

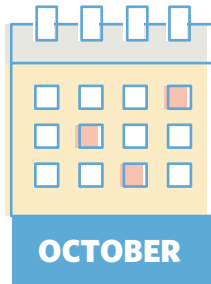
# OCTOBER 2018

## Marketing and Holiday Planning

Have you started to plan for the holidays? It may feel early, but on average it takes six to eight touches before a prospect takes action. Set yourself up for a successful holiday season by nurturing your relationships with potential and existing customers. Constant Contact has all of the resources you need to have the best holiday season ever!

### October Themes

- National Vegetarian Month
- Family History Month
- Get Organized Week (first week)
- Customer Service Week (first week)



### October Holidays

- 1** Child Health Day
- 5** Do Something Nice Day
- 8** Columbus Day
- 10** World Mental Health Day
- 16** World Food Day
- 22** CAPS LOCK DAY
- 31** Halloween

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### October Content Ideas

2

#### Get Organized Week

You don't have to wait for a major holiday to connect with your community. Share a business update, seasonal tips, or tease a holiday program.

#### Do Something Nice Day

Practice adding value without a discount by offering your audiences tips for doing something nice such as helping to rake your neighbor's leaves, gifting a festive pumpkin, or sharing a fall treat.

3

#### Columbus Day

Columbus day is a big day for retail. Offer a one-day sale or coupon for your customers to get some early holiday shopping done.

4

#### Halloween

Showcase your Halloween-themed items and remind your subscribers what they need for Halloween. Offer them a "treat" in the form of a coupon or discount.

### The Power of Email Marketing and Social Media

81%

81% of online shoppers who receive emails based on previous shopping habits were at least somewhat likely to make a purchase as a result of targeted email.

[Source: eMarketer]



It takes

6-8

touches to generate a viable sales lead.

Source: Salesforce