



The Mega Must-Have Marketing Calendar for March 2024



March



THIS MONTH'S MARKETING MUST

Did you know there's a way to keep your business in front of people until they decide to convert into customers? With retargeting, once someone leaves your website, they're targeted with ads for your business on sites across the web.



MARKETING AND PROMOTION IDEAS

- Run a St. Patrick Day special—17% off services or products.
- March is Women's History Month, so share inspirational quotes from inspirational women on your social media pages.
- Celebrate your employees this month by giving them a special incentive or a paid day off—your employees are the backbone of your business!
- Spruce up the About page on your website to make sure it accurately conveys your brand story.



QUICK TIPS

- Retarget web visitors on social media with Facebook retargeting.
- Use retargeting ads to entice users back to your site with a special offer.
- Test out different ad creative and optimise based on what's working to drive the most visitors back to your site.

70% People who see retargeted ads are 70% more likely to convert on your website.

Source: [Invesp](#)



March

#employeeappreciationday, #internationalwomensday, #stpattricksday, #piday, #marchmadness

EMAIL SUBJECT LINES

- Shop Smart this March. Shop Local.
- March Madness specials just for you, [Name]!
- [Name], Fall in Love with Autumn 🌸
- What You Need to Read this March 📖

SOCIAL CALENDAR IDEAS

Mar 1: Employee Appreciation Day

Shout out your employees on your social media pages with a picture or video highlighting each one and sharing why they're special. #employeeappreciation

Mar 14: Pi Day

Share pictures of you and your team enjoying some pie to celebrate Pi Day. If you don't offer pie, make sure to tag your local bakery in your post to support another local business! #piday

Mar 20: International Happiness Day

Ask your audience to share what makes them happy—it can be a picture, a post, or a video. You can even turn it into a contest and choose one winner to make extra happy! #internationaldayofhappiness

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---------------------------|--------|---------|-----------------------------------|--------------|----------------------------------------------------------|----------|
| | | | | | 1 Employee Appreciation Day & Zero Discrimination Day | 2 |
| 3 World Wildlife Day | 4 | 5 | 6 | 7 | 8 International Women's Day | 9 |
| 10 Ramadan Begins | 11 | 12 | 13 World Sleep Day | 14 Pi Day | 15 | 16 |
| 17 Saint Patrick's Day | 18 | 19 | 20 International Happiness Day | 21 | 22 | 23 |
| 24 Palm Sunday | 25 | 26 | 27 | 28 | 29 Good Friday | 30 |
| 31 Easter Sunday | | | | | | |