

March 2023 Marketing and Holiday Planning



Do you need to do a little spring cleaning and get your list segmented? Maybe your business is off to a slower start than you envisioned this year? Whatever your situation might be, you can use some of the themes and holidays below to give your marketing a fresh update this spring!

Content Ideas for March

Spring Begins

1

Share seasonal tips for garden care, activities to do outside, fashion, or even a fun recipe. You can mention uses for your products or services to prepare for spring.

HOW: Write and share a timely blog post to drive traffic back to your website.



National Mom and Pop Business Owners Day

2

Thank your customers for shopping locally and supporting your small business. Reward them for being part of your community by sharing a discount or small gift.

HOW: Send a Coupon campaign that can be redeemed instore or online.



World Compliment Day

3

Brighten your customers' day by complimenting each customer you speak to. Or, you can turn the tables and share the best compliment your business ever received. Use this testimonial to highlight what your business does and the value of your products or services.

HOW: Add a Read More block to drive traffic to your website or testimonials page.

March Holidays



- 1 World Compliment Day
- 3 Employee Appreciation Day
- 3 Simplify Your Life Day
- 10 International Day of Awesomeness
- 12 Daylight Savings Ends
- 12 Girl Scouts Day
- 14 National Pi Day
- 17 St Patrick's Day
- 20 Spring Begins
- 29 National Mom and Pop Business Owners Day



March Themes

- National Nutrition Month
- National Women's History Month
- Irish-American Heritage Month
- Celebrate Your Name Week (1st Week)

81%



of respondents said they were at least somewhat likely to make additional purchases, either online or in-store, as a result of targeted emails.

[Source: eMarketer]



People want your emails!

When asked which medium consumers would like to receive updates from, **90% preferred an email newsletter**, while only **10%** chose **Facebook**.

[Source: Nielsen Norma Group]