As you know, spending and donations increase significantly during the holiday season, presenting huge opportunities for small businesses and nonprofits. To help maximize your results during the holiday season, start engaging with your audience through email marketing TODAY!

Content Ideas for November

1. **Forget Me Not Day**
   - Today is a day to get in touch with friends, family, and customers that you haven’t seen in a while. Create an email teasing your holiday offers to encourage people to start their holiday shopping. Send a coupon to incentivize customers who haven’t purchased your product or services in a while.

2. **Thanksgiving**
   - Send a goodwill message to your contacts to thank them for being loyal customers and supporting your small business. Express your appreciation for them being a part of your community by emailing an exclusive offer for your contact list.

3. **Small Business Saturday**
   - The holidays are a great time to make a more personal connection with the people who support your business. Share a story about how you created your small business or how your family celebrates the holidays.

Log in to your Constant Contact account today to access our holiday email templates!

November Holidays

1. Daylight Savings
2. U.S. General Election Day
3. Forget Me Not Day
10. World Kindness Day
13. Thanksgiving
26. Black Friday
27. Small Business Saturday
28. Black Friday

November Themes

- Peanut Butter Lovers Month
- National Adoption Awareness Month
- Chemistry Week (first week)
- Game and Puzzle Week (third week)

20-40% of yearly sales for small and mid-sized retailers take place within the last two months of the year. *(Source: National Retail Federation)*

41.4% of consumers start shopping in November. *(Source: National Retail Federation)*

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