



The Mega Must-Have Marketing Calendar for December



December



THIS MONTH'S MARKETING MUST

Finish the year strong with a way to continue to ensure success in 2025. What does this mean? Implement a lead management system can increase lead conversions, help you with efficiency and put you in control of your business growth.



MARKETING AND PROMOTION IDEAS

- If you have offers during the upcoming festive season, take some time out to schedule your Holiday/Christmas specials on social media and your website.
- Take a minute to update your holiday hours on your listings, website and your social media sites.
- Finalise your marketing plan for 2025—what's worked well this year? What do you want to accomplish next year?



QUICK TIPS

- Incorporate a Lead management system that centralises your leads into one inbox for easier follow up.
- Try lead nurturing with email marketing to stay top-of-mind until they're ready to purchase.
- Regularly check your lead tracking to identify the top marketing channels driving leads for your business.

53% of marketers spend over half their budgets on lead generation.

Source: [BrightTALK](#)



December

#tistheseason, #christmas, #newyarseve, #holidays, #holidaygiftideas, #holidaygiftguide, #Summerishere

EMAIL SUBJECT LINES

- [Name], What to Avoid This Sumer
- It's Summer savings!
- Sleigh Your Christmas With These Ideas
- Cheers to You, [Name]! Get a New Year's Deal

SOCIAL CALENDAR IDEAS

Dec 3: International Volunteer Day

Get involved in a CSR activity that is close to your business morals and values. Be sure to show your gratitude to wind up the year.

Dec 20: Ugly Sweater Day

Encourage your team to wear their "ugliest" sweater and highlight your team effort on social media! This can be an exciting and fun way to wind up the year.

Dec 31: New Year's Eve

Share your New Year's resolutions with your social media audience and ask them to share theirs! #nye2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 World AIDS Day	2 Cyber Monday	3 International Day for People with Disabilities	4 National Cookie Day	5 International Volunteer Day	6	7
8	9	10	11	12 Gingerbread House Day	13 National Cocoa Day	14 Free Shipping Day
15	16	17	18	19	20 Ugly Sweater Day	21
22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28
29	30	31 New Year's Eve				