

YOUR
Ultimate
**2021 MARKETING
PLANNING GUIDE**



MAY
REACHLOCAL

May 2021

→ THIS MONTH'S MARKETING MUST

Want your business to get found on Google and other top search engines? Then [SEO is a must](#). SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.

→ QUICK TIPS

- Check 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?
- It's that time of the season to reassess your web presence by doing a quick search for your brand name and taking note of what shows up – does everything look good?
- Google are implementing their [Page Experience Update](#) this month, so make sure your website is ready!

→ MARKETING & PROMOTION IDEAS

- Take some time to make sure you've responded to all your business's reviews so far this year.
- Launch a [customer loyalty program](#) if you don't already have one to reward your customers and keep them coming back.
- Run a Mother's Day sale or promotion to capitalise on sons and daughters shopping for their mums. Alert your existing customers via email and promote on your social media profiles.

93%

of online experiences begin on a search engine.

SOURCE: [SEARCH ENGINE JOURNAL](#)

SOCIAL CALENDAR IDEAS

MAY 04

STAR WARS DAY

To all the Star Wars fan out there. This is YOUR day. Wear your Wookiee costume or bring your lightsaber and share the on social media with #starwarsday and #maythe4thbewithyou.

MAY 09

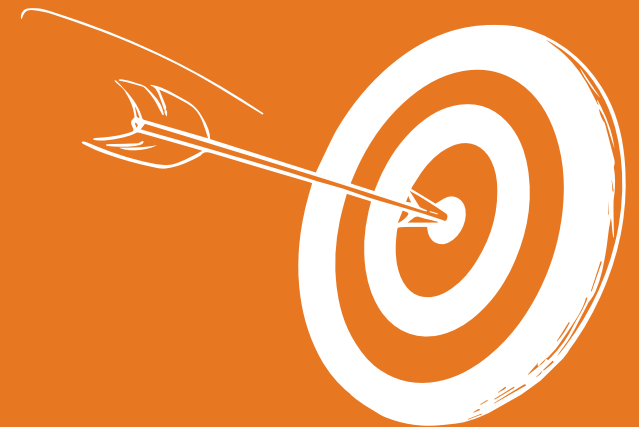
MOTHER'S DAY

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 28

NATIONAL BURGER DAY

Always a good excuse to gather with your colleagues, clients or friends for a nice (veggie?) burger! Share your pictures on social media and tag #nationalburgerday



May 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 INTERNATIONAL WORKER'S DAY
2	3	4 STAR WARS DAY	5 CINCO DE MAYO	6	7	8
9 MOTHER'S DAY #mothersday	10	11	12	13 HARI RAYA IDUL FITRI #EIDMUBARAK (Festival of Breaking of the Fast)	14	15 INTERNATIONAL FAMILY DAY
16	17	18	19	20	21	22
23	24	25	26 VESAK DAY (Buddhist Festival)	27	28 NATIONAL BURGER DAY	29
30	31	NOTES: _____				

