



Email Marketing Content Ideas

Content ideas you can use for your client's next email marketing campaign





Summary

Content is king. It's what people consume, share, and what can get your clients small business found. So we know that coming up with content ideas for your client's next email can be a challenge. It's even more challenging when you take on a new client who works in an industry vertical that you don't have a lot of experience in.

Good news: This guide is chock full of content examples broken down by industry that you can use for your client's next email campaign! **Feel free to print out any subsequent pages to share with your clients!**

Simply click on an industry below to view the ideas:

Table of Contents

Accommodations	3
Accountant & Financial Advisor	5
Art Culture & Entertainment.....	6
Consulting & Training.....	8
Education: Higher Education.....	9
Education: Primary & Secondary	10
Fitness & Nutrition Services	11
Fitness & Rec Centers.....	13
Health & Social Services	15
Healthcare Professionals	17
Legal Services.....	19
Membership Organization.....	20
Publishing.....	22
Real Estate.....	24
Religious Organizations	25
Restaurant Bar & Cafe.....	26
Retail.....	28
Salon Spa & Barber Services.....	30
Travel & Tourism.....	32

***Interested in brainstorming about email marketing content ideas for one of your clients?
Reach out to your Account Manager today.***



EMAIL CONTENT IDEAS FOR ACCOMMODATIONS

Increase bookings from former guests and expand your reach to new guests.

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
Share last minute availability at a bargain to get openings booked.	<ul style="list-style-type: none">▪ Book now▪ Share with friends and family	<ul style="list-style-type: none">▪ Business Event▪ Product/Service Promotion I
Share updates about your space like renovations, new features or new guest reviews and photos to drive bookings and email sharing.	<ul style="list-style-type: none">▪ See more pictures▪ Make a reservation▪ Share with friends and family	<ul style="list-style-type: none">▪ Customer Product/Service News▪ Product/Service Showcase
Announce upcoming events you are holding or that are happening in the community that will drive bookings and email sharing.	<ul style="list-style-type: none">▪ Book now▪ See more event details▪ Share with friends and family	<ul style="list-style-type: none">▪ Business Event
Share top things to do and see in the area to encourage bookings and email sharing.	<ul style="list-style-type: none">▪ See more details▪ Book now▪ Share with friends and family	<ul style="list-style-type: none">▪ Product/Service Showcase
Announce availability, specials and things to do that relate to upcoming seasons and holidays to drive bookings and email sharing.	<ul style="list-style-type: none">▪ Make a reservation▪ Share with friends and family	<ul style="list-style-type: none">▪ Customer Product/Service News▪ Business Event▪ Product/Service Promotion II

Take advantage of the upcoming holidays by sharing availability, discounts, local festivities or attractions related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> Hanukkah Its about time week Rockefeller Center Tree Lighting Christmas International Mountain Day Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> New Year's Day National Thank You Month Learn to Ski and Snowboard Month Get to Know Your Customers Day Make Your Dream Come True Day <p>February</p> <ul style="list-style-type: none"> Valentine's Day Beat the heat Month Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> National Week of The Ocean Festival Season World Compliment Day Plan a Solo Vacation Day International Fanny Pack Day I want you to be happy day <p>April</p> <ul style="list-style-type: none"> Couple Appreciation Month Earth Awareness Month Take a Wild Guess Day Easter Community Spirit Days <p>May</p> <ul style="list-style-type: none"> Military Appreciation Month Mother's Day National Family Week Memorial Day National Tourism Week International Business Image Improvement Month 	<p>June</p> <ul style="list-style-type: none"> Father's Day Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> 4th of July National Share A Sunset With Your Lover Month Family Reunion Month All or Nothing Day Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15) <p>August</p> <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-School American Adventures Month Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> Labor Day National Courtesy Month World Tourism Day <p>October</p> <ul style="list-style-type: none"> Breast Cancer Awareness Month Country Inn Bed & Breakfast Day Make A Difference Day National Book It! Day Halloween <p>November</p> <ul style="list-style-type: none"> Thanksgiving Black Friday National Deal Week World Hello Day Electronic Greetings Day Small Business Saturday

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

EMAIL CONTENT IDEAS FOR ACCOUNTANT & FINANCIAL ADVISOR

Stay connected to existing clients and expand your reach to new clients.

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
Share financial news, tips and trends with your commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">▪ See the full story▪ Share with friends and family	<ul style="list-style-type: none">▪ Client Newsletter▪ Sales Lead Newsletter▪ Product/Service Showcase
Announce upcoming events you or the community are hosting to stay top of mind and drive participation.	<ul style="list-style-type: none">▪ See full event details▪ Register▪ Share with friends and family	<ul style="list-style-type: none">▪ Upcoming Events
Announce an incentive (i.e. entry into a raffle) when clients provide a referral. Include an overview of your services and testimonials.	<ul style="list-style-type: none">▪ Refer a friend, family member or colleague	<ul style="list-style-type: none">▪ Client Newsletter
Announce a client appreciation event to increase your connection with clients and inspire referrals.	<ul style="list-style-type: none">▪ Register for this event	<ul style="list-style-type: none">▪ Upcoming Events
Share answers to common questions you get from prospective and current clients to remind clients of your expertise, drive loyalty and referrals.	<ul style="list-style-type: none">▪ Share with friends and family▪ Submit a question	<ul style="list-style-type: none">▪ Client Newsletter▪ Sales Lead Newsletter▪ Product/Service Showcase

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking clients for their loyalty and wishing them a happy new year.

EMAIL CONTENT IDEAS FOR ART CULTURE & ENTERTAINMENT

Increase visits from existing patrons and expand your reach to new ones.

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
Showcase upcoming new exhibits, facility updates and educational opportunities to drive visits and email sharing.	<ul style="list-style-type: none">▪ See more event details▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Product/Service Showcase
Feature discounts for slow times and for groups to increase sales and drive email sharing.	<ul style="list-style-type: none">▪ Buy tickets now▪ Share with friends and family	<ul style="list-style-type: none">▪ Upcoming Events
Announce a fundraising event (i.e., auction) with highlights of the success of your last one to drive participation.	<ul style="list-style-type: none">▪ Register now▪ Donate if you can't attend▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Event▪ Fundraising Update▪ Volunteer Newsletter
Feature staff members or artists and share some of their expertise or inspiration to strengthen the connection with patrons.	<ul style="list-style-type: none">▪ See more details▪ Share with friends and family	<ul style="list-style-type: none">▪ Member News▪ Supporter Newsletter
Share interesting news about what's happening in the community to increase your connection with patrons and drive email sharing.	<ul style="list-style-type: none">▪ See the full story▪ Share with friends and family	<ul style="list-style-type: none">▪ Member News▪ Supporter Newsletter▪ Volunteer

Take advantage of the upcoming holidays by announcing events, promotions or news related to:

WINTER	SPRING	SUMMER	FALL
December <ul style="list-style-type: none"> Safe Toys and Gifts Month Universal Human Rights Month Hanukkah Ugly Christmas Sweater Day Day With(out) Art Day Christmas Make Up Your Mind Day January <ul style="list-style-type: none"> New Year's Day National Thank You Month International Creativity Month Inspire Your Heart with Art Day Get to Know Your Customers Day Make Your Dream Come True Day February <ul style="list-style-type: none"> Madly in Love with Me Day Valentine's Day Give Kids A Smile Day Ballet Day Museum Advocacy Day Singles Awareness Day Worldwide Renaissance of the Heart Month Random Acts of Kindness Day 	March <ul style="list-style-type: none"> National Craft Month World Compliment Day Be Heard Day Dream Day I want you to be happy day National Urban Ballroom Dancing Day April <ul style="list-style-type: none"> Couple Appreciation Month Earth Awareness Month Poetry & The Creative Mind Day Easter National Dance Week International Dance Day Community Spirit Days May <ul style="list-style-type: none"> Military Appreciation Month Mother's Day National Family Week National Museum Day Lucky Penny Day National Family Week Memorial Day 	June <ul style="list-style-type: none"> World Environment Day Father's Day Children's Sunday Global Beatles Day Multicultural American Child Day Family History Day World Music Day Worldwide Day of Giving July <ul style="list-style-type: none"> 4th of July National Make A Difference to Children Month Embrace Your Geekness Day All or Nothing Day Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15) Parent's Day Made in the USA Day August <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-School Worldwide Art Day Be Kind to Humankind Week 	September <ul style="list-style-type: none"> Labor Day National Courtesy Month National Grandparent's Day Good Neighbor Day National Women's Friendship Day National Keep Kids Creative Week National Museum Day October <ul style="list-style-type: none"> Breast Cancer Awareness Month Do Something Nice Day National Arts & Humanities Month Make A Difference Day International Music Day Halloween November <ul style="list-style-type: none"> Celebrate Your Unique Talent Day Thanksgiving Black Friday National Native American Heritage Month Electronic Greetings Day National Hunger & Homeless Awareness Week Small Business Saturday

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

EMAIL CONTENT IDEAS FOR CONSULTING & TRAINING

Stay connected to existing clients and expand your reach to new clients.

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
Share helpful tips related to your expertise (i.e., how to handle difficult customers, signs of wishy-washy management) to stay connected with clients and drive email sharing.	<ul style="list-style-type: none">• See all tips• Share with colleagues	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Introduce upcoming educational seminars or new whitepapers that reminds clients of your expertise and drives email sharing.	<ul style="list-style-type: none">• Register for this event• Download this whitepaper• See more event details• Share with colleagues	<ul style="list-style-type: none">• Professional Card
Share news happening related to your field and commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with colleagues	<ul style="list-style-type: none">• Newsletter Professional• Professional 1 Column
Highlight a recent project including what got results to stay connected with clients and drive email sharing.	<ul style="list-style-type: none">• Download the template• Share with colleagues• Call for a consultation	<ul style="list-style-type: none">• Product/Service Showcase
Provide the best information you gained from a recent conference or tradeshow to remind clients of your expertise and drive email sharing.	<ul style="list-style-type: none">• Share with colleagues• Call for a consultation	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter• Product/Service Showcase

SEASONAL CONTENT IDEAS

Ongoing: Share interesting findings with your clients from attending key industry events.

End-of-year: Take advantage of the end or beginning of a year by thanking clients for their loyalty and wishing them a happy new year.

Tip: Sign up for Google Alerts to get the latest industry news in your inbox as a regular source for content ideas.



EMAIL CONTENT IDEAS FOR EDUCATION: HIGHER EDUCATION

Connect, engage, and activate current, former and prospective students.

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
Share news with alums and prospect students like renovations, new technology or recent achievements (i.e., won a big game, ranked #4 school in the region) to drive a connection and stay top of mind.	<ul style="list-style-type: none">• See full details• Watch video• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter• Board Newsletter• Supporter Newsletter
Discuss your different offerings available to prospective students like your majors, student associations or programs likes studying abroad.	<ul style="list-style-type: none">• Watch video• Apply now• See full details• Share with friends and family	<ul style="list-style-type: none">• Member News
Share tips with students to help them be happy and healthy (i.e., how to be more productive, safe when traveling alone, eat healthier at school) to drive connection and email sharing.	<ul style="list-style-type: none">• See all tips• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter
Share information about upcoming student and faculty events (i.e., networking events, student government events) or volunteer opportunities and include the success of a past event to drive connection and participation.	<ul style="list-style-type: none">• Mark your calendar• See full event details• Share with friends and family	<ul style="list-style-type: none">• Member Event
Share information related to alumni contributions (i.e., donations received or mentor programs), benefits and job opportunities available to drive connection and alum engagement.	<ul style="list-style-type: none">• See full story• See more benefits• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter• Supporter Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking students, parents or alumni for their participation and wishing them a happy new year.

EMAIL CONTENT IDEAS FOR EDUCATION: PRIMARY & SECONDARY

Keep parents informed to help increase both student and parent connection and engagement.

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
Share school news including renovations (i.e., new library, new cafeteria), new technology or recent achievements to build connection with parents.	<ul style="list-style-type: none">▪ Watch video▪ See full details▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Board Newsletter▪ Supporter Newsletter
Share news pertaining to each class (i.e., 7 th grade science fair or state test schedules) to keep parents informed and connected.	<ul style="list-style-type: none">▪ Watch video▪ See full details▪ Share with friends and family	<ul style="list-style-type: none">▪ Member News
Share tips for happy and healthy students (i.e., how to eat healthier at school or how to help kids get enough sleep) to drive connection and email sharing.	<ul style="list-style-type: none">▪ See all tips▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Newsletter
Share information about upcoming events like a PTA booster, fund-raising or sporting event or volunteer opportunities and include the success of a past event to drive connection and participation.	<ul style="list-style-type: none">▪ Mark your calendar▪ See full event details▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Event
Share department news (i.e., upcoming theater productions, recap from sporting events or after school program updates) to drive connection and participation.	<ul style="list-style-type: none">▪ See full story▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Supporter Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking students, parents or alumni for their participation and wishing them a happy new year.

EMAIL CONTENT IDEAS FOR FITNESS & NUTRITION SERVICES

Increase appointments with existing clients and expand your reach to new clients.

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
Share the new or favorite services you have available and their benefits along with testimonials to drive appointments.	<ul style="list-style-type: none">▪ Schedule an appointment▪ Call to learn more▪ Share with friends and family	<ul style="list-style-type: none">▪ Fitness Services▪ Client Newsletter
Provide clients work out ideas and tips like how to prevent common injuries to stay in their mind and drive email sharing.	<ul style="list-style-type: none">▪ See more tips▪ Share with friends and family	<ul style="list-style-type: none">▪ Fitness Tips & News▪ Client Newsletter▪ Sales Lead Newsletter
Provide clients nutrition tips and news so you stay in their mind and drive email sharing.	<ul style="list-style-type: none">▪ See more tips▪ Share with friends and family	<ul style="list-style-type: none">▪ Fitness Tips & news▪ Client Newsletter▪ Sales Lead Newsletter
Announce limited time deals on nutrition/fitness services or an incentive (i.e., free session) when clients provide a referral.	<ul style="list-style-type: none">▪ Schedule an appointment▪ Refer a friend, colleague or family member	<ul style="list-style-type: none">▪ Fitness Promotion
Share the latest apps related to fitness or nutrition and your commentary on their value to drive email sharing.	<ul style="list-style-type: none">▪ Share with friends and family	<ul style="list-style-type: none">▪ Fitness Tips & news

Take advantage of the upcoming seasons by sharing ways to stay active, eat healthy or prevent injuries related to:

WINTER	SPRING	SUMMER	FALL
December <ul style="list-style-type: none"> Hanukkah Re-gifting Day Christmas Make Up Your Mind Day January <ul style="list-style-type: none"> New Year's Day National Thank You Month Get a Balanced Life Month Healthy Weight Week Diet Resolution Week Ditch New Year's Resolutions Day National Lose Weight/Feel Great Week Hunt for Happiness Week February <ul style="list-style-type: none"> Heart Month International Boost Self-Esteem Month Madly in Love with Me Day Valentine's Day Singles Awareness Day Random Acts of Kindness Day 	March <ul style="list-style-type: none"> National Nutrition Month World Compliment Day Dream Day Athletics Training month I want you to be happy day National Sleep Awareness Week Client's Day April <ul style="list-style-type: none"> Earth Awareness Month Easter Walk on Your Wild Side Day Earth Day World Health Day International Customer Loyalty Month Stress awareness month Physical Wellness Month International Dance Day Honesty Day May <ul style="list-style-type: none"> Military Appreciation Month Mother's Day Lucky Penny Day National Physical Fitness and Sports month. No Diet Day Barbecue Month begins World Give Day Memorial Day 	June <ul style="list-style-type: none"> Great Outdoors Month World Environment Day Men's Health Month Father's Day National Splurge Day Public Service Day Social Media Day July <ul style="list-style-type: none"> Bikini Day 4th of July National Work-a-Holics Day All or Nothing Day Parent's Day August <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-School American Adventures Month Be Kind to Humankind week 	September <ul style="list-style-type: none"> Labor Day National Courtesy Month National Self-Improvement month Pain Awareness Month Family Health and Fitness Day Women's Health and Fitness Day National Hunting and Fishing Day October <ul style="list-style-type: none"> Breast Cancer Awareness Month Do Something Nice Day Face Your Fears Day Fall into Fitness Month Make A Difference Day Halloween November <ul style="list-style-type: none"> Celebrate Your Unique Talent Day National Day of Play Thanksgiving Black Friday Electronic Greetings Day Small Business Saturday

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

EMAIL CONTENT IDEAS FOR FITNESS & RECREATION CENTERS

Increase visits from existing customers 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
Share tips and facts related to your offerings to stay in the mind of your customers and drive email sharing.	<ul style="list-style-type: none">• See all tips• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter• Product/Service Showcase• Customer Product/Service News
Highlight your existing and new offerings to drive visits and email sharing.	<ul style="list-style-type: none">• See more details• Join the fun• Share with friends and family	<ul style="list-style-type: none">• Customer Product/Service News• Product/Service Showcase• Member Newsletter
Share upcoming events to drive participation and email sharing.	<ul style="list-style-type: none">• Mark your calendar• Register now• Buy now• Share with friends and family	<ul style="list-style-type: none">• Customer Product/Service News• Upcoming Events
Announce upcoming sales or promotions to drive visits and email sharing.	<ul style="list-style-type: none">• Visit us today• Share with friends and family	<ul style="list-style-type: none">• Customer Product/Service Promotion• Product/Service Promotion I & II
Highlight stories or tips from customers to stay connected with customers and inspire visits.	<ul style="list-style-type: none">• See more pictures• Leave a review• Share with friends and family	<ul style="list-style-type: none">• Product/Service Showcase• Customer Product/Service News• Member Newsletter

Take advantage of the upcoming holidays by sharing new offerings, promotions or tips related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> Safe Toys and Gifts Month Make A Gift Day Salesperson Day Hanukkah Ugly Christmas Sweater Day Re-gifting Day Christmas Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> New Year's Day National Thank You Month International Creativity Month Get to Know Your Customers Day Ditch New Year's Resolutions Day International Sweatpants Day <p>February</p> <ul style="list-style-type: none"> Heart Month Give Kids A Smile Day Madly in Love with Me Day Valentine's Day Singles Awareness Day Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> National Craft Month World Compliment Day National Nutrition Month Dream Day I want you to be happy day National Mom and Pop Business Owners Day <p>April</p> <ul style="list-style-type: none"> Couple Appreciation Month Earth Awareness Month Easter Walk on Your Wild Side Day Earth Day International Dance Day Honesty Day Community Spirit Days <p>May</p> <ul style="list-style-type: none"> Military Appreciation Month Mother's Day Lucky Penny Day National Family Month Global Health and Fitness Month Memorial Day 	<p>June</p> <ul style="list-style-type: none"> National Camping Month National Zoo and Aquarium Month National Fireworks Safety Month Great Outdoors Month World Environment Day Father's day National Splurge Day Public Service Day Social Media Day <p>July</p> <ul style="list-style-type: none"> Bikini Day Independence Day National Work-a-Holics Day Embrace Your Geekness Day National Parks and Recreation Month All or Nothing Day Parent's Day <p>August</p> <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-school Relaxation Day Kids Day National Park Service Day Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> Labor Day National Courtesy Month National Grandparent's Day Good Neighbor Day National Women's Health & Fitness Day Patriot Day National Hunting and Fishing Day <p>October</p> <ul style="list-style-type: none"> Breast Cancer Awareness Month Do Something Nice Day Face Your Fears Day National Family Bowling Day (or Kids Bowl Free Day) National Health Education Week Make A Difference Day Halloween <p>November</p> <ul style="list-style-type: none"> America Recycles Day National Day of Play Celebrate Your Unique Talent Day Thanksgiving Black Friday Electronic Greetings Day Small Business Saturday

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

EMAIL CONTENT IDEAS FOR HEALTH & SOCIAL SERVICES

Engage existing members, expand your reach and increase community awareness.

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
Share upcoming organization or community events to drive awareness, participation and email sharing.	<ul style="list-style-type: none">▪ See full event details▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Event
Share an overview of your services to remind the community of your offerings and drive participation.	<ul style="list-style-type: none">▪ See full description▪ Share with friends and family	<ul style="list-style-type: none">▪ Member News▪ Supporter Newsletter▪ Product/Service Showcase
Share news headlines that relate to your organization along with your commentary to keep the community informed and connected to your organization.	<ul style="list-style-type: none">▪ Learn More▪ Share with friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Supporter Newsletter▪ Client Newsletter▪ Volunteer Newsletter
Share upcoming volunteer opportunities including the success of a past volunteer event or spotlight of a current volunteer sharing their experience.	<ul style="list-style-type: none">▪ Volunteer▪ See more event details▪ Share with friends and family	<ul style="list-style-type: none">▪ Volunteer Newsletter▪ Supporter Newsletter▪ Volunteer
Announce a fundraising event (i.e., auction) with highlights of the success of your last one to drive participation.	<ul style="list-style-type: none">▪ Register▪ See full event details▪ Donate if you can't make it▪ Share with family and friends	<ul style="list-style-type: none">▪ Upcoming Events

Take advantage of the upcoming holidays by announcing services, news or events related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> Safe Toys and Gifts Month Universal Human Rights Month Hanukkah Christmas Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> New Year's Day National Thank You Month I'm Not Going To Take It Anymore Day Get to Know Your Customers Day Street Children Day Make Your Dream Come True Day <p>February</p> <ul style="list-style-type: none"> Madly in Love with Me Day Valentine's Day Give Kids A Smile Day Random Acts of Kindness Day Relationship Wellness Month Love Makes the World Go Round; But, Laughter Keeps Us From Getting Dizzy Week Brotherhood / Sisterhood Week 	<p>March</p> <ul style="list-style-type: none"> National Social Work Month World Compliment Day Be Heard Day Dream Day I want you to be happy day Child Life Month <p>April</p> <ul style="list-style-type: none"> Earth Awareness Month Fair Housing Month Easter National Public Health Week Community Spirit Days <p>May</p> <ul style="list-style-type: none"> Military Appreciation Month Mother's Day Family wellness Month National Family Week Child Care Provider Day Heal the Children Month Memorial Day 	<p>June</p> <ul style="list-style-type: none"> World Environment Day Father's day Children's Sunday Family History Day America's Kids Day Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> 4th of July National Make a Difference to Children Month All or Nothing Day Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15) Parent's Day Made in the USA Day <p>August</p> <ul style="list-style-type: none"> Just Because Day Friendship Day World Humanitarian Day Back-to-school Happiness Happens Month Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> Labor Day National Courtesy Month National Grandparent's Day Boys' and Girls' Club Day for Kids Good Neighbor Day National Child Awareness Month National Women's Friendship Day National Keep Kids Creative Week <p>October</p> <ul style="list-style-type: none"> Breast Cancer Awareness Month Do Something Nice Day Child Health Day National Food Bank Week Make A Difference Day National Medicine Abuse Awareness Month Halloween <p>November</p> <ul style="list-style-type: none"> Celebrate Your Unique Talent Day National Adoption Month Thanksgiving Black Friday National Native American Heritage Month Electronic Greetings Day National Hunger & Homeless Awareness Week Small Business Saturday

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

EMAIL CONTENT IDEAS FOR HEALTH PROFESSIONALS

Increase appointments with existing patients and expand your reach to new patients.

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
Share the latest health or local community news and your commentary or advice to stay connected with your patients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Make an appointment• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Remind patients of your existing services and announce new ones to drive appointment bookings.	<ul style="list-style-type: none">• Make an appointment	<ul style="list-style-type: none">• Product/Service Showcase• Client Newsletter
Announce a patient appreciation event to increase your connection with patients and inspire referrals.	<ul style="list-style-type: none">• Register for this event	<ul style="list-style-type: none">• Client Newsletter
Announce a patient referral incentive to gain new patients (i.e., entry into a raffle for free teeth whitening or nutrition class).	<ul style="list-style-type: none">• Refer a friend or family member	<ul style="list-style-type: none">• Client Newsletter
Share local health resources like wellness events and seminars to stay connected with patients and drive email sharing.	<ul style="list-style-type: none">• See more details• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter

Take advantage of the upcoming holidays by sharing news, events, how to's, tips or greetings related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> AIDS Day Safe Toys and Celebration Month Hanukkah Christmas Make Up Your Mind Day National Hand Washing Awareness Week <p>January</p> <ul style="list-style-type: none"> New Year's Day Blood Donor Month Healthy Weight Week Women's Healthy Weight Day Birth Defects Prevention Awareness Month <p>February</p> <ul style="list-style-type: none"> Children's Dental Health Month Heart Month Wise Health Care Consumer Month Day of the Sick 	<p>March</p> <ul style="list-style-type: none"> Child Life Month Nutrition Month Save Your Vision Month Dental Assistants Recognition Week Root Canal Awareness Week Doctors' Day American Diabetes Association Alert Day <p>April</p> <ul style="list-style-type: none"> Humor Month Minority Health Month Health Day Public Health Week <p>May</p> <ul style="list-style-type: none"> Senior Health and Fitness Day Emergency Medical Services Week Nurses Week National Salad Month Nursing Home Week 	<p>June</p> <ul style="list-style-type: none"> Men's Health Month Community Health Improvement Week Nursing Assistant Day and Week Sun Safety Week <p>July</p> <ul style="list-style-type: none"> Firework Safety Month Healthcare Hospitality Week Nurses in Staff Development Week Cord Blood Awareness Month <p>August</p> <ul style="list-style-type: none"> Kids Day Health Center Week Cataract Awareness Month Psoriasis Awareness Month 	<p>September</p> <ul style="list-style-type: none"> Baby Safety Month Cholesterol Education Month Pain Awareness Month Family Health and Fitness Day Women's Health and Fitness Day Grandparents Day <p>October</p> <ul style="list-style-type: none"> Breast Cancer Awareness Month Dental Hygiene Month Healthcare Quality Week Medical Assistants Recognition Week Red Ribbon Week Halloween <p>November</p> <ul style="list-style-type: none"> COPD Awareness Month Healthy Skin Month Lung Cancer Awareness Month Medical Staff Services Awareness Month American Diabetes Month Thanksgiving

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

EMAIL CONTENT IDEAS FOR LEGAL SERVICES

Stay connected to existing clients and expand your reach to new clients.

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 legal news and provide your commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter• Product/Service Showcase
Announce an incentive (i.e., entry into a raffle) when clients provide a referral. Include an overview of your services and testimonials.	<ul style="list-style-type: none">• Refer a friend, family member or colleague	<ul style="list-style-type: none">• Sales Lead Newsletter• Client Newsletter
Share local community news and provide your commentary to stay connected with clients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with friends and family	<ul style="list-style-type: none">• Product/Service Showcase• Client Newsletter
Share answers to common questions you get from prospective and current clients to remind clients of your expertise, drive loyalty and referrals.	<ul style="list-style-type: none">• Share with friends and family• Submit a question	<ul style="list-style-type: none">• Product/Service Showcase• Client Newsletter• Sales Lead Newsletter
Share the latest news headlines that relate to your area of expertise and provide commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with friends and family	<ul style="list-style-type: none">• Product/Service Showcase• Client Newsletter• Sales Lead Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking clients for their loyalty and wishing them a happy new year.

EMAIL CONTENT IDEAS FOR MEMBERSHIP ORGANIZATIONS

Increase member participation and retention and expand your reach to new members.

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
Highlight upcoming events and their value or uniqueness to drive attendance.	<ul style="list-style-type: none">▪ Register now▪ Share with colleagues, friends and family	<ul style="list-style-type: none">▪ Upcoming Events▪ Member Event
Highlight an outstanding member for their contributions to strengthen the connection among all members and gain volunteers, if needed.	<ul style="list-style-type: none">▪ See more details▪ Volunteer▪ Share with colleagues, friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Supporter Newsletter
Recap a recent event and its success to strengthen member's connection and encourage future participation.	<ul style="list-style-type: none">▪ See more pictures▪ Share with colleagues, friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Volunteer Newsletter▪ Supporter Newsletter▪ Fundraiser Thank You
Share the latest news headlines or trends that relate to your organization and include your commentary to strengthen member's connection.	<ul style="list-style-type: none">▪ See the full story▪ Share with colleagues, friends and family	<ul style="list-style-type: none">▪ Member News▪ Volunteer Newsletter▪ Supporter Newsletter
Announce projects your organization is working on to improve membership or the community to gain volunteers, donations or a deeper connection.	<ul style="list-style-type: none">▪ Donate▪ Volunteer▪ Share with colleagues, friends and family	<ul style="list-style-type: none">▪ Member Newsletter▪ Supporter Newsletter▪ Fundraiser Update▪ Volunteer

Take advantage of the upcoming holidays by sharing events, news or ideas related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> Safe Toys and Gifts Month Make A Gift Day Hanukkah Ugly Christmas Sweater Day Christmas Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> New Year's Day National Thank You Month International Creativity Month <p>February</p> <ul style="list-style-type: none"> Valentine's Day Give Kids A Smile Day Black History Month Singles Awareness Day Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> National Craft Month World Compliment Day Be Heard Day Dream Day I want you to be happy day <p>April</p> <ul style="list-style-type: none"> Earth Awareness Month Poetry & The Creative Mind Day Easter Community Spirit Days <p>May</p> <ul style="list-style-type: none"> Military Appreciation Month Mother's Day National Family Week Memorial Day 	<p>June</p> <ul style="list-style-type: none"> World Environment Day Father's day Children's Sunday Family History Day Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> 4th of July National Make A Difference to Children Month Embrace Your Geekness Day All or Nothing Day Parent's Day <p>August</p> <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-school Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> Labor Day Good Neighbor Day National Keep Kids Creative Week <p>October</p> <ul style="list-style-type: none"> Do Something Nice Day Make A Difference Day International Music Day Halloween <p>November</p> <ul style="list-style-type: none"> Celebrate Your Unique Talent Day Thanksgiving National Native American Heritage Month Electronic Greetings Day

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

EMAIL CONTENT IDEAS FOR PUBLISHING

Engage existing followers and expand your reach to new ones.

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 local events such as book signings, record releases or community events to drive participation and email sharing.	<ul style="list-style-type: none">▪ See full event details▪ Register now▪ Share with friends and family	<ul style="list-style-type: none">▪ Client Newsletter
Advertise new books or records being published to drive website visits, purchases and email sharing.	<ul style="list-style-type: none">▪ See full details▪ Buy now▪ Share with friends and family	<ul style="list-style-type: none">▪ Client Newsletter▪ Product/Service Showcase
Introduce up-and-coming artists and your commentary to strengthen your connection with followers and drive email sharing.	<ul style="list-style-type: none">▪ See the full story▪ Share with friends and family	<ul style="list-style-type: none">▪ Client Newsletter▪ Product/Service Showcase
Share clips, previews, songs, interviews with a featured artist or author.	<ul style="list-style-type: none">▪ Watch the video▪ Listen to the song▪ Share with friends and family	<ul style="list-style-type: none">▪ Client Newsletter▪ Product/Service Showcase
Share trends in the industry and your commentary to stay in your follower's minds and encourage email sharing.	<ul style="list-style-type: none">▪ Learn More▪ Share with friends and family	<ul style="list-style-type: none">▪ Client Newsletter▪ Product/Service Showcase

Take advantage of the upcoming holidays by sharing new offerings, events or tips related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> Safe Toys and Gifts Month Hanukkah Christmas Celebrate Short Fiction Day Poet Laureat Day <p>January</p> <ul style="list-style-type: none"> New Year's Day National Cowboy Poetry Gathering Week Copyright Law Day National Thank You Month Book Blitz Month <p>February</p> <ul style="list-style-type: none"> Valentine's Day Give Kids A Smile Day Library Lovers Month National African American Read-In Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> World Book Day World Compliment Day Read an E-Book Week Return The Borrowed Books Week <p>April</p> <ul style="list-style-type: none"> Earth Awareness Month Poetry & The Creative Mind Day Easter National Poetry Month Library Snapshot Month <p>May</p> <ul style="list-style-type: none"> Military Appreciation Month Mother's Day Children's Book Week Get Caught Reading Month Reading is Fun Week Memorial Day 	<p>June</p> <ul style="list-style-type: none"> Audio Book Appreciation Month Father's day Children's Sunday National Bathroom Reading Month Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> 4th of July National Make A Difference to Children Month Embrace Your Geekness Day Paperback Book Day <p>August</p> <ul style="list-style-type: none"> National Read A Romance Month Back-to-school Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> Labor Day Banned Books Week National Keep Kids Creative Week <p>October</p> <ul style="list-style-type: none"> National Book Month National Cookbook Month Great Books Week Books For Treats Day Halloween <p>November</p> <ul style="list-style-type: none"> National Book Awards Week National Young Reader's Day Thanksgiving National Young Reader's Week Picture Book Month

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

EMAIL CONTENT IDEAS FOR REAL ESTATE

Stay connected to existing clients and expand your reach to new clients.

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
Share useful home maintenance tips (i.e., gutters, lawn, wood floors) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See all tips• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter• Product/Service Showcase
Share local community news (i.e., schools, events) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Share tips for financing home improvements (i.e., loans, refinancing, credit) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• See all tips• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Share market trends (i.e., home prices, sales) to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">• Learn More• Share with friends and family	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter
Announce an incentive (i.e., entry into a raffle) when clients provide a referral. Include an overview of your services and testimonials.	<ul style="list-style-type: none">• Refer a friend, family member or colleague	<ul style="list-style-type: none">• Client Newsletter• Sales Lead Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking clients for their loyalty and wishing them a happy new year.

Take advantage of the change in seasons by sharing seasonal prevention, maintenance, fix it or decorating tips.

EMAIL CONTENT IDEAS FOR RELIGIOUS ORGANIZATIONS

Increase member involvement and expand your reach to new members.

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
Share news like upcoming events, renovations or new members to strengthen connection with members and drive email sharing.	<ul style="list-style-type: none">• See full details• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter• Supporter Newsletter• Volunteer Newsletter• Nonprofit Event
Share upcoming volunteer opportunities including the success of a past volunteer event or spotlight of a current volunteer sharing their experience.	<ul style="list-style-type: none">• See more event details• Volunteer• Share with friends and family	<ul style="list-style-type: none">• Volunteer Newsletter• Volunteer
Announce a fundraising event with highlights of the success of your last one to drive participation.	<ul style="list-style-type: none">• Register now• Donate if you can't attend• Share with family and friends	<ul style="list-style-type: none">• Member Event• Upcoming Events
Share how the organization is helping the community to strengthen the connection of members and drive email sharing.	<ul style="list-style-type: none">• See more pictures• Share with friends and family	<ul style="list-style-type: none">• Member News• Fundraiser Update• Supporter Newsletter
Share inspirational quotes to inspire members, strengthen their connection to your organization and drive email sharing.	<ul style="list-style-type: none">• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter• Member News• Supporter Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking members for their patronage and wishing them a happy new year.

EMAIL CONTENT IDEAS FOR RESTAURANT BAR & CAFE

Entice customers to visit, 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 changes to your food and beverage menu to drive visits and email sharing.	<ul style="list-style-type: none">See the full menuMake a reservationShare with friends and family	<ul style="list-style-type: none">Restaurant Menu UpdatesCustomer Product/Service News
Share special promotions and menu items for an upcoming holiday (i.e., national guacamole day, mother's day) to drive visits and email sharing.	<ul style="list-style-type: none">Mark your calendarMake a reservationShare with friends and family	<ul style="list-style-type: none">Restaurant SpecialsRestaurant NewsBanner Promotion
Share local community news and your commentary to stay connected with customers and drive email sharing.	<ul style="list-style-type: none">See the full storyShare with friends and family	<ul style="list-style-type: none">Restaurant News
Share cooking tips or recipes from you or your staff to stay connected with customers and drive email sharing.	<ul style="list-style-type: none">Download recipeSee more recipesShare with friends and family	<ul style="list-style-type: none">Restaurant NewsProduct/Service Showcase
Share news happening at your restaurant (i.e., new décor, staff, reviews, popular items).	<ul style="list-style-type: none">See more picturesLeave a reviewShare with friends and family	<ul style="list-style-type: none">Restaurant NewsProduct/Service Showcase

Take advantage of the upcoming seasons by sharing new menu items, specials, gift ideas and tips related to:

WINTER	SPRING	SUMMER	FALL
Suggest coming in to get comfort from the cold and feature heartier entrées, soups or drinks. Help customers with the busyness of the holidays by offering takeout holiday meals and dine in specials. Offer your space for family and company holiday parties.	Promote new menu items that focus on lighter fare like salads, new vegetables and fruity drinks or desserts. Offer your space for special occasions happening like weddings, high school proms and college graduations.	Promote new fresh summer menu items like frozen drinks. Let your audience know of local festivals or other community events you're participating in.	Share new fall menu items like pumpkin pie or ginger beer. Let customers know what you'll be doing for fall happenings like Halloween and football.
December <ul style="list-style-type: none"> National Egg Nog Month National Fruitcake Month National Pear Month Hanukkah Safe Toys and Gifts Month Bartender Appreciation Day Chocolate Covered Anything Day National Maple Syrup Day Christmas Boxing Day National Sangria Day January <ul style="list-style-type: none"> Hot Tea Month New Year's Day National Thank You Month Be Kind to Food Servers Month International Creativity Month International New Year's Resolution Month for Business Oatmeal Month Shape Up US Month National Soup Month February <ul style="list-style-type: none"> Hot Breakfast Month Cherry Month Bake For Family Fun Month Heart Month Family Day 	March <ul style="list-style-type: none"> National Nutrition Month National Peanut Month Red Cross Month National Craft Month Music in Our Schools Month April <ul style="list-style-type: none"> Earth Awareness Month National Grilled Cheese Month World Party Day Easter National Coffee Cake Day National Caramel Popcorn Day National Beer Day / New Beer's Eve National Blueberry Pie Day National Shrimp Scampi Day National Oatmeal Cookie Day National Siblings Day May <ul style="list-style-type: none"> Military Appreciation Month National Barbecue Month Mother's Day National Hamburger Month National Strawberry Month National Waiters and Waitresses Day Victoria Day 	June <ul style="list-style-type: none"> Country Cooking Month Lemon and Mango Month National Candy Month National Fresh Fruit and Vegetable Month National Frozen Yogurt Month Father's Day National Iced Tea Month National Soul Food Month National Steakhouse Month July <ul style="list-style-type: none"> National Berry Month National Blueberries Month Independence Day National Grilling Month National Hot Dog Month National Ice Cream Month National Picnic Month Canada Day August <ul style="list-style-type: none"> National Sandwich Month National Catfish Month National Panini Month Family Meals Month International Beer Day National Soft Ice Cream Day National Lemonade Day Franchise Appreciation Day 	September <ul style="list-style-type: none"> Better Breakfast Month National Chicken Month Labor Day National Honey Month Random Acts Of Kindness Day National Cheese Pizza Day National Chocolate Milkshake Day Stand Up To Cancer Day October <ul style="list-style-type: none"> National Caramel Month National Chili Month National Cookie Month National Pizza Month Breast Cancer Awareness Month National Taco Day Do Something Nice Day National Dessert Day Take Your Parents To Lunch Day National Chocolate Day Halloween November <ul style="list-style-type: none"> Banana Pudding Lovers Month Georgia Pecan Month Peanut Butter Lovers Month Vegan Month National Sandwich Day Thanksgiving National Eating Healthy Day National French Toast Day Small Business Saturday

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

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">▪ Shop now▪ See more details▪ Share with friends and family	<ul style="list-style-type: none">▪ Retail Product Announcement▪ Customer Product/Service Promotion
Announce a sale or promotion to drive sales from current customers and email sharing.	<ul style="list-style-type: none">▪ Shop now▪ See customer reviews▪ Share with friends and family	<ul style="list-style-type: none">▪ Retail Sale Announcement▪ Promotional Coupon▪ Special Offer
Share holiday and seasonal purchase recommendations to drive sales and email sharing.	<ul style="list-style-type: none">▪ Buy now▪ Stop by today▪ See product details▪ Share with friends and family	<ul style="list-style-type: none">▪ Retail Seasonal▪ Gift Tag Offer▪ Retail Holiday
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">▪ See all tips▪ Watch video▪ Share with friends and family	<ul style="list-style-type: none">▪ Product/Service Promotion II▪ Product/Service Showcase
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">▪ See more pictures▪ Share with friends and family	<ul style="list-style-type: none">▪ Product/Service Promotion I▪ Customer Product/Service News

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

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

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

EMAIL CONTENT IDEAS FOR SALON SPA & BARBER SERVICES

Increase appointments, product purchases and referrals.

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
Share the new and favorite services and products you have available and their benefits to encourage clients to book an appointment.	<ul style="list-style-type: none">▪ Schedule an appointment▪ Share with friends and family with friends and family	<ul style="list-style-type: none">▪ Salon or Spa Services▪ Customer Product/Service News
Share seasonal styling tips, specials and trends to inspire clients to change things up.	<ul style="list-style-type: none">▪ Schedule an appointment▪ Share with friends and family	<ul style="list-style-type: none">▪ Salon Seasonal▪ Product/Service Promotion I & II▪ Product/Service Showcase
Announce a health and beauty workshop to get clients in and drive product sales.	<ul style="list-style-type: none">▪ Register for this workshop▪ Share with friends and family	<ul style="list-style-type: none">▪ Business Event
Announce limited time deals on products and services available when clients provide a referral.	<ul style="list-style-type: none">▪ Schedule an appointment▪ Refer a friend, colleague or family member	<ul style="list-style-type: none">▪ Customer Product/Services promotion▪ Discount Offer
Share before and after photos of client's hair, nails, and makeup at the salon/spa, weddings, proms, or other events to drive appointments.	<ul style="list-style-type: none">▪ Schedule an appointment▪ Share with friends and family	<ul style="list-style-type: none">▪ Salon or Spa Gallery▪ Customer Product/Service News

Take advantage of the upcoming holidays by sharing new product and services, specials, trends or tips related to:

WINTER	SPRING	SUMMER	FALL
December <ul style="list-style-type: none"> Giving Tuesday National Weddings Month Make A Gift Day Salesperson Day Hanukkah Ugly Christmas Sweater Day Re-gifting Day Christmas Make Up Your Mind Day January <ul style="list-style-type: none"> New Year's Day National Thank You Month International Creativity Month Ditch New Year's Resolutions Day International Sweatpants Day February <ul style="list-style-type: none"> Heart Month Madly in Love with Me Day Valentine's Day Singles Awareness Day Random Acts of Kindness Day 	March <ul style="list-style-type: none"> World Compliment Day Dream Day National Color Therapy Month I want you to be happy day National Mom and Pop Business Owners Day April <ul style="list-style-type: none"> Couple Appreciation Month Earth Awareness Month Easter Hair Style Appreciation Day Walk on Your Wild Side Day Earth Day Honesty Day May <ul style="list-style-type: none"> Military Appreciation Month Mother's Day Lucky Penny Day Graduations Prom Memorial Day 	June <ul style="list-style-type: none"> World Environment Day Father's Day National Splurge Day Flip-Flop Day Beautiful in Your Skin Month Public Service Day Social Media Day July <ul style="list-style-type: none"> Bikini Day 4th of July National Work-a-Holics Day All or Nothing Day Everybody Deserves a Massage Week Parent's Day August <ul style="list-style-type: none"> National Girlfriends Day Just Because Day Friendship Day Back-to-School Relaxation Day Be Kind to Humankind week 	September <ul style="list-style-type: none"> Labor Day National Courtesy Month National Grandparent's Day Good Neighbor Day Swap Ideas Day Patriot Day National Women's Friendship Day American Business Women's Day October <ul style="list-style-type: none"> Breast Cancer Awareness Month Do Something Nice Day Face Your Fears Day Make A Difference Day Halloween November <ul style="list-style-type: none"> Shopping Reminder Day Thanksgiving Black Friday Small Business Saturday Military Family Appreciation Month National Healthy Skin Month National Day of Giving

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

EMAIL CONTENT IDEAS FOR TRAVEL & TOURISM SERVICES

Increase bookings from existing clients and expand your reach to new clients.

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 best places to visit, cruises or airlines and any related specials to drive bookings.	<ul style="list-style-type: none">▪ See full details▪ Book now▪ Share with friends and family	<ul style="list-style-type: none">▪ Customer Product/Service News
Share top tourist attractions in featured destinations and availability at nearby hotels or resorts.	<ul style="list-style-type: none">▪ See more pictures▪ Book now▪ Share with friends and family	<ul style="list-style-type: none">▪ Product/Service Promotion II
Announce a limited time offer (i.e., certain amount off next trip booked) when clients provide a referral.	<ul style="list-style-type: none">▪ Refer a friend, colleague or family member▪ Book now	<ul style="list-style-type: none">▪ Customer Product/Service Promotion▪ Business Event
Share travel tips (i.e., checklist to prepare for your trips) to stay connected with clients and drive email sharing.	<ul style="list-style-type: none">▪ See all tips▪ Share with friends and family	<ul style="list-style-type: none">▪ Product/Service Promotion I
Share the latest and greatest travel apps and your commentary on their value to drive email sharing.	<ul style="list-style-type: none">▪ Share with friends and family	<ul style="list-style-type: none">▪ Product/Service Showcase

Take advantage of the upcoming holidays by sharing destinations, itineraries, specials and tips related to:

WINTER	SPRING	SUMMER	FALL
December <ul style="list-style-type: none"> Hanukkah Its about time week Rockefeller Center Tree Lighting Christmas International Mountain Day Make Up Your Mind Day January <ul style="list-style-type: none"> New Year's Day National Thank You Month Learn to Ski and Snowboard Month Get to Know Your Customers Day Make Your Dream Come True Day February <ul style="list-style-type: none"> Valentine's Day Beat the Heat Month Random Acts of Kindness Day 	March <ul style="list-style-type: none"> National Week of The Ocean Festival Sea-son World Compliment Day Plan a Solo Vacation Day International Fanny Pack Day I want you to be happy day April <ul style="list-style-type: none"> Couple Appreciation Month Earth Awareness Month Take a Wild Guess Day Easter Community Spirit Days May <ul style="list-style-type: none"> Military Appreciation Month Mother's Day National Family Week Memorial Day National Tourism Week International Business Image Improvement Month 	June <ul style="list-style-type: none"> Father's day Worldwide Day of Giving July <ul style="list-style-type: none"> 4th of July National Share A Sunset With Your Lover Month Family Reunion Month All or Nothing Day National Vacation Rental Month Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15) August <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-school American Adventures Month Be Kind to Humankind week 	September <ul style="list-style-type: none"> Labor Day National Courtesy Month World Tourism Day October <ul style="list-style-type: none"> Breast Cancer Awareness Month Country Inn Bed & Breakfast Day Make A Difference Day National Book It! Day Halloween November <ul style="list-style-type: none"> Thanksgiving Black Friday National Deal Week World Hello Day Electronic Greetings Day Small Business Saturday

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