



Winter Marketing For Spring Work

If you want to ensure that your Spring schedule is full before the weather actually breaks, you'll need to start your marketing while it's still cold outside.

So what's the easiest way to start filling in those first few weeks of Spring?

Reach out to your past customers and encourage them to get on the schedule early to beat the peak season rush.

If you have a Constant Contact or Mail Chimp account, a simple email is a great place to start, and here are three tips to help build it out.

1. Determine when your exterior season usually begins (be sure check the weather forecast too) and then count back **4 weeks** to set your send date.
2. Add a **Spring Exterior** photo - seeing the coming season will help people to start thinking about getting back outside.
3. Tell them **what to do next** (i.e. - be sure to include a call to action) - your phone number **and** a link to request an estimate through your website work best. And then be sure to get back to them as quickly as possible.

Want more help building or updating your email template?

Send me an email and we can schedule a time to discuss and craft a plan specifically for your business and your goals.

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