

September 2021 Marketing and Holiday Planning

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.

Content Ideas for September

Labor Day

1

Labor Day (9/7) is the unofficial end of summer. Use your email as a resource and not just a sales pitch; give readers tips for throwing that perfect end of Summer BBQ.

Autumn Equinox

2

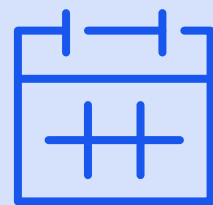
Celebrate the upcoming fall season by sharing seasonal tips for activities to do outside, recipes for your favorite fall treats, or local festivities to truly embrace this wonderful time of year.

Self Improvement Month

3

Take time to connect with your audience by offering them ways they can improve their life. You can also create a survey to find out ways you can improve your own services to your customers.

September Holidays



6 Read a Book Day

6 Labor Day

11 9/11 Remembrance Day

12 National Video Games Day

13 Grandparent's Day

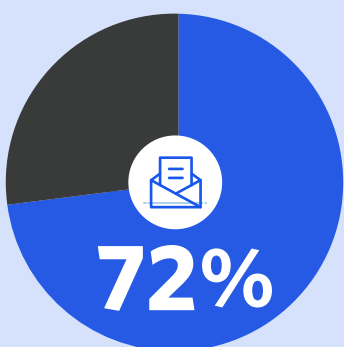
15 Yom Kippur

22 Autumn Equinox

28 Ask a Stupid Question Day

September Themes

- Self Improvement Month
- Little League Month
- National Preparedness Month
- National Breakfast Month
- Classical Music Month



72% people prefer to receive promotional content through email, compared to 17% who prefer social media

[Source: MarketingSherpa]

40%



The National Retail Federation (NRF) reports that, "each year about 40 percent of consumers begin their holiday shopping before Halloween."

[Source: National Retail Federation]