February 2024 Marketing and Holiday Planning

February is a time to spread the love, and we aren't just talking about Valentine's Day. Check out some of our suggestions below to help build relationships with your customers and make someone else's day.

Content Ideas for February

Groundhog Day

1

Groundhog day can either mean good news or bad news depending on whether the groundhog sees his shadow and your preference for winter or spring.

Let your customers know that regardless of the results, you are here to help celebrate or soften the blow of disappointing results. Share a coupon, fun activity they can do in your community, or interesting tip related to your business.

Valentine's Day

2

One of the fastest ways to someone's heart is through their stomach. Help your customers spread the love by sharing recipes for sweet treats they can give to let their friends, family, and significant other know how much they care. Encourage them to take it a step further by sharing a treat with someone who might not have a Valentine.

Random Acts of Kindness Day

3

Share a few easy-to-implement acts of kindness that could make someone's day. For example, leave positive sticky notes for someone else to find, buy a coffee for the person behind you in line, compliment each person you talk to, or buy a small gift or flowers for someone just because.
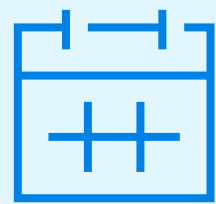
February Holidays

1	National Freedom Day
2	Groundhog Day
9	National Pizza Day
11	Superbowl Sunday
14	Valentine's Day
17	Random Acts of Kindness Day
20	National Love Your Pet Day
19	President's Day
22	Be Humble Day
24	World Bartender Day

February Themes

- Black History Month
- International Friendship Month
- Women's Role in History Month
- American Heart Month

53%

of marketers say ongoing, personalized communication with existing customers results in moderate to significant revenue impact.

[Source: DemandGen]

61%

of subscribers/customers would like to receive promotional emails every week, 38% – more frequently

[Source: Marketing Sherpa]

Constant Contact