

How to run a successful January Sale for your Holiday/Park Home Sales



Whether you're selling caravans, luxury lodges or park homes, a January sale can be a game-changer for driving leads, engaging prospects, and generating revenue. It's all about crafting irresistible offers, engaging your sales team, and nurturing every lead with tools like CitNOW and video walkthroughs. This guide will help you create a strategy that converts interest into ownership

What's the Big Idea? (Define Your Goals)

Ask yourself: -

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 - Do you want to boost revenue with new customers?
 - Focus on upgrades for existing owners?
 - Clear out end-of-season stock?

Takeaway: Be clear on what success looks like to focus your efforts

Build Offers They Can't Refuse

Make your deals stand out with value-packed incentives:

- Free Site Fees Till 2026: "Buy your dream lodge this January and pay no site fees for 2 years!"
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 - Free Utilities: "We'll cover your utilities for 12 months-so you can relax and enjoy your new holiday home."
 - Discounted Moving Costs: "We'll make your move as stress-free as possible!"
 - Complimentary Furnishing Packages: "Your new home, fully furnished "

Takeaway: Clear, valuable offers drive urgency and interest.

Get Personal with Your Audience

Segment your marketing to speak directly to your target audiences:

Existing Owners: "Thinking about an upgrade? Here's 5 reasons why its the right time to make the switch."

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 - New Customers: "Your dream holiday home is closer than you think-explore our January offers."

Prospects: "Seen a lodge you love? Reserve it this month with our exclusive January deals."

Takeaway: Personalised messaging leads to stronger engagement and conversions.

Shout It from the Rooftops (Marketing)

Promote your sale through all relevant channels:

- Email Campaigns: Target segmented lists with tailored offers and follow-ups.
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 - Social Media: Use video walkthroughs and testimonials to create excitement.
 - Paid Ads: Retarget people who've browsed your site or visited before.
 - On-Site Marketing: Use banners and signage to ensure visitors know about the sale.

Takeaway: Make your sale impossible to miss.

Empower Your Sales Team

A great sale relies on an informed and motivated sales team. Brief them thoroughly to ensure everyone understands the offers, the target audiences, and how to handle objections.

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- Use Tools Like CitNOW: Send personalised video walkthroughs to leads, showcasing the homes they're interested in.
- Follow-Up Promptly: Make sure every enquiry gets a timely, tailored response.
- Takeaway: A well-prepared sales team is the backbone of your campaign.
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Nurture Leads Like a Pro

Not everyone will buy immediately, so keep those leads warm with consistent touchpoints:

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- Send video walkthroughs of their favourite units.
 - Share testimonials from happy owners.
 - Offer incentives for follow-up visits.

Takeaway: Keep the conversation going to convert hesitant leads into buyers.

Create FOMO (Fear of Missing Out)

Urgency drives action:

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- "Only 3 lodges left at this price!"
- "Offer ends 31st January-don't miss out!"
- "Reserve today and get the best plot available."

Takeaway: Make buyers feel like they'll regret waiting.

Use Social Proof

People trust people. Showcase happy owners and their experiences:

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- Video Testimonials: "Here's why we chose [Park Name] for our holiday home."
 - Photos: Happy families, cosy lodge interiors, and stunning views.
 - Reviews: Share positive feedback from existing owners.

Takeaway: Let your existing owners sell the dream for you.

Don't Stop After January

Once the sale ends, keep the momentum going:

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- Thank New Owners: A personalised welcome email goes a long way.
 - Social Post: Announcing that X new families have chosen (Your Park) to live out their holiday home dream
 - Upsell Services: Promote decking, hot tubs, or extended warranties.
 - Stay in Touch: Keep prospects engaged with newsletters and offers.

Takeaway: Turn buyers into "Recommend-A-Friender's".

Tracking and Measuring Success

To refine future sales, track these metrics:

- 1 Enquiries Generated: Measure leads from each channel.
Conversions: Track how many leads turn into purchases.
Revenue: Analyse total income from the sale.
Team Performance: Monitor how well your sales team handles leads.

Takeaway: Data-driven decisions lead to even better campaigns.

Final Thoughts

A successful January sale is about more than just discounts-it's about generating leads, nurturing prospects, and converting interest into ownership.

With a clear plan and the right tools, you can make this January your most successful sales period yet.
