

TIPS & IDEAS FOR SEASONAL TARGET MARKETING



SPRING

- Reminder to spring forward*
- Baseball schedules for colleges or local team*
- List of spring cleaning tips
- Basketball schedules for colleges or local team
- Property tax information to owners who have owned less than a year*
- Filing for Homestead exemption information
- Dog park guides to people that have dogs
- SXSW schedule to techies and music lovers
- Fun runs around town list
- Golf course information*
- March Madness schedule



SUMMER

- Summer camp guide
- 4th of July events in the area*
- Summer cocktail recipes
- Water saving tips
- Ideas for summer activities to do at home with kids
- Area swimming hole guide*
- School calendars for those with kids ages 6-18*
- List of places to hike and camp
- Places to picnic around town
- List of free summer activities
- Austin splash pads and parks guide to those with young kids
- Texas Fishing Licenses and Bag limits*
- ACL Lineup for those interested in music*



FALL

- Pumpkin recipes
- Templates for carving pumpkins for people with kids
- Football schedules for College or NFL*
- Texas hunting season guide*
- Tailgating tips and easy recipes
- Back to college for people with kids ages 17-20*
- Winery guides for wine month in October*
- F-1 schedule*
- Halloween events in the area*
- Thanksgiving and Christmas events in the area
- Trail of lights guide on where to park and dates



WINTER

- Hot chocolate recipes
- Simple reminder to wrap pipes
- List of "snow/ice day" activities for kids
- Stamps for mailing holiday cards out
- Mini calendar for the fridge
- Home Maintenance schedule*
- Rodeo schedule*
- X-Games information*

Items marked with an * are available on the Independence Title website.

GREAT "ANYTIME" IDEAS

- Just Sold postcard
- Just listed postcard
- Property tax rates
- Farmers market guide*
- List of top 10 home improvements*
- Austin festival guide*
- Austin fun runs guide to those who subscribe to outdoor magazines*
- Partner with a new local business in the area and send out a coupon
- Flyer to non-owner occupied about selling
- Flyer to renters on owning vs sell stats
- Send new listing to investors in neighborhood
- Unique listings to targeted people (ex: recording studio, chicken coop, horse stables)
- Kids eat free brochure to households with kids*
- Open House Announcements
- Distressed Homeowners postcard to those facing foreclosure
- Postcard to seniors about how to prepare home for "aging-in-place"
- Provide sold stats to specific neighborhood or zip code
- Popular paint colors guide
- Tips for staging a home*
- Austin dog park guide to those who contribute to animal welfare organizations*
- Target listings for example if you have a listing with a great kitchen send it to people who subscribe to Culinary Magazines
- Tips for getting your home ready to sell
- Remodel cost vs value information*
- Austin area animal rescues to people who donate to local pet organizations*
- Helpful phone numbers for specific geographic area*
- Information on hospitals to those who file for over 65 exemption
- Austin downtown living guide to those who live downtown*
- Arts & Entertainment guide*
- Austin Brewery Guide to people 25-40*
- Greater Austin Hospital Guide*
- Guide to Saloons and Dance Halls*

A FEW TIPS . . .

1. Focus on one target market at a time.
2. Pick one day a week and work on your marketing ex: (Marketing Mondays).
3. Send time sensitive guides and brochures at least 1 month before date ex: October Wine Month guides go out in August or September.

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