

REAL ESTATE AGENT MARKETING GUIDE

FALL

Fall is upon us, and with the change of seasons, comes new opportunities to stay top of mind and generate more business. We've created this list of creative marketing strategies to stay in front of your sphere and help you make an impression.

SOCIAL MEDIA STRATEGIES

Social media is a great way to engage with your sphere of influence. The key here is to create opportunities for conversation and rapport building without shamelessly advertising your services.

- ✿ Make a post offering branded Halloween candy buckets for families. Post a fall or Halloween-related image and use a caption like, "Do your little ones need something to carry all that candy this Halloween? Leave your email below or message me for a free candy bucket." You can use a site like [Perfect Imprints](#) to get this started.
- ✿ When October rolls around, many people are paying attention to the MLB playoffs and the World Series. Engage your followers by creating a survey or poll on Facebook to ask your followers who they think is going to win the big game.
- ✿ The NFL season also starts in the fall, so this is a good opportunity to ask your sphere their predictions for the season and how they think their team will do this year. Depending on your comfort level, you could even organize a [football pool](#).
- ✿ Thanksgiving is one of the most popular holidays for cooking, so make a poll on Facebook asking what the best Thanksgiving food is. You can provide some suggestions like green beans, mashed potatoes, stuffing, or sweet potatoes.
- ✿ Make a Facebook post to announce you are donating \$200 dollars to a local food bank and offer to match any donations made by your social media followers. This is a great way to give back to the community and put some attention on your business.
- ✿ Create and offer your followers a branded calendar for the new year. Post a photo of the calendar and include a caption, such as, "Can you believe it's almost 2022?! Leave your email below and I'll send you a new calendar."



IN PERSON STRATEGIES

- Find a reliable website for fall recipes and post them to your social media profiles. You could use [Delish](#), [The Food Network](#), [The Pioneer Woman](#), or any other one you like.
- Sponsor a Thanksgiving dinner for a child or family in need and ask your sphere on Facebook or Instagram if they'd like to join you. You can contribute to a great cause like [Covenant House](#) or find a site to sponsor a meal for local families.
- Nothing helps solidify connections more than being face-to-face and these ideas below will help you make great impressions on your sphere this fall.
- Do some fall-themed pop-bys by creating a basket of apple cider, pumpkin cookie mix, scented candle, and other fall treats to drop off at your friends, family members, and past clients' homes. You can find fall-themed baskets at [Harry & David](#) or similar sites, but make sure to order yours early! Go the extra mile by including a comparative market analysis or [market update flyer](#) and your business card.
- If your area gets a lot of fallen leaves, consider giving your sphere some Halloween-themed leaf bags. You could ring the doorbell to initiate some conversation or you can leave them at the doorstep with a note that says, "I can't rake your leaves for you, but here are some bags. If you have any real estate-related questions, please contact me!" Don't forget to include your contact information or business card.
- Throw a fall-themed client appreciation party between Halloween and Thanksgiving. You could arrange an event at a pumpkin patch or an apple orchard. If you want a gathering for adults, maybe invite your clients to your home. Be prepared to discuss the market and your recent sales at this event.
- Drop off a pumpkin to families celebrating Halloween. To save some time, you can also send out an email to your sphere asking them to stop by the office to pick up a free pumpkin.
- Work with a local bakery to give your sphere of influence a pie for Thanksgiving. In order to make this an efficient task, email your sphere to ask who would want a pie delivered in time for Thanksgiving. In this email, you should also ask about allergies and which type of pie they would prefer.





DIRECT MAIL AND OTHER FUN IDEAS

- ✦ Sometimes a thoughtful message is all it takes to let your sphere know you are thinking about them this season. Utilize one or all of the following ideas to get in touch.
- ✦ This should be an obvious one, but it is always a good idea to send your sphere a [postcard for Halloween or Thanksgiving](#).
- ✦ Utilize [Slydial](#) to leave holiday greetings for your sphere. Slydial allows you to leave a voicemail without your contact's phone ringing. Make sure to have a script ready for this marketing idea.
- ✦ Send a letter to notify your sphere that they should be preparing now if they plan to sell in the spring. You can copy and paste the messaging below directly or tweak it to make it your own. You can also use our [customizable Letterhead](#) options to make sure your letter looks professional.

Dear Friends, Family, and Past Clients,

I wanted to reach out to wish you a happy fall season! Whether it's football games or the changing leaves, hopefully you are enjoying time with your loved ones.

Around this time each year, I try to reach out to all my contacts regarding their real estate plans or aspirations. Because many people prefer to buy and sell homes in the spring, the fall is an important time to begin planning for a spring move.

If you're thinking about buying or selling in the spring, I have some important planning tips that I would be happy to share with you based on your goals. If you're interested, there's a handful of things we can get started on to save you money and stress.

Give me a call and let's chat about your real estate goals for next year!

Make sure to keep an eye out for our Winter guide, coming soon!

