

STRATEGY

Developing a Seasonal MARKETING PLAN

A well-planned seasonal marketing strategy allows Realtors to remain top-of-mind with clients throughout the year by offering relevant, timely, and valuable information. By aligning marketing efforts with the seasons, you can tap into topics your audience is already thinking about, like spring cleaning or preparing their homes for winter. This guide will help you leverage seasonal events and trends to boost client engagement and generate leads.

1

PLAN SEASONAL THEMES FOR EACH QUARTER

- **Winter:** Focus on topics like home winterization, holiday greetings, and end-of-year reflections.
 - Examples: “10 Tips for Winterizing Your Home,” holiday postcards, New Year’s market forecast.
- **Spring:** Emphasize spring cleaning, tax season, and prepping homes for sale as the market heats up.
 - Examples: Spring cleaning checklist, “Is It Time to List Your Home?” mailers, first-time homebuyer events.
- **Summer:** Highlight open houses, outdoor property features, and family-friendly local events.
 - Examples: Summer open house invites, BBQ-themed client appreciation event, social media posts featuring outdoor listings.
- **Fall:** Focus on maintenance tips, preparing for holidays, and market insights as the year ends.
 - Examples: Fall home maintenance checklist, “Why Fall is a Great Time to Buy” mailer, thank-you cards for past clients.

STEPS

2

CHOOSE CONTENT TYPES AND DELIVERY CHANNELS

- **Direct Mail:** Use postcards and mailers for holiday messages, home maintenance tips, or invites to seasonal events.
- **Email Newsletters:** Send monthly or quarterly updates on market trends, seasonal tips, and upcoming events.
- **Social Media:** Share relevant seasonal posts (e.g., Instagram Stories showcasing listings' seasonal features, Facebook posts with holiday tips).
- **Events:** Host seasonal open houses, client appreciation gatherings, or community events like spring home-buying workshops or summer meet-ups.

3

CREATE A MONTHLY OR QUARTERLY CONTENT CALENDAR

- **Set Themes for Each Month:** Break down seasonal goals into monthly themes, e.g., "Spring Cleaning in March," "Family-Friendly Summer Listings in July."
- **Schedule Content Drops:** Plan specific days for sending out mailers, posting on social media, and launching email campaigns.
- **Include Key Dates:** Incorporate holidays and observances (Valentine's Day, Fourth of July, etc.) to connect with clients at culturally relevant times.

Content Ideas for Each Season



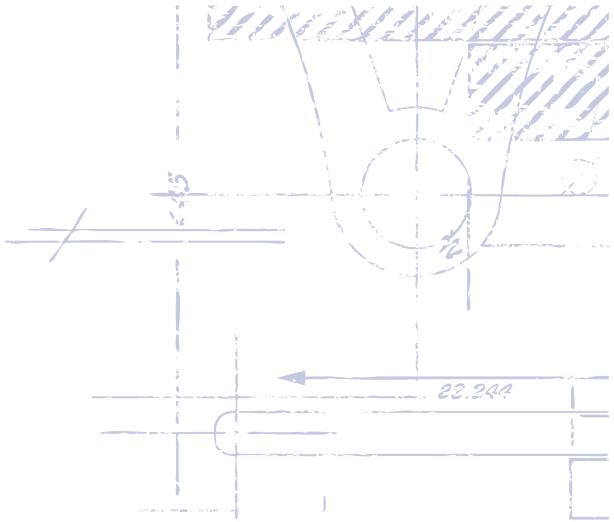
WINTER (DECEMBER - FEBRUARY)

- **Holiday Greetings:** Send postcards with a warm message and your contact information to keep in touch.
- **Winter Market Insights:** Share an email or social media post discussing winter market trends and predictions for the coming year.
- **Home Winterization Tips:** Provide clients with a checklist to protect their homes during cold months.
- **New Year's Resolutions:** Send a lighthearted email encouraging clients to make home-related resolutions (like decluttering or prepping for a future sale).

SPRING (MARCH - MAY)

- **Spring Cleaning and Decluttering Guide:** Send a downloadable checklist or blog post on preparing homes for sale or a seasonal refresh.
- **Tax Season Tips:** Share insights on property tax deductions or savings.
- **Home Staging and Prepping for Market:** Email or post tips on boosting curb appeal and readying homes for spring/summer listings.
- **First-Time Homebuyer Event:** Host a workshop for first-time buyers as they start thinking about purchasing.





FALL (SEPTEMBER - NOVEMBER)

- ➔ **Fall Maintenance Checklist:** Send a checklist with tips on gutter cleaning, HVAC servicing, and landscaping.
- ➔ **Holiday Prep Tips:** Offer clients advice on home upgrades for hosting family during the holidays.
- ➔ **End-of-Year Market Update:** Email clients a summary of the year's real estate trends and predictions for next year.
- ➔ **Thanksgiving Gratitude Mailer:** Send a postcard thanking clients for their trust and support over the year.

SUMMER (JUNE - AUGUST)

- ➔ **Summer Open Houses:** Host themed open houses with refreshments, local vendors, or family-friendly activities.
- ➔ **Outdoor Living Content:** Post photos or videos showcasing listings with outdoor features (gardens, patios, pools) on social media.
- ➔ **Neighborhood Spotlight:** Use social media to highlight local summer events, parks, or features near listings.
- ➔ **Client Appreciation BBQ:** Host a casual summer event to thank past clients and encourage referrals.



2025 MARKETING

MONTH	CAMPAIGN/THEME	CONTENT TYPE
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		
January		

CALENDAR

RELEASE DATE

AUDIENCE FEEDBACK