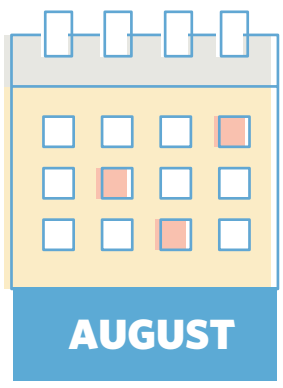
AUGUST 2017
Marketing and Holiday Planning

August is all about slowing down, being happy, and appreciating time with friends and family. It is a great month to create an Email Marketing campaign with Constant Contact that inspires customers to use your products or services before it is time to head back to school.

August Themes

- Dog Days of Summer (July 3rd - August 11th)
- National Simplify Your Life Week (1st Week)
- Friendship Week (3rd Week)
- Be Kind to Humankind Week (4th Week)
- Happiness Happens Month
- Family Fun Month
- Back to School



August Holidays

1	Night Out Day
6	Friendship Day
6	Sisters Day
12	Worldwide Art Day
15	Relaxation Day
19	World Humanitarian Day
21	Senior Citizens Day

August Content Ideas

1 National Simplify Your Life Week

Did you check in on your 2017 goals at the halfway point last month? Use this week to reprioritize your tasks and eliminate inefficiencies. Simplify your to do list by stopping tasks that don't align with or support your goals.

How: Make your email marketing even easier by setting up an autoresponder series. Just set it and forget it!

2 Friendship Day and Sisters Day

Inspire customers with ways to celebrate their friendships and siblings by providing ideas, such as planning a special outing together, giving them a call, or exchanging a small gift. Perhaps you can provide a small incentive for them to celebrate together using your products or services.

How: Create a coupon campaign

3 Happiness Happens Month

Send an email to express how happy you are that your contacts are a part of your community and support your business. Find out what makes your contacts happy and what they would like to see in your email marketing by sending a survey or adding a poll action block.

How: Send a Survey or add a Poll Action Block (Email Plus Only)

4 Back to School

Help customers prepare for back to school not only by tackling their shopping list, but share a bucket list of fun summer activities to do before time runs out!

How: Add a read more block or a link to your favorite activities

The Power of Email Marketing

82%

of small businesses and nonprofits have adopted multi-channel marketing programs

[Source: Constant Contact]

72%

of people prefer to receive promotional content through email, compared to 17% who prefer social media

[Source: MarketingSherpa]

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