

# 2016 MAY

## Marketing and Holiday Planning

Use these May holidays and month long themes to inspire new campaign ideas. This infographic is designed to give you awareness of seasonal holidays in May that can help to get prospects excited by all of possibilities of Email Marketing with Constant Contact.

### May Themes

Small Business Week

Military Appreciation Month

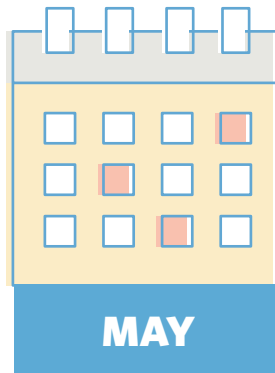
Family Wellness Month

National BBQ Month

National Family Week

National Tourism week

Graduation and Proms



### May Holidays

- 1** May Day
- 1** Loyalty Day
- 3** National Teacher's Day
- 4** Renewal Day
- 4** World Give Day
- 5** Cinco De Mayo
- 6** National Nurses Day
- 8** Mother's Day
- 11** Eat What you Want Day
- 21** Armed Forces Day
- 30** Memorial Day

### Content Ideas for May

#### Loyalty Day

1

The first of May is loyalty Day! Ask your loyal customers what they think of your business, products and services with a survey. Be sure to take action on the feedback and don't forget to thank your customers for their responses!

#### May Day

2

Celebrate spring and the upcoming summer season! Share seasonal tips for garden care, activities to do outside, fashion, or even getting in shape for the summer!

#### Mother's Day, Teacher's Day, Nurses Day, and Graduations.

3

Use these holidays to help your customers find the perfect gift for the special people in their lives. Create a sale or promotion highlighting a service or product you offer to give to their friends and family.

#### National Military Appreciation Month

4

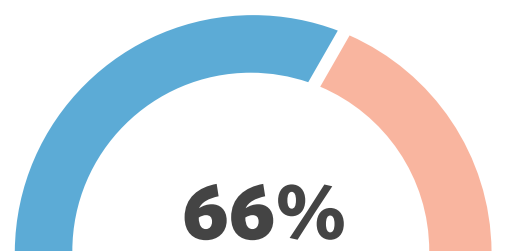
National Military appreciation month includes Loyalty Day, Military Spouse Appreciation Day, Armed Forces Day and Memorial Day. Send a goodwill message to your contacts to thank those who currently are or have served our country to protect the freedoms we enjoy every day.

#### Memorial Day

5

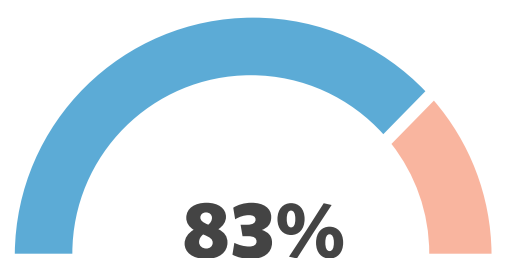
Memorial Day kicks off the summer. Send out menu ideas for barbeques, backyard tips for a successful party, or highlight local events celebrating Memorial Day in your area. #NationalBBQMonth

### Still not convinced of the Power of Email Marketing?



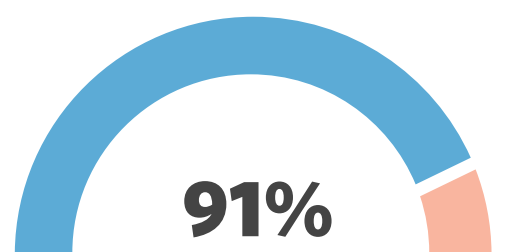
of online consumers made a purchase as a result of an email marketing message

[Source: Direct Marketing Association]



of organizations choose email as an effective marketing activity

[Source: Constant Contact]



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

[Source: Direct Marketing Sherpa]