

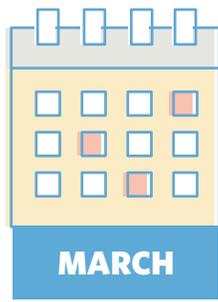
MARCH 2018

Marketing and Holiday Planning

Spring is just a few weeks away; disregard what Punxsutawney Phil thinks. Now is the time to evaluate and plan your spring marketing. Do you need to do a little spring cleaning and get your list segmented? Maybe your business is off to a slower start than you envisioned in 2018? Whatever your situation might be you can use some of the themes and holidays below to give your marketing a fresh update this spring!

March Themes

- National Women's History Month
- National Craft Month
- National Nutrition Month
- Spring is Here



March Holidays

- 1** World Compliment Day
- 11** Daylight Savings Day
- 14** Pi Day
- 17** St. Patrick's Day
- 20** International Earth Day
- 20** First Day of Spring
- 29** National Mom and Pop Business Owners Day

Content Ideas for March

1

International Earth Day

Tell your contacts how your business promotes sustainability through green lifestyle choices. For example, you send emails rather than mailing print material. Perhaps you are recycling and reusing material or reducing energy consumption and your carbon footprint. Encourage them to join the effort!

HOW: Add a video to your next email to share information on sustainable green tips.

2

Spring Begins

Share seasonal tips for garden care, activities to do outside, fashion, or even a fun recipe. You can mention uses for your products or services to prepare for spring.

HOW: Write and share a timely blog post to drive traffic back to your website.

3

National Mom and Pop Business Owners Day

Thank your customers for shopping locally and supporting your small business. Reward them for being part of your community by sharing a discount or small gift.

HOW: Send a Coupon campaign that can be redeemed instore or online.

4

World Compliment Day

Brighten your customers' day by complimenting each customer you speak to. Or, you can turn the tables and share the best compliment your business ever received. Use this testimonial to highlight what your business does and the value of your products or services.

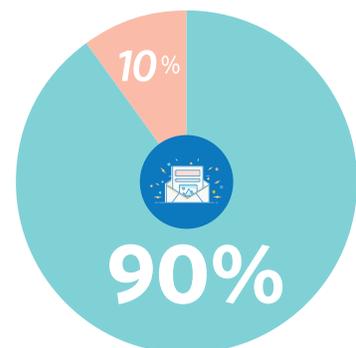
HOW: Add a Read More block to drive traffic to your website or testimonials page.

Still not convinced of the power of email marketing?

81%

of respondents said they were at least somewhat likely to make additional purchases, either online or in-store, as a result of targeted emails.

[Source: eMarketer]



People want your emails!

When asked which medium consumers would like to receive updates from, **90%** preferred an **email newsletter**, while only **10%** chose **Facebook**.

[Source: Nielsen Norm Group]