31 things to do this month to jumpstart your business’ success.

Complete this challenge to grow your business.

Week 1: Connect & Converse with Your Community

- Share your story & get inspired by others in our community.
- Join us at the National Small Business Week Virtual Summit.
- Ask us anything: our marketing experts are here to help.
- Follow our Be a Marketer podcast for practical advice & success stories.
- Tag a small business that you love & support on social media.
- Watch our customer panel to learn marketing strategies from other Constant Contact customers.
- Time Saver: Post & respond quickly across platforms with your Social Inbox.

Week 2: Grow & Manage Your Contacts

- Create a sign-up form or lead gen lander to build your list online.
- Create a new list segment of your most engaged contacts.
- Clean your contact list for the best email engagement & deliverability.
- Upload 20 new contacts to your Constant Contact account.
- Create an ad for Facebook & Instagram to reach & capture new contacts.
- Time Saver: Sync contacts fast by integrating with other business tools.
- Check your contact growth report to see what’s working & areas to improve.
**Week 3: Engage Your Audience**

- Create a welcome email for new contacts.
- Personalize your email subject lines or add emojis to increase opens.
- Use **subject line A/B testing** to improve your open & engagement rates.
- Create more engaging graphics with a Canva integration.
- Time Saver: Set up automatic re-sends to those who don't open your original email.
- Use an automated path to reach customers at the right time with the right message.
- Review your reporting dashboard to see trends & what’s performing best.

**Week 4: Think Outside the Inbox**

- Plan ahead with the marketing calendar.
- Link your accounts to post on social or share an email.
- Add Text Message Marketing to your mix to reach your customers via SMS.
- Poll or survey your customers using social, email, or text.
- Link your Shopify, Etsy, Stripe or other ecommerce tools for maximum impact.
- Create an event to manage registration, payment & promotion from one place.
- Time Saver: Let the AI Content Generator write your content for you.

**Week 5: Take Time for Yourself**

Your business’ success depends on your personal success and wellbeing too! Be sure to prioritize yourself and make time to regroup and recharge.

- Enjoy the company of friends, family or peers who support and motivate you.
- Take a walk, hit the gym or exercise your mind with a hobby or fun activity.
- Dedicate time to unplug, rest and reset for the month ahead.