



**IMPORTANT DATES & CONCEPTS
YOU CAN USE FOR YOUR
JANUARY CAMPAIGNS**



NEW YEAR & NEW OPPORTUNITIES

End of the year means campaigns that summarize a successful and eventful year – so it is only fair if the beginning of the year starts with promises. Send out messages filled with thanks to your customers who bought your products or services last year and promise that you will continue on providing the same service or product quality this year too. Additionally, you can segment the customers who have been unsatisfied with your services in the past years and send them personalized messages with your apologies and promises to provide better service in the upcoming year. This can add value to your brand and, again, strengthen your customer loyalty.



WINTER

It's safe to continue with the winter-themed campaigns you started executing in December throughout the month of January. Products such as home textiles, books, and warm drinks are some of the most popular ones in the winter months. It is also a good time to promote winter tourism and winter sports tools such as ski gear during this period.

Precautions against health problems, such as vitamins and supplements, health insurance, and similar products and services, are also great for promoting the new year and new beginning themes.



JANUARY 1st

THE FIRST DAY OF THE NEW YEAR

The first day of the new year, January the 1st, is an important date for marketing. Focus on just one product or at least one type of product to promote with a line like “Start the new year with the X product!” This can be an electric toothbrush, a spin bike, or anything to do with new year's resolutions.



JANUARY 11th - 17th

BIG ENERGY SAVING WEEK

For the last few years, businesses have been in competition to become greener. That's why Big Energy Saving Week is the perfect opportunity to show off your energy-saving methods. Try not to be too preachy when it comes to energy saving to your customers – now most people know that a large portion of the responsibility falls on the corporations. Be careful about the tone you use with your messaging, and don't blame anyone, especially the individuals.

INTERESTING DATES IN JANUARY

When you are having a difficult time with your communication strategies, especially about the concepts, it's always a good idea to utilize these days to create interesting and fun campaigns. No matter what your industry is, you can find something appropriate for your business.

JANUARY 1st
New Year's Eve

JANUARY 2nd
Science Fiction Day

JANUARY 3rd
Sleep Festival Day

JANUARY 4th
Braille Alphabet Day
World Blind Day

JANUARY 5th
Bird Day

JANUARY 8th
Clean Your Desk Day

JANUARY 10th
Journalist Day
Managers Day
Dark Chocolate Day

JANUARY 11th - 17th
Big Energy Saving Week

JANUARY 13th
Sticker Day

JANUARY 14th
Kite Day
Dress Your Cat Day

JANUARY 15th
Hat Day

JANUARY 16th
Religious Freedom Day
Do Nothing Day
World Hygiene Day

JANUARY 17th
Children Inventors Day

JANUARY 19th
Popcorn Day

JANUARY 20th
Cheese Lover's Day

JANUARY 21st
World Hug Day

JANUARY 22th
Hot Sauce Day

JANUARY 23th
National Pie Day

JANUARY 26th
International Customs Day

JANUARY 27th
Chocolate Cake Day

JANUARY 28th
International Lego Day
Data Protection Day

JANUARY 29th
Puzzle Day



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