

YOUR
Ultimate
**2021 MARKETING
PLANNING GUIDE**



MARCH
REACHLOCAL

March 2021

→ THIS MONTH'S MARKETING MUST

Are you using your business's social media sites to their fullest potential? [60% of users](#) say they discover new businesses on [Instagram](#). Your social media profiles give you a place to directly engage with your target audience and loyal customers – so they shouldn't be ignored!

→ QUICK TIPS

- Take a minute to refresh your social media pages with new images, a high-res logo, and up-to-date business information.
- Try out different types of social posts to see which perform best for your audience – do they like pictures, [carousels](#) or videos/[reels](#) better than written content?
- Create a schedule so you're regularly posting on your social media platforms.

→ MARKETING & PROMOTION IDEAS

- Run a St. Patrick's Day special with 17% off services or products and have fun with the colour green in your advertising imagery.
- In March we celebrate [International Women's Day](#). Join in by sharing motivational quotes from inspirational women on your social media pages.
- Celebrate your employees this month by taking a group photo and giving them a shout out on your social media, or go old school with a 'thank you' note or round of coffees in the office – your employees are the backbone of your business!
- Spruce up the 'About Us' page on your website to make sure it accurately conveys your [brand story](#).

60%

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

SOURCE: [FACEBOOK](#)

SOCIAL CALENDAR IDEAS

MAR 05

EMPLOYEE APPRECIATION DAY

A day for companies to thank their employees for their hard work and efforts throughout the year and to strengthen the bond between boss and employee. [#employeeappreciation](#) [#dreamteam](#)

MAR 08

INTERNATIONAL WOMEN'S DAY

This year's theme [#ChooseToChallenge](#) calls us to be bold to call out gender bias and inequality and intentionally seek to celebrate the achievement of the amazing women around us. [#IWD2021](#) [#ChooseToChallenge](#)

MAR 20

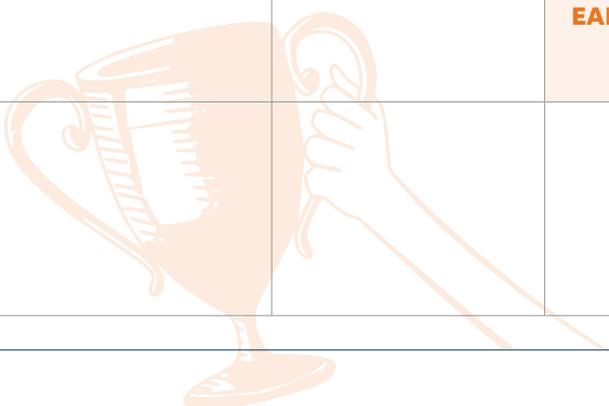
INTERNATIONAL HAPPINESS DAY

Use today as an opportunity to ask your audience to share what makes them happy – it can be a picture, a post, or a video. You can even turn it into a contest and choose one winner to make extra happy! [#internationaldayofhappiness](#) [#goodvibes](#)



REACHLOCAL

March 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 START OF AUTUMN & ZERO DISCRIMINATION DAY	2	3 WORLD WILDLIFE DAY	4	5 EMPLOYEE APPRECIATION DAY	6
7 LAST DAY OF MARDI GRAS FESTIVAL	8 INTERNATIONAL WOMEN'S DAY #IWD2021 #ChooseToChallenge	9	10	11	12	13
14 INTERNATIONAL DAY OF THE ELIMINATION OF RACIAL DISCRIMINATION	15	16	17 SAINT PATRICK'S DAY	18	19 WORLD SLEEP DAY	20 INTERNATIONAL HAPPINESS DAY #DayofHappiness
21	22	23	24	25	26	27 EARTH HOUR DAY #EarthHour
28 PALM SUNDAY	29	30	31			

NOTES: _____