

FEBRUARY 2023

Holidays & Marketing Ideas

February may be in the middle of winter, but it's a good time to show your love for trees (and your customers)!

VALENTINE'S DAY

FEB
14

Valentine's Day is all about love, which is an opportunity for you to focus on your love for trees! You could also spend some time to show love to your customers by acknowledging them and how much they mean to you.

NO BRAINER DAY

FEB
27

Remind your customers why planting and caring for trees is a no-brainer! Trees provide oxygen (which our brains need), and caring for trees is an investment in their property and home.

HOME FOR BIRDS WEEK

FEB
13-19

Trees are important as food and shelter for birds! Alternatively, share a craft to make a birdhouse with your customers.

FEBRUARY 2023 HOLIDAYS

February is Black History Month

February 2 Groundhog Day

February 3 National Wear Red Day

February 3 Feed the Birds Day

February 4 National Eat Ice Cream for Breakfast Day

February 6 Tu B'Shevat

February 13 National Internet Friends Day

February 14 Valentine's Day

February 18 Maha Shivaratri

February 18 Isra and Mi'raj

February 20 Presidents' Day

February 21 Mardi Gras

February 22 Ash Wednesday

February 27 No Brainer Day



THINGS TO FOCUS ON

- Reasons to LOVE trees (benefits they provide, how beautiful they are, how they provide shade and oxygen, etc.)
- Winter tree care services such as dormant pruning or planning for the spring

