The Only MARKETING CALENDAR YOU'LL NEED IN 2022

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

REACHLOCAL®

MARCH

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

- 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 pictures, **carousels** or videos/**reels** better than written content?
- Create a posting schedule so you're regularly posting on your social media platforms.

MARKETING AND PROMOTION IDEAS

- Run a St. Patrick Day special–17% off services or products.
- 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 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.

60%

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

Source: Facebook

MARCH

#employeeappreciationday, #internationalwomensday, #stpatricksday

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 ZERO DISCRIMINATION DAY & MARDI GRAS	2	3 WORLD WILDLIFE DAY	4 EMPLOYEE APPRECIATION DAY	5
6	7	8 INTERNATIONAL WOMEN'S DAY	9 NATIONAL PICNIC DAY	10	11 WORLD PLUMBING DAY	12
13	14	15	16	17 SAINT PATRICK'S DAY	18	19
20 INTERNATIONAL HAPPINESS DAY	21	22	23 NATIONAL PUPPY DAY	24 NATIONAL COCKTAIL DAY	25	26
27 EARTH HOUR DAY	28	29	30	31		

SOCIAL CALENDAR IDEAS

Mar 4: 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 8: International Women's Day

This year's theme #BreakTheBias 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. #IWD2022

Mar 20: International Happiness Day

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

GOALS & PLANNING