



The only marketing calendar you'll need in 2023

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

April

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

- ➔ Add live chat to your website.
- ➔ If you already have live chat—or after you start using it on your site—see if there are any common questions you're receiving and consider creating an FAQ page on your site to address them.
- ➔ Streamline a way to follow up with leads you're receiving from live chat.

MARKETING AND PROMOTION IDEAS

- ➔ Egg-cite your audience about Easter with some egg-cellent puns in your social ads on Facebook and Instagram.
- ➔ With schools on Easter break this month, consider a school holiday sale or promotion.
- ➔ Audit your web presence by doing a quick search for your brand name and taking note of what shows up—does everything look good?



40%

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

Source: [Forrester](#)

April

#aprilfools, #easter, #earthday, #autismawareness, #ANZACday



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 April Fool's Day
2 Palm Sunday & World Autism Awareness Day	3	4	5 Passover Begins	6	7 Good Friday & National Beer Day	8
9 Easter Sunday	10	11	12	13 Passover Ends	14	15
16	17	18	19	20	21 Ramadan Ends	22 Earth Day
23 World Book Day	24	25 ANZAC Day	26	27	28	29
30						

EMAIL SUBJECT LINES

- You're Invited! RSVP to Our Autumn Event
- Peep these deals, [Name]
- [Name], it's raining deals! Come in for a treat
- April Fools' Deals That Aren't Even Funny
- Egg-citing Deals You Can't Miss Out On

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 22: ANZAC Day

A National Day of Remembrance to commemorate all Australians' and New Zealanders' who served and died in wars, conflicts, and peacekeeping operations. #AnzacDay #lestweforget