



# FAAR Marketing Request Form

Name of event, project, program \_\_\_\_\_

Value/need- \_\_\_\_\_

Which established FAAR key message (from the Communications Plan) applies?

Which Strategic Goal does this reference?

Audience – Who is this for? Mark all that apply

Prospective REALTOR® \_\_\_

New REALTOR® \_\_\_

Experienced REALTOR® \_\_\_

Long Term REALTOR® \_\_\_

Broker \_\_\_

Affiliates \_\_\_

Consumers \_\_\_

Government Regulator \_\_\_

Government Official \_\_\_

Press \_\_\_

Origination of idea \_\_\_\_\_

FAAR member responsible as project lead \_\_\_\_\_

Start date \_\_\_\_\_

End Date \_\_\_\_\_

Communications tools to utilize

Website \_\_\_

Weekly Updates \_\_\_

Standalone Email Blast \_\_\_

In house flyer distribution centers \_\_\_

Office visits \_\_\_

Video \_\_\_

Other

Facebook \_\_\_

Twitter \_\_\_

LinkedIn \_\_\_

Instagram \_\_\_

Press \_\_\_

Marketing Strategy/Idea 1 \_\_\_\_\_

Marketing Strategy/Idea 2 \_\_\_\_\_

Marketing Strategy/Idea 3 \_\_\_\_\_