



# 50

## Wonderful Winter Marketing Ideas

**PREMIERAGENT**

The power of  Zillow and  trulia

Do you know how to become a winter marketing wizard? Use our 50 fabulous ideas to get your creative lead-generating juices flowing. Tackle a few of these and you can thaw any slow-market business freeze in no time!

- 1 Who doesn't love a sweet treat?** Order colorful M&Ms with your name or logo on them, put them in little bags tied with ribbon and attach your business card. Give them away at your local holiday festival, parade or gift fair.
- 2 Less time socializing outside means more free time spent indoors at local watering holes.** Take a cue from the beer industry and create custom coasters and napkins featuring your real estate logo or picture. Most bars will be willing to work them into their inventory of supplies.
- 3 Does your community host seasonal events** like the local theater production of "A Christmas Carol" or "The Nutcracker"? Talk to the local organizations and see if you can get an exclusive discount code. Host the codes on your website and use them to drive prospective leads to your real estate website.

**4 Hand out a guide or email a newsletter** that highlights why winter can be a great time to buy or sell a home. Focus on benefits like quicker transactions and lower competition, and include other market-specific information.

**5 Check to see what listings in your target area have expired over the weekend** and put a reminder on your calendar to follow up with the sellers.



**6 Send out pretty little ornaments with your logo or website printed on the back.** It's an ideal way to remind past or prospective clients of your services when they decorate their home for the holidays every year.

**7 When it comes to the slower real estate season, you need to do everything you can to capture the best leads.** Amp up your lead generation efforts by becoming a Premier Agent<sup>®</sup>. It can help raise your exposure among motivated buyers and sellers in your market. Invest in your online marketing now to ensure that next year is bigger, better and more successful than ever!

**8 Use any lulls in your week to organize your schedule and prep for a fantastic new year.** Block out time to scrub your database and your online brand assets, and use email, Facebook or Twitter to connect with top prospects and followers.

**9 Update the calls-to-action (CTAs) on your real estate website.** Make sure you capture the most potential clients by including prominent "Contact Me" or registration buttons.

**10 Create an email marketing campaign or write case studies** that highlight your best sales of the year.

**11 Download the Premier Agent<sup>®</sup> App for iOS or Android,** which increases your efficiency by providing a fast, streamlined way to manage your incoming contacts as well as expanded insights on the home shopper or seller who contacts you. The app is free to all agents who have a Zillow Group profile.

- 12 **Check in with your marketing or sales manager** to hear about the winter market trends they're most excited about. Remind them that you'd love to take any walk-in buyers or sellers who come to their attention.
- 13 **Winter is the perfect time to sponsor a coat or canned food drive.** Set up a drop-off station in a popular public space and serve refreshments like spiced cookies or hot apple cider to encourage people to stay a bit longer to chat with you.
- 14 **Register for an upcoming Premier Agent Academy webinar** to learn how to respond more effectively to online leads.
- 15 **Call local vendors who are heading into their make-it-or-break-it time of year,** like gutter cleaning or snow-clearing service providers. Remind them that you'd be happy to send referrals their way and that you'd love to have them do the same!
- 16 **Who doesn't love pie?** Offer free holiday pies to potential or high-value former clients. Arrange for pie pickup or delivery the day before Thanksgiving, Christmas or other holidays. It's the perfect excuse to ask for updated information or to include a note that asks them to send you the contact information of someone who may be in the market for real estate services.
- 17 **Don't neglect drop-by season.** Winter is the perfect time to pop in and deliver a quick seasonal gift to former clients or top prospects. Keep visits short—around 15 minutes or less—and conversational. This visit is just to keep you top of mind and remind clients that, even in these months, it can be a great time to buy or sell a home!
- 18 **Deliver holiday sweet treats to your farm area or past clients.** Custom print your logo and greetings on cookie tins, boxes or labels. Include handwritten notes for top clients or those who have passed you referrals over the year.
- 19 **Create a list of recommended seasonal service providers** and ask them to provide a discount code for clients you send them. Provide a CTA that drives people to your



website where they can enter to win a full winter of free snow blowing from one of those vendors (or whatever prize you can secure). You'll capture the information of all the entrants and be able to market to them on an ongoing basis.

**20 Winter is a great time to build your network** by attending any conferences or industry events you didn't have time for during the busy season. Or, consider starting a casual meetup with other agents in neighboring (but not competing) markets. You'll build up a referral network in no time!

**21 Download this [customizable template](#) for real estate postcards** that you can populate with [updated market data](#) and share with your database of potential clients.

**22 Host a gingerbread house decorating contest or party.** You can even partner with a local bakery for supplies and decorating tricks. The home theme will remind potential buyers that you can help get them into the home of their dreams.

**23 Rev up your ratings and reviews.** Ask former clients to leave reviews on your Zillow Group agent profile page. Great reviews give you the social proof you need to show incoming online leads that you're the real estate agent who can get the job done!



**24 To market efficiently and effectively, you've got to have a clean and accurate database.** Spend some time updating, deleting or completing partial contacts. Flag any contacts that are hot leads for a fast follow-up.

**25 Forget the boring open house!** Ask your seller if you can throw an afternoon happy hour on a Sunday. Offer seasonal food, drinks and music to lighten up the mood and help you generate leads in your market.

**26 Create a tax guide for all of this year's clients.** Work with a local expert if needed to develop the content. Email it with a reminder that you'd appreciate any referrals.

**27** **Create a colorful map showcasing the best indoor activities or hot spots in your market**—that amazing under-the-radar ice skating rink for the kids or a can't-miss cozy wine bar. Distribute the map to your target farm and show off your neighborhood expertise.

**28** **Host a holiday family photo event!** Hire a local photographer to set up in your office and invite past, present and prospective clients to bring the family in for a portrait. They'll love an extra memento that features your holiday greetings, and you'll love the opportunity to catch up, ask for referrals and stay top of mind.



**29** **Set up a B2B email list** that includes other real estate agents in your office and company, nationwide referral contacts, local lawyers, mortgage lenders, relocation managers at local companies and more. Add them all to a stay-in-touch drip campaign to remind them that you welcome their referrals and will reciprocate with any who would be a nice fit for their business.

**30** **Geek out on your data!** Sure, you're sending email marketing campaigns, but do you know your open or response rates? How's your deliverability rate? You can send as many emails as you'd like, but if they aren't optimized to perform and win more clients, you're wasting time and effort. Spend an afternoon digging into your email performance data and determine what you can improve for better results.

**31** **Get on board with the micro-niche!** Spend some time identifying and brushing up on soon-to-be hot niches in your target areas. Start marketing now to those potential clients so that, come the prime selling season, you'll be their go-to agent.

**32** **Target spring and summer listings that didn't sell**, including expired listings and FSBOs. These sellers might be highly motivated and reaching out to them might get you a new client before the year is out.

- 33 **Craft an infographic that features interesting real estate data** about this year’s local housing market and discusses next year’s forecasts. Feature it on your website and social media, and consider sharing it with local media outlets or blogs.
- 34 **If you live in an area where parents walk their children to school**, set up a free coffee or hot cocoa stand along a popular walking route. You’ll be able to say hello, catch up and they’ll be happy to have a little morning jolt.
- 35 **Tip the scales in your favor with a post-appointment cookie delivery.** Remember to include a handwritten note on your branded card.
- 36 **Get active on Zillow forums.** They’re a great way to discover what issues consumers ask about most often, market yourself as an expert by answering their questions, and hear what others in the real estate community think about relevant topics.
- 37 **Arrange a “10% off campaign” with a local merchant**—anything from the ice cream shop to a nearby gift shop or popular dry cleaner. Work with them to create a coupon that you print on your personalized postcards and mail to everyone in your neighborhood using [bulk mail](#) or [Every Door Direct Mail \(EDDM\)](#). Don’t forget to include your picture on the mailing; people will keep your postcard if it’s on there. And if the coupon includes an area for the redeemer’s name and address, and a CAN-SPAM compliant checkbox where they agree to accept your future emails, ask the merchant to collect the postcards or coupons for you. Voilà! Both of you will have a new email list.
- 38 **Snowbound? Boost your skills by taking an online certification course.** Think about learning how to do a BPO, a CIPS course (global real estate), a CRS module or a Green Designation course.
- 39 **Purchase and mail your holiday cards from a favorite charity.** Stay in touch with your clients and support a good cause at the same time. Along with your season’s greetings, take a moment to personally thank clients, anyone who referred you to prospects, and service providers.



- 40 **Hand out or email flyers with tips for handling the winter freeze** and how it will affect local homes. Include suggestions to clean out gutters, have flashlights ready for power outages, or prep pipes for the freeze.
- 41 **Buy a goat—no, seriously.** Purchase a heifer or another farm animal from [Heifer International](#) to honor your clients and friends and let them know that in this season of giving, you have contributed to fight hunger and poverty in their names.
- 42 **Set up a free client listing report** for one of your current listings that automatically sends your seller a detailed and personalized report on how their home is doing on Zillow. It informs your clients and markets you as an agent who goes above and beyond.
- 43 **Create an email or print marketing campaign around why now is a great time to sell.** Evaluate local market and sold data and add your own analysis. Home in on ready-to-convert buyers and sellers like recently expired listings, FSBOs or online leads.
- 44 **Host a tree trimming party to support one or more needy families in your area.** Send invitations and the “wish list” to everyone you know. Doing good meets staying in touch!
- 45 **Add photos of your community and properties to your Instagram feed.** Don't have one? Create an account. Include high quality shots of your area celebrating the season: decorated homes, sleigh rides or lighting ceremonies. Remember to use relevant local hashtags so Instagram users can find your content.
- 46 **Make your office a collection point for Toys for Tots** and be sure to put signs in the windows to let everyone know. Spread the word on your website and blog and send a press release about it to local media outlets as well.



- 47 **Craft a guide on decorating tips for the holidays.** Include helpful safety tips or tricks like how to easily hang lights without damaging the home or quick DIY décor. You can even create a form that captures the potential lead's information when they download the guide so that you can follow up with them later.
- 48 **When was the last time you updated your information on Zillow and Trulia, Facebook, LinkedIn or your other social networks?** Now that you've had all of that summer success, it's a great time to add recently sold homes, an updated profile picture, or fresh "about me" copy to your agent profile!
- 49 **Host a sweepstakes or holiday-themed contest** such as the Ugliest Holiday Sweater or Festive Pets. Make sure any contest or sweepstakes adheres to state or local laws. Share all the details—including lots of photos and the eventual winners—on Facebook and other social media.
- 50 **Do you have any leads that you neglected to reach out to when they first came in?** They might not be dead in the water. Reach out now and let those leads know that you'd be happy to help if they still have real estate needs. Don't get caught up in trying to explain your lack of initial response; just focus on how you can help them now.

Learn more

For more information about Zillow Group marketing solutions, go to our [Agent Advertising page](#) or call 1-855-411-3631.