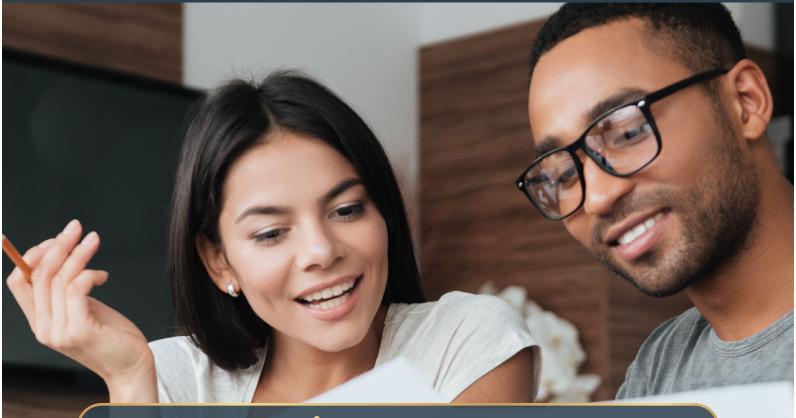
SEASONAL MARKETING

MARKETING YOUR REAL ESTATE BUSINESS IS A YEAR-ROUND ENDEAVOR



Pick Your Season:

WINTER SPRING SUMMER FALL

From email blasts to online events and good old-fashioned snail mail, there are dozens of creative ways to create brand awareness within your market. An excellent target marketing strategy comes with a focus on each season.

Remember that the key to target marketing is to <u>segment your market</u>. Consistency is essential, whether you're doing that by season or focusing on separate campaigns. Patten Title has compiled a list of ideas to help you stay ahead of your marketing calendar and ensure you can send out any direct mail campaigns at least a <u>month in advance</u>.

*Hint: use these tips along with Patten Title's <u>Business Planning for the New Year guide</u> to setup your full yearly calendar.











A TRUE PARTNER

SOLUTIONS ORIENTED