

# The Only MARKETING CALENDAR YOU'LL NEED IN 2022

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

REACHLOCAL<sup>®</sup>



# MAY

## 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 – 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 – 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?

### MARKETING AND PROMOTION IDEAS

- Take some time to make sure all 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.



93%

of online experiences  
begin on a search engine.

Source: [Search Engine Journal](#)

# MAY

#mothersday, #maythe4thbewithyou #nationalburgerday

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 RAMADAN ENDS	3 NATIONAL TEACHER APPRECIATION DAY	4 STAR WARS DAY	5	6 NATIONAL NURSES DAY	7
8 MOTHER'S DAY #mothersday	9	10	11	12 INTERNATIONAL NURSES DAY	13	14
15	16	17 WORLD BAKING DAY	18	19	20 WORLD BEE DAY & BIKE TO WORK DAY	21
22	23	24	25 NATIONAL WINE DAY	26	27	28 NATIONAL BURGER DAY
29	30	31				

## SOCIAL CALENDAR IDEAS

### May 4: 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 8: 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

## GOALS & PLANNING

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