



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.



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 site—does it make sense? Is it clear what your business does?

93% of online experiences begin on a search engine.

Source: [Search Engine Journal](#)



January

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

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 in-office employees to do the same and post it tagging your company. #internationalsweatpantsday

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			