

One Year of Marketing Ideas

It can be difficult to try to come up with a year of marketing opportunities if you've never made a schedule before. Here are some ideas to help get the creative juices flowing:

January

New Year's Resolution
New Inventory
Martin Luther King Day
Get Organized
Get In Shape
Get Your Taxes Ready
New Calendar

February

Valentine's Day
Presidents' Day
Groundhog Day – Feb 2

March

Spring
Spring Cleaning
St. Patrick's Day - March 17

April

April Fool's Day - April 1
Easter
Earth Day – April 22

May

Mother's Day
Memorial Day – May 28
Graduation

June

Father's Day
Graduation
Summer
Flag Day – June 14

July

Fourth of July
Christmas in July

August

Back to School
Summer Clearance

September

Labor Day
Fall

October

Halloween
Columbus Day

November

Thanksgiving
Election Day
Veterans Day

December

Religious Holidays
Winter
End of Year Clearance

Year 'Round Ideas

Customer Appreciation Day
Friends and Family Discount
Customer Birthday
Company Anniversary
____ of the Month
Thank You
Exclusive Pre-Sale Offer
Post-Sale Offer
Extended Sale
New Product Announcement
Customer Testimonial or
Success Story
Private Sale
Open House
Timely Reminder
Contest
Charity – Percentage of Sale
Goes to Charity
Coupon Days – ex: 10%
Discount on Tuesdays
Training Seminar/Guest Speaker
Loyalty Program
Referral Program
Monthly Newsletter

fold
factory
.com

©2014 Trish Witkowski / Foldfactory.com
Content excerpted from the *Direct Mail Simplified*
publication series, available at foldfactory.com