

JANUARY 2019

Marketing and Holiday Planning

January is the start of a new year which is a great time to implement positive changes in your business. Now that the holidays are behind us, take some time to think about your 2019 goals and action plans to make them a reality.

Content Ideas for January

International New Year's Resolution Month for Business

1

Determine your 2019 resolutions by looking for opportunities to improve inefficiencies. Are there process changes you can make to drive more results? Do you have a good balance of innovation, sales, and marketing? Did something fall off your radar in 2018? What can you do to improve your customer's experience?

Trivia Day

2

Share some fun trivia facts about your small business or nonprofit, then challenge them to answer some trivia facts about your industry. Add in some fun behind-the-scenes stories and pictures. This is a great way to engage your audience in a fun way.

Get to Know your Customers Day

3

Take some time to get to know your customers by sending a survey. Ask them about their interests and what they would like to see on your website, in store, or in your emails.

53%



of marketers say ongoing, personalized communication with existing customers results in moderate to significant revenue impact.

[Source: DemandGen]

January Holidays



- 1 New Year's Day
- 4 Trivia Day
- 17 Get To Know Your Customers Day
- 21 Martin Luther King Jr. Birthday
- 24 Compliment Day
- 25 Opposite Day
- 28 Fun at Work Day
- 29 National Puzzle Day

January Themes

- International New Year's Resolution Month for Business
- National Thank You Month
- International Creativity Month
- Get a Balanced Life Month



Marketers consistently ranked email as the **single most effective tactic** for awareness, acquisition, conversion, and retention.

[Source: Gigaom Research]