

May



THIS MONTH'S MARKETING MUST

Your website is the hub for your business and the foundation for all your other digital marketing strategies. Don't have one yet? Now's the time to invest!



MARKETING AND PROMOTION IDEAS

- Take some time to make sure you've responded to all your business's reviews so far this year.
- If you're near a college, offer a special student discount before school gets out for the semester.
- Launch a customer loyalty program if you don't already have one to reward your customers and keep them coming back.
- Consider partnering with a few local businesses for a "block party" to take advantage of nicer weather and get the word out about your business.



QUICK TIPS

- Make sure your website is responsive—meaning it looks great on desktop, mobile, and tablets.
- Check that your contact information is prominently displayed on your homepage and most other pages on your site.
- Test a few links and your form fill to make sure customers can easily contact you if they try.

86% of consumers won't buy from a company with a poorly designed website.

Source: [IronMonk](#)



May

#cincodemayo, #mothersday, #worldasthmaday, #nursesappreciation, #nationalvolunteerweek, #maythefourthbewithyou #worldbeeday

EMAIL SUBJECT LINES

- Colder Weather but Hotter Deals 🔥
- MAYbe you should open this...
- [Name], Major May Savings Across All Services!
- Calling all moms! Special savings inside...
- Sneak Peek: What's Coming Up for Winter

SOCIAL CALENDAR IDEAS

May 12: Mother's Day

Shout out to all the moms on social media – share a special message, and include a picture with you and your mom, or you and your kids if you're a mom! #mothersday

May 17: World Baking Day

Bake your favourite dessert for your loved ones, friends or colleagues and show everyone on social media to spread the love. #worldbakingday

May 18: National Volunteer Week

Use this opportunity to showcase how you and your company give back. From food runs to neighbourhood cleanups, the options are endless! #nationalvolunteerweek

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 International Workers' Day	2	3	4 Star Wars Day
5 Cinco de Mayo	6	7 World Asthma Day	8	9	10	11
12 Mother's Day & International Nurses Day	13	14	15 International Day of Families	16	17 World Baking Day	18 National Volunteer Week
19	20 World Bee Day	21	22	23 Australia's Biggest Morning Tea	24 End of National Volunteer Week	25
26	27 National Reconciliation Week	28	29	30	31	



The Mega Must-Have Marketing Calendar for June 2024

