



2017 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 _____



2017 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
- 16 Martin Luther King Jr. Day
- 20 National Cheese Lovers Day

February

- 5 Super Bowl Sunday
- 14 Valentine's Day
- 18 National Drink Wine Day
- 20 Presidents' Day

March

- 3 Employee Appreciation Day
- 12 Plant a Flower Day
- 17 St. Patrick's Day
- 29 National Mom and Pop Business Owners Day

April

- 1 April Fool's Day
- 16 Easter
- 18 Tax Day
- 28 Arbor Day

May

- 1 May Day
- 5 Cinco de Mayo
- 14 Mother's Day
- 29 Memorial Day

June

- 3 National Trails Day
- 14 Flag Day
- 18 Father's Day
- 21 First Day of Summer / Summer Solstice

July

- 1 Canada Day (CA)
- 4 Independence Day (US)
- 7 World Chocolate Day
- 30 International Day of Friendship

August

- 1 National Girlfriends Day
- 9 Book Lovers Day
- 15 National Relaxation Day
- 21 Senior Citizens Day

September

- 4 Labor Day (US)
- 8 International Literacy Day
- 22 Autumn Equinox
- 26 Johnny Appleseed Day

October

- 1 National Homemade Cookies Day
- 7 International Frugal Fun Day
- 13 Friday the 13th
- 31 Halloween

November

- 11 Veterans Day
- 23 Thanksgiving (US)
- 24 Black Friday
- 25 Small Business Saturday
- 27 Cyber Monday
- 28 Giving Tuesday

December

- 12 First Night of Hanukkah
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve

Winter-Themed Templates

- Hanukkah
- Boxing Day (CA)
- Christmas Greetings
- Christmas Card
- Family Day
- Winter Holiday
- Valentine's Day
- Holiday Berry
- Holiday Snowman

Spring-Themed Templates

- Happy Victoria Day
- Good Luck Leprechaun
- Retail Spring Sale
- Memorial Day
- Restaurant Mother's Day

Summer-Themed Templates

- Happy July 4th
- Happy Independence Day
- Restaurant Summer

Fall-Themed Templates

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