

JANUARY CONTENT TOPICS

Coming up with ideas for fresh content can be tough, so we've pulled together some topics we think your audience will enjoy. For more content your leads and prospects will love, visit Blog.Homes.com.

Holidays and Occasions

New Year's Day - January 1st

- Recipes for traditional New Year's Day foods
- List of local businesses hosting a countdown
- Apps to track resolutions

Trivia Day - January 4th

- Local business trivia
- Local history/celebrity trivia
- Strange laws

Martin Luther King Jr. Day - January 15th

- Volunteer opportunities
- History of MLK Day
- Education and tribute

Opposite Day - January 25th

- Take a poll
- Best places to grab breakfast after noon
- Post a fun photo/video of your office participating

General

- Recap of the positive things that happened in your city in 2017
- Great indoor activities
- This day in local history
- Highest rated gyms/exercise locations
- Where to shop organically
- Request a caption for a winter photo
- Local events/festivals
- City's best coffee houses

Real Estate

- Creating a budget/financial plan
- Frequently asked questions about buying a house
- Home maintenance checklist
- Winter staging ideas
- First time buyer programs

***TIP:** Don't limit yourself to real estate specific topics. Be a community expert and source of interesting area information to appeal to a larger audience.