

---

# Marketing *Plan* 2026



# 2026 MADISON MARKETING *OVERVIEW*

---

## MONTHLY

Property Marketing  
Custom Marketing  
3 ActivePipe Emails  
20 Social Posts  
Marketing Meetup

Each month, you can request property marketing and custom marketing support, while automatically receiving three pre-built ActivePipe emails and 20 social posts. You'll also have the opportunity to join our monthly Marketing Meetup, where we hold open floortime to answer questions and provide guidance.

## QUARTERLY

Postcards  
Pop-by Tags  
Quarterly Market Reports

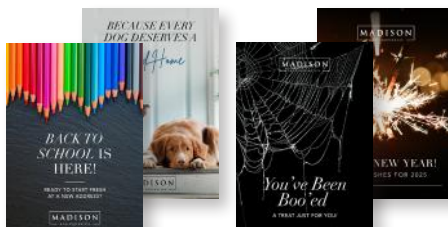
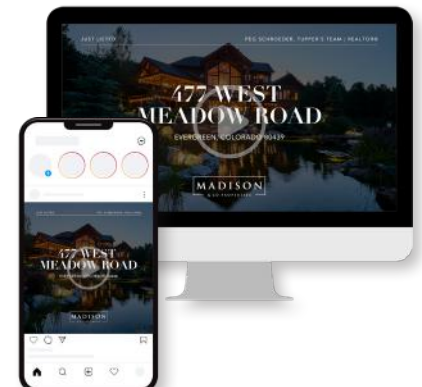
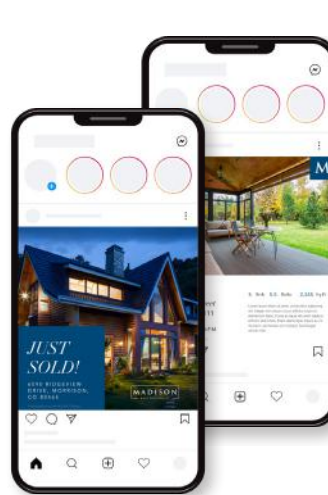
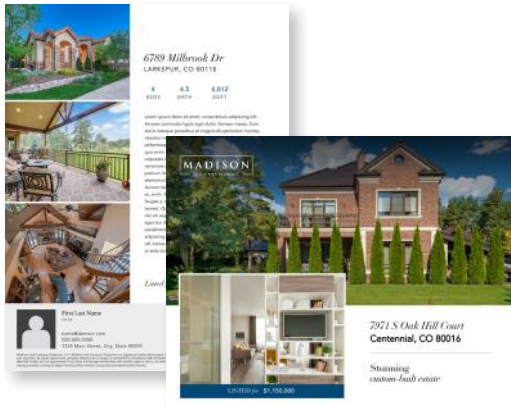
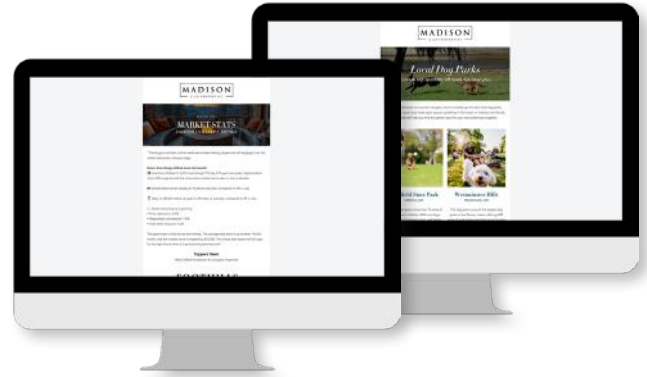
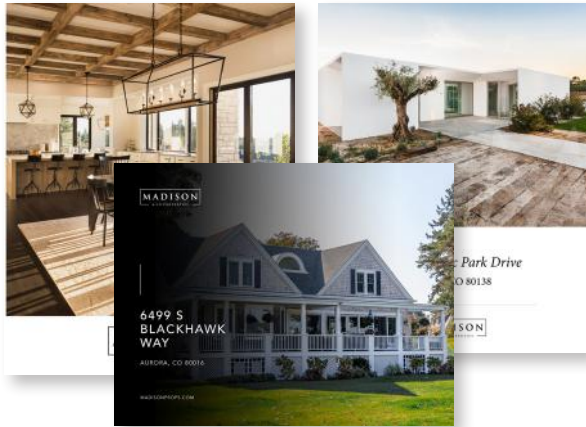
Each quarter, you'll receive Pop-by tags, postcards, the 2025 Year End Report, and 2026 Market Reports for Q1-Q3 to support consistent outreach and provide timely market insights.

## ANNUALLY

Seller Guide  
Buyer Guide  
Neighborhood Guides

Each year, you get cornerstone resources including the Seller Guide, Buyer Guide, and Neighborhood Guides to educate clients and showcase your expertise.

# EXAMPLES OF MARKETING MATERIALS



# MARKETING UPDATE

## *EMAIL ANATOMY*



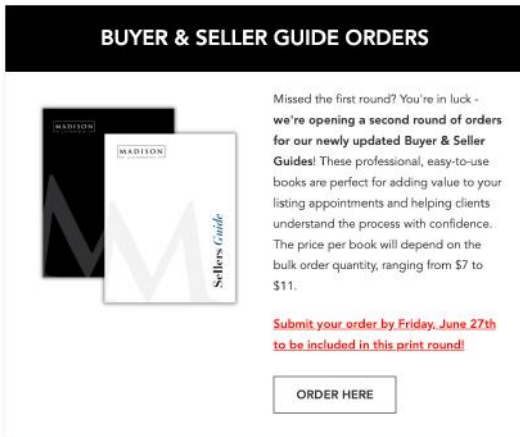
### INTRODUCTION

Marketing update emails are sent bi-weekly, on the 1st and 3rd Wednesdays of each month.



### IMPORTANT DATES

Check this section for upcoming events and trainings. You'll find the date, time, location, and RSVP link if applicable.



### ORDER FORMS

If there are any upcoming bulk orders, this section will provide details including the order form and its deadline.



### MONTHLY SOCIAL MEDIA CONTENT

This section features a preview of that month's graphics, a download link. You'll also find a link to our Social Media Vault for access to previous posts.

# MARKETING UPDATE

## *EMAIL ANATOMY*

**SEASONAL TEMPLATES IN DESIGN SUITE**



**POSTCARD**      **POPBYPY TAG**

Use these templates to stay in touch with your sphere! You can find these in Madison Design Suite under "Custom Postcards" & "Monthly Popbys".

**\*NEW\* Halloween Poppy Tag  
Snow vs Green Postcard**


[EDIT TEMPLATES](#)

\*New postcards will be available once a quarter\*  
Please reference our [2025 Marketing Plan](#) for details.

### QUARTERLY TEMPLATES

This section showcases new print templates outlined in our Marketing Plan and provides guidance on locating the designs.

**MADISON DESIGN SUITE**



**NEW & UPDATED JUST LISTED TEMPLATES**


Two new and improved Just Listed templates are now available in Madison Design Suite. Based on some of our most popular designs, these refreshed templates make it even easier to showcase your listings with a polished, modern look. Ready to use and customizable, they're designed to help your marketing stand out.

[CLICK HERE TO USE](#)

### MARKETING TIP

This section delivers fresh ideas and resources to help you grow your business. Each email may feature a quick marketing tip, showcase new Madison Design Suite templates, or highlight the latest Madison University updates to keep you informed and equipped.

**NEW ACTIVEPIPE TEMPLATE**



**August Market Stats & Fall Events**

This engaging email blends timely market insights with a roundup of fun fall happenings around Colorado. It's the perfect mix of valuable info and seasonal lifestyle content to keep your marketing personal, local, and top of mind with clients.

[Login to ActivePipe for Templates!](#)

[Don't know how to access the shared templates?  
Click here for a short tutorial!](#)

### NEW EMAIL TEMPLATES

This section showcases new templates outlined in our Marketing Plan, along with a tutorial on how to access them from your account.

# ACTIVEPIPE

## *EMAIL MARKETING*

---

### **JANUARY**

- DMAR/Foothills Market Stats\*
- Colorado Free Days\*
- Year End Report

### **FEBRUARY**

- DMAR/Foothills Market Stats\*
- Lucky Moving Traditions
- Renting vs Selling\*

### **MARCH**

- DMAR/Foothills Market Stats\*
- Local Plant Shops\*
- Referral Email - April Showers

### **APRIL**

- DMAR/Foothills Market Stats\*
- Mother's Day Outings\*
- Q1 Report

### **MAY**

- DMAR/Foothills Market Stats\*
- Best Golf Spots for Dad\*
- Smart Summer Upgrades

### **JUNE**

- DMAR/Foothills Market Stats\*
- Best Colorado Lakes
- Referral Email - 4th of July\*

### **JULY**

- DMAR/Foothills Market Stats\*
- Keeping Your Home Cool\*
- Q2 Report

### **AUGUST**

- DMAR/Foothills Market Stats\*
- Fall Leaf Peeping\*
- Green vs Snow Photos

### **SEPTEMBER**

- DMAR/Foothills Market Stats\*
- Local Pumpkin Guide
- Scary Real Estate Myths\*

### **OCTOBER**

- DMAR/Foothills Market Stats\*
- Holiday Hosting Shortcuts\*
- Q3 Report

### **NOVEMBER**

- DMAR/Foothills Market Stats\*
- Holiday Light Shows
- Referral Email - Gratitude\*

### **DECEMBER**

- DMAR/Foothills Market Stats\*
- Non-Skiing Winter Activities
- Preparing for Freezing Temps\*

***\*Included in the Company Send Program***

## COMPANY SEND PROGRAM

### STAY CONNECTED, WE DO THE WORK

Each month, we will send two emails on your behalf to keep you connected with your clients effortlessly. The first email is sent around the 7th (timing varies on data availability), and the second goes out around the 22nd.

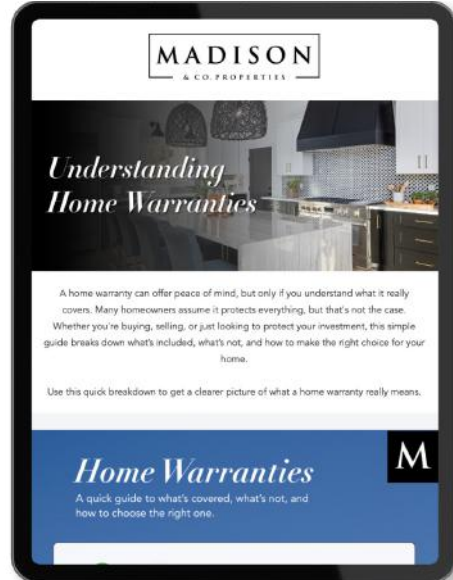
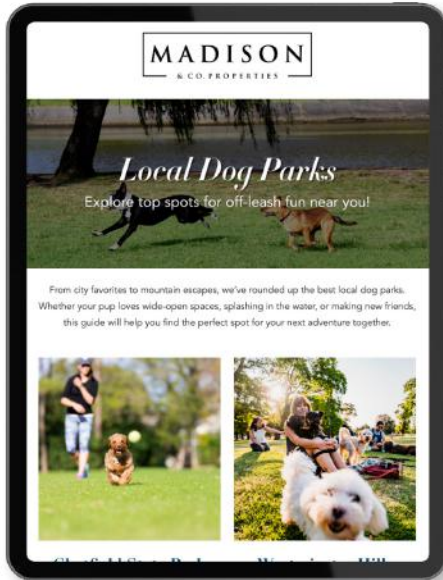
NOTE: A preview of each email will be sent for review a few days in advance.



**SCAN TO JOIN!**

# ACTIVEPIPE

## EMAIL EXAMPLES



# QUARTERLY POP-BY *TAGS & GIFT IDEAS*

Staying top-of-mind doesn't have to be complicated. With quarterly pop-by tags and gift ideas ready to go, you can easily add a personal touch that clients will remember.

To simplify your pop-by gifting, we'll now provide a bulk-purchase link with each tag. You'll receive the link in the marketing update alongside the announcement of each new pop-by tag.

## QUARTER 1



Handwarmers

## QUARTER 2



Reusable Bag

## QUARTER 3



Luggage Tag

## QUARTER 4



Mulling Spices

# QUARTERLY *PRINT MATERIALS*

Keeping in touch is simple with quarterly postcards created for you. Designed to be eye-catching and on-brand, these ready-to-send pieces make it easy to stay connected and top-of-mind with your clients all year long.

## QUARTER 1



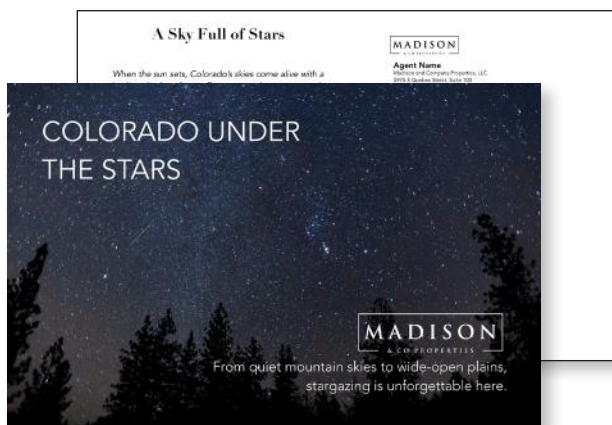
Winter Activities

## QUARTER 2



Spring Activities

## QUARTER 3



Perfect Stargazing Spots

## QUARTER 4



Holiday Notecards

---

# Additional *Resources*

## TABLE OF CONTENTS:

Who Does What  
Technology Breakdown  
Monthly Meetup Schedule  
Madison University  
Preferred Vendors  
Turnaround Times

# WHO *DOES* WHAT?

Not sure where to send your question? This page outlines key distribution emails and when to use them, making it simple to connect with the right team for fast, effective support.

## ADMIN TEAM

ADMIN@MADISONPROPS.COM

### WHY EMAIL ADMIN?

- Transaction Activity Updates
- General Office Questions
- TIRs

## MARKETING TEAM

MARKETING@MADISONPROPS.COM

### WHY EMAIL MARKETING?

- All Property Marketing
- Custom Projects
- Marketing Automation
- Social Media Support

## CONCIERGE

CONCIERGE@MADISONPROPS.COM

### WHY EMAIL CONCIERGE?

- New Files
- MLS Entry
- Sign Install Requests
- Transaction Activity Updates

## MANAGING BROKER

MANAGINGBROKER@MADISONPROPS.COM

### WHY EMAIL MANAGING BROKERS?

- Contractual Questions
- Transaction Problems

## TECH SUPPORT

SUPPORT@MADISONPROPS.COM

### WHY EMAIL SUPPORT?

- IT Issues
- Questions About Tech
- Signature Lines

## OPERATIONS

TLC@MADISONPROPS.COM

### WHY EMAIL OPERATIONS?

- Madison Leadership Support
- Internal Inquiries
- Company Strategies

## LEADS PROGRAM

LEADS@MADISONPROPS.COM

### WHY EMAIL LEADS?

- Program Inquiries

# TECHNOLOGY *BREAKDOWN*

---

## MADISON HUB - ACCESS ALL PLATFORMS HERE

Access all that Madison has to offer through the Madison Hub your single sign-on. From CTM eContracts, to social media management, the hub streamlines all aspects of your workflow, saving valuable time and improving efficiency. Madison continues to provide the best technology in the industry to help grow your real estate business.

- Madison CRM
- Social Post Scheduler & Curated Content
- Agent Website
- Lead Generation Tracker
- AI Property Description Generator
- Madison University
- Schedule Coaching Meeting
- Reserve Office Space or Conference Room
- Company Calendar
- Preferred Vendor List
- Marketing Request Form
- Activity Report Form
- SLS Second Opinion
- Quick Links
  - RealScout
  - Back Agent
  - REColorado
  - Madison Design Suite
  - ActivePipe
  - and more!

## MADISON DESIGN SUITE

Madison Design Suite is the destination for you to effortlessly create print and digital property marketing materials. With a wide array of Madison-branded templates at your disposal, you can dive right in and start crafting professional materials in no time. Additionally, by using the property MLS number, you can import property information and photos directly into the templates. Madison Design Suite is now available on mobile to create digital assets on the move. Access all the social media templates from the APP.

- Property Flyers/Brochures
- Property Social Media Templates
- Eflyer Templates
- Featured Cards
- Custom Designs & More
- APP for Social Media

APPLE  
APP STORE



GOOGLE PLAY  
APP STORE



# TECHNOLOGY *BREAKDOWN*

---

## ACTIVEPIPE EMAIL MARKETING

Using ActivePipe, you can effortlessly nurture your sphere by creating engaging property emails or by using our library of professionally designed templates created by our expert marketing team. Schedule emails at your convenience, gain insights through detailed reports to track client engagement and maintain seamless communication with your valued clients.

## BACKAGENT

Starting from the moment you secure a Listing or a New Under Contract, BackAgent will guide you through the whole transaction process.

- Track all Madison Required Documents during the Executed Contract Phase
- Managers can Review Paperwork and Funding Requests from their Agent during Pre-Closing
- Once Completed, your Files will be Archived in the Cloud Should You Ever Need Them

## REALSCOUT

A private, agent-branded collaborative search platform and listing alert system that is designed to keep you and your clients connected throughout the home search process.

- Accurate Data from the MLS
- Customized & Personalized Listing Emails Highlighting Important Features to Clients
- Click-Through Rates 10x Better than Competing Real Estate Emails
- Real-time Insights into your Client's Behavior and Preferences - Know when your Clients Change their Minds About Preferences, Location, or Price



# MADISON *UNIVERSITY*

Madison University is your on-demand hub with 3–7 minute videos on technology platforms, FAQs, and longer trainings. A new “Other” section features replays of unique classes and guest speakers, making key content easy to revisit anytime.



SCAN TO  
LEARN MORE



---

## PREFERRED *VENDORS*

### PROFESSIONAL PRINTING

#### **Minuteman Press**

(303) 744-6100 | MMPDenver@gmail.com  
Denver.minutemanpress.com

#### **Access Printing**

(303) 789-7636 | Info@AccessPrint.biz  
AccessPrint.biz

### QUICK PHOTO EDITING

#### **Box Brownie**

Hello@BoxBrownie.co  
BoxBrownie.com

### HEADSHOT PHOTOGRAPHY

#### **Purely Perspective | April Martinez**

PurelyPerspective.com

#### **211 Photography**

(720) 299-6278  
211Photography.com

---

## MONTHLY MARKETING *MEET UPS*

Once a month, the Marketing Team hosts an open-floor meetup to answer questions, support marketing and social media planning, and give refreshers on tools like Design Suite, ActivePipe, the Hub, and the Social Planner. Meetings rotate between the DTC, Evergreen, and Cherry Creek offices.



SCAN TO  
VIEW THE  
SCHEDULE

# MARKETING COLLATERAL *TURNAROUND TIMES*

Below are the turnaround times for property and custom marketing materials. We are committed to providing you with the best service possible. **Please note that turnaround time begins only AFTER all required items are submitted.** You may submit a request before photos are available, but all other information must be included. If you have a tight deadline, please note it in your request, and we will do our best to accommodate.

| PROPERTY MARKETING   | EXPECT A PROOF BY<br><i>Once all items are submitted</i> |
|--|--|
| <b>Property Print Designs</b><br>1-4 Page Brochures, Flyers, & Postcards               | <b>1 Business Day</b>                                    |
| <b>Property Digital Designs</b><br>Social Graphic, eBlasts, Video Slideshow & Websites | <b>2 Business Days</b>                                   |
| <b>Multi-Page Luxury Listing Presentation</b><br>8-12 Page Brochures                   | <b>3 Business Days</b>                                   |

| CUSTOM MARKETING<br>(Max of 10 Per Calendar Year)  | EXPECT A PROOF BY<br><i>Once all items are submitted</i> |
|--|--|
| <b>Custom Marketing</b><br>Postcards, Flyers, Simple Brochures, Pop-Bys, Door Knockers, Newsletters, Social Media Graphics, eBlast Templates, etc. | <b>7 Business Days</b>                                   |
| <b>Custom Video &amp; Ad Marketing</b><br>Slideshow Videos & Advertisements  | <b>7 Business Days</b>                                   |

## BUYER & SELLER GUIDES

Personalized Buyer and Seller guides are available upon request at the beginning of every year. Madison marketing coordinates a bulk print order at the start of the year, giving you access to printed copies at a reduced cost, while digital versions are always free. You can also access a generic digital version anytime at [MadcoDigitalPublications.com](http://MadcoDigitalPublications.com).

For the complete version of the Marketing Collateral Turnaround Times, scan the QR code.



For questions and concerns, or project related inquiries, contact [marketing@madisonprops.com](mailto:marketing@madisonprops.com)



(303) 771-3850

[www.MadisonProps.com](http://www.MadisonProps.com)

