

A woman with long blonde hair, wearing a white tank top and a red skirt, is sitting on a wooden beach chair. She is smiling and reading a newspaper. A glass of orange juice is on a small table in front of her. The background shows a beach with other people and trees under a blue sky. The image is partially covered by an orange circular graphic on the left side.

# The Only MARKETING CALENDAR YOU'LL NEED IN 2022

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

REACHLOCAL<sup>®</sup>

# APRIL

## THIS MONTH'S MARKETING MUST

After giving your social media sites a little love last month, let's take it a step further! **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.
- Create a **Facebook Lead Ads** campaign to get leads directly from Facebook.
- A/B test an ad with different ad creative or a varied call-to-action to see what performs best with your audience.

## MARKETING AND PROMOTION IDEAS

- Egg-cite your audience about Easter with some egg-cellent puns in your social ads on Facebook and Instagram.
- School children are on holiday again this month, providing great sales opportunities for a variety of businesses (think hire cars, accommodation and camping equipment) as families plan domestic getaways and road trips.

# 11

The average Facebook user clicks on 11 ads per month.

Source: [Hootsuite](#)



# APRIL

#aprilfools, #spring, #easter, #earthday #ANZACday, #lestweforget

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 APRIL FOOL'S DAY	2 RAMADAN BEGINS & WORLD AUTISM AWARENESS DAY
3	4	5	6	7 NATIONAL BEER DAY	8	9
10 PALM SUNDAY	11 NATIONAL PET DAY	12	13	14	15 GOOD FRIDAY, PASSOVER BEGINS	16
17 EASTER SUNDAY	18	19	20	21	22 EARTH DAY	23
24	25 ANZAC DAY	26	27	28	29	30 INDEPENDENT BOOKSTORE DAY

## SOCIAL CALENDAR IDEAS

### April 1: April Fool's 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 22: Earth Day

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

### April 25: ANZAC Day

A national day of remembrance to commemorate all Australians' and New Zealanders' who served and died in any and all wars, conflicts, and peacekeeping operations. #AnzacDay #lestweforget

## GOALS & PLANNING

---



---



---



---



---



---



---