IMPORTANT DATES & CONCEPTS YOU CAN USE FOR YOUR JANUARY CAMPAIGNS



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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.

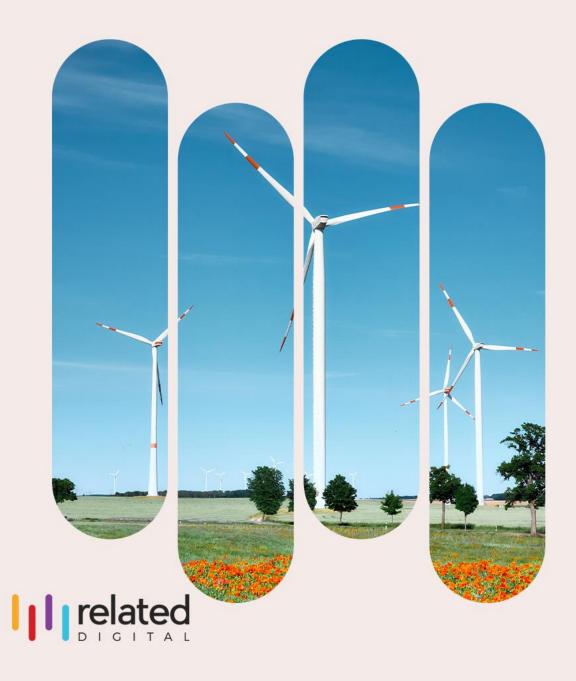
Precautions against health problems, such as vitamins and supplements, health insurance, and similar products and services, are also great for promoting the new year and new beginning themes.



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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