



10 Ideas to Celebrate Mother's Day at Your Business

1. **Host a contest** by inviting people on your social media page to share stories about the special women in their lives. Allow people to vote on the best and award prizes.
2. **Offer a Mother's Day discount.** Offer a discount to your audience and invite them to share with their favorite moms out there.
3. **Give away a Mother's Day flower** (or another free item). Provide a flower to every woman who walks into your store (or buys something from you) and wish them a Happy Mother's Day.
4. **Send reminder emails** counting down the days until Mother's Day with gift suggestions or ways to honor their mom.
5. **Host a special event** moms would enjoy.
6. **Create kits** of things moms can do with their kids.
7. **Create a special wine-pairing or tasting event** in honor of moms.
8. **Post mother-related quotes** on social media.
9. **Offer chair massages** for moms while people browse or wait for food.
10. **Post funny questions on social media.** Categories could include "hardest working mom in the animal kingdom," "Who has it harder—boy moms, girl moms, both?", "Sign you're a mom", or "This or that" questions "like which would your mom like more as a gift—chocolates or jewelry?".

Have some fun with Mother's Day and use it to get more engagement with your audience while also bringing smiles to many faces.





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