

November 2017 Marketing and Holiday Planning

As you know spending and donations increase significantly during the holiday season, presenting huge opportunities for small businesses and nonprofits. To help maximize your results during the holiday season start engaging with your audience through email marketing TODAY!

Save Time Creating Your Holiday Email Campaign

1. Pick a holiday template

Step one to creating a professionally-designed holiday email that stands out in the inbox is to select a template. Constant Contact has an extensive collection of holiday templates—from Thanksgiving and Black Friday to New Year's sales and everything in between.

[Log into your Constant Contact account](#) to select the perfect template for your business.

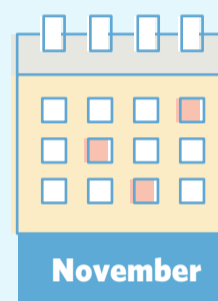
2. Write an effective holiday email

No matter the holiday, you can write your email quickly and effectively by focusing on five key elements: your email subject line, preheader text, image, message body, and call-to-action.

[Check out this article](#) for tips on how to easily create these 5 elements quickly and with no stress!

Major Holidays in November

- 23** Thanksgiving
- 24** Black Friday
- 25** Small Business Saturday
- 27** Cyber Monday
- 28** Giving Tuesday



Content Ideas for November

Forget Me Not Day

1

Today is a day to get in touch with friends, family and customers that you haven't seen in a while. Create an email teasing your holiday offers to encourage people to start their holiday shopping. Send a coupon to incentivize customers who haven't purchased your product or services in a while.

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

Thanksgiving

2

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

Small Business Saturday

3

The holidays are a great time to make a more personal connection with the people who support your business. Share a story about how you created your small business or how your family celebrates the holidays.

Additional November Holidays

- 5** Daylight Savings
- 10** Forget Me Not Day
- 11** Veteran's Day
- 13** World Kindness Day



40%

of marketers will launch a holiday marketing campaign before Halloween.

[Source: Experian]



20-40%

of yearly sales for small and mid-sized retailers take place within the last two months of the year.

[Source: National Retail Federation]



41.4%

of consumers start shopping in November

[Source: National Retail Federation]