

COVID-19 Marketing Plan

Week #	Date	# Pcs	Target?	What is the Action Required?	Marketing Medium	Responsibility	Cost
1	4/6	250	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		50	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 42
2	4/6	250	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		50	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 42
		5	Fishing on Craigslist	Post On CL for sellers	Internet/Craigslist	Josh	NA
3	4/6	375	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		75	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 63
4	4/6	375	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		75	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 63
		10	Fishing on Craigslist	Post On CL for sellers	Internet/Craigslist	Josh	NA
						Monthly Total:	\$ 210
5	4/6	400	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		75	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 63
6	4/6	400	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		75	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 63
		10	Fishing on Craigslist	Post On CL for sellers	Internet/Craigslist	Josh	NA

Week #	Date	# Pcs	Target?	What is the Action Required?	Marketing Medium	Responsibility	Cost
7	4/6	500	MSDF (phone only)	Cold Calling	Phone	Josh	NA
		100	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 84
		10	Fishing on Craigslist	Post On CL for sellers	Internet/Craigslist	Josh	NA
	4/6	500	MSDF (phone only)	Cold Calling	Phone	Josh	NA
8		100	Postcards (black ink)	Create/schedule card	Postcard	Josh	\$ 84
						Monthly Total:	\$ 294