



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,](#) 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.

