



The Mega Must-Have Marketing Calendar for April 2024



April



THIS MONTH'S MARKETING MUST

Are you using your business's social media sites to their fullest potential? Your social media sites give you a place to directly engage with your target audience and brand fans—so they shouldn't be ignored!



MARKETING AND PROMOTION IDEAS

- With Easter's long weekend this month, consider an Easter sale or promotion.
- Run an Anzac Day sale or promotion for veterans or active service members to show appreciation on this day of remembrance.
- Turn over a new leaf this season with your web presence by doing a quick search for your brand name and taking note of what shows up—does everything look good?
- Celebrate Earth Day by gathering your employees and volunteering with a local clean-up organisation. Make sure to share pictures to your social sites!



QUICK TIPS

- Take a minute to refresh your social media pages with new images, a high-res logo, and correct business information.
- Try out different types of social posts to see which perform best for your audience do they like pictures or videos better than content?
- Create a posting schedule so you're regularly posting on your social media platforms.

60% of Instagram users say they discover new businesses on the platform.

Source: [LinkedIn](#)



April

#aprilfools, #spring, #easter, #anzacday,
#nationalvolunteermonth, #earthday, #autismawareness

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

SOCIAL CALENDAR IDEAS

April 1: April Fool's Day

If your business is into pranks, post the aftermath on your social sites. Or ask your audience the best prank they've witnessed. #aprilfools

April 7: World Health Day

Raise awareness for this year's theme, share resources to your followers and showcase how you prioritise the health of your community. #worldhealthday

April 22: Earth Day

Celebrate Earth Day by sharing ideas for sustainability, pics of you and your team volunteering with a local clean-up, or how your business contributes to restoring our earth year-round. #earthday

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