

The Only Marketing Calendar You Need for 2025

(with marketing ideas, social posts, subject lines, and promotions for every month of the year)



What's inside:

2025 marketing trends to set you up for success

Learn how three key marketing trends could impact your business in 2025.

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Popular hashtags

Get popular hashtag ideas to make your social posts pop all year long. 06

Monthly marketing ideas

We've outlined marketing ideas, social posts, email subject lines, and promotions for you to use every month of the year.

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Make this year a smashing success

Find out how to take your 2025 marketing to the next level.

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2025 marketing trends to guide your strategy

Set yourself up for success this year by paying close attention to these trends that may impact your marketing (with bonus tips!).

Yes, AI is still going to be big

Is it a trend if it continues to be a big deal year after year? We think so, because the way AI has impacted marketing and advertising continues to evolve. And we foresee that will only continue in 2025. In 2024, marketers embraced AI... maybe even too much. Businesses will have to walk a fine line between using AI to automate and simplify processes without letting it take over and potentially derail their strategies.

HERE ARE SOME TIPS:

- **Evaluate where AI can help you the most.** This is typically in the area of ideation, automating repetitive tasks like email follow-up, and more. You still need a human touch for important tasks like writing expertlevel content and targeting your audience on advertising platforms.
- Check Al's work. If you do opt to use Al for tasks like automated ad targeting or ad creation, make sure to keep a close eye on its output and performance so you can catch mistakes and errors quickly.
- Find the right tools. With so many new tools and options out there, it's important to find the right tech stack to help with your AI needs.

An evolved video marketing strategy is key

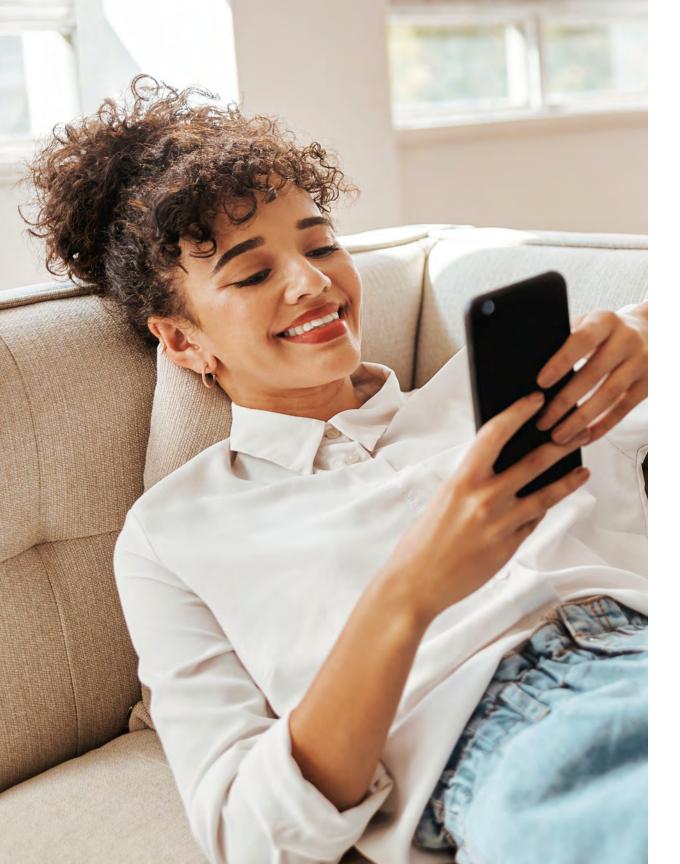
Between YouTube, TikTok, Instagram Reels, and more, video is no longer a nice-to-have. It's a necessity. Not only do videos drive engagement, they can also drive sales, with 87% of marketers saying video has helped them increase sales and leads. And that's only going to grow in importance in 2025. But your video strategy will need to evolve for shorter attention spans and more viewers watching on mute.

HERE ARE SOME TIPS:

- Start with short-form video. Short-form videos, like those shared on TikTok and YouTube Shorts, are easy and (relatively) quick to make.
- Repurpose videos across platforms. Don't let your videos live on one platform. Make sure to repurpose them across platforms and in your other marketing channels. Cut longer videos into short bits for TikTok and YouTube Shorts, send email marketing messages with your video, and turn your video content into a blog post.
- Optimize your videos. YouTube is technically the world's second-largest search engine, and YouTube videos show up in Google search results for relevant searches. Make sure your videos are SEO optimized so they can get found.







You'll need a cross-channel approach to drive website traffic

In 2024, Google ran into a few hiccups, and the search engine space was a bit of a mess. Many sites saw huge traffic losses, and searchers complained about less-than-ideal results. Because of this, searchers started turning to other sources to find businesses—for the younger generations (like Gen Z and Gen Alpha), this meant specifically TikTok and other social media sites. To continue reaching all your audience and offset potential losses from organic traffic on Google (ads on Google are still effective!), it's important to diversify your traffic sources in 2025.

HERE ARE SOME TIPS:



Get active on social media. TikTok and Instagram are becoming new search engines of sorts, with users turning to the sites to find and engage with businesses. Make sure they can find you here by investing in a strong paid and organic social strategy.



Get found where your customers are. This means investing in channels like display advertising, email marketing, SMS marketing, and more so you reach customers wherever they're spending time online.



Continue optimizing for search engines. SEO isn't dead and we're not counting Google out. So it's important to continue optimizing your site for SEO best practices so you can keep driving traffic here.

Popular hashtags

Use these hashtags on Instagram, Facebook, TikTok, X (formerly Twitter), and LinkedIn to help your social posts reach a wider audience.



You can use these hashtags for posts every day of the week.

SUNDAY

#sundayfunday, #sundaybrunch,
#sundaybest, #selfiesunday,
#selfcaresunday, #lazysunday

MONDAY

#motivationmonday, #mondaymemories, #mondaymood, #manicmonday, #mancrushmonday

TUESDAY

#transformationtuesday, #tuesdaytrivia, #tuesdaytips, #tuesdaythoughts, #tuesdaytreat, #tacotuesday, #twofortuesday, #teammembertuesday

WEDNESDAY

#wednesdaywisdom, #wednesdaywins,#wellnesswednesday,#waybackwednesday,#wednesdayworkout, #humpday

THURSDAY

#throwbackthursday, #tbt, #thirstythursday, #thursdaythoughts, #thankfulthursday

FRIDAY

#flashbackfriday, #feelgoodfriday, #friyay, #fridayfacts, #fridayfeeling, #fridayfun

SATURDAY

#socialsaturday, #shoutoutsaturday, #saturdaysweat, #saturdayswag, #saturdaynight, #saturdaysale

Seasonal hashtags

Try these hashtags to celebrate the seasons and keep your posts fresh.



SPRING

#spring, #springiscoming, #springtime, #springfest, #springvibe, #springvibes, #spring2025, #springmood, #springishere, #springday, #springisintheair, #waitingforspring, #hellospring, #springhassprung, #springcolors, #springcleaning, #springfever, #springnature, #firstdayofspring, #springbreak, #springflowers, #springarrivals, #gardengame, #aprilshowersbringmayflowers, #tasteofspring, #allergyseason, #blooms, #instaspring, #flowerpower, #springwedding, #goodweather, #florals, #beautifulday



SUMMER

#summer, #summervibes, #summertime, #summer2025, #summerdays, #summerfun, #summersun, #summerlove, #summernights, #summerjam, #summerfeeling, #summerstateofmind, #summerselfies, #hellosummer, #beach, #beachvibes, #goodvibesonly, #sunnyday, #vacay, #vacationvibes, #vacationmood, #summerrecipes, #summerdrinks, #summereats, #patioparty, #pooltime, #poolparty, #summertravel, #camping, #roadtrip, #staycation, #schoolsout, #schoolsoutforsummer, #travel, #backyardparty, #summerflowers, #goodtimesandtanlines



\$\frac{1}{2} FALL

#fall, #fallvibes, #fallmood, #fall2025, #fallishere, #fallish, #fallinlove, #autumnvibe, #autumnvibes, #fallfun, #fallharvest, #ilovefall, #fallcolors, #fallleaves, #foliagefreak, #firstdayoffall, #foliage, #fallbreezeautumnleaves, #autumnsky, #rainyfallday, #fallactitivites, #fallphotography, #fallback, #daylightsavings, #backtoschool, #backtoschoolsale, #studytips, #studyhacks, #selfcare, #thankfulthursday, #givethanks, #shopsmall, #fallfestival, #applepicking, #cornmaze, #fallfashio, #sweaterweather, #falloutfitinspo, #fallfoods, #fallfood, #soupweather, #applepie, #turkeytime, #falldecor, #pumpkins, #pumpkinspice



****** WINTER

#winter, #winterishere, #wintervibes, #wintermood, #winter2025, #wintertime, #winterwonderland, #winterbreak, #winterfun, #instawinter, #winterstyle, #hellowinter, #winterfashion, #winterwear, #winterweather, #cold, #brr, #chilly, #snowfall, #firstsnow, #itscoldoutside, #snowmageddon, #instasnow, #snowynight, #familytime, #merryandbright, #tistheseason, #holidays, #happyholidays, #letitsnow, #snowmuchfun, #chillout, #sleighallday, #staycozy, #snowselfie, #winterwalk, #instacold



#

Industry-specific hashtags

Here are some top hashtags broken down by industry.

AUTOMOTIVE

#carsforsale, #newcars, #usedcars, #preownedcars, #carselling, #carbuying, #forsale, #carsales, #dealership, #carbuyer, #autosales, #carbusiness, #newcarsforsale, #usedcarsforsale, #cardealership

FINANCIAL SERVICES

#finance, #financetips, #investment,
#entrepreneur, #investing, #success,
#financialfreedom, #wealth, #stocks, #money,
#accounting, #stockmarket, #investor, #trading,
#taxes, #financialmanagement, #financialgoals,
#entrepreneur, #wealthmanagement,
#smallbusiness, #financialadvice, #lifeinsurance,
#investing, #bookkeeping, #wealthbuilding

III FITNESS & WELLNESS

#fitness, #gym, #workout, #fit, #fitnessmotivation, #motivation, #bodybuilding, #training, #health, #fitfam, #sport, #crossfit, #lifestyle, #healthy, #strong, #fitspo, #wod

☒ FOOD & BEVERAGE

#food, #foodie, #foodies, #foodphotography,

#yummy, #delicious, #foodlover, #healthyfood,

#tasty, #yum, #hungry, #eat, #healthy, #homemade,

#alcohol, #booze, #beer, #beersontap, #pizza, #sushi,

#happyhour, #cleaneating, #goodeats, #brunch,

#tacotuesday, #sundayfunday, #foodgasm, #chef,

#lunch, #restaurant, #breakfast, #coffee, #coffeeshop,

#[your business name]

HEALTHCARE

#healthcare, #healthandwellness, #wellness, #healthyliving, #getyourcheckup, #checkup, #health, #telehealth, #doctor, #selfcare, #pharma, #medtech, #hospitals, #covid19, #womenshealth, #breastcancerawareness, #cancerprevention, #endcancer, #hearthhealth, #hospital

HOME SERVICES

#interiordesign, #homedecor, #home,
#decor, #interiors, #furniture, #homedesign,
#interiordesigner, #homesweethome,
#exteriordesign, #construction, #garden,
#gardening, #designinspo, #designinspiration,
#plumbingtips, #cleaninghacks, #plumber,
#homecare, #homeimprovement, #airconditioning,
#maintenance, #lawncare



EDUCATION

#school, #college, #university, #inspiration, #learning, #motivation, #teacherlife, #teachertuesday, #studentlife, #success, #knowledge, #learn, #lifegoals, #teacher, #study, #student, #teachergoals, #virtuallearning, #onlinelearning, #distancelearning, #highered, #collegelife, #admissions, #alumni, #schoolspirit, #studentspotlight, #[your university], #[your university]life, #go[your school mascot]

REAL ESTATE

#realestate, #broker, #forsale, #newhome, #househunting, #property, #mortgage, #home, #listing, #justlisted, #justsold, #newlisting, #openhouse, #offmarketlisting, #homeforsale, #eatinkitchen, #petfriendly, #dogfriendly, #catfriendly, #midcenturymodern, #colonial, #victorian, #townhouse, #condo, #starterhome, #pool, #realestateagent, #homeforrent, #apartmentforrent, #milliondollarlisting, #curbappeal, #renovated, #[your city] homeforsale, #[your city]openhouse



FASHION & BEAUTY

#fashion, #style, #love, #ootd, #fashionblogger, #beauty, #instafashion, #fashionista, #art, #makeup, #outfit, #shopping, #dress, #lifestyle

ANY INDUSTRY

#smallbusiness, #shopsmall, #supportsmallbusiness, #handmade, #shoplocal, #supportlocal, #smallbusinessowner, #familyowned, #blackownedbusiness, #blackowned, #womanownedbusiness, #supportsmallbusinesses, #smallbiz, #smallbizlife





January

THIS MONTH'S MARKETING MUST

Start the year off right by getting your website in good working order. Your website is the hub for your business and the foundation for all your other digital marketing strategies. Don't have one yet? Now's the time to invest!

QUICK TIPS

- Make sure your website is responsive-meaning it looks great on desktop, mobile, and tablets.
- > Check that your contact information is prominently displayed on your homepage and most other pages on your site.
- > Test a few links and your form fill to make sure customers can easily contact you if they try.

of people judge a business's credibility based on their website design.

Source: Stanford







MARKETING AND PROMOTION IDEAS

- Run a 25% off sale to celebrate the year 2025.
- Make New Year's resolutions for your business, and if applicable, share them with your customers on social media or through email marketing.
- Write a holiday round-up post for your company blog or social sites-include pictures of how you and your team celebrated.

M EMAIL SUBJECT LINES

- Bringing you cheer for the New Year *
- New Year=New You! Only at [Business]
- Don't Let These January Deals Freeze Over!
- It's snowing savings **
- 5 Ways to Make This Your Best Year Yet

January #HappyNewYear

#Resolutions

#NewYearsResolution

#HealthyHabits

#BagelDay

#Winter

#GiveBlood

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY → New Year's Day → Hangover Day | THURSDAY D2 Buffet Day Cream Puff Day Personal Trainer Awareness Day Science Fiction Day | FRIDAY O3 Chocolate Covered Cherry Day Drinking Straw Day Fruitcake Toss Day | SATURDAY O4 Spaghetti Day Trivia Day |
|--|--|---|--|--|---|--|
| 05 | 06 | 07 | 08 | 09 | 10 | 11 |
| Bird Day Keto Day Screenwriters Day Whipped Cream Day | Bean Day Cuddle Up Day Shortbread Day Technology Day Thank God It's Monday Day | Invisible Pain Day Bobblehead Day Tempura Day | Argyle Day Bubble Bath Day English Toffee Day JoyGerm Day Winter Skin Relief Day | Apricot Day Balloon Ascension Day Static Electricity Day | Bittersweet Chocolate Day Cut Your Energy Costs Day Save The Eagles Day | Human Trafficking Awareness Da Milk Day Vision Board Day |
| 12 Curried Chicken Day Kiss A Ginger Day Marzipan Day Pharmacist Day Sunday Supper Day | 13 Make Your Dream Come True Day Rubber Ducky Day Sticker Day | 14 Dress Up Your Pet Day Hot Pastrami Sandwich Day | 15 Bagel Day Booch Day Hat Day Strawberry Ice Cream Day | 16 Fig Newton Day Get to Know Your Customers Day | 17Bootlegger's DayHot Buttered Rum Day | 18 Thesaurus Day Winnie The Pooh Day Use Your Gift Card Day |
| 19 → Popcorn Day | 20 Buttercrunch Day Cheese Lover's Day Disc Jockey Day | 21 Granola Bar Day Hugging Day Squirrel Appreciation Day | Blonde Brownie Day Celebration of Life Day Sanctity of Life Day Library Shelfie Day | 23 → Handwriting Day → Pie Day | 24 Beer Can Appreciation Day Compliment Day Peanut Butter Day | 25 → Irish Coffee Day → Opposite Day |
| 26 Green Juice Day Peanut Brittle Day Spouses Day Canadian Coast Guard Birthday | 27 Chocolate Cake Day Bubble Wrap Day | 28 Data Privacy Day Have Fun At Work Day Kazoo Day Plan for Vacation Day | 29 Corn Chip Day Puzzle Day | 30 → Croissant Day | 31 Backward Day Hot Chocolate Day Inspire Your Heart With Art Day | |



February

THIS MONTH'S MARKETING MUST

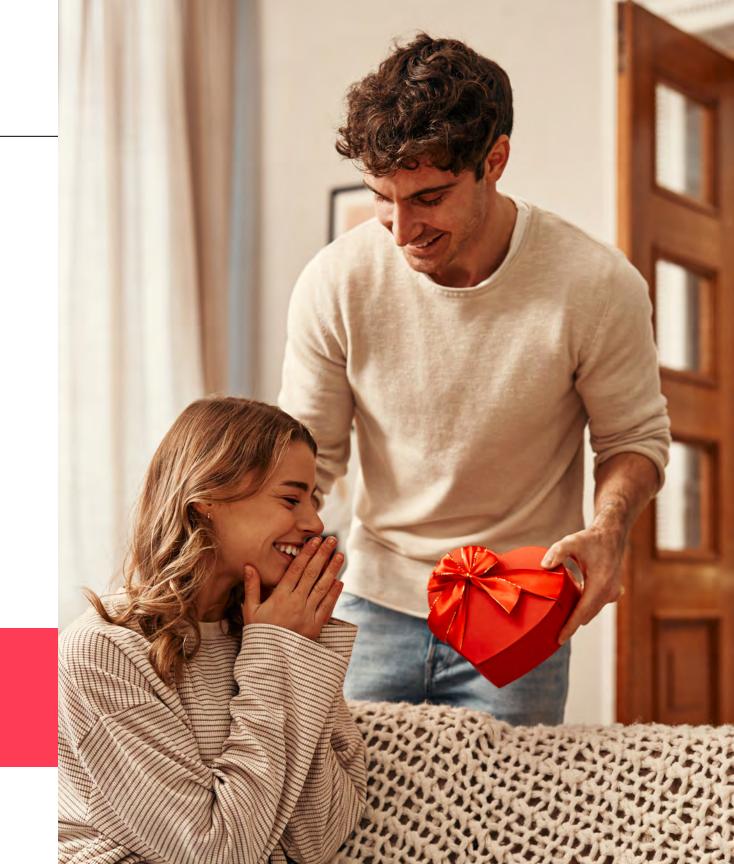
Are you using your business's social media sites to their fullest potential? Your social media sites give you a place to directly engage with your target audience and brand fans-so they shouldn't be ignored!

QUICK TIPS

- Create a posting schedule so you're regularly posting on your social media platforms throughout the year.
- > Take a minute to refresh your social media pages with new images, a high-res logo, and correct business information.
- > Try out different types of social posts to see which perform best for your audience. Do they like polls? Videos? Informational posts?

of Instagram users say they discover new businesses on the platform.

Source: Facebook







Feb 9: Super Bowl Sunday

Share your and your team member's Super Bowl Sunday plans and ask your audience to share theirs. The day after the Super Bowl, ask your audience what their favorite commercial was. #SuperBowl2025

Feb 14: Valentine's Day

Post self-care tips. Help your followers feel included on this special day by giving them ideas to give themselves some TLC. #ValentinesDay

Feb 17: Random Act of Kindness Day

Hold a social media contest and choose a few winners at random (who like your post) to win a prize, discount, or gift card. #RandomActsofKindnessDay

MARKETING AND PROMOTION IDEAS

- Run a Valentine's Day sale or promotion to show your customers how much you love them.
- Send your customers your Valentine's Day promotion over email so they get a little love in their inbox.
- To celebrate Black History Month, share your favorite quotes from Black leaders or historical figures on social media and ask your audience to share theirs.
- > February is also Heart Disease Awareness month, so share resources on your social sites to educate your audience.

MAIL SUBJECT LINES

- Freeze! February Offers Incoming
- > [Name], February finds to buy ASAP!
- Super Savings for the Super Bowl
- ▶ Deals as Sweet as Your Sweetheart
- 4 Tips to Make the Most Out of This Short Month

Feburary #ValentinesDay

#BlackHistoryMonth

#HeartHealth

#GroundhogDay

#LoveYourPetDay

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY O1 Baked Alaska Day Dark Chocolate Day Get Up Day Serpent Day Ice Cream for Breakfast Day |
|---|--|--|--|--|--|--|
| 02 | 03 | 04 | 05 | 06 | 07 | 08 |
| Tater Tot DayGroundhog Day | Carrot Cake Day Day the Music Died Day Missing Persons Day Women Physicians Day | Create a Vacuum Day Hemp Day Homemade Soup Day Thank a Mail Carrier Day | Weatherperson's Day World Nutella Day | Frozen Yogurt Day Lame Duck Day Chopsticks Day Optimist Day | Bubble Gum Day | Boy Scouts Day Kite Flying Day Global Movie Day |
| 09 | 10 | 11 | 12 | 13 | 14 | 15 |
| Cut the Cord Day Bagel and Lox Day Pizza Day Toothache Day Super Bowl | Cream Cheese Brownie Day Home Warranty Day Umbrella Day | Don't Cry Over Spilled Milk Day Inventors' Day Make a Friend Day Peppermint Patty Day | Plum Pudding Day | Galentine's Day Cheddar Day Tortellini Day Wear Red Canada Day | Valentine's Day Cream-Filled Chocolates Day Ferris Wheel Day | Gumdrop Day Singles Awareness Day National Flag of Canada Day |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| Almond Day Do A Grouch a Favor Day | Random Acts of Kindness Day Cabbage Day Family Day | Battery Day Crab Stuffed Flounder Day Drink Wine Day | Chocolate Mint DayLash Day | Comfy Day Cherry Pie Day Love Your Pet Day Muffin Day | Grain-Free Day Sticky Bun Day Caregivers Day | Cook a Sweet Potato DayMargarita Day |
| 23 | 24 | 25 | 26 | 27 | 28 | |
| Banana Bread Day Dog Biscuit Day | > Tortilla Chip Day | Chocolate Covered Nut Day Clam Chowder Day | Set a Good Example Day Pistachio Day Tell a Fairy Tale Day | Anosmia Awareness Day Kahlua Day Retro Day Strawberry Day Polar Bear Day | Chocolate Souffle Day Floral Design Day Public Sleeping Day Tooth Fairy Day Rare Disease Day | |



March

THIS MONTH'S MARKETING MUST

Who's got mail? With email marketing, the answer is your customers! Email marketing can help you engage existing customers and reach new potential customers right in their inboxes.

QUICK TIPS

- Use targeted email marketing to segment your audience and personalize your email messages to increase open rates.
- Make sure your subject line is catchy, straightforward, and enticing.
- Keep your email marketing messages short and sweet—leading with a deal or promotion never hurts!

of millennials prefer communications from businesses to come via email.

Source: Hubspot









Social calendar ideas

Mar 7: Employee Appreciation Day Shout out your employees on your social media pages with a picture or video highlighting each one and sharing why they're special. #EmployeeAppreciation

Mar 14: Pi Day

Share pictures of you and your team enjoying some pie to celebrate Pi Day. If you don't offer pie, make sure to tag your local bakery in your post to support another local business! #PiDay

Mar 29: National Mom and Pop Business Owners Day

Post your business's backstory so your customers know who they're supporting. Try including a photo from your early days as a business! #MomandPopBusiness #ShopSmall

MARKETING AND PROMOTION IDEAS

- > Run a St. Patrick Day special-17% off services or products.
- March is Women's History Month, so share inspirational quotes from inspirational women on your social media pages.
- Celebrate your employees this month by giving them a special incentive or a paid day off-your employees are the backbone of your business!
- Spruce up the About page on your website to make sure it accurately conveys your brand story.
- With many schools on Spring Break this month, consider a Spring Break sale or promotion.

M EMAIL SUBJECT LINES

- Shop Smart this March. Shop Local.
- → March Madness specials just for you, [Name]!
- [Name], spring services are right around the corner... *
- What You Need to Read this March
- 3 Ways to Prep for Spring



#InternationalWomensDay

#StPatricksDay

#PiDay

#MarchMadness

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY Peanut Butter Lover's Day Pig Day |
|---|---|---|---|--|--|---|
| 02 → Old Stuff Day → World Teen Mental Wellness Day | O3 Anthem Day I Want You to Be Happy Day Mulled Wine Day Soup It Forward Day | Marching Music Day Grammar Day Hug a G.I. Day Pound Cake Day Sons Day | O5 Absinthe Day Ash Wednesday | Dentist's Day Dress Day Frozen Food Day Oreo Cookie Day White Chocolate Cheesecake Day | O7 Be Heard Day Cereal Day Crown of Roast Pork Day Flapjack Day Employee Appreciation Day Day of Unplugging | ● International Women's Day Proofreading Day |
| Barbie Day Crabmeat Day Get Over It Day Meatball Day | Blueberry Popover Day Mario Day Pack Your Lunch Day Women and Girls HIV/AIDS Awareness Day | 311 Day Funeral Director and Mortician Recognition Day Promposal Day | 12 Baked Scallops Day Girl Scout Day Plant a Flower Day Working Moms Day | 13 Earmuff Day Good Samaritan Day Jewel Day K9 Veterans Day World Kidney Day | 14 > Children's Craft Day Learn About Butterflies Day Pi Day Potato Chip Day Write Down Your Story Day | 15 Everything You Think is Wrong Day Pears Helene Day Shoe the World Day |
| 16 Freedom of Information Day Panda Day | 17 St. Patrick's Day Corned Beef and Cabbage Day | 18 Awkward Moments Day Biodiesel Day Sloppy Joe Day Supreme Sacrifice Day | 19 Certified Nurses Day Chocolate Caramel Day Let's Laugh Day Poultry Day | First Day of Spring Native HIV/AIDS Awareness Day Ravioli Day Proposal Day World Social Work Day | 21 Common Courtesy Day Fragrance Day Single Parent Day World Down Syndrome Day | 22 Bavarian Crepes Day Goof Off Day |
| 23 Chip and Dip Day Near Miss Day Puppy Day Tamale Day | 24 Chocolate Covered Raisin Day Cheesesteak Day Cocktail Day | 25 Lobster Newburg Day Medal of Honor Day Tolkien Reading Day | 26 Depilepsy Awareness Day Spinach Day | 27 International Medical Science Liaison Day Scribble Day Spanish Paella Day | 28 Something on a Stick Day Triglycerides Day | 29 Lemon Chiffon Cake Day Mom and Pop Business Owners Day |
| 30 Doctors Day Pencil Day Take a Walk in the Park Day | 3 1 Bunsen Burner Day Clams on the Half Shell Day Crayon Day | | | | | |



Virtual Vacation Day

> Tater Day



THIS MONTH'S MARKETING MUST

Want to get found on Google and other top search engines? Then you need search advertising! Search ads show up at the top of Google and Bing for relevant queries to drive traffic and customers to your website.

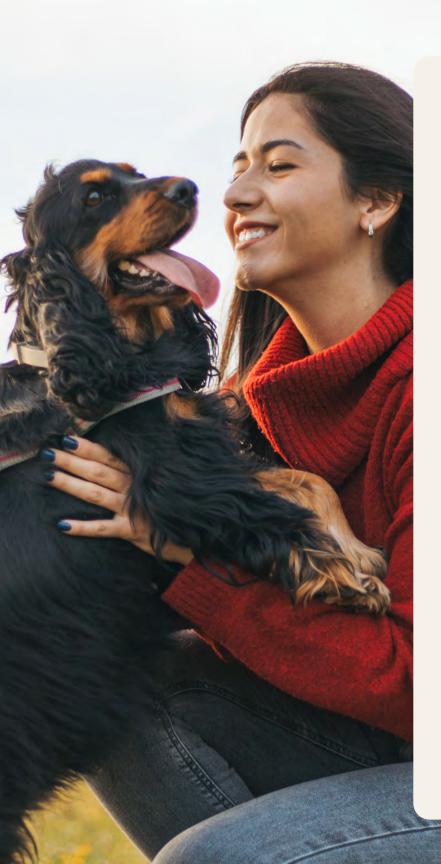
QUICK TIPS

- → Run <u>local PPC ads</u> to capture searchers looking for your products or services in your area.
- Use the right <u>PPC keywords</u> to build your strategy.
- Test running search ads for promotions, specific products or services, and your business name to see what drives the best results.

of searchers say PPC ads make it easier for them to find what they're looking for.







Social calendar ideas

April 1: April Fools' Day
If your business is into pranks,
post the aftermath on your
social sites. Ask your audience
the best prank they've
pulled-or had pulled on them.
#AprilFools

April 11: National Pet Day
Who doesn't love an excuse
to post pet pics? Share your
business's pets, repost your
pet pictures from other social
accounts, or ask your followers
to send in pictures of their
pets for people to admire.
#NationalPetDay

April 22: Earth Day

Celebrate Earth Day by sharing ideas for sustainability, pictures of you and your team volunteering with a local cleanup, or how your business contributes to restoring our earth year-round. #EarthDay

! MARKETING AND PROMOTION IDEAS

- Run a Tax Day sale to entice shoppers to spend their refunds with you-or to help those who just paid their taxes save.
- Spring clean your web presence by doing a quick search for your brand name and taking note of what shows up-does everything look good?
- April 27 to May 3rd is National Volunteer Week in Canada, so gather your employees and volunteer with a local organization. Make sure to share pictures to your social sites!

M EMAIL SUBJECT LINES

- April Fools' Deals That Aren't Even Funny
- → You're Invited! RSVP to Our Spring Event
- Peep these deals, [Name]
- > [Name], it's raining deals! Come in for a treat
- Our Ultimate Spring Cleaning Checklist



#Spring

#Easter

#TaxDay

#NationalVolunteerWeek

#EarthDay

#AutismAwareness

| SUNDAY | MONDAY | 01 TUESDAY | 02 WEDNESDAY | 03 THURSDAY | 04 FRIDAY | 05 SATURDAY |
|--|--|---|--|---|--|---|
| | | → April Fools' Day → Atheist Day → International Fun at Work Day | Children's Book Day Peanut Butter and Jelly Day Reconciliation Day Walking Day | Don't Go to Work Unless It's Fun Day Find a Rainbow Day Tweed Day World Party Day | Hug a Newsman Day Walk Around Things Day School Librarian Day Tell a Lie Day World Rat Day | Deep Dish Pizza Day Go for Broke Day Dandelion Day Read a Road Map Day |
| 06 | 07 | 08 | 09 | 10 | 11 | 12 |
| California Poppy Day Plan Your Epitaph Day Sorry Charlie Day Teflon Day | Caramel Popcorn Day International Beaver Day Green Shirt Day No Housework Day World Health Day | All is Ours Day Draw a Picture of a Bird Day Zoo Lover's Day | Name Yourself Day | Golfer's Day Farm Animals Day Siblings Day Safety Pin Day | National Poutine Day Barbershop Quartet Day Eight Track Tape Day Pet Day Submarine Day | Passover Big Wind Day Grilled Cheese Sandwich Day Licorice Day Walk on Your Wild Side Day |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Plant Appreciation Day Peach Cobbler Day Scrabble Day | International Moment of Laughter Day Look up at the Sky Day Dolphin Day Pecan Day Reach as High as You Can Day | Take a Wild Guess Day That Sucks Day Titanic Remembrance Day World Art Day | Mushroom Day Eggs Benedict Day Librarian Day Save the Elephant Day | Bat Appreciation Day Blah, Blah, Blah Day Herbalist Day International Haiku Poetry Day Cheeseball Day | International Juggler's Day Newspaper Columnists Day Pet Owners' Independence Day | Garlic Day Hanging Out Day |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| Chinese Language Day Look Alike Day Volunteer Recognition Day | * Kindergarten Day | Forth Day Girl Scout Leader Day Jelly Bean Day | Lover's Day English Muffin Day Zucchini Bread Day Take a Chance Day World Laboratory Day Administrative Professionals Day | Pig in a Blanket Day Administrative Professionals Day | Arbor Day East Meets West Day DNA Day World Penguin Day | Hug an Australian Day Pretzel Day Richter Scale Day |
| 27 | 28 | 29 | 30 | | | |
| National Volunteer Week in Canada Begins Babe Ruth Day Morse Code Day Prime Rib Day Tell a Story Day | International Astronomy Day Great Poetry Reading Day Kiss Your Mate Day | Greenery Day International Dance Day Shrimp Scampi Day Zipper Day | Tax Day Hairstyle Appreciation Day International Jazz Day Honesty Day Raisin Day Mahjong Day | | | |



May

THIS MONTH'S MARKETING MUST

Looking for a way to get found on the world's most popular social site? Facebook advertising can help you reach a new audience on both Facebook and Instagram-two places you can't afford to be missing out on.

QUICK TIPS

- Try running a Facebook ad campaign using lookalike audience targeting, which allows you to target users with traits similar to your existing customers.
- → A/B test an ad with different ad creative or a varied call-to-action to see what performs best with your audience.
- Take your social ads a step further by reaching a new audience with Snapchat advertising.

The average Facebook user clicks on 11 ads per month







Social calendar ideas

May 5: Cinco de MayoIf you're celebrating, share

your pictures on social media. Restaurants can share Cinco de Mayo party recipes. #CincoDeMayo

May 11: Mother's Day

Shout out to all the moms on social media—share a special message, and include a picture with you and your mom, or you and your kids if you're a mom! #MothersDay

May is National BBQ Monthshare your favorite recipes, grill safety tips, or the best grilling tools (and where to get them-locally!).

! MARKETING AND PROMOTION IDEAS

- Take some time to make sure all you've responded to all your business's reviews so far this year.
- If you're near a college, offer a special student discount before school gets out for the semester.
- Launch a customer loyalty program if you don't already have one to reward your customers and keep them coming back.
- Consider partnering with a few local businesses for a "block party" to take advantage of nicer weather and get the word out about your business.

M EMAIL SUBJECT LINES

- What We're BBQing Up This May
- MAYbe you should open this...
- > [Name], Major May Savings Across All Services!
- Calling all moms! Special savings inside...
- Sneak Peek: What's Coming Up for Summer



#CincoDeMayo

#MothersDay

#NationalBbqMonth

#Vacation

#TeacherAppreciation

#SmallBusinessWeek

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | 01 THURSDAY | 02 FRIDAY | 03 SATURDAY |
|--|---|---|--|--|--|---|
| | | | | Law Day May Day Chocolate Parfait Day Loyalty Day Mother Goose Day School Principals' Day | Brothers and Sisters Day Truffle Day Life Insurance Day International Harry Potter Day Space Day | National Volunteer Week in Canada Ends World Press Freedom Day Paranormal Day Fitness Day |
| 04 | 05 | 06 | 07 | 08 | 09 | 10 |
| Star Wars Day Weather Observers Day World Laughter Day Orange Juice Day Infertility Survival Day | Cinco de Mayo Astronaut Day | Beverage Day International No Diet Day Nurses Day Foster Care Day Teacher Appreciation Day | Tourism Day Space Day Skilled Trades Day Interpreter Appreciation Day | Coconut Cream Pie Day World Red Cross Day Have a Coke Day | Lost Sock Memorial Day Home Front Heroes Day Sleepover Day Military Spouse Appreciation Day | Clean Up Your Room DayShrimp Day |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| Eat What You Want Day Foam Rolling Day Twilight Zone Day | Fibromyalgia Awareness Day Limerick Day Nutty Fudge Day Odometer Day | Apple Pie Day Crouton Day Frog Jumping Day Fruit Cocktail Day | Dance Like a Chicken Day Receptionists Day | International Day of Families Chocolate Chip Day | Mimosa Day Honor Our LGBT Elders Day Barbecue Day Biographer's Day Pizza Party Day | World Hypertension Day Walnut Day Pack Rat Day |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| Visit Your Relatives Day Cheese Souffle Day HIV Vaccine Awareness Day | Victoria Day Devil's Food Cake Day | Red Sneakers Day Be a Millionaire Day Pick Strawberries Day Quiche Lorraine Day Rescue Dog Day Streaming Day | Memo Day Strawberries and Cream Day Waitstaff Day | Solitaire Day Buy a Musical Instrument Day | Taffy Day World Turtle Day Lucky Penny Day | Brother's Day Aviation Maintenance Technician Day Escargot Day National Scavenger Hunt Day |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| Wine DayTap Dance DayMissing Children's Day | Blueberry Cheesecake Day Paper Airplane Day | Grape Popsicle Day | Burger DayBrisket Day | Paperclip Day | Creativity Day Water a Flower Day World Multiple Sclerosis Day | Macaroon Day Save Your Hearing Day Smile Day |



June

THIS MONTH'S MARKETING MUST

How do your listings look online? Your local listings are an important part of your online presence because they show up in local searches, house reviews, and can increase your visibility on search engines.

QUICK TIPS

- Make sure your business is listed on the top local listings sites.
- Do a quick search for your business name and check that the listings that show up have the correct information about your business.
- ★ Keep your business name, address, and phone number consistent across all your listings. <u>Consistency</u> is an important ranking factor!

68%

of people would stop working with a local business if they found incorrect info in their local listings.

Source: BrightLocal





Social calendar ideas

Jun 5: World Environment Day
Make a fun event out of this social
media holiday! Invite customers to
help pick up trash in a nearby park
or neighborhood. Be sure to post
plenty of pictures later to show

how your business gave back. #WorldEnvironmentDay

Jun 15: Father's Day

Now, it's time to highlight all the dads out there! Share a picture of you and your dad or you and your kids if you're a dad and ask your audience to share how they're celebrating. Or keep it casual and share your favorite dad joke. #FathersDay #DadJoke

Jun 20: Take Your Dog to Work Day

Post a "day in the life" about your dog. Have some fun by making it seem like your dog took over your business's social media account. #TakeYourDogToWorkDay

MARKETING AND PROMOTION IDEAS

- We're halfway through the year-are you on track to hit your business and <u>marketing goals</u>? Review the goals you set and adjust as needed.
- Run a summer sale or promotion to get more people to try out your business.
- Consider testing out a new marketing strategy in the last half of the year-research some options or talk to your marketing partner for ideas.
- Celebrate National Best Friend's Day on June 8 by running a buy-one-get-one or referral special so best friends can take advantage of your products or services.

M EMAIL SUBJECT LINES

- Sunshine & Feeling Fine: Our Summer Health Tips
- Let us Melt Away Your Worries at [Business Name]
- Beachy-keen products you'll love
- R.Yes.V.P. Celebrate LGBTQ+ Pride Month with Us
- 4 ways to stay cool this summer **

#NationalDonutDay

World Social Media Day

Meteor Watch Day

> International Asteroid Day Please Take My Children To Work Day

#FathersDay

#DadJoke

#SelfieDay

#SchoolsOut

#Summer

#PrideMonth

#GiveBlood

#NationalIndigenousHistoryMonth

| O1 SUNDAY | 02 MONDAY | 03 TUESDAY | 04 WEDNESDAY | 05 THURSDAY | 06 FRIDAY | 07 SATURDAY |
|--|--|---|--|--|--|--|
| Pen Pal Day Cancer Survivor's Day Say Something Nice Day World Reef Awareness Day Red Rose Day Skincare Day | Leave The Office Early Day Jefferson Davis' Birthday American Indian Citizenship Day Bubba Day I Love My Dentist Day Rocky Road Day | Egg Day Repeat Day World Bicycle Day | Cheese Day Hug Your Cat Day Global Running Day | Gingerbread Day World Environment Day | Higher Education Day Drive-In Movie Day Donut Day | Canadian Armed Forces Day VCR Day World Food Safety Day Chocolate Ice-Cream Day Trails Day |
| 08 | 09 | 10 | 11 | 12 | 13 | 14 |
| National Blood Donor Week Begins Children's Day World Oceans Day Best Friends Day | > Donald Duck Day | Call Your Doctor Day Iced Tea Day Ballpoint Pen Day Egg Roll Day | Corn On The Cob Day | World Day Against Child Labor Loving Day | Sewing Machine Day World Softball Day Albinism Awareness Day Weed Your Garden Day | National Blood Donor Week Ends Bourbon Day Global Wellness Day World Blood Donor Day |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| Father's Day Nature Photography Day World Elder Abuse Awareness Day | Fudge Day Day of the African Child Take Your Cat to Work Day | Mascot Day World Day to Combat Desertification and Drought Eat Your Vegetables Day | International Picnic Day International Panic Day International Sushi Day | Garfield the Cat Day Martini Day | First Day of Summer International Surfing Day World Refugee Day Take A Road Trip Day Take Your Dog to Work Day | National Indigenous Peoples Day Selfie Day Go Skateboarding Day Daylight Appreciation Day World Juggling Day International Yoga Day Day |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Limoncello Day World Rainforest Day Onion Ring Day | Hydration Day Women in Engineering Day Typewriter Day Let It Go Day Pink Day | Swim A Lap Day | ➢ Global Beatles Day | Work From Home Day Handshake Day Chocolate Pudding Day | Micro-, Small and Medium-Sized Enterprises Day Bingo Day HIV Testing Day PTSD Awareness Day Helen Keller Day | Insurance Awareness Day |
| 29 | 30 | | | | | |



Hug Holiday

Camera Day

> International Mud Day

July

THIS MONTH'S MARKETING MUST

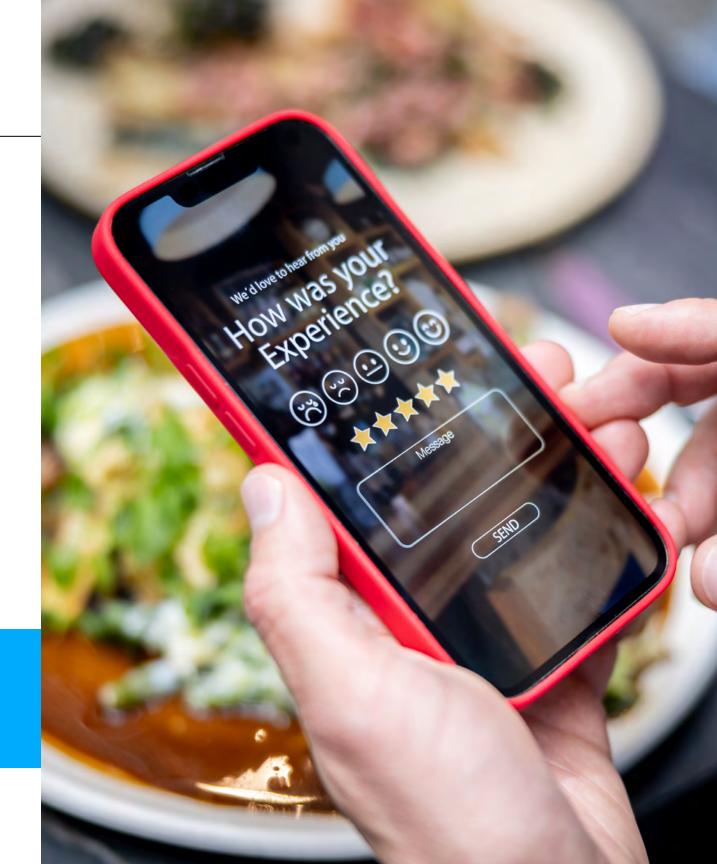
Now that your listings are cleaned up, it's time to fill them with reviews. People trust online reviews as much as they trust personal recommendations from friends, so it's important that they're seeing only the best about your business online.

QUICK TIPS

- Do a search for your business name on Google and see which review sites show up—make a note to regularly monitor these sites for new reviews if you're not already.
- Respond to all your reviews—negative and positive. Get our top tips for responding to reviews here.
- Make an effort to get new reviews to build up your online reputation. Ask for reviews from happy customers and train your team to do the same.

of people say they are influenced by online reviews.

Source: TheDrum









Social calendar ideas

July 1: Canada Day

Share a simple Happy Canada Day post with a nice graphic - or share pictures of how you're celebrating and ask your audience to share theirs! #CanadaDay

July 18: World Listening Day

Create a shareable playlist for your followers to listen to. Or ask for them to share their favorite songs of the summer and compile the answers into one playlist.

#WorldListeningDay

July 21: National Junk Food Day

Use the Poll feature on Facebook and Instagram to ask your audience their favorite fast-food chain—or their favorite junk food item! #NationalJunkFoodDay

MARKETING AND PROMOTION IDEAS

- Run a special Canada Day sale or promotion to get more people to visit your business this month.
- Closed on the Canada Dayor have adjusted hours? Make sure to update your hours on your website, your social media sites, and your local listings!
- July is National Grilling Month-share your favorite recipes, grill safety tips, or the best grilling tools (and where to get themlocally!).

▼ EMAIL SUBJECT LINES

- Oh, Canada! Shop Canada Day Deals!
- Want the secret to summer fun?
- [Name], our July sale is making a splash
- Our favorite summer trends and tips you need to know



#CanadaDay

#NationalJunkFoodDay

#SummerVacation

#SummerVibes

#BBQTime

| SUNDAY | MONDAY | 01 TUESDAY | 02 WEDNESDAY | 03 THURSDAY | 04 FRIDAY | 05 SATURDAY |
|---|---|--|---|---|---|---|
| | | Canada Day | Wildland Firefighter Day World UFO Day | Stay Out of the Sun Day International Plastic Bag Free Day | Sidewalk Egg Frying Day | Bikini Day Day of Cooperatives |
| | | Postal Worker Day World Bronchiectasis Day International Joke Day | Civil Rights Act I Forgot Day | Compliment Your Mirror Day | | Workaholics Day |
| 06 | 07 | 08 | 09 | 10 | 11 | 12 |
| International Kissing Day Fried Chicken Day | World Chocolate Day Global Forgiveness Day | Love Your Skin Day Cow Appreciation Day Video Game Day | Garage Sale Day Book Lovers Day Bowling Day | National Kitten Day | World Population Day | Simplicity DayMalala Day |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| French Fry Day | International Town Criers Day Mac and Cheese Day | Clean Beauty Day Give Something Away Day | Hot Dog Day World Snake Day Cherry Day | National Lottery Day World Emoji Day | Nelson Mandela Day World Listening Day | Flight Attendant Safety Professionals Day |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| International Chess Day Ice Cream Day | Junk Food Day | → Hammock Day | → Gorgeous Grandma Day | Tequila Day Drive-Thru Day Cousins Day International Self Care Day | Hire A Veteran DayChristmas In July | Uncle and Aunt Day |
| 27 | 28 | 29 | 30 | 31 | | |
| Korean War Veteran's Day Disability Independence Day Scotch Day Crème Brûlée Day Parents' Day | Milk Chocolate Day | Chicken Wing Day Rain Day Lasagna Day Tiger Day Lipstick Day | Cheesecake Day Father-in-Law Day | World Ranger Day Avocado Day Intern Day | | |



August

THIS MONTH'S MARKETING MUST

Did you know there's a way to keep your business in front of people until they decide to convert into customers? With retargeting, once someone leaves your website, they're targeted with ads for your business on sites across the web.

QUICK TIPS

- Retarget web visitors on social media with Facebook retargeting.
- Use retargeting ads to entice users back to your site with a special offer.
- > Test out different ad creative and optimize based on what's working to drive the most visitors back to your site.

People who see retargeted ads are 70% more likely to convert on your website.

Source: Invesp









Social calendar ideas

Aug 9: National Book Lovers Day Make and post a video where you ask your employees to share their favorite book or a book they're reading. Ask your followers to share their favorites! #NationalBookLoversDay

Aug 15: National Relaxation Day
Share your favorite tips for
relaxing, a relaxation playlist, or
a local business—like a spa—that
helps you unwind. Spas: this
is a great day for you to share
testimonials from customers
who you've helped relax or just
an overview of what you offer.
#NationalRelaxationDay

Aug 17: National Nonprofit Day
Get out and volunteer at a local
non-profit and share pictures to
your social sites. If you can't make
it out to volunteer, share a roundup of your favorite nonprofits.
#NationalNonprofitDay

MARKETING AND PROMOTION IDEAS

- → It's back-to-school season! Run a <u>back-to-school promotion</u> to reach students and their parents.
- It's not too early to start thinking about your holiday marketing plan-outline your specials and promotions now and let your marketing partner know what you're planning.
- > Everyone likes a good pen or tote bag-consider giving out promotional materials to your customers to stay top-of-mind.

☑ EMAIL SUBJECT LINES

- TTYL Summer Nello August Sales!
- > [Name], Celebrate Black Business Month with Us!
- The only back-to-school shopping list you need
- Get ready! Our back-to-school sale is days away!
- Summer's not over yet...

August #BackToSchool

#BookLoversDay

#LazyDay

#FamilyFun

#BlackBusinessMonth

#InternationalBeerDay

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY International Beer Day | SATURDAY SATURDAY Lee Cream Sandwich Day |
|--|---|---|---|---|---|---|
| | | | | | Girlfriends Day World Lung Cancer Day Respect for Parents Day | Colouring Book Day Dinosaurs Day International Beer Day |
| 03 | 04 | 05 | 06 | 07 | 08 | 09 |
| Watermelon Day Friendship Day Sisters' Day | Civic Holiday Chocolate Chip Cookie Day | Underwear Day Work Like a Dog Day | Root Beer Float Day International Hangover Day Fresh Breath Day | Lighthouse DaySea Serpent Day | International Cat Day Happiness Happens Day Dollar Day | National Book Lovers Day Day of the World's Indigenous People |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| Lazy Day S'mores Day | Sons and Daughters Day | Middle Child Day World Elephant Day International Youth Day | Left-Handers Day Prosecco Day | Financial Awareness Day World Lizard Day | Relaxation Day Back To School Prep Day Homeless Animals Day | Tell A Joke Day Roller Coaster Day Rum Day |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Nonprofit Day Thrift Shop Day | Fajita Day Ice Cream Pie Day | Potato Day World Humanitarian Day Orangutan Day Aviation Day | Radio Day | Senior Citizens Day | Tooth Fairy Day | Cuban Sandwich DaySponge Cake Day |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| Waffle Day Peach Pie Day | Banana Split DayWhiskey Sour Day | Dog DayWomen's Equality Day | National Just Because Day Global Forgiveness Day | Red Wine DayPower Rangers Day | Chop Suey Day | Grief Awareness Day Toasted Marshmallow Day |
| 31 | | | | | | |
| Eat Outside Day Trail Mix Day | | | | | | |



September

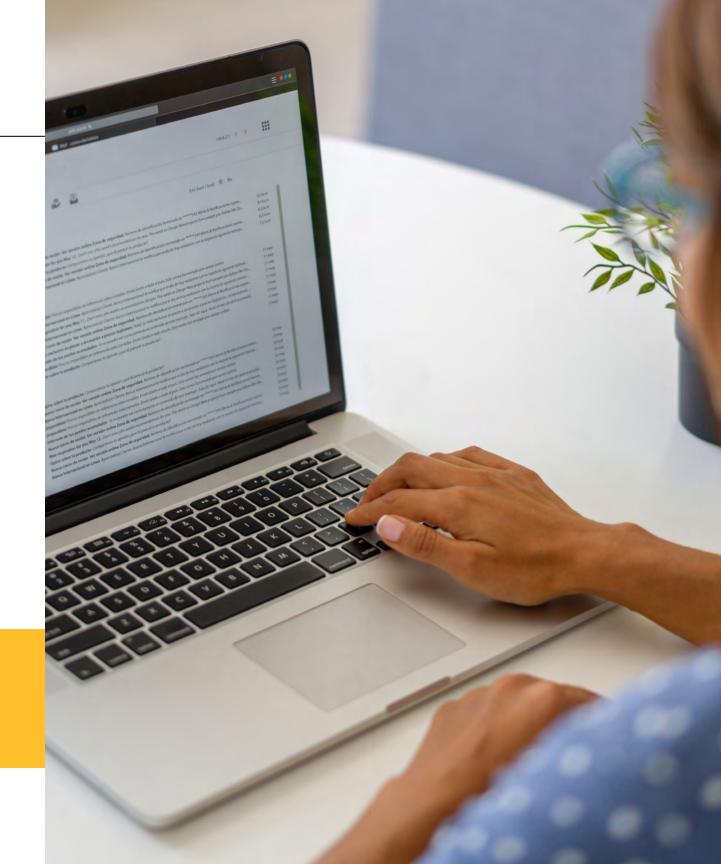
THIS MONTH'S MARKETING MUST

Implementing a lead management system can increase lead conversions, help you understand which channels are driving the best results, and put you in control of your business growth.

QUICK TIPS

- Find a lead management system that centralizes your leads into one inbox for easier follow up.
- Some leads may not be ready to convert right away. Try lead nurturing with email marketing to stay top-of-mind until they're ready to purchase.
- Regularly check your lead tracking to identify the top marketing channels driving leads for your business.

of marketers spend over half their budgets on lead generation.







Social calendar ideas

Sept 1: Labour Day

Wish your social media audience a Happy Labour Day with a nice visual or share a roundup of local Labour Day events. #labourday

Sept 22: First Day of Fall

Share your favorite fall pastimes, any fall events you have coming up, or recipes for your most-loved fall treats. #FirstDayOfFall

Sept 29: National Coffee Day

Share a video of you and/or your employees going to visit your favorite local coffee shop. Make sure to tag them for some added goodwill! #NationalCoffeeDay

MARKETING AND PROMOTION IDEAS

- Take a minute to plan out or confirm your Q4 marketing goals so you're prepared to end the year in a strong position.
- Check in to see how customers feel about your business by sending out a survey asking for feedback.
- September is a busy month for moving. Re-introduce your business to locals and reach new community members by sending out a direct mail campaign with a special promotion.

M EMAIL SUBJECT LINES

- Deals You'll Fall In Love With ♥
- [Name], rake in these fall savings *
- Our Top 5 September Survival Tips
- > [Name], you need this for fall!
- Sweet September Shindigs to Attend

September

#LabourDay

#FirstDayOfFall

#Fall

#FallFashion

#AutumnDecor

#Leaves

#NationalCheeseburgerDay

| SUNDAY | O1 MONDAY | 02 TUESDAY | 03 WEDNESDAY | 04 THURSDAY | 05 FRIDAY | 06 SATURDAY |
|---|--|---|---|--|--|--|
| | Labour Day Tofu Day World Letter Writing Day | V-J Day Blueberry Popsicle Day | Welsh Rarebit Day Skyscraper Day | → Wildlife Day | Cheese Pizza Day International Day of Charity | Coffee Ice Cream Day Read a Book Day |
| 07 | 08 | 09 | 10 | 11 | 12 | 13 |
| Salami Day Beer Lovers Day | Ampersand Day International Literacy Day | > Teddy Bear Day | TV Dinner Day World Suicide Prevention Day | Hot Cross Bun Day Make Your Bed Day | Chocolate Milkshake Day | Peanut DayPositive Thinking Day |
| 14 Cream-Filled Donut Day | 15 Linguine Day | 16 • Guacamole Day | 17 Apple Dumpling Day | 18 National Cheeseburger Day | 19 Military Family Appreciation Day | 20 Pepperoni Pizza Day |
| Cream-rined Dunut Day | Cheese Toast Day International Day of Democracy | Cinnamon Raisin Bread Day International Day for the Preservation of the Ozone Layer | * Apple Dulipling Day | National Cheeseourger Day | Butterscotch Pudding Day Talk Like A Pirate Day | * Pepperon Pizza Day |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| World Gratitude Day International Day of Peace Pecan Cookie Day | First Day of Fall Ice Cream Cone Day Elephant Appreciation Day | Snack Stick Day | Punctuation Day | Comic Book DayOne-Hit Wonder Day | Pancake Day Johnny Appleseed Day | Chocolate Milk Day Corned Beef Hash Day |
| 28 | 29 | 30 | | | | |
| World Maritime Day Strawberry Cream Pie Day Good Neighbour Day | Police and Peace Officers National Memorial Day Coffee Day | Hot Mulled Cider Day Chewing Gum Day | | | | |



October

THIS MONTH'S MARKETING MUST

Video killed the radio star, and it's still on the rise. Video is a powerful marketing tool to help you connect with customers, share what your business is all about, and show-instead of tell-why people should do business with you.

QUICK TIPS

- Make a guick video from your cell phone walking through your location or introducing yourself and share it on social media.
- > Try going live on Facebook or Instagram to build engagement with your audience.
- Test YouTube Ads to further engage and reach your audience.

of customers would rather learn about a product or service through a video than text.

Source: HubSpot







Oct 9: Thanksgiving

Share what you're thankful for when it comes to your customers and your employees. Make sure to share any pictures of employee or team celebrations! #HappyThanksgiving

Oct 10: World Mental Health Day

Share social posts from reputable mental health resources to your social media pages to raise awareness for this cause.
#WorldMentalHealthDay

Oct 31: Halloween

Run a Halloween throwback contest. Ask your followers to share pictures of their favorite Halloween costumes from when they were kids. Choose a winner for

MARKETING AND PROMOTION IDEAS

- Holiday shopping starts this month (we know, it seems early!)make sure your holiday marketing is locked and loaded and maybe even running already.
- Do a quick search for your competitors—are they doing anything in their marketing you should try? Are they offering something you're not? Think about how you can stand out from them either through positioning your business, ramping up your marketing, or changing up your product offerings.
- Find a local trunk-or-treat your business can sponsor or participate in.

☑ EMAIL SUBJECT LINES

- > Temps are cooling down our inventory is heating up •
- Pumpkin Spice & Everything Nice!
- [Name], try our new autumn harvest specials
- A Treat from Us, No Tricks
- Devilish Deals: Halloween Weekend Only
- October deals to be thankful for

October #WorldMentalHealthDoy

#Halloween #Spooky #Pumpkins

#BreastCancerAwarenessMonth

#WomensSmallBusinessMonth

#LGBTHistoryMonth

#Thanksgiving

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY 1 International Day of Older Persons World Vegetarian Day International Music Day | THURSDAY O2 Name Your Car Day World Farm Animals Day | FRIDAY O3 Techies Day Boyfriend Day World Smile Day | SATURDAY O4 Canada Beer Day Taco Day World Animal Day |
|---|---|---|--|--|---|---|
| World Teachers' DayDo Something Nice Day | 06 → Noodle Day | 07 → Frappe Day | 08 → Pierogi Day | Moldy Cheese Day World Post Day | 10 World Mental Health Day Angel Food Cake Day | 11 Coming Out Day |
| 12 Savings Day Farmer's Day | 13 Thanksglving Day Train Your Brain Day | 14 Dessert Day World Standards Day | 15 Cheese Curd Day Grouch Day International Day of Rural Women | 16 World Food Day Boss's Day | 17 Pasta Day | 18 • Chocolate Cupcake Day |
| 19 National Small Business Week Begins New Friends Day | 20 → Youth Confidence Day | 21 Pumpkin Cheesecake Day | 22 Make A Difference Day | 23 Boston Cream Pie Day | 24 > United Nations Day > Bologna Day | 25 National Small Business Week Ends Greasy Food Day |
| 26 → Pumpkin Day | 27 Black Cat Day | 28 Chocolate Day International Animation Day | 29 • Cat Day | 30 → Candy Corn Day | 31 Halloween Caramel Apple Day | |



November

THIS MONTH'S MARKETING MUST

Do you have a way to answer questions, capture leads, and give helpful information right on your website? Live chat gives you a way to do all that and more.

QUICK TIPS

- Add live chat to your website.
- → If you already have live chat—or after you start using it on your site—see if there are any common questions you're receiving and consider creating an FAQ page on your site to address them.
- Streamline a way to follow up with leads you're receiving from live chat.

More than 40% of customers expect live chat on your website.

Source: Forrester









Social calendar ideas

Nov 2: Daylight Savings Ends
Remind your audience that the
clock is falling back one hour—and
make sure to update them on any
changes to your hours if you have
any. #DaylightSavings

Nov 11: Remembrance Day
Share a simple post to honour
armed forces members who
have died in the line of duty.
#RemembranceDay

Nov 29: Small Business Saturday
Promote your participation in Small
Business Saturday on social! Share
any sales, special deals, or events
you're holding, and spotlight other
local businesses in your area.
#SmallBizSat

MARKETING AND PROMOTION IDEAS

- Do you have any seasonal products or services? Make sure to show them off this month.
- Add your business to the Shop Small map and make a plan to participate in Small Business Saturday this month.
- Check in with your employees to confirm when or if anyone is planning to take off for the upcoming holidays so your scheduling is streamlined.

M EMAIL SUBJECT LINES

- > November deals to be thankful for 🙌
- > [Name], we're cooking up deals for you 🌑
- What to Buy on Black Friday (It's Not What You Think)
- [Name], shop small with us
- 10 things to do before 2025 is over

November #SmallBizSat

#DaylightSavings

#RemembranceDay

#NationalEntrepreneursDay

#BlackFriday

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY Nuthor's Day Calzone Day World Vegan Day |
|---|---|---|--|---|---|---|
| 02 → Deviled Egg Day → All Souls' Day | O3 Sandwich Day Housewife's Day | O4 → Candy Day | O5 International Stress Awareness Day Doughnut Day | 06 → Nachos Day | D7 Bittersweet Chocolate with Almonds Day Canine Lymphoma Awareness Day | 08 → STEM Day |
| Scrapple Day World Adoption Day | 10 > Vanilla Cupcake Day International Accounting Day | 11 Remembrance Day → Sundae Day | 12 Chicken Soup for the Soul Day | 13 World Kindness Day | 14 Pickle Day World Diabetes Day | 15 > Clean Out Your Refrigerator Day > Philanthropy Day > America Recycles Day |
| Fast Food Day | 17 Homemade Bread Day Hiking Day | 18 > Apple Cider Day > National Entrepreneurs' Day | 19 International Men's Day Play Monopoly Day | 20 Peanut Butter Fudge Day World Children's Day | 2 1 World Television Day Gingerbread Cookie Day | 22 → Cranberry Relish Day |
| 23 • Espresso Day | 24 → Sardines Day | 25 → Parfait Day | 26 → Cake Day | 27 Bavarian Cream Pie Day | 28 Black Friday | 29 Small Business Saturday Chadwick Boseman Day Lemon Cream Pie Day |
| 30 Mason Jar Day Mousse Day | | | | | | |



December

THIS MONTH'S MARKETING MUST

Close out the year strong with a way to ensure success in 2026 by getting found on search engines with search engine optimization (SEO). SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.

QUICK TIPS

- Make sure all your metadata-meaning your title tags and meta descriptions-on your website are filled in and contain relevant keywords for your business.
- Test the links on your site to make sure they go to live pages instead of broken links with 404 errors.
- Read through the content on your site-does it make sense? Is it clear what your business does?

93%

of online experiences begin on a search engine.

Source: Search Engine Journal









Social calendar ideas

Dec 14: Free Shipping Day
Customers love free shipping.
Make sure to promote any free
shipping deals or promotions you
have! #FreeShippingDay

Dec 21: First Day of Winter
Highlight any seasonal products
or services you're offering
on social media. And don't
forget to shout out any deals
or promotions you're running
for these products or services!
#FirstDayOfWinter

Dec 31: New Year's Eve Share your New Year's resolutions with your social media audience and ask them to share theirs! #nye2025

MARKETING AND PROMOTION IDEAS

- Create a <u>holiday gift guide</u> for your customers with your products and services as well as related products and services from local businesses.
- → Take a minute to update your holiday hours on your listings, website, and your social media sites. This will go a long way for customers!
- Finalize your marketing plan for 2026–what's worked well this year? What do you want to accomplish next year?

M EMAIL SUBJECT LINES

- Warm recipes from our family to yours
- ▶ [Name], What to Avoid This Winter
- It's snowing savings! **
- Sleigh Your Christmas with These Ideas
- Cheers to You, [Name]! Get a New Year's Deal

December #TisTheSeason

#HappyHanukkah

#NewYearsEve

#Christmas

#Holidays

#HolidayGiftIdeas

#HolidayGiftGuide

#WinterIsHere

#Kwanzaa

| SUNDAY | O1 MONDAY | 02 TUESDAY | 03 WEDNESDAY | 04 THURSDAY | 05 FRIDAY | 06 SATURDAY |
|--|---|---|---|---|---|--|
| | Cyber Monday Pie Day World AIDS Day | Fritters Day Mutt Day Special Education Day | Day of Persons with Disabilities Roof Over Your Head Day | Cookie Day Sock Day Wildlife Conservation Day | World Soil Day Repeal Day International Volunteer Day | St. Nicholas Day Gazpacho Day Microwave Oven Day |
| 07 | 08 | 09 | 10 | 11 | 12 | 13 |
| Cotton Candy Day | Brownie Day Pretend To Be A Time Traveler Day Crossword Solvers Day | Pastry Day Christmas Card Day Techno Day | Human Rights DayLager Day | Noodle Ring Day | Gingerbread House Day Poinsettia Day | Cocoa DayViolin Day |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| Monkey Day Bouillabaisse Day Free Shipping Day | Cupcake Day | Chocolate-Covered Anything Day | Maple Syrup Day | Roast Suckling Pig Day International Migrants Day | Oatmeal Muffin Day Hard Candy Day | Sangria Day |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| First Day of Winter Short Girl Appreciation Day Crossword Puzzle Day | Date Nut Bread Day | Festivus Pfeffernüsse Day | Christmas Eve National Eggnog Day | Christmas Day | Kwanzaa Candy Cane Day Boxing Day | Fruitcake Day |
| 28 | 29 | 30 | 31 | | | |
| Chocolate Candy DayShort Film Day | Pepper Pot Day | Bacon Day | New Year's Eve National Champagne Day | | | |





Reach your full potential in 2025!

We know that planning your year's marketing can be daunting, but we're here to help. Our marketing solutions can help you find, convert, and keep more customers so you can reach your full potential—this year and beyond.

Get a Demo

- LocaliQ.com
- Facebook.com/LocaliQ
- in Linkedin.com/LocaliQ
- o Instagram.com/LocaliQ