



The Mega Must-Have Marketing Calendar for February 2024



February



THIS MONTH'S MARKETING MUST

Another way to get found on Google and other top search engines? Search advertising! Search ads show up at the top of Google and Bing for relevant queries to drive traffic and customers to your website.



MARKETING AND PROMOTION IDEAS

- Run a Valentine's Day sale or promotion to show your customers how much you love them.
- Send your customers your Valentine's Day promotion over email so they get a little love in their inbox.
- To celebrate Black History Month, share your favorite quotes from Black leaders or historical figures on social media and ask your audience to share theirs.
- February is also Heart Health Month, so share resources on your social sites to educate your audience.



QUICK TIPS

- Run [local PPC](#) ads to capture searchers looking for your products or services in your area.
- Use the right [PPC keywords](#) to build your strategy.
- Test running search ads for promotions, specific products or services, and your business name to see what drives the best results.

75% of searchers say PPC ads make it easier for them to find what they're looking for.

Source: [Clutch](#)



February

#valentinesday, #blackhistorymonth, #hearthealth, #grammyawards, #loveyourpetday, #lunarnewyear

EMAIL SUBJECT LINES

- Freeze! February Offers Incoming
- [Name], February finds to buy ASAP!
- Stellar Savings for Lunar New Year
- Deals as Sweet as Your Sweetheart 💕

SOCIAL CALENDAR IDEAS

Feb 7: World Read Aloud Day

Celebrate the joys of reading by sharing with your audience an excerpt from your favourite book or author. Invite your followers to share theirs and create a thread of knowledge. #worldreadaloudday

Feb 10: Lunar New Year

Wish your community a happy Lunar New Year or show your followers how you celebrate it and invite anyone partaking in the festivities to showcase their favourite part of the holiday. #lunarnewyear

Feb 14: Valentine's Day

Socialise your Valentine's Day specials or promotions on your social sites. Target those last-minute shoppers with a special gift basket giveaway. #valentinesday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 Grammy Awards, Facebook's Birthday & World Cancer Day	5	6	7 World Read Aloud Day	8	9	10 Lunar New Year
11	12	13 Galentine's Day & Mardi Gras	14 Valentine's Day & Ash Wednesday	15	16	17 Random Acts of Kindness Day
18	19	20 Love Your Pet Day	21	22	23 International Stand Up to Bullying Day	24
25	26	27	28	29		