Why Mail this Year?

Why mail?

We believe in the power of 1 to 1 communications to build customer relationships.

Technology has transformed marketing communications, but the core strengths of mail have endured and in some cases grown even stronger.

Mail helps you connect with your customers and attract new customers in a way that few other channels can, especially when combined with digital. (Canadian Post, n.d.)

Personal touch

Mail is a personal medium that makes your customers feel they have a closer relationship with your business.

That sense of connection can definitely bring results - in a recent study, 86% of those surveyed recalled going online in response to a piece of mail!

Increased trust

Studies have found that people view marketing as more trustworthy when it is in printed form. Moreover, the Direct Marketing Association has

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