

October 2016 Marketing and Holiday Planning

Have you started to plan for the holidays? Depending on your business, there are a number of different campaigns you could run during the holiday season. The type of campaign you decide to run will depend on the products and services you offer, and the audience you're trying to reach. You will also need to consider the type of results you're looking for and your overall goals for the upcoming season.

Three Ideas for Your Holiday Marketing Campaigns

1. Offer a coupon

The key to a great offer is that it's compelling enough to get people to act. You can add a coupon to any email and let customers redeem in-store or online.

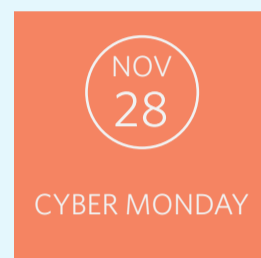
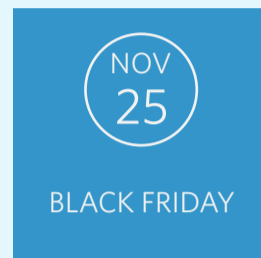
2. Plan an event

Hosting a holiday event is the perfect way to thank customers for their continued support. It's also a great opportunity to interact with your audience face-to-face.

3. Add value without Offering a Discount

If running a promotion doesn't fit your business, you can still do something special for your customers by sending a thank you email or offering something of value.

Holiday Season Dates to Plan For



Find more tips and best practices for the holidays [here.](#)

Content Ideas for October

Get Organized Week 10/2 - 10/8

1

Use this time to prep for the holidays. Look at the four dates in November and determine how best to reach your audience and drive the results you are looking for. Perhaps offer a coupon to Black Friday shoppers to drive sales, throw an event on Small Business Saturday to bring people to your store front, or run an awareness campaign for your nonprofit on Giving Tuesday.

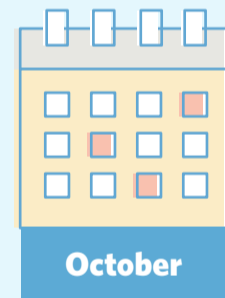
Log in to your Constant Contact account today to access our holiday email templates!

2

Do Something Nice Day

Practice adding value without a discount by offering your audiences tips for doing something nice such as helping to rake your neighbor's leaves, gifting a festive pumpkin, or sharing a fall treat.

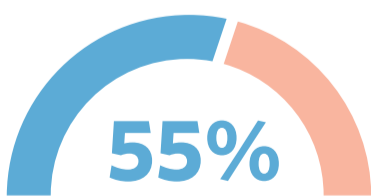
October Themes and Holidays



10/2 - 10/8 Get Organized Week

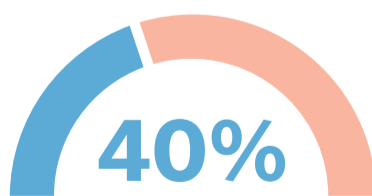
National Book Month
Fall Into Fitness Month

- 1 World Card Making Day
- 5 Do Something Nice Day
- 5 World Teacher's Day
- 13 Friday the 13th
- 20 Get to Know Your Customers Day
- 22 Make a Difference Day
- 31 Halloween



Of consumers plan to visit stores on shopping days like Black Friday or Cyber Monday.

source: Accenture



Of consumers start shopping before Halloween

source: National Retail Federation

1.3 Billion

Constant Contact customers sent 1.3 billion emails in the week leading up to Cyber Monday in 2014.

source: Constant Contact