

HOW TO PLAN YOUR YEARLY BUSINESS E-MAIL CAMPAIGN

Instructions: Use the information below to brainstorm seasonal promotions you could email out to your list of subscribers each month of the year. To help you get started and make it relevant to the seasons, I've included popular holidays and themes for each month.

January: _____
(*New Year's Resolutions, Health & Weight Loss, Budgeting After the Holidays, Martin Luther King, Jr. Holiday*)

February: _____
(*Valentine's Day, President's Weekend*)

March: _____
(*St. Patrick's Day, Spring Break for Many Colleges*)

April: _____
(*Spring, Easter, April Fool's Day*)

May: _____
(*Mother's Day, Cinco de Mayo, Memorial Day*)

June: _____
(*Summer, school holidays, Father's Day*)

July: _____
(*4th of July, Picnics, Summer Vacations*)

August: _____
(*Summer Heat, Children Home from School*)

September: _____
(*Back to School, Fall*)

October: _____
(*Halloween, Columbus Day*)

November: _____
(*Thanksgiving, Fall Harvest, Elections*)

December: _____
(*Christmas, Hanukkah, Winter, New Year's Eve, Holiday Parties*)

