

# Your Marketing Timeline

Working with our in-house marketing and advertising agency, your Compass agent will target the right audience across the most effective channels with a cohesive brand — all to elevate the style and story of your home.

**1**



## Staging

Appliance upgrades  
Furnishings  
Virtual staging

**2**



## Imagery

Daytime photography  
Twilight photography  
Aerial footage  
Lifestyle video

**3**



## Floorplan

Traditional floorplan  
Virtual walkthrough

**4**



## Listing Launch

Compass.com  
MLS  
Syndication

**5**



## Signage

Townhouse sign  
Window decal  
Open house sign

**6**



## Email Campaign

Property announcement  
Open house invitations  
Company email inclusions

**7**



## Print Campaign

Postcards  
Brochures  
Advertising  
Public relations

**8**



## Digital Campaign

Paid social media promotion  
Feature on Compass channels  
Advertising

**9**



## Events

Brokers' open  
Open house  
Special events