

November 2023 Marketing and Holiday Planning

As you know, spending and donations increase significantly during the holiday season, presenting huge opportunities for small businesses and nonprofits. To help maximize your results during the holiday season, start engaging with your audience through email marketing TODAY!

Content Ideas for November

World Kindness Day

1

Today is a day to celebrate being kind to everyone. Send an uplifting email reminding your customers how much they mean to you. Send a text or SMS with encouraging words throughout the day. Post a kind words meme on social media and ask your followers to share kindness throughout their day as well.

Thanksgiving

2

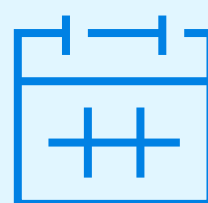
Send a goodwill message to your contacts to thank them for being loyal customers and supporting your small business. Express your appreciation for them being a part of your community by emailing an exclusive offer for your contact list.

Small Business Saturday

3

The holidays are a great time to make a more personal connection with the people who support your business. Share a story about how you created your small business or how your family celebrates the holidays.

November Holidays



- 1 All Saint's Day
- 1 World Vegan Day
- 5 Daylight Savings
- 7 U.S. General Election Day
- 10 Forget-Me-Not Day
- 11 Veteran's Day
- 13 World Kindness Day
- 18 National Adoption Day (begins)
- 23 Thanksgiving
- 24 Black Friday
- 25 Small Business Saturday

November Themes

- Peanut Butter Lover's Month
- National Adoption Awareness Month
- Chemistry Week (First week)
- Game and Puzzle Week (Third week)
- World Vegan Month

73%

73% of consumers prefer using multiple channels during their online shopping process.

Source: [Marketsplash](#)



56%

56% of adults prefer to shop both online and in-store.

Source: [Forbes](#)