

When it's Snowy and Frigid in Some Parts of the World

Mount Pleasant Home Uses Facebook to Reach Out of Town Buyers



Mount Pleasant Home understands that when the snow is falling and roads are icy, our northern neighbors are stuck inside and searching for options and the chance to move South. Using Facebook and e-mail blasts to target these readers when they are most receptive is extremely beneficial to our valued advertisers.

According To Facebook, November 1 thru 6, 2014

POSTS REACHED: 43,136 northern and midwest prospects

OUR DEMOGRAPHICS: 31.9% Women and 68.1% Men

WHERE THEY LIVED:

Ohio, Pennsylvania, New York, New Jersey, Delaware, Michigan



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