

MARCH 2020

Marketing and Holiday Planning

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 2020? Whatever your situation might be, you can use some of the themes and holidays below to give your marketing a fresh update this spring!

Content Ideas for March

Spring Begins

1

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.

National Mom and Pop Business Owners Day

2

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.

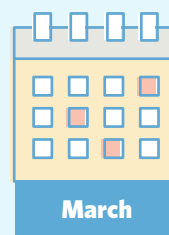
World Compliment Day

3

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.

March Holidays



1 World Compliment Day

3 Simplify Your Life Day

6 Employee Appreciation Day

8 Daylight Savings

14 Pi Day

17 St. Patrick's Day

19 Spring Begins

29 National Mom and Pop Business Owners Day

March Themes

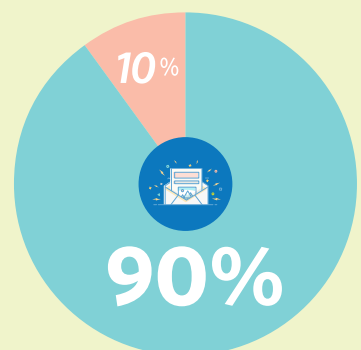
- National Women's History Month
- National Craft Month
- National Nutrition Month
- Spring is Here

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]