

September 2025 Marketing and Holiday Planning

Now is the perfect time to switch gears from back-to-school promos to planning your next big campaign. Here are some ideas to connect with your audience and help your September campaigns shine.

Content Ideas for September

Labor Day

1

Labor Day (9/1) is a greate excuse to spark some creativity in your September content. Lean into themes of rest, appreciation, and hard work --- highlight your favorite tools, routines, or products that help people work smarter (or relax harder). Share behind-the-scene images or videos to show what goes into running your business or introduce the people who keep it going. You could also offer a thank-you to your audience for supporting you.

Positive Thinking Day

2

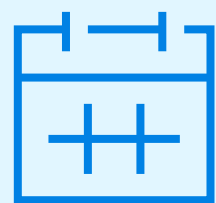
Positive Thinking Day (9/13) is a chance to bring a little extra light into your emails. Share an uplifting story from your business journey, spotlight a customer win, or post a feel-good quote that aligns with your business or brand. You could even ask your audience what is bringing them joy lately, or offer a gentle reminder to celebrate the small wins.

Self Improvement Month

3

Whether you offer products, services, or inspiration, this month is the perfect time to share tips, tools, or routines that help your audience improve their life. You could highlight small changes that make a big impact, share your own growth journey, or ask your community what they're working on this season. You could also create a survey to find out ways you can improve your own services to your customers. No matter what you do, remember this month is all about progress, not perfection.

September Holidays



- 1 Labor Day
- 6 National Read a Book Day
- 7 Grandparent's Day
- 11 9/11 Remembrance Day
- 13 Positive Thinking Day
- 21 World Gratitude Day
- 22 Autumn Equinox Day
- 28 Ask a Stupid Question Day
- 30 International Podcast Day

September Themes

- National Self-Care Awareness Month
- World Alzheimer's Month
- National Preparedness Month
- National Breakfast Month
- Classical Music Month
- Save a Tiger Month

50%

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](#)