

ANNUAL OVERVIEW: WHO TO PROSPECT, WHEN, AND WHY

Month	Industries to Prospect Now	Sub-Industries & Examples	Why/Busy Season	Conversation Starters
January	Home Services / Financial Services / Tax Prep / Summer Programs	<ul style="list-style-type: none"> - HVAC, Roofing, Landscaping, Pest Control - Accountants, Tax Advisors, Financial Planners - Summer Camps, Daycares, Youth Programs 	Spring prep + tax season + families planning summer	"How are you positioning your brand before the spring rush?"
February	Real Estate / Wedding & Events / Education	<ul style="list-style-type: none"> - Realtors, Mortgage Brokers, Home Builders - Venues, Bridal Shops, Photographers, Florists - Universities, Trade Schools, Summer Enrollment 	Buying/selling & wedding planning surge May-July	"What's your marketing strategy before peak buying & wedding season?"
March	Healthcare / Financial Advisors / Construction & Trades	<ul style="list-style-type: none"> - Dentists, Dermatologists, Elective Surgery Centers - Investment Firms, CPAs, Insurance Brokers - General Contractors, Home Builders 	Consumers prep for elective care & remodels before summer	"How are you capturing seasonal demand before competitors?"
April	Auto / Travel & Tourism / Retail	<ul style="list-style-type: none"> - Dealerships, Repair Shops, Car Washes - Resorts, Airlines, Local Attractions, Theme Parks - Boutiques, Malls, Outdoor/Lifestyle Brands 	Summer = high travel + car shopping season	"Let's map your summer campaign now so it's live by June."
May	Political / Education / Home Improvement	<ul style="list-style-type: none"> - Local & National Campaigns - Private Schools, Online Universities, College Enrollment - Painters, Roofers, Flooring, Remodeling 	Fall ramp-up / summer project prep	"Are you ready to own your market ahead of the fall rush?"
June	Financial / Retail (Holiday) / Real Estate	<ul style="list-style-type: none"> - Banks, Mortgage Refi, Wealth Management - E-Commerce, Local Shops, Gift Stores - Realtors, Property Managers 	Holiday advertisers plan Q4 early	"Let's test creative now so your Q4 campaign dominates."
July	Healthcare / Insurance / B2B Services	<ul style="list-style-type: none"> - Hospitals, Urgent Care, Clinics - Medicare, Open Enrollment, Brokers - IT, Staffing, Commercial Services 	Fall = healthcare & insurance busy season	"Open enrollment starts soon — awareness needs to build now."
August	Nonprofit / Retail / Legal	<ul style="list-style-type: none"> - Charities, Foundations, Churches 	Holiday giving & Q4 sales prep	"Your donors/clients plan ahead — we should too."
September	Travel / Fitness / Tax / Corporate	<ul style="list-style-type: none"> - Winter Travel, Cruise Lines, Resorts - Gyms, Nutritionists, Fitness Equipment - Tax Attorneys, Accountants, Bookkeepers - B2B Firms, Recruiting, Training 	New Year prep + Q1 planning	"Let's get ahead of your New Year leads before January."
October	Home Services / Political / Retail	<ul style="list-style-type: none"> - HVAC (winterizing), Roofing, Snow Removal - Election Candidates, Advocacy Groups - Apparel, Electronics, Jewelry, Local Shops 	Q4 retail surge + election cycle	"Let's lock in your campaign before ad space fills up."
November	Financial / Legal / Automotive / Healthcare	<ul style="list-style-type: none"> - Tax Prep, Wealth Management, Banks - Attorneys (Tax, Estate, Family) - Dealerships, Service Centers, Leasing - Medical Practices, Open Enrollment 	Year-end & Q1 prep	"Now's the time to reach 2025 clients before budgets refresh."
December	Education / Real Estate / Tax Prep / Home & Lifestyle	<ul style="list-style-type: none"> - Universities, Trade Schools, Certification Programs - Realtors, Mortgage, Property Management - Accountants, CPAs, Tax Lawyers - Interior Design, Home Organization 	New Year planning	"Let's build early momentum for Q2 and graduation season."