



The only marketing calendar you'll need in 2023

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

October

THIS MONTH'S MARKETING MUST

Video killed the radio star, and it's still on the rise. Video is a powerful marketing tool to help you connect with customers, share what your business is all about, and show—instead of tell—why people should do business with you.

QUICK TIPS

- ➔ Make a quick video from your cell phone walking through your location or introducing yourself and share it on social media.
- ➔ Try going live on Facebook or Instagram to build engagement with your audience.
- ➔ Test YouTube Ads to further engage and reach your audience.

MARKETING AND PROMOTION IDEAS

- ➔ Holiday shopping starts this month (we know, it seems early!)--make sure your holiday marketing is locked and loaded and maybe even running already.
- ➔ Everyone enjoys a three-day weekend – well, some states will this month! Implement long-weekend specials and make sure to update your opening hours on Google My Business if you're closing for the public holiday.



72% of customers would rather learn about a product or service through a video than text.

Source: [HubSpot](#)

October

#worldmentalhealthday, #trickortreat, #halloween, #spooky, #pumpkins, #daylightsavings, #worldvegetarianday



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 World Vegetarian Day	2 World Smile Day	3 Mean Girls Day & Oktoberfest Ends	4	5 World Teacher Day	6 World Smile Day	7
8	9	10 World Mental Health Day	11	12	13	14
15	16 World Food Day & Bosses Day	17	18 Ride to Work Day	19	20	21 "Back to the Future" Day
22 International Stuttering Awareness Day	23	24	25	26	27	28
29	30	31 Halloween				

EMAIL SUBJECT LINES

- A Treat from Us, No Tricks
- Devilish Deals: Halloween Weekend Only

SOCIAL CALENDAR IDEAS

Oct 5: World Teachers' Day

Create a special offer or discount for teachers and promote it across your social sites. Ask your followers to tag their favorite teachers in the comments to spread the world! #worldteachersday

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

Run a Halloween throwback contest. Ask your followers to share pictures of their favorite Halloween costumes from when they were kids. Choose a winner for a special Halloween-themed prize at random! #halloween