

# The Only MARKETING CALENDAR YOU'LL NEED IN 2022

REACHLOCAL®

*Marketing ideas,  
social posts,  
and promotions  
for **February!***



# FEBRUARY

## 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. **Consistency** is an important ranking factor!

### 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.
- Why not share the love with other local businesses this valentine's day! Your restaurant could team up with a local florist to offer a dining package which comes with a beautiful bouquet at your table on arrival.
- February is also International Childhood Heart Disease awareness month, so share resources via your social sites to educate your audience. You could even consider ways your business could raise funds for organisations like Heart Kids.



68%

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

Source: [BrightLocal](#)

# FEBRUARY

#valentinesday, #cny #randomactofkindness #galentines #loveyourpetday

| Sunday                                    | Monday                | Tuesday                      | Wednesday               | Thursday                          | Friday                                       | Saturday |
|---|-----------------------|------------------------------|-------------------------|-----------------------------------|--|----------|
|   |                       | 1<br>CHINESE NEW YEAR        | 2                       | 3                                 | 4  | 5        |
| 6<br>WAITANGI DAY (NZ)                    | 7                     | 8                            | 9<br>NATIONAL PIZZA DAY | 10                                | 11   | 12       |
| 13<br>SUPER BOWL SUNDAY & GALENTINE'S DAY | 14<br>VALENTINE'S DAY | 15                           | 16                      | 17<br>RANDOM ACTS OF KINDNESS DAY | 18   | 19       |
| 20<br>LOVE YOUR PET DAY                   | 21                    | 22<br>NATIONAL MARGARITA DAY | 23                      | 24                                | 25<br>INTERNATIONAL STAND UP TO BULLYING DAY | 26       |
| 27  | 28                    |                              |                         |                                   |  |          |

## SOCIAL CALENDAR IDEAS

### Feb 14: Valentine's Day

Socialize your Valentine's Day specials or promotions on your social sites. Target those last-minute shoppers with a special gift basket giveaway. #valentinesday

### Feb 17: Random Act of Kindness Day

Share your story and encourage your audience to share theirs and reward them with a special discount code or promotional offer. #explorethegood #makekindnessthenorm #randomactsofkindnessday

### Feb 20: Love Your Pets Day

Who can resist a picture of some cute pets?! Share pictures of your pets and ask your audience to share theirs and tag your business. #loveyourpetsday

## GOALS & PLANNING

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