

# September 2022 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 (9/5) 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

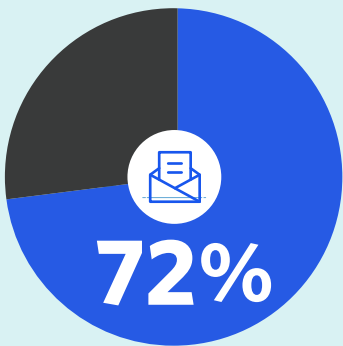


- 5 Labor Day
- 6 National Read a Book Day
- 11 9/11 Remembrance Day
- 11 Grandparent’s Day
- 12 National Video Games Day
- 21 World Gratitude Day
- 22 Autumn Equinox
- 25 Rosh Hashanah (begins)
- 28 Ask a Stupid Question Day
- 30 International Podcast Day



## 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]