The surest way to achieve direct mail marketing success is to mail consistently throughout the year. Whether you’re staying in touch with existing customers or converting new leads into sales, the strategy of multiple impressions will deliver the results you want.

For some types of business, it makes sense to schedule a mailing on a set day of every month, such as the first Monday. Others may prefer to build stories around special occasions or holidays. We created this calendar for the latter group, or anyone who is looking for a good reason to send a greeting, promotion or reminder. We have included 2017 dates for major holidays, plus some lesser-known dates to inspire your marketing creativity.

Click2Mail makes it easy

Create and send many different types of direct mailpieces with less effort than you thought possible. Our time-saving options include pre-designed templates, automation APIs that integrate
noted a 4.4% average response rate to direct mail.

Digital relief

Many people see direct mail as relief from the digital world. Mailpieces are physical objects that enter your home and can be read at your own leisure. There’s no screen to look at, no pop-ups to contend with - no other distractions.

Ultimately, direct mail helps to humanize your company and it can instantly increase your credibility.

Cross channel marketing

Many marketers still treat and track digital and traditional channels separately. Instead, the performance of a marketing program is enhanced when direct mail is integrated effectively with new and emerging digital channels.

Easier integration

With many new digital enhancements, Click2Mail provides a variety of ways to integrate mail into your marketing strategy.

your system with ours, and the email-to-mail function that skips all those steps.

Click2Mail supports you every step of the way

Our expert staff is always ready to help in any way you need, from figuring out how to get the most from your direct mail in the year ahead, to using our tools. Just give us a call at 866-665-2787, shoot an email to support@click2mail.com, or start a live chat on our website, Click2Mail.com.

Here's to a happy and prosperous 2017!

Click2Mail.com
3103 10th St North, Ste 201
Arlington VA 22201-2191
Customer Support Monday - Friday 9:00 a.m. - 8:00 p.m.
January

1 - New Years Day
19 - Martin Luther King Jr Day
20 - Inauguration Day
28 - Chinese New Year
Healthy Weight Month
Beginning of First Quarter

February

1 - National Freedom Day
2 - Groundhog Day
4 - Rosa Parks Day
12 - Lincoln’s Birthday
14 - Valentine’s Day
20 - President’s Day
28 - Mardi Gras/Pancake Day

March

2 - Read Across America Day
3 - Employee Appreciation Day
12 - Daylight Savings Time
17 - St. Patrick’s Day

April

6 - National Tartan Day
9 - Palm Sunday
11 - National Library Worker’s Day
14 - Good Friday
16 - Easter
26 - Administrative Assistance Day
Beginning of Second Quarter

May

1 - Loyalty Day
5 - Cinco de Mayo
6 - National Nurses Day
14 - Mother’s Day
20 - Armed Forces Day
25 - National Missing Children’s Day

June

6 - D-Day
14 - Flag Day
18 - Father’s Day
19 - Juneteenth
20 - American Eagle Day

July

4 - Independence Day
23 - Parent’s Day
24 - Pioneer Day
Beginning of Third Quarter

August

4 - Coast Guard Birthday
7 - Purple Heart Day
21 - Senior Citizens Day
26 - Women’s Equality Day

September

4 - Labor Day
10 - National Grandparents Day
18 - Air Force Birthday
19 - Talk Like a Pirate Day
22 - Native American’s Day

October

2 - Child Health Day
9 - Columbus Day
16 - Boss’s Day
31 - Halloween
Beginning of Fourth Quarter

November

1 - Day of the Dead
5 - Daylight Savings Time Ends
11 - Veterans Day
23 - Thanksgiving Day
24 - Black Friday
25 - Small Business Saturday
27 - Cyber Monday

December

7 - Pearl Harbor Remembrance
13 - National Guard Birthday
13 - Hanukkah Begins
21 - Winter Solstice
24 - Christmas Eve
25 - Christmas Day

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