

The Only
**MARKETING
CALENDAR**
YOU'LL NEED IN 2022



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

REACHLOCAL[®]

SEPTEMBER

THIS MONTH'S MARKETING MUST

A **good online reputation** is essential for a strong business. People trust online reviews as much as they trust personal recommendations from friends, so it's important that they're seeing only the best about your business online.

QUICK TIPS

- Do a search for your business name on Google and see which review sites show up—make a note to regularly monitor these sites for new reviews if you're not already.
- Respond to all your reviews—negative and positive within the first 24 hours.
- Make an effort to get new reviews to build up your online reputation. **Ask for reviews** from happy customers and train your team to do the same.

MARKETING AND PROMOTION IDEAS

- As Q3 ends, check in to see how customers feel about your business by sending out a survey **asking for feedback**.
- Take a minute to plan out or confirm your Q4 marketing goals so you're prepared to end the year in a strong position.
- Think of the vibrant colors of the spring season. Get your design inspiration from nature for your spring marketing campaigns and freshen up the look of your marketing materials, from banner ads to your social media pages.



93%

of people say they are influenced by online reviews.

Source: [The Drum](#)

SEPTEMBER

#STEPtember, #fathersday #podcastday #spring

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 STEPTEMBER (1ST - 31ST)	2	3
4 FATHER'S DAY (ANZ)	5	6	7	8 INTERNATIONAL LITERACY DAY	9	10
11 GRANDPARENTS DAY	12	13	14	15 ONLINE LEARNING DAY	16	17 START OF OKTOBERFEST
18	19	20	21 INTERNATIONAL DAY OF PEACE	22	23	24
25	26	27	28 WOMEN'S HEALTH AND FITNESS DAY	29	30 INTERNATIONAL PODCAST DAY	

SOCIAL CALENDAR IDEAS

Sept 1-30: STEPtember

Join an incredible community of Steppers from across Australia who are passionate about changing the lives of people with cerebral palsy. As a virtual challenge, your colleagues, friends and family can STEP UP whenever, wherever, or however they want. #laborday

Sept 04: Father's Day

Now, it's time to highlight all the dads out there! Share a picture of you and your dad or you and your kids if you're a dad and ask your audience to share how they're celebrating. Or, keep it casual and share your favorite #dadjoke. #fathersday

Sept 30: International Podcast Day

The celebration is a great opportunity to connect with fellow podcasters, podcast listeners, podcast enthusiasts, and leaders in the podcasting industry. #podcastday

GOALS & PLANNING
