

April 2019 Marketing and Holiday Planning

This time of year brings people outdoors. Do you have a plan to get that foot traffic headed your way? Need ideas for spring sales? Whatever your goals are for the start of this season, the content below can help you make April the best month of your year!

Content Ideas for April

Remove the Stress

1

There is enough that you have to worry about on a daily basis, don't make remembering to send an email another one. Take some time at the start of the month to prep your messages, then set them up to be sent automatically. One less thing to worry about forgetting!

HOW: How: [Scheduling and automating your emails](#)

Help the Planet

2

Between Earth Day, Arbor Day, and a month dedicated to spring, gardening, and a planet in bloom, April is a great time to give back to the planet and your community. Start a fundraiser to give back to the community, or collect donations for an eco-friendly cause. Don't forget, emails help save paper too!

HOW: [4 Ways to Promote your Fundraiser, Collect Donations through your Email](#)

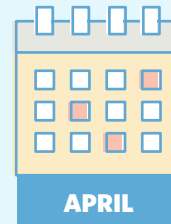
Family First

3

With National Siblings day and Take Your Kid to Work day, it's a great time to offer promotions for families to come together. Offering a discount or coupon that promotes 2-for-1, buy 1 get one half off, or something similar, helps you be the easy choice for families and siblings well after the first visit.

HOW: [Email Coupons to Promote your Business](#)

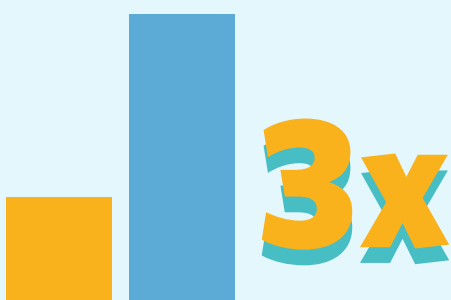
April Holidays



- 1** April Fool's Day
- 7** World Health Day
- 7** National Beer Day
- 10** National Siblings Day
- 17** Tax Day
- 21** Easter
- 22** Earth Day
- 26** Arbor Day

April Themes

- Spring has Sprung
- Lawn and Garden Month
- National Volunteer Month
- National Pet Month
- Stress Awareness Month
- National Humor Month



Email subscribers are **3x more likely** to share content on social media than leads who came through another channel

[Source: [Quicksprout](#)]



138%

Consumers who purchase products through email spend **138% more** than those that don't receive email offers.

[Source: [WordStream](#)]