

Seasonal

MARKETING TIPS

SPRING INTO SPRING WITH THE FRESHEST PROMOTIONS

Planning your print and digital marketing campaigns around spring and summertime events can not only give your business a great reason to engage customers and drive sales, it can also help set it apart from competitors who aren't launching timely advertising. There are endless traditional and unconventional calendar days that can inspire festive promos, so your business can draw crowds and stay top of mind.

Honoring Special Recognition Days – Outside of traditional or well-known holidays, there are specific dates that acknowledge major diseases, acts of kindness, nonprofit foundations and much more. Your business can easily shine a spotlight on a meaningful cause or give back to the local community with any commemorative day that aligns with your mission and values.

Tax Day Relief *After April 17*

No matter the industry you're targeting, you can leverage tax season to help promote your products and services. On the day after tax day, offer your customers a discount or completely free gift – because they'll appreciate a break from paying "the man." Financial services and tax solutions businesses may also market their services several months before tax day arrives.

Teacher Appreciation Week *May 7-11*

Support educators in your community while simultaneously attracting them to your business. There are numerous ways to give teachers a financial break and show your appreciation, such as: free or discounted meals, clothing essentials, groceries, school supplies, wellness services and more. For example, retailer Anthropologie runs an annual promotion offering teachers 20% off with a valid teacher ID. Spread the word with a local postcard campaign and corresponding digital marketing efforts.

Mother's & Father's Day Celebrations *May 13 / June 17*

Celebrate moms and dads (or even parents-to-be) with an incentive to visit your store or order online. Mother's Day resides in May and Father's Day is in June, but parents won't argue with being celebrated all month long. Mail a folded greeting card to moms and dads on your mailing list or ask us about securing a targeted list to invite prospects to shop for their parents.

Revitalize Your Marketing Inventory

Spring cleaning is for much more than your home. What about your old, dusty marketing materials? Recycle outdated messaging or designs and freshen up your collateral, including business cards, letterhead, folders and more! Impeccable brand awareness and presentation are the keys to success.

Welcome New Movers

Springtime is the busiest season for real estate agents and equally a great opportunity for local companies. Did you know that on average, consumers spend more than \$9,000 on purchases within the first few months following a move? Your business can reach this first-rate group of prospects with the right mailing list, then reel them in with a killer offer. Create a highly-personalized direct mail campaign using Variable Data Printing that welcomes new movers with special savings – and turn relocated prospects into life-long customers.

Are you in a holi-daze and not sure where to start?

Contact Modern to help your business plan a direct marketing strategy that keeps new sales rolling in, month over month.

Call **800.959.8365** or visit **modernpostcard.com**

To see more holidays and special observances, visit timeanddate.com/holidays/us
To see national food holiday ideas, visit foodimentary.com
*Avrick Direct

2018 Q2

APRIL

- APR 01 | Easter Sunday; April Fools' Day
- APR 07 | National Beer Day
- APR 12 | National Grilled Cheese Sandwich Day
- APR 16 | National Wear Your Pajamas to Work Day
- APR 17 | Tax Day
- APR 19 | National Get to Know Your Customers Day
- APR 22 | Earth Day
- APR 25 | National Administrative Professionals Day

MAY

- MAY 01 | May Day; Law Day
- MAY 03 | National Day of Prayer
- MAY 05 | Cinco de Mayo
- MAY 06 | National Nurses Day
- MAY 08 | National Teacher Day
- MAY 09 | National Foodies Day
- MAY 13 | Mother's Day
- MAY 16 | National Barbeque Day
- MAY 25 | National Wine Day
- MAY 28 | Memorial Day

JUNE

- JUN 01 | National Donut Day
- JUN 04 | National Cheese Day
- JUN 06 | National Running Day
- JUN 08 | National Best Friend Day
- JUN 13 | Cupcake Lover's Day
- JUN 14 | Flag Day
- JUN 18 | International Picnic Day
- JUN 17 | Father's Day
- JUN 21 | Summer Begins; International Yoga Day
- JUN 29 | National Camera Day
- JUN 30 | Social Media Day