



Website Design Solutions

## eMail Marketing - Calendar

The Email Calendar is a list of special events, providing you with many perfect opportunities to contact your valued customers by Email.

Good communication is good business.-So use these Calendar Events to trigger your promotional communication.

Late Dec. / Early Jan.	New Year's Resolution Sale
26th January	Australia Day
Jan. / February	Chinese New Year
14th February	Pink Triangle Week (Gay awareness week)
14th February	St Valentine's Day
February	World Cancer Day
February	Australian Organ Donor Awareness Week
February	Australian Condom Week
February	Australian Sunnies For Sight Day
February / March	Ash Wednesday
February / March	Sydney's Gay and Lesbian Mardi Gras
March	Clean Up Australia Day
March	International Women's Day
March	Seniors Week
March	Bandaged Bear Day
17th March	St Patrick's Day
25th March	Greek Independence Day
March / April	Easter
April	World Health Day
1st April	April Fool's Day

3rd Wednesday April	Secretary's Day
7th April	World Health Day
22nd April	Earth Day
25th April	Anzac Day
April / May	Greek Easter
May	Star Day - Starlight Children's Foundation
May	World Red Cross Day
May	Australian Mothering Week
May	Loud Shirt Day - Helping Deaf Children
May	International Youth Week
2nd Sunday May	Mother's Day
June	Half Yearly Sale
June	Stonewall Day
June	Red Apple Day - Bowel Cancer
June	International Men's Health Week
June	Walk For Wellbeing
June	Refugee Week
June	Drug Action Week
June	(last Friday) Red Nose Day - Eliminating SIDS
June	End of Financial Year - SALE
2nd Monday June	Queen's Birthday (except in W.A.)
30th June	Last day of financial year
July	Australian Farm Safety Week
July	The Buzz Ball - Diabetes Australia
4th July	Independence Day U.S.A.
16th July	International Drag Day @ Stonewall
August	Jeans For Genes Day - Children's Medical Research
August	Daffodil Day - The Cancer Council
1st August	Horses Birthday
28th August	Greek National Day
September	Australian Asthma Week
September	National Child Protection Week
September	World First Aid Daisy

September	Clean Up The World Weekend
September	Australian Stroke Week
September	World Alzheimer's Day
October	Girls Night In - Women's Cancer
First Sunday September	Father's Day
11th October	Coming Out Day - About Being Gay or Lesbian
September / October	Sydney Sleaze Ball (Gay and Lesbian party)
First Sunday of October	Daylight Savings (NSW, Victoria, ACT, South Australia and Tasmania Only)
October	Walk To Work Day - Promoting Physical Activity
October	Mental Health Week
October	Australian Nutrition Week
October	Australian Babies Day
October	Pink Ribbon Day - Breast Cancer Support
October	Australian Bandanna Day - CANTEEN
October	Cox Plate
October	Aust. Aussie Rules Grand Final
October	Aust. Rugby League Grand Final
October	International Soccer Grand Final
October	Australian Rugby Union Grand Final
31st October	Happy Halloween
November	Awareness about male health issues
1st Tuesday November	Melbourne Cup
24th November	Thanksgiving (USA)
1st December	World AIDS Day
December	U.N. International Volunteers Day
25th December	Christmas Day
26th December	Boxing Day
Late December	End Of Year Sale
31st December	New Year's Eve
1st January	New Year's Day / New Year's Sale
Any Day	Customer Appreciation Day
Any Day	Sharing and Caring Day
Any Day	National Day of Gratitude

## OTHER COMMUNICATION OPPORTUNITIES

- Anytime there is a **Friday the 13th**. This might be an appropriate date:  
***GET LUCKY this Friday the 13th...***
- Let everybody know when your office will be closed over Christmas and New year, or when your office will be closed for a long weekend.
- When you first launch your website or make important updates to your website, send out an Email notice to your customers.
- Always remember your Customers' and Suppliers' Birthdays and any other special occasions or Anniversaries...
- Contact Customers' and Suppliers' when you are having a special date.... For example when it is your own birthday, when you have a child, a grandchild, get married, move house or any other significant event in your life. Also look for significant business events to use as excuses to contact your clients.
- Let people know about your big sales:
  - The super, last chance clearance sale
  - Winter Specials
  - Summer Stock Take Sale
  - Buy One and Get One Free
- Use Email to follow up on a salespersons call. Thank your customer for watching or hearing your presentation, to set up appointments, thank your customer for a referral, apologise for something you may have done wrong, welcome a customer to your industry or anything else that they may be new at, compliment your customer for something they have done well or achieved, Let them know you saw them in the media and congratulate them, Thank them for their time and effort or for doing you a favour, express your condolences, wish them good health.

## QUALITY CONTENT IS KEY

The above mentioned dates / events give you great excuses to contact your clients via Email.

Send a well prepared Email message, this way you can be sure that it will be well received.

The content of your Email message **MUST** be valuable. Your subscribers have given you there permission to contact them and you want to continuously reward them with quality and value.