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Marketing Tips | Q1

Accelerate Your Business: Marketing Strategies to Drive Sales and Enhance Engagement in January, February, and March

MONTH	KEY DATES	ADVERTISING THEMES IDEAS
JANUARY	New Year's Day (1st)	<p>Fresh Start, New Beginnings - Highlight these new creations through your social media channels, website, and email newsletters. Consider offering a special promotion or discount to incentivize early purchases.</p> <p>Winter-Themed Products - Create products that resonate with the winter season. Whether it's cozy scarves, tumblers or coffee mugs, tailor your offerings to match the seasonal vibe. Use seasonal keywords in your product descriptions and marketing campaigns.</p> <p>Winter Clearance Sales - January is a great time to offer post-holiday sales clear out inventory. Consider running promotions such as clearance sales, buy-one-get-one-free offers, or discounts on select items.</p>
FEBRUARY	Valentine's Day (14th)	<p>Valentine's Day Specials - Handmade gifts for loved ones and offer Valentine's Day specials. Promote these items as perfect gifts for loved ones and leverage social media platforms to showcase your Valentine's Day collection.</p>
	President's Day Third Monday	Patriotic-Themed handmade items
MARCH	St. Patrick's Day (17th)	<p>St. Patrick's Day - Green-themed crafts, luck of the Irish.</p> <p>Spring Product Launch - With the arrival of spring, consider launching new products or refreshing your existing inventory with spring-themed items. Showcase your handmade creations that reflect the colors, themes, and motifs associated with the season, such as floral patterns, pastel hues, and nature-inspired designs.</p>



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Marketing Tips | Q2

Spring into Success: Accelerate Your Business with Proven Marketing Strategies for April, May, and June

MONTH	KEY DATES	ADVERTISING THEMES IDEAS
APRIL	Easter (Date Varies)	<p>Easter Themed Products - Consider decorative Easter eggs, bunny plush toys, or spring-themed decor. Highlight these products on your website, social media channels, and email newsletters to attract holiday shoppers.</p> <p>Outdoor Market Events - Take advantage of warmer weather by participating in outdoor market events, craft fairs, or artisan markets. Offer exclusive discounts or promotions to event attendees to drive sales.</p>
	Earth Day (22nd)	<p>Eco-friendly handmade products - Highlight products made from eco-friendly materials or featuring sustainable practices.</p>
MAY	Mother's Day (Second Sunday)	<p>Handmade Gifts for Mom - Tailor your marketing efforts to attract shoppers looking for thoughtful gifts for mothers and mother figures. Create a curated selection of handmade products such as jewelry and personalized items.</p> <p>Graduation Gifts - Position your products as thoughtful keepsakes that graduates will cherish for years to come.</p>
	Memorial Day (Last Monday)	<p>Patriotic and outdoor-themed crafts</p>
JUNE	Father's Day (Third Sunday)	<p>Father's Day - Leather goods, grooming kits or personalized items make great Father's Day gifts.</p> <p>Vacation + Travel Essentials - Promote must have items for summer vacations and travel.</p>
	Juneteenth (19th)	<p>Celebrate freedom with handmade products</p>



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Marketing Tips | Q3

Crafting Success: Sustaining Marketing Momentum Through the Third Quarter for your Handmade Business.

MONTH	KEY DATES	ADVERTISING THEMES IDEAS
JULY	Independence Day (4th)	<p>Independence Day - Create limited-edition items or patriotic themed sale collections to commemorate the holiday. Promote offers through your website, social media channels, and email newsletters.</p> <p>Outdoor Market Events - Engage with new customers at events and offer special promotions to event attendees.</p> <p>Beach and Vacation Essentials - Market travel friendly tote bags, personalized beach towels, t-shirts, baseball and sunhats.</p>
	National Ice Cream Day (Third Sunday)	Ice Cream accessories and t-shirts
AUGUST	Back-to-School Season	<p>Back to School- Create personalized notebooks, pencil cases or backpack charms that are perfect for students of all ages. Teacher gifts like tumblers, mugs and classroom signs. Offer discounts or bundles to attract shoppers.</p>
	National Dog Day (26th)	Pet accessories, dog parent t-shirt and gear
SEPTEMBER	Labor Day (First Monday)	<p>Labor Day - Consider running a Labor Day Sale. BOGO or free gift with purchase.</p> <p>Fall Product Launch - Launch new products or collections tailored for the fall season. Autumn themed decor, shirts and signs. Share on your website and social media channels.</p>
	National Grandparents Day (Second Sunday)	Personalized handmade gifts for grandparents.



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Marketing Tips | Q4

Maximize Holiday Success: Marketing Tips for a Strong Fourth Quarter Sales Performance

MONTH	KEY DATES	ADVERTISING THEMES IDEAS
OCTOBER	Halloween (31st)	<p>Halloween-Themed Products - Offer costume accessories or home decor. Create a dedicated Halloween collection with spooky or whimsical designs that appeal to your target audience.</p> <p>Fall Harvest Promotions - Celebrate fall and harvest season and highlight fall themed products like cozy blankets, sweatshirts, and home decor. Offer bundles or free shipping to drive sales.</p>
	Breast Cancer Awareness Month	Pink-themed handmade products like shirts, sweatshirts, pins, and tumblers.
NOVEMBER	Thanksgiving (Fourth Thursday)	<p>Thanksgiving- Promote products with themes like gratitude, family, and autumn harvest. Promote festive tableware, decor, or hostess gifts that are perfect for Thanksgiving gatherings. Highlight these products on social media and email newsletters.</p> <p>Holiday Gift Guides - Create holiday gift guides: Gifts for Her, Gifts for Him, Stocking Stuffers, Gifts for Co-Workers.</p>
	Black Friday (Day after Thanksgiving)	Create discounts like site-wide discounts, BOGO, free shipping, or exclusive bundle offers. Don't forget about Cyber Monday!
DECEMBER	Christmas (25th)	Holiday Themed Products - Showcase ornaments, festive home decor, or holiday-themed accessories. Promote on social media and email newsletters.
	Hanukkah (Date varies)	Market Hanukkah decorations and gift items