

EMAIL CONTENT IDEAS FOR PUBLISHING

Engage existing followers and expand your reach to new ones.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

| CONTENT IDEAS | LINKS AND BUTTONS | TEMPLATE IDEAS |
|--|---|--|
| Announce local events such as book signings, record releases or community events to drive participation and email sharing. | <ul style="list-style-type: none">• See full event details• Register now• Share with friends and family | <ul style="list-style-type: none">• Client Newsletter |
| Advertise new books or records being published to drive website visits, purchases and email sharing. | <ul style="list-style-type: none">• See full details• Buy now• Share with friends and family | <ul style="list-style-type: none">• Client Newsletter• Product/Service Showcase |
| Introduce up-and-coming artists and your commentary to strengthen your connection with followers and drive email sharing. | <ul style="list-style-type: none">• See the full story• Share with friends and family | <ul style="list-style-type: none">• Client Newsletter• Product/Service Showcase |
| Share clips, previews, songs, interviews with a featured artist or author. | <ul style="list-style-type: none">• Watch the video• Listen to the song• Share with friends and family | <ul style="list-style-type: none">• Client Newsletter• Product/Service Showcase |
| Share trends in the industry and your commentary to stay in your follower's minds and encourage email sharing. | <ul style="list-style-type: none">• Learn More• Share with friends and family | <ul style="list-style-type: none">• Client Newsletter• Product/Service Showcase |

Take advantage of the upcoming holidays by sharing new offerings, events or tips related to:

| WINTER | SPRING | SUMMER | FALL |
|---|---|---|--|
| <p>December</p> <ul style="list-style-type: none"> • Safe Toys and Gifts Month • Hanukkah • Christmas • Celebrate Short Fiction Day • Poet Laureat Day <p>January</p> <ul style="list-style-type: none"> • New Year's Day • National Cowboy Poetry Gathering Week • Copyright Law Day • National Thank You Month • Book Blitz Month <p>February</p> <ul style="list-style-type: none"> • Valentine's Day • Give Kids A Smile Day • Library Lovers Month • National African American Read-In • Random Acts of Kindness Day | <p>March</p> <ul style="list-style-type: none"> • World Book Day • World Compliment Day • Read an E-Book Week • Return The Borrowed Books Week <p>April</p> <ul style="list-style-type: none"> • Earth Awareness Month • Poetry & The Creative Mind Day • Easter • National Poetry Month • Library Snapshot Month <p>May</p> <ul style="list-style-type: none"> • Military Appreciation Month • Mother's Day • Children's Book Week • Get Caught Reading Month • Reading is Fun Week • Memorial Day | <p>June</p> <ul style="list-style-type: none"> • Audio Book Appreciation Month • Father's day • Children's Sunday • National Bathroom Reading Month • Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> • 4th of July • National Make A Difference to Children Month • Embrace Your Geekness Day • Paperback Book Day <p>August</p> <ul style="list-style-type: none"> • National Read A Romance Month • Back-to-school • Be Kind to Humankind week | <p>September</p> <ul style="list-style-type: none"> • Labor Day • Banned Books Week • National Keep Kids Creative Week <p>October</p> <ul style="list-style-type: none"> • National Book Month • National Cookbook Month • Great Books Week • Books For Treats Day • Halloween <p>November</p> <ul style="list-style-type: none"> • National Book Awards Week • National Young Reader's Day • Thanksgiving • National Young Reader's Week • Picture Book Month |

| WINTER-THEMED TEMPLATES | SPRING-THEMED TEMPLATES | SUMMER-THEMED TEMPLATES | FALL-THEMED TEMPLATES |
|---|--|--|--|
| <ul style="list-style-type: none"> • Valentine Hearts • Valentine Roses • Boxing Day - Canada • Christmas Card • Family Day • Holiday Berry • Holiday Card • Holiday Elegant • Holiday Snowman | <ul style="list-style-type: none"> • Happy Victoria Day • Easter • St. Patrick's Day Card II • Earth Day | <ul style="list-style-type: none"> • Happy July 4th • Happy Independence Day | <ul style="list-style-type: none"> • Happy Halloween • Happy Labor Day • Labour Day - Canada • Thanksgiving • Thanksgiving - Canada |