

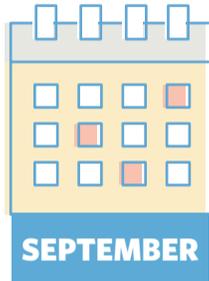
SEPTEMBER 2018

Marketing and Holiday Planning

It may seem too soon, but now is the time to start planning for the holiday season. Many of your biggest competitors have started generating buzz around the holidays. Constant Contact provides you all of the tools you need to connect with your audience and deliver content and offers that will get them excited to shop with you.

September Themes

- Self Improvement Month
- Little League Month
- National Preparedness Month
- National Breakfast Month



September Holidays

- 3** Labor Day
- 6** Read a Book Day
- 9** National Grandparents Day
- 9** Rosh Hashana
- 11** Patriot Day
- 19** Yom Kippur
- 22** Autumn Equinox - Fall Begins

1

September Content Ideas

2

Labor Day

Labor Day (9/3) is the unofficial end of summer. Use your email as a resource and not just a sales pitch; give readers tips for throwing that perfect end of Summer BBQ.

Read a Book Day

Encourage your audience to participate in Read a Book Day by sharing your favorite books and educational resources about topics that are relevant to your business.

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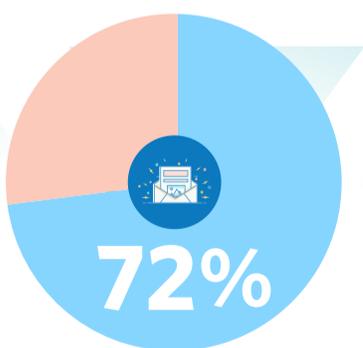
Self Improvement Month

Take time to connect with your audience by offering them ways they can improve their life. You can also create a survey to find out ways you can improve your own services to your customers.

Autumn Equinox

Celebrate the upcoming fall season by sharing seasonal tips for activities to do outside, recipes for your favorite fall treats, or local festivities to truly embrace this wonderful time of year.

The Power of Email Marketing and Social Media



72% people prefer to receive promotional content through email, compared to 17% who prefer social media

[Source: MarketingSherpa]



The National Retail Federation (NRF) reports that, "each year about 40 percent of consumers begin their holiday shopping before Halloween."

[Source: National Retail Federation]