

May 2019 Marketing and Holiday Planning

April's showers are gone and now it's time for your business to bloom. Whether you want to grow your list, your sales, or your visibility in the community, the content below can help you plant the seed for a great month in May!

Content Ideas for May

Mother's Day Sale

1 Mother's day is a can't miss holiday. Make 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 discounts for mothers on the day just for them!

How: [Use these tips to make the most of Mother's Day](#), 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 that 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](#)

Support the Troops

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

How: Start a fundraiser for veterans by adding a [Donations block](#) to your emails, Offer a discount to anyone with a military ID for the month of May.

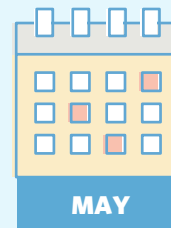
66%



When it comes to purchases made as a result of receiving a marketing message, **email has the highest conversion rate (66%)**, when compared to social, direct mail and more.

[Source: [DMA](#)]

May Holidays



2 Brothers and Sisters Day

5 Cinco de Mayo

6 National Nurse's Day

7 National Teachers Day

12 Mother's Day

25 International Jazz Day

25 National Wine Day

27 Memorial Day

May Themes

- **Teacher Appreciation Week (6th-10th)**
- **Nurses Week (first full week)**
- **National Bike Month**
- **National Hamburger Month**

98%

77%



98% of Constant Contact emails hit inboxes compared to only 77% with regular email.

[Source: [Constant Contact & Return Path](#)]