

# DECEMBER 2020 Marketing and Holiday Planning

We are well into a busy 2020 holiday season. Expect online shopping to be stronger than ever this year. While this can be an exciting time with record sales or donations, it is important to remember that 2021 is right around the corner. Now is the time to start planning for an even more successful year ahead!

## Content Ideas for December

### Green Monday

1

Tell your contacts how your business promotes sustainability through green lifestyle choices like sending an email rather than mailing print material. Perhaps you are recycling and reusing material or reducing energy consumption and carbon footprint. Encourage them to join the effort!

*Log in to your Constant Contact account today to access our holiday email templates!*

### Thank You Note Day

2

Send a goodwill message to your contacts to thank them for being loyal customers and supporting your small business this year. Express your appreciation to them for being a part of your community and for supporting you during this challenging year by emailing an exclusive offer.

### New Years Eve

3

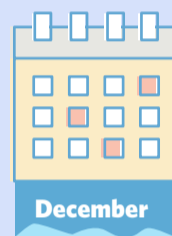
New Years Eve is the perfect time to give your audience a sneak peek at your new upcoming offerings or services. Use this time to build value by presenting a showcase of your most popular items.

**300%** 

Repeat customers spend 300% more than new customers.

[Source: RJ Metrics]

## December Holidays



**7** Pearl Harbor Day

**10** Human Rights Day

**10** Hannukkah (first day)

**13** International Children's Day

**14** Green Monday

**21** Winter Solstice

**25** Christmas Day

**26** Thank You Note Day

**26** Kwanzaa (first day)

**31** New Years Eve

**91%** 

of U.S adults like to receive promotional emails from companies they do business with.

[Source: Marketing Sherpa]