

January 2023 Marketing and Holiday Planning



The new year is here and it's a great time to start planning for the rest of the year. Set your goals for the year and work towards making them a reality. Here are some content ideas to get your January off to a good start.

Content Ideas for January

International New Year's Resolution Month for Businesses

1

Determine your 2023 resolutions by looking for opportunities to improve inefficiencies. Are there process changes you can make to drive more results? Do you have a good balance of innovation, sales, and marketing? Did something fall off your radar last year? What can you do to improve your customer's experience?

Trivia Day

2

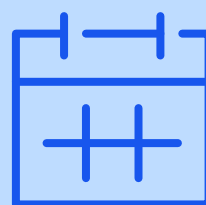
Share some fun trivia facts about your small business or nonprofit, then challenge them to answer some trivia facts about your industry. Add in some fun behind-the-scenes stories and pictures. This is a great way to engage your audience in a fun way.

Get To Know Your Customers Day

3

Take some time to get to know your customers by sending a survey. Ask them about their interests and what they would like to see on your website, in store, or in your emails.

January Holidays



- 1 New Year's Day
- 4 National Trivia Day
- 16 Martin Luther King Jr. Day
- 19 Get To Know Your Customers Day
- 24 National Compliment Day
- 25 Opposite Day
- 27 National Fun at Work Day
- 29 National Puzzle Day

January Themes

- International New Year's Resolution Month for Businesses
- National Soup Month
- National Hobby Month



53%

of marketers say ongoing, personalized communication with existing customers results in moderate to significant revenue impact.

[Source: DemandGen]



Marketers consistently ranked email as the single most effective tactic for awareness, acquisition, conversion, and retention.

[Source: Gigaom Research]