



Hello
January



January is the coldest month of the year in the UK, but that doesn't mean your marketing can't be smoking hot.

01 NEW YEAR'S DAY

05 TWELFTH NIGHT

18 WINNIE THE POOH DAY

23 CHINESE NEW YEAR

25 BURNS NIGHT

24 BAD BOYS 3 MOVIE RELEASED

25-27 RSPB BIG GARDEN

BIRD WATCH



General Themes

Dry January

New Year, New Start

Health & Fitness

Farmhouse Breakfast Week

Blue Monday

MARKETING IDEAS JAN.

New Year is a time when many of us take stock and look ahead to how we want the new year to unfold.

Show how your product or service helps your audience achieve their new year goals.

Winnie the Pooh Day is a wonderful opportunity to share some of the bear's wise words.

January also includes 'Blue Monday', reportedly the most depressing day of the year. How could you brighten your customers' day? A discount, a small gift or even just a thank you note could add some sparkle to an otherwise grey month.