

Seasonal

MARKETING TIPS

TURN HOLIDAYS INTO PAYDAYS

Strategically planning your print and digital marketing campaigns around relevant holidays 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 festive advertising. There are endless unconventional (and sometimes wacky) celebratory days that can inspire outside-of-the-box promotions, 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.

NEW YEAR SHOPPING SEASON *January – February*

After the holidays, many consumers have received cash and gift cards as presents – and they are anxious to redeem them! Mailed catalogs are a smart choice to increase Q1 sales for stores and online retailers. Create a New Year look book with pictures of your freshly launched or bestselling items, and then mail them out in early 2018. Booklets come in all shapes and sizes depending on your budget, but their selling impact is mighty regardless of size.

SINGLES' AWARENESS DAY *February 15*

Valentine's Day gets a lot of notoriety, but why not tap into a huge market of single Americans the very next day? Make singles feel loved by your business with exclusive offers and discounts. You can even create and mail greeting cards – a spin on the traditional Valentine's Day card – to a list of customers or prospects. Ask Modern about using Variable Data Printing (VDP) to personalize cards to each recipient's name.

INTERNATIONAL WOMEN'S DAY *March 8*

Build your brand and gain respect from new customers by backing women's causes that are relevant or important to your business. From local women's shelters and female-owned nonprofits to big organizations like Susan G. Komen, you can leverage International Women's Day by donating a percentage of proceeds to the foundation of your choice, either on March 8 or during the entire month. Combine marketing mailers with emails to local women or an entire community near your business.

FOOD AND DRINK HOLIDAYS *All Year Long*

If you manage a bar, restaurant or hospitality industry business, there are hundreds of unique food and drink holidays to celebrate. Change up your menu to reflect the food of the day or offer a specialty cocktail at a discount. Host food and drink tastings or in-venue contests to get your customers engaged and having fun. Spread the word with high-quality mail pieces targeting your venue's specific neighborhood and beyond.

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

With 365 days per year and thousands of ideas for themed campaigns, promotions and special offers – we know it can get overwhelming. 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

2018 Q1

JANUARY

JAN 01 | New Year's Day
JAN 02 | Science Fiction Day
JAN 04 | World Braille Day
JAN 13 | National Gluten-Free Day
JAN 15 | Martin Luther King Jr. Day
JAN 18 | Get to Know Your Customers Day
JAN 20 | National Cheese Lover Day
JAN 23 | National Handwriting Day
JAN 24 | National Compliment Day
JAN 28 | Fun at Work Day
JAN 30 | National Croissant Day

FEBRUARY

FEB 01 | National Freedom Day
FEB 02 | National Wear Red Day
FEB 04 | World Cancer Day
FEB 04 | Super Bowl Sunday
FEB 07 | National Send a Card to a Friend Day
FEB 13 | Mardi Gras Fat Tuesday
FEB 14 | Valentine's Day
FEB 15 | Singles' Awareness Day
FEB 17 | Random Act of Kindness Day
FEB 18 | National Drink Wine Day
FEB 16 | Chinese New Year
FEB 19 | Presidents' Day

MARCH

MAR 01 | Women's History Month Begins
MAR 02 | Read Across America Day
MAR 03 | World Wildlife Day
MAR 06 | National Oreo Day
MAR 08 | International Women's Day
MAR 11 | Daylight Savings
MAR 14 | Pi Day
MAR 17 | St. Patrick's Day
MAR 20 | Spring Begins
MAR 25 | Waffle Day
MAR 30 | Good Friday
MAR 31 | César Chávez Day

