

MAY 2018

Marketing and Holiday Planning

April's showers are gone and now it's time for your business to bloom. Spring is in full swing, but are you doing everything possible to make sure you are growing more than just flowers? Whether you want to grow your list, your sales, or your visibility in the community, the content below can help you plant the seed for a great month in May!



Small Business Week

April 29th – May 5th

- Small Business Week is a great opportunity for small business owners to hear from successful entrepreneurs, learn best practices to help them be more successful, and much more.
- Take a deeper look at what's planned for Small Business Week: [HERE](#)
- To help you get the most out of Small Business Week, make sure to register for these great events:
 - [Get New and Repeat Business on Autopilot with Email Marketing](#)
 - [Virtual Conference](#)

May Themes

- Small Business Week
- Cinco de Mayo
- Mother's Day
- End of School Year
- The Great Outdoors
- Flowers

May Holidays

- 1** Teacher Appreciation Week
- 2** National Teachers' Day
- 5** Cinco de Mayo
- 10** National School Nurse Day
- 14** Mother's Day
- 20** Armed Forces Day
- 29** Memorial Day

May Content Ideas

1

Mother's Day Sale

Mother's day is a can't miss holiday. Make sure to email your audience when this day is approaching, and remind them of everything their mother has done for them. Help them make it special for her by offering sales or coupons for the things she'll love, or discounts for mothers on the day just for them!

How: [Use these tips to make the most of Mother's Day](#), Add a [Coupon](#) to your Mother's Day Email

3

Teacher Appreciation Day

Teacher's are the backbone of our education system and don't get enough credit for all their hard work. Show them that you appreciate everything they do by offering them a discount on this day.

How: Offer a discount coupon for anyone who provides their faculty email address through one of these [sign-up tools](#)

2

End of School Year Opportunity

School is finally getting out which means students and teachers need to figure out how to spend there former classroom hours. This is a great time to start posting summer job openings, and thinking about expanding your hours of operation.

How: Send out a newsletter about the changes to your hours, and of any positions opening up. Add a [Call-To-Action Button](#) to "Apply Now".

4

Support the Troops

Our armed forces risk their lives to protect our freedom. With Armed Forces day and Memorial day occurring this month, it's a perfect time to show your support for the troops.

How: Start a fundraiser for veterans by adding a [Donations block](#) to your emails, Offer a discount to anyone with a military ID for the month of May.

Still not convinced of the power of email marketing?

66%



When it comes to purchases made as a result of receiving a marketing message, email has the highest conversion rate (66%), when compared to social, direct mail and more.

[Source: DMA]



92%

of online adults use email, with 61% using it on an average day.

[Source: Pew Research]