

JANUARY

- 1 New Year
- 4 Trivia Day
- 9 European Winter Sales (until 2/19)
- 18 Thesaurus Day
- 27 Chocolate Cake Day
- 28 Data Privacy Day

FEBRUARY

- 3 Super Bowl
- 5 Chinese New Year
- 7 Send a Card to a Friend Day
- 14 Valentine's Day
- 26 Tell a Fairy Tale Day

MARCH

- 1 World Compliment Day
- 5 Mardi Gras
- 10 Daylight Saving Time starts
- 14 Pi Day / White Day (Asia)
- 17 St. Patrick's Day
- 20 International Day of Happiness
- 23 Puppy Day

APRIL

- 1 April Fool's Day
- 7 World Health Day
- 13 Scrabble Day
- 21 Easter Sunday
- 22 Easter Monday
- 22 Earth Day

MAY

- 4 Star Wars Day
- 5 Cinco de Mayo (Mexico)
- 12 Mother's Day
- 21 Talk Like Yoda Day
- 31 Macaroon Day

JUNE

- 1 Say Something Nice Day
- 4 Leave the Office Early Day
- 16 Father's Day
- 18 International Picnic Day
- 26 European Summer Sales (6/26 - 8/6)

JULY

- 4 US Independence Day
- 13 Embrace Your Geekness Day
- 14 France National Holiday
- 17 World Emoji Day
- 30 International Friendship Day

AUGUST

- 3 International Beer Day
- 8 International Cat Day
- 10 Lazy Day
- 16 Tell a Joke Day
- 23 Dog Appreciation Day

SEPTEMBER

- 2 Labor Day
- 9 Teddy Bear Day
- 19 International Talk Like a Pirate Day
- 25 Comic Book Day
- 26 Love Note Day

OCTOBER

- 1 International Coffee Day
- 4 Taco Day
- 10 World Mental Health Day
- 16 World Food Day
- 31 Halloween

NOVEMBER

- 3 Daylight Saving Time ends
- 8 Tongue Twister Day
- 11 Origami Day
- 13 World Kindness Day
- 21 Beaujolais Nouveau
- 28 Thanksgiving
- 29 Black Friday

DECEMBER

- 2 Cyber Monday
- 5 Day of the Ninja
- 21 Ugly Sweater Day
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve

JANUARY



Start the new year off right by creating (or revamping) your **email newsletter** to start building better relationships with your audience.



Discover **6 reasons to start using marketing automation in 2019** so you can start leveling up your marketing communications in the new year.



Create emails that resonate more strongly with your subscribers by **segmenting your email list**.

FEBRUARY



Create targeted landing pages for a more streamlined conversion funnel.



For Valentine's Day, try using the **Conditional Display** feature to dynamically show different gift ideas "for Him" and "for Her" depending on the recipient's gender preference.



Make sure you're getting the best possible open rates by **optimizing your email subject lines with psychology**.

MARCH



Happiness can come from the most simple things sometimes -- like an **animated GIF in your email campaigns!**



Make sure your customers get the most critical messages wherever they are with **SMS marketing**.



Give your emails the best shot of making it to your contact's inbox by following these **email deliverability best practices**.

APRIL



Can't decide on the best idea for your subject line? Run an **email subject line A/B test** and let data make the choice for you!



Let the Easter Bunny help with your package delivery -- give customers free shipping for the Easter holiday weekend!



Ensure that you're getting the full **marketing value from your transactional emails** ahead of your summer sales!

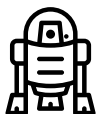
MAY



One year on and the GDPR still looms large in the marketing world.. **Is your email list building still compliant** with the new data protection regulations?



Boost your sales with these **actionable Mother's Day email tips!**



Feeling like your emails are too rigid? Try doing something fun for **Star Wars Day** in your email content to change things up!

JUNE



Get more from your summer sales by setting up **abandoned cart emails** to follow up with visitors who don't buy from you.



Monitor your email performance using these **7 essential email marketing KPIs..**



Now that you know the best email marketing KPIs, set up a **custom email marketing dashboard with our spreadsheet template.**

JULY



Lacking inspiration for your email newsletter? Check out these **fantastic examples!**



Before you head out on your summer vacation, **automate your marketing emails** so you don't miss a beat!



Don't let World Emoji Day slip by without **adding a few emojis in your email campaign** this month!

AUGUST



August is usually a slow month for eCommerce, so get what you can from your visitors using these **eCommerce marketing automation workflows.**



Get ready for the busy winter holidays by **making sure your emails are all scheduled at the best time.**



Set up a **list building strategy** that will help you achieve sustainable growth over the busy holiday months coming up.

SEPTEMBER



Make your customers happy while driving sales at the same time with **automated birthday emails**.



Back to the basics: Follow these **6 tips for more targeted email marketing campaigns**.



Find out how you can follow up with people who have already visited your website using **retargeting ads**.

OCTOBER



Tune out the noise and identify your top prospects over the holidays using **lead scoring**.



Get your emails in the Halloween spirit with the help of a **holiday email template!**



In honor of the holiday spirit, help your customers spread the love by **setting up a customer referral program!**

NOVEMBER



Black Friday is the biggest shopping day of the year! Make the most of it with these **Black Friday marketing tips!**



Tighten up your transactional email design by following **these examples!**



Connect with customers on a deeper level and increase sales using **lead magnets and remarketing**.

DECEMBER



Stand out from your competitors with an awesome **Christmas newsletter!**



Go beyond your subject line to increase open rates by **improving your email preheaders**.



Improve customer relationships for 2020 with a fortified **relationship marketing** approach.

01 JANUARY 2019

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

02 FEBRUARY 2019

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

03 MARCH 2019

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

04 APRIL 2019

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

05 MAY 2019

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

06 JUNE 2019

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

07 JULY 2019

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

08 AUGUST 2019

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

09 SEPTEMBER 2019

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

10 OCTOBER 2019

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

11 NOVEMBER 2019

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

12 DECEMBER 2019

LUN	MAR	MER	JEU	VEN	SAM	DIM
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Want more marketing tips?
Visit our blog:

sendinblue.com/blog

Follow us on social media:

