

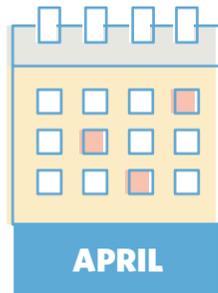
APRIL 2018

Marketing and Holiday Planning

April marks the first full month of spring. This means the start of warmer weather, longer days, and more opportunity to gain new customers with Constant Contact! This time of year brings people outdoors. Do you have a plan to get that foot traffic headed your way? Need ideas for spring sales? Whatever your goals are for the start of this season, the content below can help you make April the best month of your year!

April Themes

- Spring has Sprung
- Lawn and Garden Month
- National Volunteer Month
- National Pet Month
- Stress Awareness Month
- National Humor Month



April Holidays

- 1** Easter | April Fools
- 2** Autism Awareness Day
- 7** National Beer Day | World Health Day
- 10** Equal Pay Day | National Siblings Day
- 17** Tax Day (taxes due)
- 20** Patriots Day
- 22** Earth Day
- 23** World Book Day
- 25** Administrative Professional Day
- 26** Arbor Day
- 29** Start of National Small Business Week

April Content Ideas

1

Spread the Laughter

Everyone enjoys a good laugh, so share a little humor with your customers. Adding some levity to your emails gives your customers another reason to look forward to receiving them. The more they enjoy your message, the more they'll share it.

How: Make them laugh and they'll share with their friends - [check out number 5, How to let them share your content on their social media](#)

2

Remove the Stress

There is enough that you have to worry about on a daily basis, don't make remembering to send an email another one. Take some time at the start of the month to prep your messages, then set them up to be sent automatically. One less thing to worry about forgetting!

HOW: How: [Scheduling and automating your emails](#)

3

Help the Planet

Between Earth Day, Arbor Day, and a month dedicated to spring, gardening, and a planet in bloom, April is a great time to give back to the planet and your community. Start a fundraiser to give back to the community, or collect donations for an eco-friendly cause. Don't forget, emails help save paper too!

HOW: [4 Ways to Promote your Fundraiser, Collect Donations through your Email](#)

4

Family First

With National Siblings day and Take Your Kid to Work day, it's a great time to offer promotions for families to come together. Offering a discount or coupon that promotes 2-for-1, buy 1 get one half off, or something similar, helps you be the easy choice for families and siblings well after the first visit.

HOW: [Email Coupons to Promote your Business](#)

Still not convinced of the power of email marketing?? :(



138%

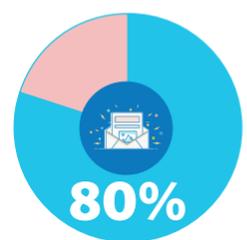
Consumers who purchase products through email spend **138% more** than those that don't receive email offers.

[Source: [WordStream](#)]



Email subscribers are **3x more likely** to share content on social media than leads who came through another channel

[Source: [Quicksprout](#)]



Email marketing is a double win for both customer acquisition and retention, with 80% of retail professionals using it as their top driver (compared to only 44% for social media)

[Source: [eMarketer](#)]

Make sure to stay tuned for our next announcement regarding Small Business Week and the events we will be hosting to help you with your small business!