



# October 2023 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.

### Indigenous Peoples' Day

**2** Also known as 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.

## October Holidays



- 1** International Coffee Day
- 5** Do Something Nice Day
- 5** World Teachers Day
- 9** Indigenous Peoples' Day
- 25** International Artist Day
- 28** Make a Difference Day
- 31** Halloween

## October Themes

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

# 59%

59% of email marketers believe they would save 6 hours per week by using automation software for their emails

Source: [Marketsplash](#)



# 64%

64% of small businesses connect with their audience through email marketing

Source: [Marketsplash](#)

Source: Wordstream

