



# The Mega Must-Have Marketing Calendar for November 2024



# November



## THIS MONTH'S MARKETING MUST

The importance of online reviews cannot be more emphasized in today's digital world. Today, the audience trusts online reviews as much as they trust personal recommendations from friends, so it's important that they're seeing only the best about your business online.



## MARKETING AND PROMOTION IDEAS

- Holiday shopping starts just under the month (we know,, it came around so soon) -make sure your holiday marketing is locked and loaded and maybe even running already.
- Do some research on your competitors—are they doing anything in their marketing you should try? Think about how you can stand out from them either through positioning your business, ramping up your marketing, or changing up your product offerings.
- Find local events that your business could participate in.



## QUICK TIPS

- Do a search for your business name on Google and see which review sites show up—make a note to regularly monitor these sites for new reviews if you're not already.
- Respond to all your reviews—negative and positive.
- Make an effort to get new reviews to build up your online reputation. A great tip is to request reviews from happy customers.

**87** Percentage of customers turn to Google reviews to check out local businesses.



# November

#diwali, #movember, #NAIDOC, #wkd, #worldkindnessday, #rememberanceday, #blackfriday

## EMAIL SUBJECT LINES

- Sizzle into November with Hot Deals!
- Get Festive this November: Don't Miss Out on Savings!
- What to Buy on Black Friday (It's Not What You Think)
- November Harvest: Reap the Rewards of Savings!

## SOCIAL CALENDAR IDEAS

### Nov 1: Diwali

Encourage your team to host a potluck and indulge in some amazing diwali food. #Diwali

### Nov 13: World Kindness Day

Share heartwarming stories of kindness from around the world, showcasing the positive impact individuals can make through simple acts of generosity. #wkd

### Nov 29: Black Friday

Create engaging countdown posts to generate excitement and encourage followers to save the date. Offer exclusive sneak peeks or early access to Black Friday deals for loyal followers or email subscribers. #blackfriday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Movember Starts and Diwali	2
3	4	5 Melbourne Cup	6	7	8	9
10	11 Remembrance Day	12	13 World Kindness Day	14 World Diabetes Day	15 NAIDOC Week Ends	16 International Day for Tolerance
17	18	19 International Men's Day	20 Universal Children's Day & Transgender Day of Remembrance	21 World Television Day	22	23
24	25	26	27	28	29 Black Friday	30