

WHY MAIL THIS YEAR 2018

January

- 1 - New Year's Day
- 1 - National Hangout Day
- 12 - National Pharmacist Day
- 15 - Martin Luther King Day
- 19 - National Popcorn Day
- Health Weight Month
- Beginning of First Quarter

February

- 1 - National Freedom Day
- 4 - Rosa Parks Day
- 12 Lincoln's Birthday
- 13 - Mardi Gras
- 14 - Valentines Day
- 19 - President's Day

March

- 2 - Read Across America Day
- 2 - Employee Appreciation Day
- 3 - Caregiver Appreciation Day
- 11 - Daylight Savings Time
- 12 - Plant a Flower Day
- 17 - St. Patrick's Day



It's a time for evaluating the past and making new plans for the future. That includes developing your strategy and schedule for direct mailings throughout the year.

Like every other marketing channel, direct mail success is best achieved through repetition. One viewing of a TV ad, one email or one postcard, it's almost never enough to convert the sale. But after customers have seen your message several times, it's fixed in their minds and they're ready to take action.

Why use this channel?

There are some good reasons besides simply being the most practical when broadcast's cost is too high and email's ROI is too low.

- **Better targeting.** Unlike broadcast, direct mail doesn't waste money sending your message to people who will never be interested. If your customers are in a particular niche, you simply buy a mailing list with only those people on it. If you want to reach everyone in a specific geographical area, you use Every Door Direct Mail and select just the postal carrier routes that fit your need.

April

1 - Easter Sunday
 1 - April's Fool Day
 2 - Children's Book Day
 4 - School Librarian Day
 7 - World health Day
 15 - Income Taxes Due
 Stress Awareness Month
 Lawn and Garden Month

May

1 - May Day
 4 - Star Wars Day
 5 - Cinco de Mayo
 6 - National Nurses Day
 13 - Mother's Day
 19 - Armed Forces Day
 28 - Memorial Day

June

1 - National Doughnut Day
 6 - D Day, WWII
 14 - Flag Day
 17 - Father's Day
 26 - Forgiveness Day
 28 - Insurance Awareness Day
 Gay Pride Month
 National Adopt a Cat Month
 Rose Month

• **More personal.** Ironically, the more digital our world becomes, the less value people place on the marketing messages they receive through email or PPC ads. Plus, digital ads are so much easier to miss; one click and they're gone before the target even saw what they were about. If your business is based on personal service and trust, your customers will appreciate hearing from you through direct mail.

• **Longer life.** A message in almost every other channel, from broadcast to billboards, only stays in front of the customer's eyes for a few seconds. A direct mailpiece is a physical presence in the house, requiring greater engagement. If you include a feature of value, such as a coupon, it may stick around for months.

Stand out in the mailbox

For the reasons above, among many others, you may find that your competition in the direct mail arena is trending back up again.

2018 Event Calendar.

In it, you'll find the major holidays for promotions, greetings, and reminders, as well as some fun ones to build a unique marketing message around.

The best is yet to come. Stay tuned for new products and services we'll be rolling out to make your direct mail marketing easier than ever in 2018!

Have a question?

Customer Support is available Monday thru Friday, 9:00 a.m. EST to 8:00 p.m EST . Contact us at 866-665-2787 or email support@click2mail.com



July

- 1 - International Joke Day
- 1 - Canada Day
- 2 - World UFO Day
- 4 - Independence Day
- 7 - Chocolate Day
- 13 - Friday the 13th
- 16 - Global Hug Your Kid Day
- 22 - Parent's Day
- 30 - International Day of Friendship
- Dog Days of Summer Begin
- National Blueberry Month
- National Ice Cream Month

August

- 1 - National Girlfriends Day
- 4 - US Coast Guard Day
- 5 - Sisters Day
- 13 - Left Hander's Day
- 18 - National Honey Bee Day
- 22 - National Tooth Fairy Day
- 26 - Women's Equality Day
- Water Quality Month
- National Eye Exam Month

September

- 2 - International Bacon Day

- 3 - Labor Day
- 8 - International Literacy Day
- 9 - Grandparent's Day
- 9 - Rosh Hashanah Begins
- 16 - American Legion Day
- 19 - Talk Like a Pirate Day
- 23 - Fall Begins
- 28 - Native American Day
- Baby Safety Month
- Honey Month
- Self Improvement Month

October

- 1 - International Day for the Elderly
- 3 - Techies Day
- 5 - World's Teacher's Day
- 12 - Moment of Frustration Day
- 16 - Bosses Day
- 26 - Frankenstein Friday
- 31 - Halloween
- Adopt a Shelter Dog Month
- National Pizza Month

November

- 1 - Day of the Dead
- 2 - All Soul's Day
- 3 - Book Lover's Day
- 4 - Hindu Diwali Day

- 11 - Veteran's Day
- 17 - National Adoption Day
- 17 - World Peace Day
- 22 - Thanksgiving
- 23 - Black Friday
- 24 - Small Business Saturday
- 26 - Cyber Monday
- National Diabetes Awareness Month
- National Epilepsy Month

December

- 1 - World Aids Awareness Day
- 2 - Hanukkah Begins
- 7 - National Letter Writing Day
- 7 - Pearl Harbor Day
- 9 - Christmas Card Day
- 18 - Bake Cookies Day
- 21 - Winter Solstice
- 23 - Festivus
- 24 - Christmas Eve
- 25 - Christmas Day
- 27 - National Fruitcake Day
- National Write a Friend Month
- Bingo Month
- Universal Human Rights Month