



99 reasons to contact your customers in 2025

Email marketing continues to be one of the most affordable and effective ways of getting customers to visit your business—and spend more money when they do. This is particularly true with marketing software that works hand-in-hand with your [small business POS](#) or [restaurant POS](#).

Here are 99 occasions to send a marketing email or email deal to your customers and boost your bottom line.

Make a good first impression and introduce yourself

1. **Say hello and thank you** to customers who [join your mailing](#) list on a weekly or monthly business.
2. **Introduce your customers to the people they'll see when they visit your business** by profiling new managers, cashiers, etc.
3. Show off what you are selling, whether it's new merchandise, new services, or popular items for that season.
4. **Let your customers know where to find you** if you are opening a second location or moving to a new space.
5. **Keep your customers informed** about your [business hours](#), especially if your hours change seasonally.
6. **Brag about any recent reviews or write-ups**, and [tell your customers](#) why they should stop in.
7. **Share the story about your business** and why you are passionate about it—stories are 22 times more memorable than facts.



Spread the holiday cheer

These major holidays are great occasions to send newsletters, shopping guides, and limited-time offers.



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|------------------------------------|-------------------------------------|
| 8. Valentine's Day - 02/14 | 21. Yom Kippur: 10/01 - 10/02 |
| 9. President's Day - 02/17 | 22. Columbus Day - 10/13 |
| 10. St. Patrick's Day - 03/17 | 23. Halloween - 10/31 |
| 11. Easter - 04/20 | 24. Veteran's Day - 11/11 |
| 12. Earth Day - 04/22 | 25. Thanksgiving - 11/27 |
| 13. Cinco de Mayo - 05/05 | 26. Black Friday - 11/28 |
| 14. National Teacher's Day - 05/06 | 27. Small Business Saturday - 11/29 |
| 15. Mother's Day - 05/11 | 28. Cyber Monday - 12/01 |
| 16. Memorial Day - 05/26 | 29. Giving Tuesday - 12/02 |
| 17. Flag Day - 06/14 | 30. Hanukkah Begins - 12/14 |
| 18. Father's Day - 06/15 | 31. Christmas - 12/25 |
| 19. Independence Day - 07/04 | 32. Kwanzaa Begins - 12/26 |
| 20. Labor Day - 09/01 | 33. New Year's Eve - 12/31 |

Ideas to get you started



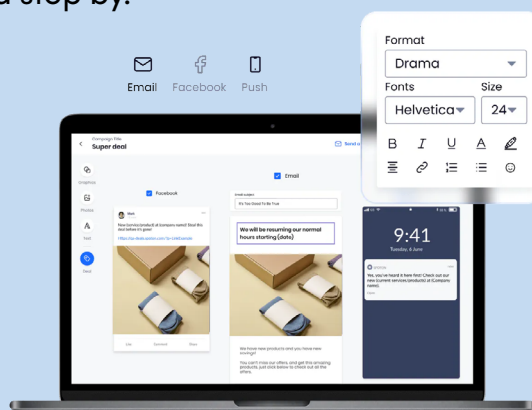
Send out a deal with a freebie or discount for any teacher that visits
When they come in to redeem their deal, they'll more than likely spend money on other items or services, too.



Plan your Thanksgiving week well in advance
Send out a series of marketing emails throughout November, letting your customers know why they should stop by.



Create a gift guide
Help your customers find the perfect gift for everyone on their Christmas list. Send an email sharing new items, hidden gems, and last-minute ideas.



There's a day for that!

There is a day to celebrate just about anything you can think of. Here are a few of our favorites—but more can be found [here](#).



JAN

- 34. National Trivia Day: 01/04
- 35. Korean American Day: 01/13
- 36. National Fresh Squeezed Juice Day: 01/15
- 37. Blue Monday: 01/18
- 38. Get To Know Your Customer Day: 12/21

FEB

- 39. Groundhog Day: 02/02
- 40. National Rose Day: 02/07
- 41. Super Bowl Sunday: 02/11

MAR

- 42. National Pancake Day: 03/04
- 43. International Women's Day: 03/08
- 44. National Pi Day: 03/14
- 45. National Doctors Day: 03/30

APR

- 46. April Fools' Day: 04/01
- 47. World Health Day: 04/07
- 48. National Siblings Day: 04/10
- 49. Earth Day: 04/22
- 50. International Dance Day: 04/29

MAY

- 51. Star Wars Day: 05/04
- 52. National Limerick Day: 05/12
- 53. National Small Business Week: 05/04 - 05/10
- 54. National Armed Forces Day: 05/17
- 55. Memorial Day: 05/26

JUN

- 56. World Environment Day: 06/05
- 57. National Donut Day: 06/06
- 58. National Best Friends Day: 06/08
- 59. International Sushi Day: 06/18
- 60. World Social Media Day: 06/30

JUL

- 61. International Joke Day: 07/1
- 62. Workaholics Day: 07/05
- 63. Bastille Day: 07/14
- 64. National Ice Cream Day: 07/19
- 65. Intern Day: 07/31

Learn how to build your mailing list

See how



AUG

- 66. National Friendship Day: 08/02
- 67. International Beer Day: 08/07
- 68. International Youth Day: 08/12
- 69. National Back To School Prep Day: 08/15

SEP

- 70. National Guacamole Day: 09/16
- 71. Working Parents Day: 09/16
- 72. International Day of Peace: 09/21
- 73. Business Women's Day: 09/22
- 74. National Coffee Day: 09/29

OCT

- 75. World Vegetarian Day: 10/01
- 76. National Walk Your Dog Week: 10/01-10/07
- 77. National Dessert Day: 10/14
- 78. National Boss's Day: 10/16

NOV

- 79. International Stress Awareness Day: 11/05
- 80. World Kindness Day: 11/13
- 81. National Entrepreneurs Day: 11/18

DEC

- 82. National Pastry Day: 12/9
- 83. National Ugly Sweater Day: 12/20

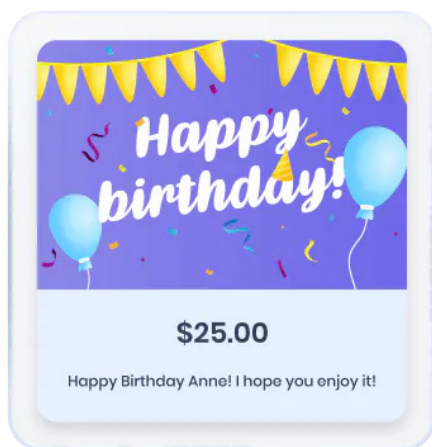
More ideas to get you started



For **National Limerick Day** (05/12), announce a contest on your social media channels challenging your customers to write the best limerick about your business. The winner gets something free.



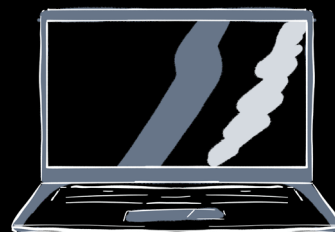
Birthday emails are highly effective and the best way to celebrate your customer's loyalty. If you're using a digital loyalty program, you can set up automated birthday promotions. Set it and forget it.



Give some virtual high-fives!

- 84. Celebrate your business' anniversary and share some throwback stories and pictures.
- 85. Acknowledge your customers' birthdays.
- 86. Recognize special employees for their tenure, military service, or personal achievement.
- 87. Thank longtime customers for their loyalty with a day dedicated to them.

Be like an electronic post-it note



- 88. Point out deadlines to place larger orders.
- 89. Send special deals to customers you haven't seen in a while, encouraging them to come back.
- 90. Invite customers to a special event at your business.
- 91. Publicize your participation in a community event.
- 92. Announce a contest or sweepstakes.
- 93. Send useful tips or advice that can help your customers out. After all, you are an expert in your field!
- 94. Use the word "Exclusive" in your subject line when sending out deals to boost email open rates.

Turn your employees & customers into marketers

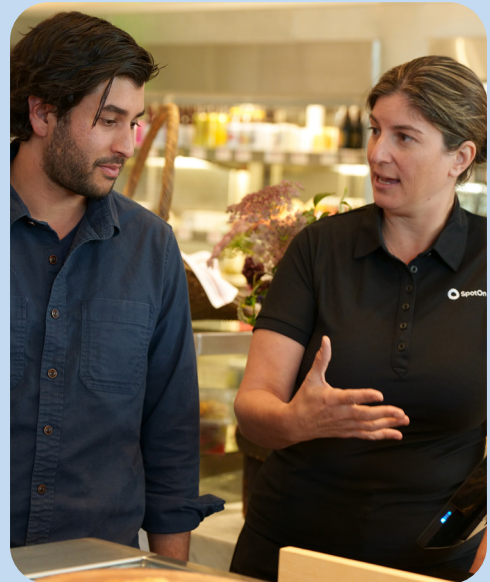


95. Ask your customers to follow you on Facebook and Instagram.
96. Offer an extra discount if a customer visits with a friend.
97. Remind your customers that you have gift cards available as last-minute presents.
98. Reward your employees and attract new customers by hosting a Friends & Family day where you give a discount to your employees and everyone they invite.
99. Ask your employees to share their favorite deals and promos you offer and get a boost on social media.

Marketing doesn't have to be a chore

SpotOn gives you tools to grow your customer list at the point-of-sale and then easily send branded emails and exclusive offers. Talk to our team to learn more.

[Get a demo](#)



Bonus tip

100. Make sure to share when your business wins an award or gets recognition in your community.



#1 Restaurant POS