

October 2017 Marketing and Holiday Planning

Have you started to plan for the holidays? It may feel early, but on average it takes six to eight touches before a prospect takes action. Set yourself up for a successful holiday season by nurturing your relationships with potential and existing customers.

Constant Contact has all of the resources you need to have the best holiday season ever!



It takes
6-8
touches to generate
a viable sales lead.

Source: Salesforce

Holiday Planning With Constant Contact

1. Planning Tools

[Marketing Calendar](#)

Marketing calendar provides you with a monthly campaign view that makes planning, creating, and scheduling your marketing more efficient— saving you time and driving better results for your business.

[Social Posts](#)

Social Posts allows you to plan, create, schedule and measure social media posts for Facebook, Twitter, LinkedIn, Pinterest, and Google+, all from your Constant Contact account.

2. Webinars

How to Have the Best Holiday Season Ever

When: 10/26 at 2pm ET

[Click Here to register](#)

3. Blog Posts

Check out the [Constant Contact blog](#) to find tips for holiday campaign ideas, how to leverage social media, and holiday email marketing best practices throughout the holiday season.

Holiday Season Dates to Plan For



Content Ideas for October

Get Organized Week

Prep for the holidays by making a plan using the Marketing Calendar and Social Post tools.

1

Plan for today:

You don't have to wait for a major holiday to connect with your community. Share a business update, seasonal tips, or tease a holiday program.

Plan for the holidays:

Perhaps offer a coupon, host an event, or run an awareness campaign for the major holidays.

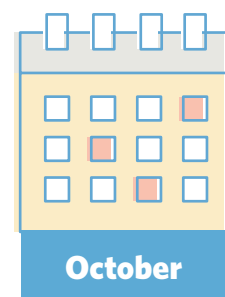
Log in to your Constant Contact account today to access our holiday email templates!

2

Do Something Nice Day

Practice adding value without a discount by offering your audiences tips for doing something nice such as helping to rake your neighbor's leaves, gifting a festive pumpkin, or sharing a fall treat.

October Themes and Holidays



Get Organized Week (1st-7th)

Customers First Week (1st-7th)

5 World Teacher's Day

5 Do Something Nice Day

9 Columbus Day

13 Friday the 13th

16 Bosses Day

31 Halloween