IS YOUR MARKETING CAMPAIGN READY FOR FALL?

This season, your audience will be buzzing about back-to-school, Halloween, and Thanksgiving – among dozens of other holidays. Join the conversation and build human-to-human relationships with an interactive holiday campaign! Use the inspiration of the holidays to launch a marketing campaign that will educate and inspire your audience, with engaging content that provides value for you and for your prospects.

Let’s leap into fall with an integrated interactive content campaign that drives real marketing results.

FALL THEMES
Below are some of our favorite fall holidays to inspire you. Which will you use for your next campaign?

## FALL HOLIDAYS

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
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<tbody>
<tr>
<td><strong>First Monday:</strong> Labor Day</td>
<td><strong>October 1:</strong> International Day for the Elderly</td>
<td><strong>November 1:</strong> All Saint’s Day</td>
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<td><strong>September 6:</strong> World Beard Day</td>
<td><strong>October 4:</strong> World Animal Day</td>
<td><strong>November 1:</strong> Dia de los Muertos (Day of the Dead)</td>
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<td><strong>September 8:</strong> International Literacy Day</td>
<td><strong>First Friday:</strong> World Smile Day</td>
<td><strong>First Sunday:</strong> Daylight Savings time ends in the U.S.</td>
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<td><strong>September 11:</strong> 9/11 Remembrance</td>
<td><strong>October 9:</strong> John Lennon’s Birthday</td>
<td><strong>First Tuesday:</strong> Election Day in the U.S.</td>
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<td><strong>Mid-September:</strong> Rosh Hashanah begins</td>
<td><strong>Second Monday:</strong> Thanksgiving Day in Canada</td>
<td><strong>November 5:</strong> Guy Fawkes Night</td>
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<td><strong>September 13:</strong> Programmerr’s Day</td>
<td><strong>October 16:</strong> Boss’s Day</td>
<td><strong>November 11:</strong> Veterans Day</td>
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<td><strong>Mid-September to Early October:</strong> Munich Oktoberfest</td>
<td><strong>Late October:</strong> World Series</td>
<td><strong>November 11:</strong> Kurt Vonnegut’s Birthday</td>
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<td><strong>September 19:</strong> International Talk Like a Pirate Day</td>
<td><strong>October 21:</strong> Alfred Nobel’s Birthday</td>
<td><strong>November 17:</strong> Take a Hike Day</td>
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<td><strong>Mid-September:</strong> Autumnal Equinox</td>
<td><strong>October 24:</strong> Make a Difference Day</td>
<td><strong>Fourth Thursday:</strong> Thanksgiving Day</td>
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<td><strong>September 28:</strong> Ask a Stupid Question Day</td>
<td><strong>October 31:</strong> Halloween</td>
<td><strong>Day After Thanksgiving:</strong> Black Friday</td>
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<td><strong>September 29:</strong> International Drink Coffee Day</td>
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CHOOSE ENGAGING CONTENT

A holiday is a great time to try out a new type of content. Interactive content engages prospects in a fun, conversational experience that’s quick and easy to create.

ASSESSMENTS
What type of boss are you?

QUIZZES
How much do you really know about Thanksgiving?

CALCULATORS
Calculate your caffeine intake

SURVEYS
What’s your B2B marketing nightmare?
LAYING OUT YOUR CAMPAIGN

Typical campaigns should have promotional elements at least two weeks before the holiday date and one week post the holiday date. The amount of time will vary by the importance of the holiday. Use the blank calendar below to get started on your campaign.

Campaign Type:  
☐ Blast campaign (one-time)  
☐ Part of a larger campaign  
☐ Event

Month(s): _____________________________________________________________________

MEASURING YOUR SUCCESS

At the end of your campaign, jot down the results you achieved.

Leads: ________________
Qualified Leads: ________________
Pipeline: ________________
Opportunities: ________________
SnapApp empowers marketers to create personalized interactive experiences that activate buyers, accelerates leads through the funnel, and unleashes growth. With a simple, drag-and-drop interface, you don’t need to be a designer or developer to create a wide variety of content types across multiple channels. And robust integrations into top marketing automation tools let you collect information that improves marketing efforts and accelerate leads through the funnel.

Backed by Providence Equity Partners, SnapApp customers include Paycor, Cisco, CEB, Blackbaud, and Equifax.

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