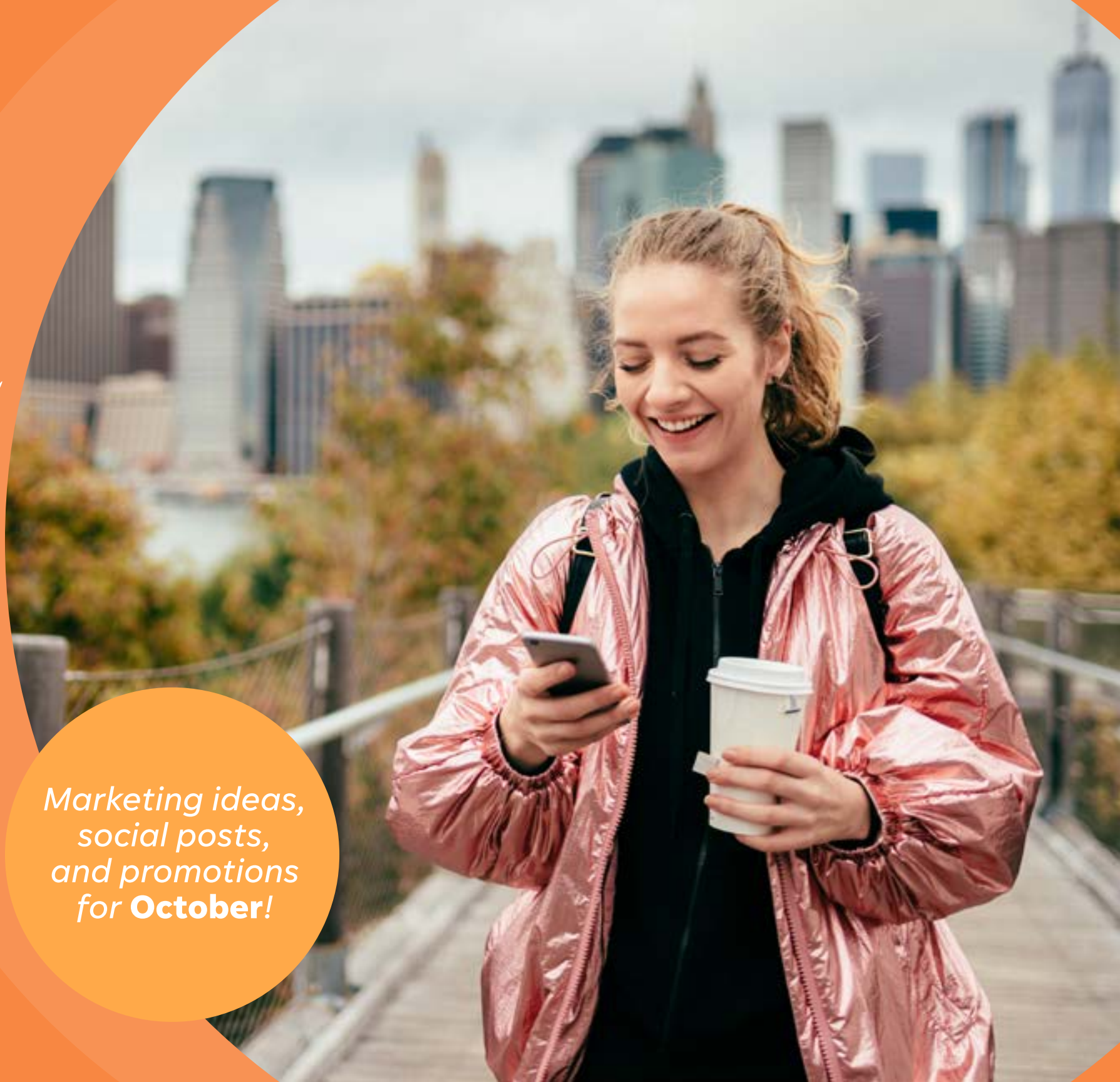


The Only MARKETING CALENDAR YOU'LL NEED IN 2022

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

REACHLOCAL[®]



OCTOBER

THIS MONTH'S MARKETING MUST

Do you have a way to answer questions, capture leads, and give helpful information right on your website? Live chat gives you a way to do all that and more.

QUICK TIPS

- Is a Live Agent, or Chatbot more suited to servicing your customers' needs? Do some research and add the best live chat solution to your website.
- If you already have live chat on your site review conversations to see if there are common questions you're receiving and create a FAQ page on your site to address them.
- Streamline your follow up process for your live chat leads – you don't want to miss out on customers by being too slow!

MARKETING AND PROMOTION IDEAS

- Holiday shopping starts this month (we know, it seems early!)—make sure your holiday marketing is locked and maybe even running already.
- Do a quick search for your competitors—are they doing anything in their marketing you should try? Are they offering something you're not? Think about how you can stand out from them either through positioning your business, ramping up your marketing, or changing up your offerings.



40%

More than 40% of customers expect live chat on your website.

Source: [Forrester](#)

OCTOBER

#worldmentalhealthday, #trickortreat, #halloween, #spooky, #pumpkins

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------------------------------|------------------------------------|---------|----------------------------|----------|--------------------------------|---------------------------|
| | | | | | | 1 WORLD VEGETARIAN DAY |
| 2 | 3 | 4 | 5 WORLD TEACHERS' DAY | 6 | 7 WORLD SMILE DAY | 8 |
| 9 | 10 WORLD MENTAL HEALTH DAY | 11 | 12 | 13 | 14 NATIONAL DESSERT DAY | 15 |
| 16 WORLD FOOD DAY & BOSSES DAY | 17 | 18 | 19 | 20 | 21 "BACK TO THE FUTURE" DAY | 22 |
| 23 | 24 | 25 | 26 NATIONAL PUMPKIN DAY | 27 | 28 NATIONAL CHOCOLATE DAY | 29 |
| 30 | 31 HALLOWEEN #happyhalloween | | | | | |

SOCIAL CALENDAR IDEAS

Oct 1: World Vegetarian Day

Share a recipe for your favorite vegetarian dish or spotlight local restaurants in your area with vegetarian options. Make sure to tag them in your posts! #worldvegetarianday

Oct 10: World Mental Health Day

Share social posts from reputable mental health resources to your social media pages to raise awareness for this cause. #worldmentalhealthday

Oct 31: Halloween

Share pictures of your employees dressed up for Halloween and anyone that visits in costume. Launch a poll to get to the bottom of whether people actually like candy corn. #halloween

GOALS & PLANNING
