

October 2020 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!

Content Ideas for October

Get Organized Week

1

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.**

Columbus Day

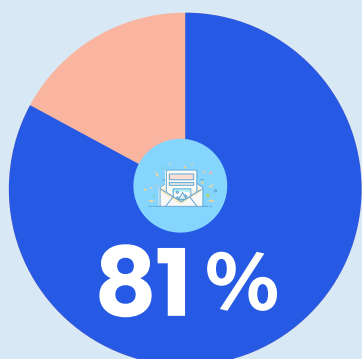
2

Columbus day is a big day for retail. Offer a **one-day sale** or **coupon** for your customers to get some early holiday shopping done.

Halloween

3

Showcase your Halloween-themed items and remind your subscribers what they need for Halloween. Offer them a "treat" in the form of a **coupon** or **discount**.



81% of online shoppers who receive emails based on previous shopping habits were at least somewhat likely to make a purchase as a result of targeted email.

[Source: eMarketer]

October Holidays



1 International Coffee Day

5 Do Something Nice Day

5 World Teacher's Day

12 Columbus Day

14 National Dessert Day

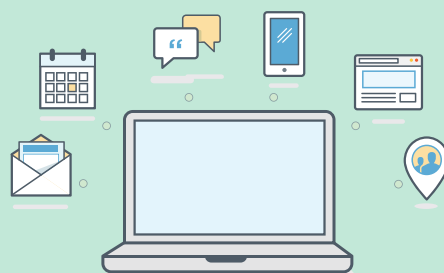
17 National Pasta Day

24 Make a Difference Day

31 Halloween

October Themes

- National Vegetarian Month
- Family History Month
- Get Organized Week (first week)
- Customer Service Week (first week)



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

Source: Salesforce



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