

NEW COMMUNITY/PHASE PROMOTIONAL CHECKLIST

From the list below, please promote a minimum of **3** with a goal of **6** milestones for each new community/phase using the **Promotional Timeline**.

Community Development Stage – Create Social Media Posts, E-Blasts, or Events around these milestones

- First Excavation
- First Dirt Moved
- Staked Roads
- Paved Roads
- Realtor Sneak Peek
- Community Sneak Peek
- Community Preview/Muddy Boots/VIP Event
- Grand Opening of Community

Model Home Building Stage – Create Social Media Posts, E-Blasts, or Events around these milestones

- Selections/Design/Features
- First Dig
- Framing
- Trim
- Painting
- Flooring
- Grand Opening of Staged Model/Plan Party

Available Eastbrook Support – Send email request to Sarah/Marissa 30 days prior “need completed by” date

New Community/Phase

- Map (community/phase) **(Sarah)**
- Brochure **(Sarah)**
- Page on Website (new page for new community/update community page for new phase) **(Sarah)**
- Blog Post “New Community/Phase” **Feature (Sarah/Marissa)**
- Press Release **(Sarah/Marissa)**
- Photographer **(Sarah/Marissa)**

Events

- Flyer **(Sarah)**
- Page on Website – Public or Realtor Events Only **(Sarah)**
- Blog Feature **(Sarah/Marissa)**
- E-blast Feature **(Marissa)** – Public or Realtor Events Only (can send blasts to Realtor list)
- Facebook Event **(Marissa)** – Public Events Only
- Facebook Post Two Weeks Prior **(Marissa)** – Public Events Only
- Facebook Post Week Of **(Marissa)** – Public Events Only
- Photographer **(Sarah/Marissa)**