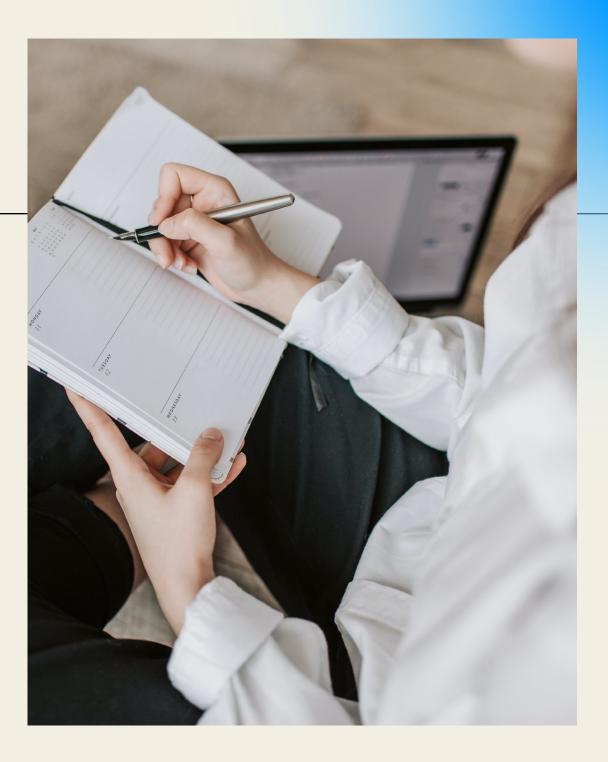


The Mega Must-Have Marketing Calendar for January 2024





January



THIS MONTH'S MARKETING MUST

Start your year off right by getting found on search engines with search engine optimisation (SEO). SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.

MARKETING AND PROMOTION IDEAS

- Run a 24% off sale to celebrate the year 2024. •
- Make New Year's resolutions for your business, and if applicable, share • them with your customers on social media or through email marketing.
- Host or attend an Australian Open watching session Create a sense of community and encourage sportsmanship.
- Write a holiday round-up post for your company blog or social sites-• include pictures of how you and your team celebrated.

of online experiences begin on a search engine.

Source: Search Engine Journal

QUICK TIPS

- Make sure all your metadata-meaning your 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 sitedoes it make sense? Is it clear what your business does?

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EMAIL SUBJECT LINES

- New Year Means New Savings!
- Just the thing to keep you fresh...
- Our Top Tips for a Tiptop Year
- 4 Ways to Make This Your Best Year Yet

SOCIAL CALENDAR IDEAS

Jan 11: International Thank-You Day Share a picture of someone who makes your life better in some way. Spread the love with your community and start a thread of gratitude. #internationalthankyouday

Jan 15: Martin Luther King Jr. Day

Celebrate this day by sharing your favorite Martin Luther King Jr. quote and asking your audience to share theirs. #MLKDay

Jan 24: International Sweatpants Day

Proudly wear your beloved pair of sweatpants and share it with your community! Invite your wfh and inoffice employees to do the same and post it tagging your company. #internationalsweatpantsday

January

#happynewyear, #resolutions, #newyearsresolution, #healthyhabits, #ihaveadream, #summer, #australianopen

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--------------------------------------|---------|---|--------------------------------------|--------|----------|
| | 1 New Year's Day | 2 | 3 | 4 | 5 | 6 |
| 7 Golden Globes | 8 | 9 | 10 | 11 International Thank-You Day | 12 | 13 |
| 14 Australian Open | 15 Martin Luther King, Jr. Day | 16 | 17 | 18 | 19 | 20 |
| 21 International Sweatpants Day | 22 | 23 | 24 International Day of Education | 25 | 26 | 27 |
| 28 Data Privacy Day & End of Australian | 29 | 30 | 31 | | | |

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