



The Mega Must-Have Marketing Calendar for October 2024



October



THIS MONTH'S MARKETING MUST

It is nearly that time of year when the sun is out and so are our shoppers! With retail therapy on the rise between November to January, it's time for businesses to strap their marketing strategies in.



MARKETING AND PROMOTION IDEAS

- October is the month of Public Holidays and popular festivals, be stay active on social media and community events for brand recall. Leverage our calendar to help you stay on top of your social activity.
- If you haven't already – have your promotional materials and email blasts already.
- If you plan to run shopping ads during the busy season, be sure to have everything ready by mid of October. It's important to remember that, with busy season it can be quite competitive so rank high!



QUICK TIPS

- Have your tech sorted! There is nothing worse than having potential customers not being able to reach you. Be sure to have your phone lines, emails and live chat configured
- Prepare FAQs: Develop a list of frequently asked questions and answers to help your team address common inquiries quickly.

19.8m

Aussies used online shopping websites monthly in 2024.

Source: [RedSearch](#)



October

Spread awareness, it's Cyber Security Awareness Month!

EMAIL SUBJECT LINES

- Spooktacular Savings : Halloween Deals Inside
- Labor Day Savings: Your Long Weekend Just Got Better!
- Spring Awaits: Discover Our October Favorites!

SOCIAL CALENDAR IDEAS

Oct 7th Labour Day

Announce your working hours to your customers, prior to Labour Day. This campaign should be informative and short.

Oct 25: World Teachers Day

Wish all teachers a Happy World Teachers Day through social media. Use an image of a teacher who is educating her class! You can also find digital assets below:

Digital Assets: [Teachers Day Visuals](#)

Oct 31: Halloween

Halloween is fun so be sure to create an event with the team by doing an office trick or treat or even a costume contest! Share pictures/videos on social media and promote your team culture.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 International Coffee Day	2	3	4	5
6	7 Labour Day	8	9	10 World Mental Health Day	11	12
13	14 National Dessert Day	15	16 World Food Day & Ride to Work Day	17	18	19
20 International Chefs Day	21	22 International Stuttering Awareness Day	23	24	25 World Teachers Day	26
27	28	29	30	31 Halloween & Diwali		