

# 2016 SEPTEMBER 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 this holiday season.

## Top Tips to Kickstart Your Holiday Planning

### 1. Develop a schedule to build momentum

Map out the weeks leading up to and through the holiday season with specific business goals for each of the big days. The holidays you target may vary based on your business and your audience.

### 2. Get creative

Use email to announce your holiday plans, remind people about important dates and deadlines, and thank people for shopping small during the holiday season.

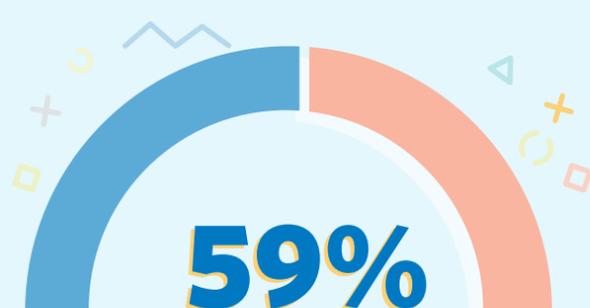
### 3. Be a resource; not just a sales pitch

Provide your audience with resources they can actually use this holiday season. It can be something as simple as time-saving tips or last-minute gift ideas.

### 4. Don't do too much, too soon

Don't overwhelm people with too many promotions early in the season. Instead, target your audience with relevant offers when they're actually ready to shop.

## Why Holiday Planning in September



percent of retailers in the US and UK had kick started their holiday promotional campaigns by September in 2015

[Source: Channel Advisor]

# 20 - 40%

of yearly sales for small and mid-sized retailers take place within the last two months of the year

[Source: Constant Contact]

## Content Ideas for September

### Read a Book Day

1

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.

2

### "I want to start my own business" Day

People buy from people, so let your community get to know you and your business better by sharing why you became a business. Include details such as your motivation, passion, and personal expertise.

3

### National Thank You Day

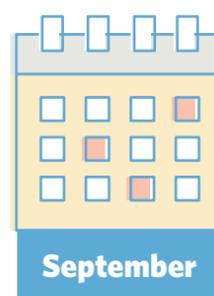
Send a goodwill message to your contacts to thank them for their support, being part of your community, and for subscribing to your email list. Ask them to share the love by forwarding to others that would enjoy your emails as well.

4

### 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.

## September Holidays



- 5 Labor Day
- 6 Read A Book Day
- 11 Patriot Day
- 11 "I want to start my own business" Day
- 15 National Thank You Day
- 21 World Gratitude Day
- 22 Autumn Equinox - Fall Begins
- 27 World Tourism Day
- 28 Women's Health and Fitness Day
- 28 Good Neighbor Day