

THE MARKETING MIX

November 2025

3

Seasonal **themes**
& **topics** to help

**AMPLIFY YOUR
MARKETING
RESULTS**



Look inside for more tips!

Cold to Gold Framework

Social Media Prompt

Client Event Ideas

and More!

SEASONAL TOPICS

Struggling with creating informative and timely communications? Here are suggested seasonal topics. Creating content around these themes will lead to higher engagement with your audience due to their timeliness!

No time to create your own content?

No problem, check out our suggested ready-to-go campaigns on Page 4.



National Gratitude Month



Veterans & Military Family Month



National Home Care & Hospice Month

Achieve better results with a

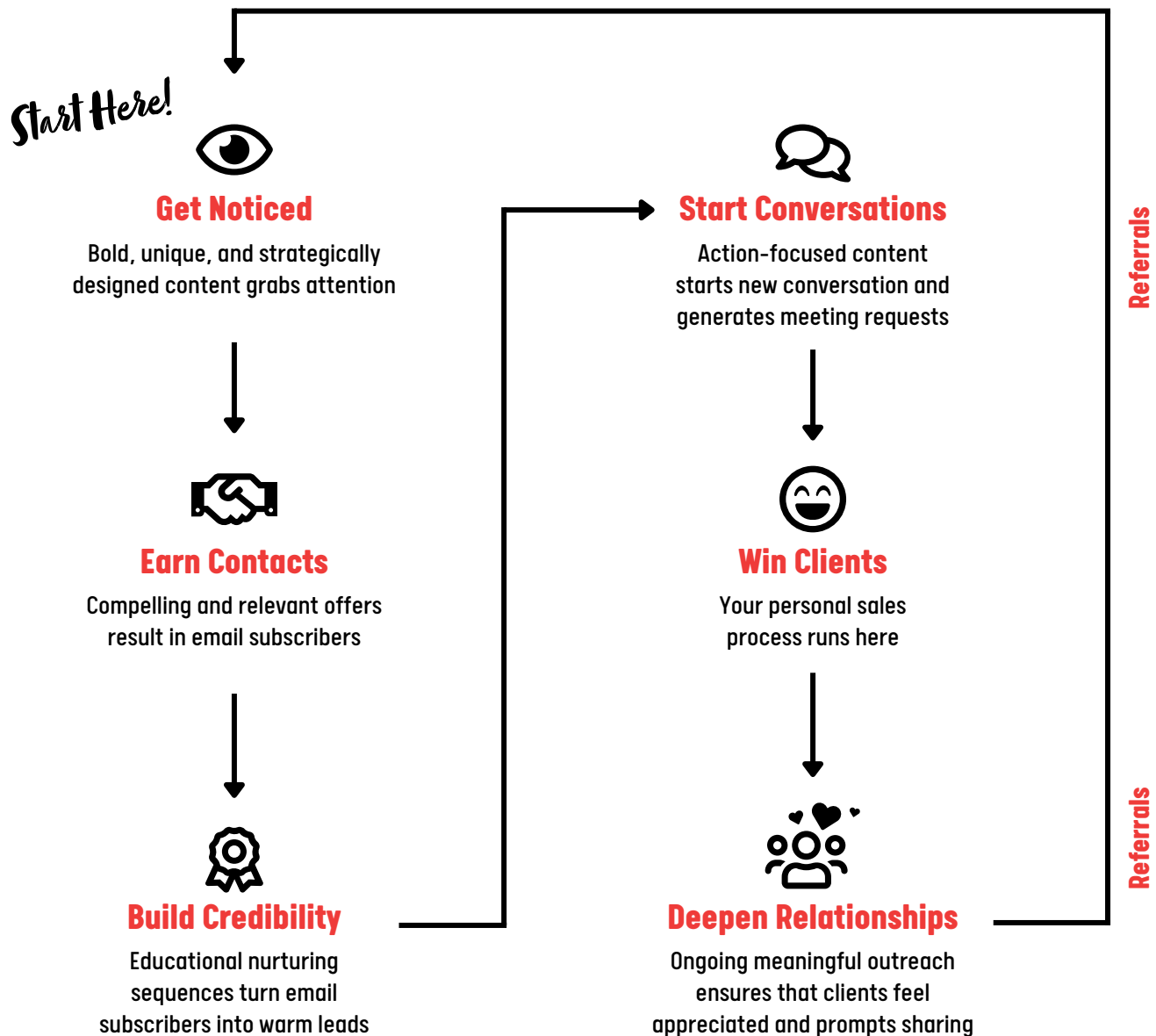
COMPLETE STRATEGY

The Cold to Gold framework

The **Cold to Gold Framework** is our proven strategy to help you take your prospects and turn them into clients.

The campaigns in this Marketing Mix fit into various positions within the framework to help you create a robust marketing experience for your clients and prospects.

Match up the icons below to the campaigns within the mix!



5 CAMPAIGNS

to *jumpstart* the month

With such robust content to sift through every month, we'd like to give you our top picks. You can launch these on your own or with us in a Launch It! Marketing Mix Session.

[Register here](#)

Just a little reminder :)



Get Noticed



Earn Contacts



Build Credibility



Start Conversations



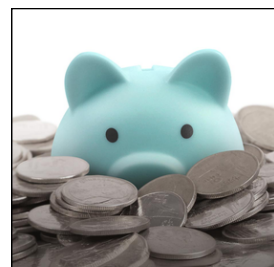
Win Clients



Deepen Relationships



Medicare Annual Enrollment
Lead Generation Campaign



Retirement Income Planning
Prospect Engagement Campaign



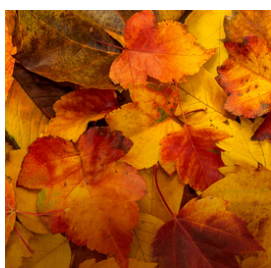
The Three Types of Wealth That Define Retirement
Visual Insights Newsletter



OR



How Longevity Can Impact Retirement
Visual Insights Newsletter



General Fall Season
Holiday Email



Timely Emails
Launch as soon as possible



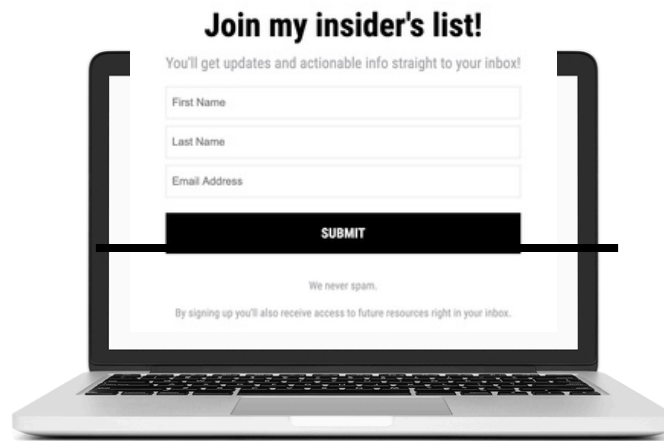
Let's start with the ESSENTIALS

Set yourself up for success by making sure you've launched these campaigns.
Consider these campaigns your bread and butter when it comes to your marketing.

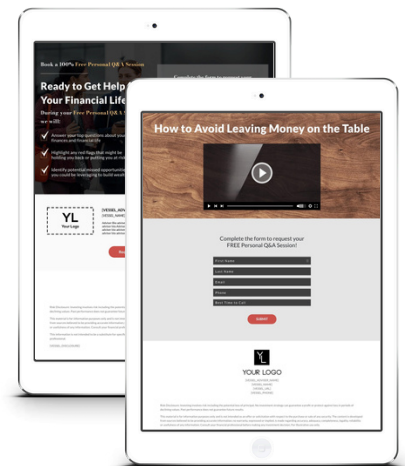
90-Day New Client Onboarding



Website Opt-in Form



8-Week Prospect Nurturing Campaign (with or without video)



Coming Soon!

You won't want to miss these dropping soon!



Social Security
Single Email



Veterans Day
Holiday Email



General Winter Season
Holiday Email



Thanksgiving
Holiday Email

GET SOCIAL!

Marketing doesn't start and end with automation. Personal posts are still critical to building those connections.

To do: Fill in the blanks to help you get started with a social media post. Post alongside a picture of your office, a selfie of you in your favorite spot, or an image that invokes inspiration (think sunset, beach, etc.)

Social Media Prompt of the Month:

Post this on Veterans Day - November 11th

To all veterans in [LOCATION] and across the country: thank you for your service. 🙏
Today, consider giving back—through volunteering, supporting veteran causes, or simply listening. Every act matters.



Post this on World Kindness Day - November 13th

Kindness costs nothing but means everything ❤️ This #WorldKindnessDay, let's make the world brighter with small gestures, kind words, and thoughtful actions. I'm starting with [PERSONAL ACT OF KINDNESS].

Post Pairings

Find an accompanying stock image or personal photo to go along with these social post ideas!

Want to level-up?

Drop a video and send a personal message instead.

- Daylight Savings Time Ends - Nov 2
- Election Day - Nov 4
- World Diabetes Day - Nov 14
- American Thanksgiving - Nov 27
- Native American Heritage Day - Nov 29
- Black Friday - Nov 28
- Small Business Saturday - Nov 29

GATHER 'ROUND

Check out these ideas and use our **Event Planning Checklist** in the library to help plan your next event.



Friendsgiving Brunch or Dinner

Host a warm and welcoming Friendsgiving gathering for your clients and their guests. Partner with a local restaurant, catering company, or event space to create a relaxed meal that celebrates connection and gratitude.

Enjoy great food, casual conversation, and meaningful moments of appreciation as you thank clients for their trust and reflect together on goals for the year ahead. It's a thoughtful way to strengthen relationships and end the year on a positive note.

Holiday Card-Making for Seniors or Veterans

Host a family-friendly holiday card-making event for your clients and their children. Partner with a local nonprofit, senior center, or veterans' organization to provide supplies and guidance.

Enjoy an afternoon of creativity, conversation, and giving back as clients craft thoughtful cards to brighten the holidays for seniors, hospital patients, or service members. It's a meaningful way to engage your community and strengthen relationships in a joyful setting.



NOVEMBER MARKETING CALENDAR

See when each of your emails + social posts are scheduled on your Marketing Hub Calendar!*

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

*Marketing Hub availability on enterprise platforms is dependent on enterprise approval.