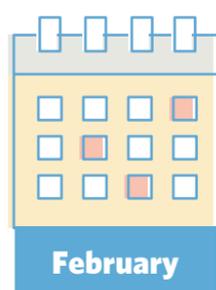


FEBRUARY 2017 Marketing and Holiday Planning

After spending January focused on reaching your personal and business New Year's resolutions, it is now time to send out some positive vibes to your community and customers. February is a time to spread the love, and we aren't just talking about Valentine's Day. Check out some of our suggestions below to help build relationships with your customers and make someone else's day.

February Themes

- Black History Month
- Heart Month
- International Boost Self-Esteem Month
- Wise Health Care Consumer Month
- Relationship Wellness Month
- Bake for Family Fun Month



February Holidays

- 1** National Freedom Day
- 2** Groundhog Day
- 3** National Wear Red Day
- 4** Rosa Parks Day
- 5** Super Bowl Sunday
- 7** Send a Card to a Friend Day
- 11** Don't Cry Over Spilled Milk Day
- 11** National Inventors Day
- 14** Valentine's Day
- 17** Random Acts of Kindness Day
- 20** President's Day
- 28** Mardi Gras

Content Ideas for February

Groundhog Day

1 Groundhog day can either mean good news or bad news depending on whether the groundhog sees his shadow and your preference for winter or spring. Let your customers know that regardless of the results, you are here to help celebrate or soften the blow of disappointing results. Share a coupon, fun activity they can do in your community, or interesting tip related to your business.

Don't Cry Over Spilled Milk Day

2 Life is too short to let the little things stress us out or bother us. Instead, use this day to change your mindset for the year and look on the bright side of things. Help your customers do the same by sharing some positive quotes or your favorite stress relief tips.

Valentine's Day

3 One of the fastest ways to someone's heart is through their stomach. Help your customers spread the love by sharing recipes for sweet treats they can give to let their friends, family, and significant other know how much they care. Encourage them to take it a step further by sharing a treat with someone who might not have a Valentine.

Random Acts of Kindness Day

4 Share a few easy-to-implement acts of kindness that could make someone's day. For example, leave positive sticky notes for someone else to find, buy a coffee for the person behind you in line, compliment each person you talk to, or buy a small gift or flowers for someone just because.

Still not convinced of the power of email marketing?



Email had a median ROI of **122%** in a 2016 study conducted by the Data & Marketing Association and Demand Metric. Email's ROI was well above those for digital marketing approaches like social media and paid search.

[Source: eMarketer]



of the US email marketers sent newsletters according to a poll conducted by Clutch.

[Source: eMarketer]

79% of US email marketers sent standalone emails and ...

71% sent lead nurturing messages.

[Source: eMarketer]