



January Social Media Content Topics

All dates should be checked for accuracy for each year as it does not always fall on the numerical date.

ONE

AUTOMOTIVE/ SHOP TOPICS:

- Winter car care
- Winter driving safety
- Share team/business goals, resolutions, etc
- New Year, New You, New Car Care Focus (taking care of your investment)

TWO

MONTH OF:

- National Hobby Month
- National Blood Donor Month
- National Mentoring Month

THREE

WEEKS:

- National Pizza Week- Begins Second Sunday
- Hunt for Happiness Week- First Full Week

FOUR

DAYS:

- 1- New Year's Day
- 55 mph Speed Limit Day
- 8-Show & Tell At Work Day
- National Trivia Day
- National Bobblehead Day
- National Career Coach Day
- 9-National Law Enforcement Appreciation Day
- National Clean Off Your Desk Day- Second Monday



- National Arkansas Day
- National Rubber Ducky Day (Jeeps)
- 16-National Nothing Day
- One-Liners Day
- Martin Luther King Jr Day- Third Monday
- National Use Your Gift Card Day- Third Saturday
- National Florida Day
- International Reducing CO2 Emissions Day
- National Plan for Vacation Day
- Yodel For Your Neighbors Day

FIVE

CAMPAIGN IDEAS & OTHER TOPICS:

- **New Year, New Performance:** Emphasize the idea of a fresh start for both cars and customers in the new year. Offer a "New Year's Performance Checkup" campaign, where customers can schedule a comprehensive vehicle inspection to ensure their car is running at its best for the year ahead. Highlight the benefits of preventive maintenance in terms of safety, fuel efficiency, and long-term savings.
- **Resolve Your Check Engine Light Campaign:** Capitalize on the common New Year's resolution theme with a "Resolve Your Check Engine Light" campaign. Encourage customers to start the year with a clean slate by addressing any lingering engine issues. Offer a discounted check engine light diagnostic service, followed by a discount on necessary repairs.
- **January Savings Passport:** Create a "January Savings Passport" promotion that encourages customers to complete a series of maintenance tasks throughout the month. Each completed task can earn them a stamp, and once they collect all the stamps, they receive a special discount on their final service bill. This approach encourages repeat visits and comprehensive vehicle care.
- **Family Fleet Service Package:** Target families or businesses with multiple vehicles by introducing a "Family Fleet Service" package. Offer discounted rates for servicing multiple vehicles in one appointment. This can include oil changes, brake inspections, and general maintenance, making it convenient and cost-effective for customers with multiple cars.
- **Early Bird Specials:** Capitalize on the fact that January is typically a slow month by offering "Early Bird Specials." Encourage customers to schedule maintenance



and repairs in advance for the year, offering them exclusive discounts for booking services during January. This not only fills your calendar for the year ahead but also rewards proactive customers with savings.

- **Girl Scout Season**
- **Tax Refund Promotions**
- **Inauguration Day**