

## Ideas for Your Newsletter, Blog, In-Store Promotions, Ads & Social Media Posts.

**Themed promotions grab attention, create a bond between you and people passionate about a cause or subject.**

### Marketing Idea Starters January, 2017

January is:

National Blood Donor Month  
National Braille Literacy Month  
National Hobby Month  
National Hot Tea Month  
National Oatmeal Month  
National Slow Cooking Month  
National Soup Month

Diet Resolution Week – January 1-7, 2017  
Celebration of Life Week – January 1-7, 2017  
National Pizza Week – January 8-14, 2017  
(Second Week)  
Universal Letter Writing Week – January 8-14  
Cuckoo Dancing Week – January 11-17  
Pay It Forward Weekend – January 15-17, 2016  
Sugar Awareness Week – January 16-20 (Third  
Work Week)  
No Name Calling Week – January 16-20, 2017  
National Fresh Squeezed Juice Week – January  
17-23  
Clean Out Your Inbox Week – January 23-27  
(Last Business Week)  
National Irish Coffee Week – (Fourth Week)  
Catholic Schools Week – January 29 – February 4  
(Begins the last Sunday)  
Meat Week – January 29 – February 4 (Begins the  
Last Sunday)

1/1 is National Bloody Mary Day  
1/2 is National Buffet Day  
1/3 is National Chocolate Covered Cherry Day  
1/4 is National Spaghetti Day  
1/5 is National Whipped Cream Day  
1/6 is National Bean Day and National Technology Day  
1/7 is National Bobble Head Day and National Tempura Day  
1/8 is National Bubble Bath Day and Natl. English Toffee Day  
1/9 is National Clean Off Your Desk Day  
1/10 is National Oysters Rockefeller Day  
1/11 is National Milk Day and Nat'l Human Trafficking Awareness  
1/12 is National Curried Chicken Day and National Marzipan Day  
1/13 is National Rubber Ducky Day and National Peach Melba Day  
1/14 is Nat'l Dress Up Your Pet Day / Nat'l Hot Pastrami Sandwich Day  
1/15 is National Hat Day and Strawberry Ice Cream Day  
1/16 is National Fig Newton Day  
1/17 is Hot Buttered Rum Day  
1/18 is Peking Duck Day and Winnie The Pooh Day  
1/19 is National Popcorn Day and Get to Know Your Customers Day  
1/20 is National Cheese Lovers Day and National Butter Crunch Day  
1/21 National Hugging Day  
1/22 National Blonde Brownie Day  
1/23 National Pie Day  
1/24 is National Peanut Butter Day and National Compliment Day  
1/25 is National Opposite Day and National Irish Coffee Day  
1/26 is National Spouse's Day and National Peanut Brittle Day  
1/27 is National Chocolate Cake Day  
1/28 is National Blueberry Pancake Day and National Kazoo Day  
1/29 is National Corn Chip Day and National Puzzle Day  
1/30 is National Croissant Day and Bubble Wrap Appreciation Day  
1/31 National Backward Day

Fuel your email & social media campaigns with these fun and interesting topics.

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Dedicated to serving America's Small Business Owners

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