

September 2023 Marketing and Holiday Planning

Now is the time to start planning for the holiday season. Many of your biggest competitors have started generating buzz around the holidays. Constant Contact provides you with all of the tools you need to connect with your audience and deliver content and offers that will get them excited to shop with you.

Content Ideas for September

Labor Day

1

Labor Day (9/5) is the unofficial end of summer. Use your email as a resource and not just a sales pitch; give readers tips for throwing that perfect end of Summer BBQ.

Autumn Equinox

2

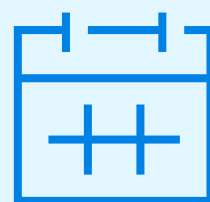
Celebrate the upcoming fall season by sharing seasonal tips for activities to do outside, recipes for your favorite fall treats, or local festivities to truly embrace this wonderful time of year.

Self Improvement Month

3

Take time to connect with your audience by offering them ways they can improve their life. You can also create a survey to find out ways you can improve your own services to your customers.

September Holidays



- 4 Labor Day
- 6 National Read a Book Day
- 10 Grandparent's Day
- 11 9/11 Remembrance Day
- 15 Rosh Hashanah (begins)
- 21 World Gratitude Day
- 23 Autumn Equinox Day
- 24 Yom Kippur (begins)
- 28 Ask a Stupid Question Day
- 30 International Podcast Day

September Themes

- Self Improvement Month
- Little League Month
- National Preparedness Month
- National Breakfast Month
- Classical Music Month

320%

50% of consumers purchase through marketing emails at least once a month

Source: [Marketsplash](#)



87%

87% of businesses use email marketing to distribute their content. This makes it the second most popular marketing channel, behind social media.

Source: [Wordstream](#)