

# May 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 this the best month of your year!

## Content Ideas for May

### Mother's Day

1

Mother's day is a can't-miss holiday. Be sure to email your audience when this day is approaching and remind them of everything their mother has done for them. Help them make it special for her by offering sales or coupons for the things she'll love or for mothers to treat themselves!

**How:** [Add a Coupon to your Mother's Day email](#)

### Teacher Appreciation Day

2

Teachers are the backbone of our education system and don't get enough credit for all their hard work. Show them you appreciate everything they do by offering them a discount on this day.

**How:** Offer a discount coupon for anyone who provides their faculty email address through one of these [sign-up tools](#).

### Memorial Day

3

With Armed Forces Day and Memorial Day occurring this month, it's a perfect time to show your support for the troops

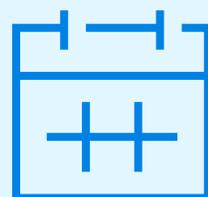
**How:** Partner with a local veterans organization and sponsor a fundraiser or offer a discount to anyone with a military ID for the month of May.

# 76%

Combining SMS marketing with your other marketing channels can **boost your company's average user lifetime** by 76%.

Source: [Braze](#)

## May Holidays



- 1 May Day
- 2 National Teachers' Day
- 4 Star Wars Day
- 5 Cinco de Mayo
- 6 National Nurses Day
- 14 Mother's Day
- 17 World Baking Day
- 20 National Armed Forces Day
- 25 National Wine Day
- 29 Memorial Day

## May Themes

- Teacher Appreciation Week
- Nurses Week
- National Bike Month
- National Barbecue Month
- Creative Beginnings Month



# 97%

Constant Contact has a best-in-class 97% delivery rate for email messages.

Source: [Constant Contact](#)