



February 2009

Nurture Institute

www.nurtureinstitute.com

Top 10 Holidays for Marketing Opportunities

Make this powerful marketing tactic part of your marketing plan. Coordinate some of your marketing messaging with calendar events and holidays. Utilize holiday metaphors in your direct mail, e-Mail, event, and website campaigns. It's very easy to do, seldom used, and will get you remembered. Our countdown of holidays to consider is:

10. Ground Hog Day

The movie starring Bill Murray is a perfect opportunity to get prospects and clients to move forward with a deal or get out of a rut. The Ground Hog predicts a better time ahead.

Idea: Stuffed Ground Hog



9. Halloween

Is your current vendor a "Trick or a Treat"? They shouldn't have to guess. Halloween is a perfect time to "call out" your competitors who may not be what they seem, in a fun way.

Idea: M&M's with your Logo



8. Independence Day

Celebrating the birth of our country, patriotism, and your support of our troops with a donation is a great way to position your company and do something good.

Idea: Donation to a Veterans' Group



7. Mother's Day

The Nurture Institute is all about nurturing relationships to gain top-of-mind awareness. Mother's Day is the perfect time to deliver a message of caring, and your willingness to go the extra distance for your customers and prospects.

Idea: Discount Flower Coupon



6. New Year

Skip the December holidays completely and send a card wishing your clients and prospects a great new year. The New Year includes some great metaphors (renewal, start, horizon, promising, fresh start) and less competition for your attention after the major holidays.

Idea: Personal Card



5. Arbor Day

A great opportunity to celebrate your “Green” company and the renewal that springs brings to your clients and prospects personally. Metaphors include planting, feeding, the sun, end of winter, and growth.

Idea: Seedling



4. Earth Day

Like Arbor Day, Earth Day is your perfect opportunity to align your company’s goals with the goals of our shared ecosystem.

Idea: Carbon Footprint Calculator



3. Christmas/Holiday Season

A great time to communicate your company’s values. Send a personal hand-written note expressing your holiday wishes for peace and good health. Choose the holiday metaphor that most aligns with your companies culture.

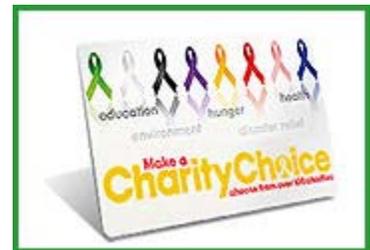
Idea: Personal Note



2. Thanksgiving

An American and Canadian Holiday, Thanksgiving gives you the opportunity to say thank-you to your clients and prospects. Consider replacing the December holiday card with a Thanksgiving donation in the name of the recipient.

Idea: Charitable Donation. Check out www.charitygiftcertificates.org for a memorable way to make a donation to charity.



1. Valentine's Day

The perfect opportunity to express to your clients what they really mean to you and your family.

Idea: The Nurture Institute has the perfect Valentine’s Day gift, our e-Book [101 Business Love Letters](#) available with volume discounts (Call 732 636-1001 x27)



For more ideas on holiday marketing touches visit the Nurture Institute Blog at: www.dimensionalemail.com

The Nurture Institute is a full-service marketing agency dedicated to help you explore new and creative ways to connect with clients and prospects. Visit us today for more information on Nurture can build your pipeline.