



# A Year of Seasonal Content Marketing & Pop-By Ideas

## Spring

## Summer

## Fall

## Winter

### HOLIDAYS & SEASONAL THEMES

St. Patrick's Day • Passover  
Easter • Spring Break • Mother's Day  
Cinco De Mayo • End of the School Year

Summer Kick-Off • Father's Day Baseball  
Grilling • Independence Day • Beach Fun  
Outdoor Fun • Dog Days of Summer

Back to School • Labor Day • Halloween  
Veterans Day • Thanksgiving  
Football • Autumn Fun

Hanukkah • Christmas • New Year  
MLK Day • President's Day  
Valentine's Day

### POP BY IDEAS

- **Jar of Honey:** Thank you for bee-ing an amazing client!
- **Mini Jelly Jar:** Real estate is my jam!
- **Succulents or Mini Plants:** Thanks for helping my business grow!
- **Lottery Scratch Off Tickets:** I'm lucky to have clients like you!
- **Garden Tools:** I really dig your referrals!
- **Cookies:** No matter how the cookie crumbles, you're the best part of my business!

- **Mini Tape Measure:** *There's not a client in the world who can measure up to you!*
- **Mini Screwdriver:** *I've got the right tools to find you the home of your dreams.*
- **Grilling Spatula:** *I flip over your referrals!*
- **Sparklers & Mini Flags:** *Clients like you give me extra sparkle.*
- **Ice Cream Scoop:** *Call me for the scoop on the real estate market!*
- **Travel Sunscreen:** *The market is scorching hot!*

- **Highlighter Pens:** *Your referrals are the highlight of my business!*
- **Candy Apples:** *Referrals are the core of my business.*
- **Halloween Candy:** *Clients like you make the holidays extra sweet.*
- **Hot Chocolate or Apple Cider:** *Have a warm and sweet holiday season.*
- **Reusable Bag:** *Let me carry the load for your real estate needs!*

- **Scented Hand Soap:** *I'm always happy to lend a hand!*
- **Popcorn:** *Just popping by to say hello!*
- **Simmering Spices:** *Wishing you a warm holiday.*
- **Pie Server:** *Any way you slice it, I'm grateful for your referrals.*
- **Candle:** *Working with you just makes scents!*
- **Conversation Hearts:** *I'm sweet on clients like you! Call me!*

### BLOG & SOCIAL MEDIA CONTENT STARTERS

- Spring home maintenance tips
- Spring Break vacation tips
- Directory of Spring Break and Summer camps for kids
- List of nearby fruit picking farms
- What to plant in the spring
- List of outdoor community events

- Summer home maintenance tips
- Baseball schedules
- List of area dog parks, splash parks, outdoor dining spots, & free family fun
- Tips for grilling, camping, or staying cool
- Vacation safety and awareness ideas
- Ideas for boosting curb appeal
- Fourth of July Fireworks events

- Fall home maintenance tips
- Local football schedules
- Back to school checklist
- Trick or Treat safety tips
- Area pumpkin patches
- Tips for Holiday Entertaining
- Daylight Savings Time reminder
- Recipes for Thanksgiving

- Winter home maintenance tips
- Where to see Christmas light displays
- Holiday vacation home safety tips
- New Year's Resolutions for your home
- Recipes for holiday treats
- Ideas for making your home feel cozy to prospective buyers



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