

FEBRUARY 2018 Marketing and Holiday Planning

After spending January focused on reaching your personal and business New Year's resolutions, it is now time to send out some positive vibes to your community and customers. February is a time to spread the love, and we aren't just talking about Valentine's Day. Check out some of our suggestions below to help build relationships with your customers and make someone else's day.

February Themes

- Black History Month
- Heart Month
- International Boost Self-Esteem Month
- Wise Health Care Consumer Month
- Relationship Wellness Month
- Bake for Family Fun Month



February Holidays

- 2** Groundhog Day
- 4** Super Bowl Sunday
- 13** Mardi Gras
- 14** Valentine's Day
- 17** Random Acts of Kindness Day
- 19** Presidents Day
- 22** National Margarita Day

Content Ideas for February

Groundhog Day

1

Groundhog day can spell good or bad news depending on your views of winter weather. Let your customers know that regardless of the results, you are here to help celebrate or soften the blow of disappointing results. Offer your readers a few fun ideas to welcome spring, or how to get through six more weeks of winter.

Valentine's Day

2

One of the fastest ways to someone's heart is through their stomach. Help your customers spread the love by sharing recipes for sweet treats they can give to their friends, family, and significant others. Ask readers to share your email with others to show how much they care. Encourage them to take it a step further by sharing a treat with someone who might not have a valentine.

Random Acts of Kindness Day

3

Share a few easy-to-implement acts of kindness that could make someone's day. For example, leave positive sticky notes for someone else to find, buy a coffee for the person behind you in line, compliment each person you talk to, or buy a small gift or flowers for someone just because.

Still not convinced of the power of email marketing?



Email is not dead! Email will be used by half the world's population (**Over 3 Billion People**) by 2020.

[Source: Radicati Group]



By the end of next year (2019) it is projected that there will be **246 billion** emails sent every day.

[Source: Radicati Group]

86% of shoppers indicate a desire to receive promotional emails on a monthly basis.

[Source: MarketingSherpa]