go over marketing timeline/details: _____
 - When is the official launch date? _____
 - When is the selection deadline? _____
 - Will GMHfH and CHT host a joint informational meeting? _____
 - What papers are we submitting to? What are the deadlines?
 - Paper: _____ Deadline: _____
 - Paper: _____ Deadline: _____
 - Chelsea to ensure we have pictures needed to market and work with Sylvie to create any posters/marketing material needed.

Launch:

- On Launch Date (typically Wednesday):
 - Chelsea to input the home on the CHT website linked to main Shared Equity page and Habitat page
 - Send link to Allison for review
- Day After Launch Date (typically Thursday):
 - Chelsea to post the home on CHT's Facebook and tag GMHfH
 - Allison to share the post on GMHfH's page
 - Chelsea to set-up constant contact e-newsletter to go out to SEP prospective buyers. Include date of joint informational meeting, if any..
- Within Week After Launch Date
 - Chelsea to input home onto Zillow
 - Chelsea to input home onto Craigslist
 - Chelsea to work with Sylvie to set-up BFP Ad to go out in the Sunday paper
 - Chelsea to work with Sylvie to set-up BFP e-newsletter blast to go out to specified area with desired criteria
 - Chelsea to create Front Porch Forum post, Allison to post
 - Allison to set-up ongoing Instagram, Facebook, and Google Ads
 - Allison to drop brochures/information off at ReStore

- Allison to send information to current GMHfH homeowners via email
- Beginning of Second Week:
 - Meeting to Check-in about marketing: _____
 - What additional marketing is needed and who is responsible?