

# April 2023 Marketing and Holiday Planning

Looking to find a way to drive more traffic online? Need ideas for spring sales? Whatever your goals are for the start of this season, the content below can help you make April the best month of your year!

## Content Ideas for April

### Remove the Stress

1

There is enough that you have to worry about on a daily basis, don't make remembering to send an email another one. Take some time at the start of the month to prep your messages, then set them up to be sent automatically. One less thing to worry about forgetting!

### Help the Planet

2

Between Earth Day, Arbor Day, and a month dedicated to spring, gardening, and a planet in bloom, April is a great time to give back to the planet and your community. Start a fundraiser to give back to the community, or collect donations for an eco-friendly cause. Don't forget, emails help save paper too!

### Family First

3

With National Siblings day it's a great time to offer promotions for families to come together. Offering a discount or coupon that promotes 2-for-1, buy 1 get one half off, or something similar, helps you be the easy choice for families and siblings well after the first visit.



The pandemic has resulted in a steady increase in global email usage. It's expected to increase from 4 billion in 2020 to 4.6 billion by 2025.

[Source: Statista, 2021]

## April Holidays



- 1 April Fool's Day
- 2 Nature Day
- 7 World Health Day
- 9 Easter
- 11 National Pet Day
- 14 Day of Silence
- 15 World Art Day
- 18 Tax Day
- 22 Earth Day
- 28 Arbor Day

## April Themes

- Spring has Sprung
- Lawn and Garden Month
- National Volunteer Month
- Celebrate Diversity Month
- Stress Awareness Month
- National Humor Month



# 320%

Automated emails generate up to 320% more revenue than non-automated emails.

[Source: optinmonster]