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PODCAST



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**@ 1 PM ET**

# Holiday Marketing Strategies for ATL Agents & Investors

How to Stay Top-of-Mind, Build Trust, and Show Up Authentically  
This Season

**EPISODE #549**



# Relationships First, Deals Second

## Why Holiday Marketing Matters

The holidays are emotional, reflective, and community-oriented. People naturally think ahead to the new year, asking themselves: *"What changes do I want to make?"*

**Many agents stop marketing between Thanksgiving and January.** Which means your thoughtful presence stands out even more. Even light touches create long-term goodwill and keep relationships warm.

The goal isn't to sell through a holiday card. It's to **plant seeds for 2025** and demonstrate you're a consistent, caring professional who shows up year-round.

# 70%

**Of agents go quiet**

During the holiday season

# 3x

**More memorable**

Thoughtful touches vs. generic cards

# Tailoring Your Approach by Audience



## Probate

Be gentle, respectful, and low-key. Avoid loud or festive messaging. Simple, quiet support works best.



## Late Mortgage

Warm and non-judgmental approach. Don't highlight their hardship—focus on consistent, caring presence.



## Divorce

Keep tone neutral and practical. Avoid family imagery. Steady professionalism shows you understand their situation.



## General Sphere

Celebratory, appreciative, and community-focused. This is where you can be festive and engage fully!

# Channels for Holiday Outreach



## Mail\*

Traditional cards, personalized letters, and seasonal newsletters create a tangible connection. Physical mail stands out in an increasingly digital world and feels more personal.



## Digital\*

Email campaigns, social media posts, and video messages allow you to reach people quickly and track engagement. Perfect for timely updates and broader reach.



## Community

Local events, charity drives, and neighborhood sponsorships build your reputation as a community leader who cares about more than transactions.



## Personal Touch

Small gift drop-offs, handwritten notes, and thoughtful gestures create memorable moments that deepen relationships and generate authentic referrals.

**\* ATL can help you design, print & mail your holiday campaigns, so you can focus your energy on the personal and community elements that truly need your hands-on touches!**

# Think Beyond the Generic Card

Generic corporate cards blend into the pile. **Personal, creative gestures stand out and get remembered.** These don't have to be expensive—just memorable and sincere.

## Sweet Deliveries

Drop off a small loaf of pumpkin bread or homemade cookies with a handwritten note to past clients or active leads.

## Door Hangers

Hand-deliver festive door hangers to neighbors or your farm area with helpful winter home tips and your contact info.

## Local Guide

Create a "Holiday Happenings" postcard featuring local events, light displays, and community activities happening in your area.

## First Holiday Gift

Send a personalized ornament to this year's buyers celebrating their first holiday season in their new home.

## New Year Focus

Mail a practical New Year's home maintenance checklist instead of a traditional holiday card—it's useful and memorable.

## Community Events

Sponsor a neighborhood luminary walk, tree lighting ceremony, or toy drive that brings people together.

# Probate Niche: Show Up Gently



## Quiet Support During a Difficult Time

The probate niche requires the most sensitivity. Families dealing with loss need support, not sales pressure or festive cheer.

- **Simple, No Overly-Festive Cards**

Send classic "Thinking of you this holiday season" cards with elegant, understated designs—avoid bright colors or celebratory imagery.

- **Helpful Resource Inserts**

Include practical information like a list of trusted clean-out companies or a winterizing checklist—not a sales letter.

- **Strategic Timing**

Mail early to mid-December to avoid the busy holiday rush. This shows thoughtfulness and planning.

- **Optional Personal Touch**

For closer contacts, consider dropping off small baked goods or a simple poinsettia with a brief, handwritten note.



# Divorce Niche: Keep It Steady & Professional

01

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## Choose Neutral Imagery

Avoid romantic or family-focused imagery. Stick to neutral winter scenes, elegant abstract designs, or professional business-style cards.

02

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## Keep Messaging Short & Warm

Use non-specific greetings like *"Wishing you a peaceful holiday season"* or *"Here's to a positive new year ahead."*

03

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## Consider New Year Timing

For past divorce clients, a "fresh start" letter or practical calendar with helpful home tips in January can be more appropriate and appreciated.

04

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## Gentle Digital Follow-Up

Use digital channels in January to re-engage without pressure—share market insights or home care tips that position you as a steady resource.

# Late Mortgage Niche: Be a Steady Presence

## Warm, Not Worrying

Homeowners facing mortgage challenges need consistency and support, not reminders of their difficulties during an already stressful season.

- Avoid highlighting their situation in any holiday messaging
- Send generic, warm cards without financial or home-selling references
- Focus on community and practical value, not their personal circumstances
- Save direct conversations for January when the timing feels more appropriate

### Community Resource Newsletter

Share helpful local information, winter prep tips, and community resources with your contact info subtly included.

### Winter Home Care Checklist

Provide a practical mailer with winterizing tips, energy-saving suggestions, and maintenance reminders—genuinely helpful content.

### January Follow-Up Strategy

Use the holidays to plant goodwill, then reach out in the new year when people are more open to discussing fresh starts and options.

# General Sphere: This Is Where You Can Shine

Your general sphere—past clients, current contacts, and sphere of influence—is where you can fully embrace the holiday spirit and showcase your personality!

## Traditional Touchpoints

- Send festive cards with personal signatures and quick handwritten notes
- Invite clients to small community events or holiday appreciation gatherings
- Share seasonal homeowner tips, year-end market updates, or neighborhood spotlights
- Create a year-in-review showcase featuring client success stories

## Social Media Ideas

- **12 Days of Local Businesses:** Spotlight a different neighborhood business each day
- **Client Gratitude Stories:** Share testimonials and success stories (with permission)
- **Holiday Photo Contest:** Best decorations, ugliest sweater, or most creative yard display
- **Community Highlights:** Feature local events, charities, and neighborhood happenings



# Your Local Presence = Long-Term Impact

## Strategic Partnerships

Partner with probate attorneys, financial advisors, or other professionals to co-sponsor a charity drive or community event that benefits everyone.

## Referral Partner Appreciation

Deliver thoughtful gift baskets to your top referral sources—lenders, attorneys, contractors—who help make your business successful.

## Community Presence

Hand out cocoa at a local holiday parade, sponsor a tree lighting, or host a booth at a community event to meet people face-to-face.

## Client Appreciation Events

Host a "Pie Pickup Day" before Thanksgiving where clients can grab a fresh pie and chat—even low turnout creates memorable touchpoints.

 **Get out from behind your desk!** This is where relationships deepen. Even if turnout is lower than expected, the **gesture itself** is what people remember and appreciate.

# Holiday Timeline for ATL Campaigns

## Plan Early, Execute Smoothly



 **Important:** ATL has print and mail cutoffs during the busy season. Get your orders in early to ensure your materials hit mailboxes on time!

# We Can Handle the Mail—You Focus on the Magic



## ATL Services That Support Your Holiday Campaign

### 60+ Customizable Templates

Access our library of professionally designed letters and cards that you can personalize with your branding and message.

### Full Print & Mail Service

We handle printing, stuffing, addressing, and mailing so you can focus your time on personal connections and high-value activities.

### Data Segmentation

Use our data tools to segment by niche and ensure you're sending the right message to the right audience at the right time.

### Expert Coaching Available

Schedule a call with our team to build your personalized holiday marketing plan and maximize your campaign effectiveness.

# Key Takeaways

# Thoughtful > Flashy

## Show Up, Don't Sell

Holiday outreach is about maintaining presence and demonstrating care, not pushing for immediate transactions or leads.

## Match Message to Audience

Keep messaging warm, appropriate, and non-specific to each niche. Sensitivity and awareness matter more than creativity.

## Small Gestures, Big Impact

A thoughtful, personalized touch—no matter how small—creates lasting impressions and strengthens relationships over time.

## Multi-Channel Approach

Combine mail, personal touchpoints, and digital outreach for maximum effectiveness and multiple chances to connect.

## Early Planning Wins

Start your campaigns early so you're not rushing when everyone else is overwhelmed and missing deadlines.

# Download Your Holiday Marketing Guide

## Everything You Need to Execute a Successful Holiday Campaign

We've created a comprehensive guide that includes detailed timelines, niche-specific messaging templates, creative idea checklists, and planning worksheets to make your holiday marketing effortless and effective.

### What's Inside:

- Month-by-month planning timeline with specific tasks
- Tips for each niche (Probate, Divorce, Late Mortgage, General Sphere)
- 50+ creative touchpoint ideas you can implement immediately
- ATL Campaign Planning Worksheet

### Ready to get started?

Download the guide and schedule a call with your Marketing Implementation Strategist (MIS) to get rolling today!

[alltheleads.com/holidayguide25](https://alltheleads.com/holidayguide25)

