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Topic: Email Newsletter Calendar for the UK

It's always a tough task to plan your newsletter campaigns for the year ahead. Trying to blend those important sales messages with fresh and exciting content can certainly cause the brain to work in overdrive.

To make things a little easier, here is a selection dates that have the potential to be used for promotional activities. I have even thrown in a few ideas that you are free to use (I accept no liability for their success or failure!).

January **New Year's Resolutions**

Subject: Tough new year's resolution? Incentivise yourself!

If the customer achieves their resolution goal they are rewarded with a discount or free gift.

Promotional landing page on the website could allow customers to sign up with their name, their resolutions and a tongue-in-cheek agreement to agree to stick to the resolution in order to qualify for the offer.

Great opportunity to create user generated content for use in social media. Also encourages engagement with the brand.

Brand must remain sensitive to customer privacy and ensure the tone of the agreement is quite obviously humorous and not condescending.

January Sales

Sale Now On! – Up to X% Off

23rd - Chinese New Year:

Subject: Which animal are you?

Promotional landing page on website with an application allowing customers to enter in their date of birth to find out their Chinese Zodiac sign and element.

Opportunity to collect Birthdates for personalised promotions in the future (Happy Birthday Newsletters).

Brand must remain sensitive to customer privacy and ensure that any additional data stored is done so securely and with the agreement of the customer.

Other Ideas:

Subject: Didn't get that gift you were secretly hoping for? Buy it now!

Subject: January blues? Try some retail therapy at 'Shop Name'

February **14th - Valentine's Day**

[Buy that special someone a gift for Valentine's day](#)

Promotional landing page that allows customers to purchase a gift certificate and email it directly to their loved one.

Free gift wrapping service for a limited time only.

Spring Collection Preview (dependant on stock availability)

[Spring 2012 Collection Preview – Pre-order today!](#)

Allow pre-ordering if you can guarantee delivery dates. Small limited time offer to incentivise the sale.

13th - 17th (Dates May Vary) School Half Term

Can be a quiet time for online retail.

March **Spring collection arrives**

[Spring 2012 Collection now available online and in store.](#)

Low value, limited time offer to pique interest and drive sales.

17th - St Patrick's Day

[X% off all things green!](#)

18th - Mother's Day

Promotional landing page that requires the customer to choose three qualities from a series of options (checkboxes) that they think makes a great mother. There could also be an additional field allowing the customer to fill in a humorous/charming anecdote about their mother. These would be made public and would be open to a vote. The winner would receive a free gift or additional discount.

Great opportunity to create user generated content for use in social media. Also encourages engagement with the brand.

Free gift wrapping service for a limited time only.

April **7th - Oxford & Cambridge Boat Race**

8th - Easter Day

24th - 28th - Queen's Real Tennis World Championship

May **5th - FA Cup Final**

Summer Collection Preview (dependant on stock availability)

[Summer 2012 Collection Preview – Pre-order today!](#)

Allow pre-ordering if you can guarantee delivery dates.

June **Summer Stock Arrives**

[Summer 2012 Collection now available online and in store.](#)

Low value, limited time offer to pique interest and drive sales.

4th - 8th (Dates may vary) School Half Term

Can be a quiet time for online retail.

5th - Diamond Jubilee of Elizabeth II

[Top tenuous – Submit your most tenuous link to the Queen for a chance to win.](#)

Good content driver. Landing page to accept entries. Follow up eshot with poll for customers to choose the winning answer from a selection chosen by store owner. (Credit to BBC Radio 2 for the idea!)

17th - Father's Day

Promotional landing page that requires the customer to choose three qualities from a series of options (checkboxes) that they think makes a great father. There could also be an additional field allowing the customer to fill in a humorous/charming anecdote about their father. These would be made public and would be open to the vote. The winner would receive a free gift or additional discount.

Great opportunity to create user generated content for use in social media. Also encourages engagement with the brand.

Free gift wrapping service for a limited time only.

19th - 23rd - Royal Ascot

25th - 8th July - Wimbledon Tennis Tournament

Daily promotions targeting specific matches. Discount codes for each player with varying values depending on their chance of success. For example: Rafael Nadal (5% off) vs. Andy Murray (15% off). Winning players discount code becomes active after win.

27th - 1st July - Henley Royal Regatta

July **15th - 22nd - The Open Golf Championship**

17th - 22nd - Hickstead Royal International Horse Show

23rd - 31st August (Dates May Vary) School Summer Holidays

Can be a quiet time for online retail.

27th - Opening ceremony of the 2012 Summer Olympics

August **Autumn Collection Preview** (dependant on stock availability)

[Autumn 2012 Collection Preview – Pre-order today!](#)

Allow pre-ordering if you can guarantee delivery dates.

11th - 18th - Cowes Week Sailing Regatta

September **Autumn Stock Arrives**

[Autumn 2012 Collection now available online and in store.](#)

Low value, limited time offer to pique interest and drive sales.

October **31st - Halloween**

Promotional landing page allowing the customer to upload a picture of their pumpkin carvings or fancy dress outfit. Submissions put to the public vote with the winner receiving a gift.

Great opportunity to create user generated content for use in social media. Also encourages engagement with the brand.

November **5th - Guy Fawkes**

30th - St. Andrew's Day

December **25th - Christmas**

30th - New Year's Eve