

# EMAIL CONTENT IDEAS FOR RETAIL

Entice customers to shop, share your emails, and expand your reach to new customers.

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 new inventory to drive sales from current customers and email sharing.	<ul style="list-style-type: none"><li>Shop now</li><li>See more details</li><li>Share with friends and family</li></ul>	<ul style="list-style-type: none"><li>Retail Product Announcement</li><li>Customer Product/Service Promotion</li></ul>
Announce a sale or promotion to drive sales from current customers and email sharing.	<ul style="list-style-type: none"><li>Shop now</li><li>See customer reviews</li><li>Share with friends and family</li></ul>	<ul style="list-style-type: none"><li>Retail Sale Announcement</li><li>Promotional Coupon</li><li>Special Offer</li></ul>
Share holiday and seasonal purchase recommendations to drive sales and email sharing.	<ul style="list-style-type: none"><li>Buy now</li><li>Stop by today</li><li>See product details</li><li>Share with friends and family</li></ul>	<ul style="list-style-type: none"><li>Retail Seasonal</li><li>Gift Tag Offer</li><li>Retail Holiday</li></ul>
Share tips and trends related to your products to keep customers connected to your business and drive email sharing.	<ul style="list-style-type: none"><li>See all tips</li><li>Watch video</li><li>Share with friends and family</li></ul>	<ul style="list-style-type: none"><li>Product/Service Promotion II</li><li>Product/Service Showcase</li></ul>
Share recommendations about the different ways to use or care for your products to keep customers connected and drive email sharing.	<ul style="list-style-type: none"><li>See more pictures</li><li>Share with friends and family</li></ul>	<ul style="list-style-type: none"><li>Product/Service Promotion I</li><li>Customer Product/Service News</li></ul>

# Take advantage of the upcoming holidays by sharing new inventory, specials, gift ideas, or tips related to:

WINTER	SPRING	SUMMER	FALL
<p><b>December</b></p> <ul style="list-style-type: none"> <li>National Tie Month</li> <li>Safe Toys and Gifts Month</li> <li>Cyber Monday</li> <li>Make A Gift Day</li> <li>Salesperson Day</li> <li>Hanukkah</li> <li>Ugly Christmas Sweater Day</li> <li>Re-gifting Day</li> <li>Christmas</li> <li>Make Up Your Mind Day</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>New Year's Day</li> <li>National Thank You Month</li> <li>International Creativity Month</li> <li>Dress Up Your Pet Day</li> <li>Ditch New Year's Resolutions Day</li> <li>International Sweatpants Day</li> <li>Measure Your Feet Day</li> <li>Inspire Your Heart with Art Day</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>Heart Month</li> <li>Super bowl Sunday</li> <li>Madly in Love with Me Day</li> <li>Valentine's Day</li> <li>Singles Awareness Day</li> <li>Random Acts of Kindness Day</li> <li>Love Your Pet Day</li> <li>Floral Design Day</li> </ul>	<p><b>March</b></p> <ul style="list-style-type: none"> <li>National Craft Month</li> <li>World Compliment Day</li> <li>Be Heard Day</li> <li>Dream Day</li> <li>I want you to be happy day</li> <li>National Mom and Pop</li> <li>Business Owners Day</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Couple Appreciation Month</li> <li>Earth Awareness Month</li> <li>Garden Month</li> <li>Easter</li> <li>Walk on Your Wild Side Day</li> <li>Earth Day</li> <li>International Dance Day</li> <li>Honesty Day</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Military Appreciation Month</li> <li>Mother's Day</li> <li>Lucky Penny Day</li> <li>Barbecue Month begins</li> <li>Memorial Day</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>National Camping Month</li> <li>National Drive Safe Month</li> <li>National Fireworks Safety Month</li> <li>Great Outdoors Month</li> <li>World Environment Day</li> <li>Father's day</li> <li>National Splurge Day</li> <li>Flip-Flop Day</li> <li>Public Service Day</li> <li>Social Media Day</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>Bikini Day</li> <li>Independence Day</li> <li>National Work-a-Holics Day</li> <li>Embrace Your Geekness Day</li> <li>All or Nothing Day</li> <li>Parent's Day</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>World Wide Web Day</li> <li>National Girlfriends Day</li> <li>Just Because Day</li> <li>Friendship Day</li> <li>Back-to-school</li> <li>Relaxation Day</li> <li>National Bow Tie Day</li> <li>Be Kind to Humankind Week</li> </ul>	<p><b>September</b></p> <ul style="list-style-type: none"> <li>Labor Day</li> <li>National Courtesy Month</li> <li>National Grandparent's Day</li> <li>Good Neighbor Day</li> <li>Swap Ideas Day</li> <li>Patriot Day</li> <li>Football Season</li> <li>National Women's Friendship Day</li> <li>Stand Up To Cancer Day</li> <li>International Dot Day</li> <li>American Business Women's Day</li> <li>National Hunting and Fishing Day</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>Breast Cancer Awareness Month</li> <li>Do Something Nice Day</li> <li>Face Your Fears Day</li> <li>Department Store Day</li> <li>Make A Difference Day</li> <li>Halloween</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>America Recycles Day</li> <li>Celebrate Your Unique Talent Day</li> <li>Shopping Reminder Day</li> <li>Thanksgiving</li> <li>Black Friday</li> <li>Electronic Greetings Day</li> <li>Small Business Saturday</li> </ul>

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