



The Mega Must-Have Marketing Calendar for September 2024



September



THIS MONTH'S MARKETING MUST

Who's got mail? With email marketing, the answer is your customers! Email marketing can help you engage existing customers and reach new potential customers right in their inbox.



MARKETING AND PROMOTION IDEAS

- Take a minute to plan out or confirm your Q4 marketing goals so you're prepared to end the year in a strong position.
- Check in to see how customers feel about your business by sending out a survey [asking for feedback](#).
- September is a busy month as it marks the beginning of the spring season – re-introduce your business to locals and reach new community members by sending out a direct mail campaign with a special promotion.



QUICK TIPS

- Use targeted email marketing to segment your audience and personalise your email messages to increase open rates.
- Make sure your [subject line](#) is catchy, straightforward, and enticing.
- Keep your email marketing messages short and sweet – leading with a deal or promotion never hurts!

73% of millennials prefer communications from businesses to come via email.

Source: HubSpot



EMAIL SUBJECT LINES

- It's officially shop and save September
- [Name], rake in these Spring savings
- Our Top 5 September Survival Tips
- [Name], You need this for Spring!
- Sweet September – where you need to go

SOCIAL CALENDAR IDEAS

Sept 01: Fathers Day

Wish your social media audience a Happy Fathers Day with a compelling visual of a hands on dad. #fathersday

Sept 10: R U OK Day

Spread awareness to both your team and audience about having regular checks ups and normalising meaningful conversations. To assist with messaging and visuals – check out the R U OK website below.

Digital Assets: [R U OK Digital Assets](#)

Sept 30: International Podcast Day

Share your favourite podcast recommendations from different genres or themes on the day. Encourage your audience to share their favorite podcasts too, using the hashtag #InternationalPodcastDay!

September

#backtoschool, #ruokday, #fatherday, #afl, #oktoberfest, #google, #worldgorilladay, #podcasts

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 September Starts & Fathers' Day	2	3	4	5 International Day of Charity	6	7
8	9	10 R U OK Day	11	12	13	14
15	16	17	18	19	20 World Clean Up Day	21 International Day of Peace & Oktoberfest Starts
22	23	24 World Gorilla Day	25	26	27 Google's Birthday & World Tourism Day	28 AFL Grand Final
29 World Heart Day	30 International Podcast Day					