

2016 AUGUST Marketing and Holiday Planning

August is all about slowing down, being happy, and appreciating time with friends and family. It is a great month to create an Email Marketing campaign with Constant Contact that inspires customers to use your products or services before it is time to head back to school.

August Themes

National Simplify Your Life Week (1st Week)

National Smile Week (2nd Week)

Friendship Week (3rd Week)

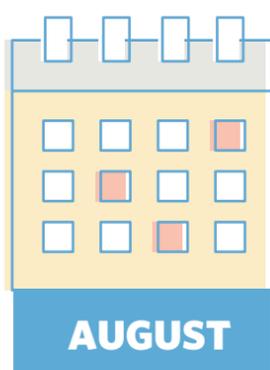
Be Kind to Humankind Week (4th Week)

Happiness Happens Month

Family Meals Month

Family Fun Month

Back to school



August Holidays

- 4 Night Out Day
- 5 Summer Olympics Begin in Rio
- 7 Friendship Day
- 7 Sisters Day
- 14 Worldwide Art Day
- 15 Relaxation Day
- 19 World Humanitarian Day
- 21 Senior Citizens Day
- 27 Global Forgiveness Day
- 27 Just Because Day

Content Ideas for August

National Simplify Your Life Week

1

Did you check in on your 2016 goals at the halfway point last month? Use this week to reprioritize your tasks and eliminate inefficiencies. Simplify your to do list by stopping tasks that don't align with or support your goals. Make your email marketing even easier by setting up an autoresponder series. Just set it and forget it!

Friendship Day and Siblings Day

2

Provide customers ideas with ways to celebrate their friendships and siblings, such as planning a special outing together, giving them a call, or exchanging a small gift. Perhaps you can provide a small incentive for them to celebrate together using your products or services.

Happiness Month

3

Send an email to express how happy you are that your contacts are a part of your community and support your business. Spread the happiness by offering a discount or special offer.

Family Meals Month

4

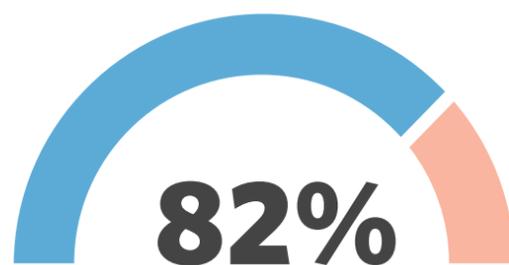
Encourage your audience to spend time with their family around the table by sharing barbeque ideas, new recipes that the whole family can make together, or recommend some tasty local restaurants.

Back to School

5

Help customers prepare for back to school not only by tackling their shopping list, but share a bucket list of fun summer activities to do before time runs out!

Still not convinced of the Power of Email Marketing?



of small businesses and nonprofits have adopted multi-channel marketing programs

[Source: Constant Contact]



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

[Source: MarketingSherpa]



Emails get delivered more than 90% of the time, while Facebook posts reach just 2% of fans

[Source: Forrester Research]