



Minerva Marketing Campaign _1200 Ponce A7 & Hayden

DATE	TOPIC	COPY	HASHTAGS	AUDIENCE	LINK TO EMAIL	LINK TO POST
SOCIAL MEDIA (FB/IG)						
Wednesday, July 24, 2024	Hayden SOLD	Focus on incentive (jedi swagkit and video)	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Thursday, July 25, 2024	1200 Ponce	Focus on incentive (jedi swagkit and video)	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Thursday, July 25, 2024	Hayden Worside	Focus on incentive: washer/dryer/Velgo/Yoda (swagkit)	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Friday, July 26, 2024	1200 Ponce	Open House on Sunday	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Friday, July 26, 2024	Hayden Worside	Open House on Sunday	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Sunday, July 28, 2024	1200 Ponce	Open House Today	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Sunday, July 28, 2024	Hayden Worside	Open House Today	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Tuesday, July 30, 2024	Hayden	Focus on upgrades: cabinets, fireplace, exhaust, driveway with	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Thursday, August 1, 2024	1200 Ponce	Focus on incentive, location, location	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Friday, August 2, 2024	1200 Ponce	Open House on Sunday	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Friday, August 2, 2024	Hayden Worside	Open House on Sunday	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Sunday, August 4, 2024	1200 Ponce	Open House Today	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Sunday, August 4, 2024	Hayden Worside	Open House Today	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Thursday, August 8, 2024	Ponce Post	Shared new video and text focused on history and inspiration.	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Friday, August 9, 2024	Hayden Worside	Open House this Sunday	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Friday, August 9, 2024	Hayden Worside	Open House this Sunday	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Sunday, August 11, 2024	1200 Ponce	Open House Today - Last chance for incentive	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Sunday, August 11, 2024	Hayden Worside	Open House Today - Last chance for incentive	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
6/5/2024 through 8/15/2024	1200 Ponce as RHM's Facebook	Just Art	N/A	N/A		
Monday, August 12, 2024	1200 Ponce	Last Post for Push	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
Monday, August 12, 2024	Hayden Worside	Last Post for Push	#ponceadvisors #minerva #newconstructionhomes #bushbills #beathor #marcorchale #ponceadvisors #minerva	Salary Range of 8 Figures, History Buffs, Chatelains, Hardcore Intoxicans, Grandchildren of Intown Kids, Recent Empty Nesters, Supporters of the		
POSTCARDS MAILING						
Friday, August 9, 2024	Both Handels and	Basic goes out with info.	N/A	Database of 1,140 Recipients		
MARKET BROS EBLASTS						
Monday, June 24, 2024	WM June 2nd	Featured Property: 1033 Division/Hayden	N/A	Emailled to 1,120 Recipients	View Online Brochure	
Thursday, July 25, 2024	WM July 2nd	Featured Property: 1200 Ponce	N/A	Emailled to 1,120 Recipients	View Online Brochure	
AGENT EBLASTS						
Monday, June 10, 2024	Featured Double	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Tuesday, June 18, 2024	Featured Double	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Tuesday, June 18, 2024	Featured Double	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Friday, June 28, 2024	Featured Double En.	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Tuesday, July 16, 2024	Featured Double's	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Friday, July 26, 2024	Both Handels	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Saturday, August 3, 2024	Promoted Agent	See link to right.	N/A	Emailled to 1,120 Agents	View Online Brochure	
Friday, August 9, 2024	1200 Ponce and		N/A	Emailled to 1,120 Agents		
Friday, August 9, 2024	1200 Ponce and		N/A	Emailled to 1,120 Agents		
WEEKLY ROUND UP EBLASTS						
3/5/2021 through 6/28/24	Both properties	Appeared in New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		
Friday, July 5, 2024	Both properties	Appear in both Open House and New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		
Friday, July 12, 2024	Both properties	Appear in both Open House and New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		
Friday, July 19, 2024	Both properties	Appear in both Open House and New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		
Friday, July 26, 2024	Both properties	Appear in both Open House and New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		
Friday, August 2, 2024	Both properties	Appear in both Open House and New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		
Friday, August 9, 2024	Both properties	Appear in both Open House and New Construction Sections	N/A	Weekly Round Up Database of 9,800 Recipients		