

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 segment your market. 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 month in advance.

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



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