



2016 Email Marketing Opportunities



Write the important holidays and special events for your business in the spaces below.

Consult the list on the next page to fill in empty months.

You can use these entries to plan out your email marketing for the year.

January _____

February _____

March _____

April _____

May _____

June _____

July _____

August _____

September _____

October _____

November _____

December _____



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2016 Holidays

Take advantage of the upcoming holidays by sharing new inventory, specials, gift ideas, or tips related to:

January

- 1 New Year's Day
- 14 National Dress Up Your Pet Day
- 18 Martin Luther King Jr. Day
- 25 National Opposite Day

February

- 7 Super Bowl Sunday
- 14 Valentine's Day
- 15 Presidents' Day
- 26 Tell a Fairy Tale Day

March

- 4 Employee Appreciation Day
- 14 Pi Day
- 17 St. Patrick's Day
- 27 Easter

April

- 1 April Fool's Day
- 15 Tax Day
- 22 Earth Day
- 29 International Dance Day

May

- 1 New Home Owners Day
- 4 Star Wars Day
- 8 Mother's Day
- 30 Memorial Day

June

- 10 Iced Tea Day
- 18 National Splurge Day
- 18 Father's Day
- 20 First Day of Summer

July

- 1 International Joke Day
- 4 Fourth of July
- 7 Chocolate Day
- 26 All or Nothing Day

August

- 6 First Day of the Summer Olympics
- 7 Friendship Day
- 15 National Relaxation Day
- 26 National Dog Day

September

- 5 Labor Day
- 6 Read a Book Day
- 21 World Gratitude Day
- 28 National Good Neighbor Day

October

- 1 World Vegetarian Day
- 13 Face Your Fears Day
- 22 Make a Difference Day
- 31 Halloween

November

- 11 Veterans Day
- 24 Thanksgiving
- 25 Black Friday
- 26 Small Business Saturday
- 28 Cyber Monday
- 29 Giving Tuesday

December

- 18 Free Shipping Day
- 24 Christmas Eve & First Day of Hanukkah
- 25 Christmas
- 31 New Year's Eve

Winter-Themed Templates

- Valentine Hearts
- Valentine Roses
- Boxing Day - Canada
- Christmas Card
- Family Day
- Holiday Berry
- Holiday Card
- Holiday Elegant
- Holiday Snowman

Spring-Themed Templates

- Happy Victoria Day
- Easter
- St. Patrick's Day Card II
- Earth Day
- Family Day

Summer-Themed Templates

- Happy July 4th
- Happy Independence Day

Fall-Themed Templates

- Happy Halloween
- Happy Labor Day
- Labour Day - Canada
- Thanksgiving
- Thanksgiving - Canada



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