



The Mega Must-Have Marketing Calendar for January 2025



January

THIS MONTH'S MARKETING MUST

Start the year off right by making sure your website is in good working order. Your website is the hub for your business and the foundation for all your other digital marketing strategies. Don't have a functional website yet? Now's the time to invest!

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.

75% of people judge a business's credibility based on their website design.

Source: [Stanford](#)





Social calendar ideas

Jan 1: New Years Day

Post a social campaign for New Years day and wish your audience a Happy New Year! #HappyNewYear

Jan 10: House plant Appreciation Day

Celebrate by getting your team to post pictures of their House Plants #Houseplants

Jan 26: Australia Day

Celebrate this day by wishing your followers a Happy Australia Day and be sure to update your hours #AustraliaDay

💡 MARKETING AND PROMOTION IDEAS

- ➔ Run a 25% off sale to start the year 2025.
- ➔ Make New Year's resolutions for your business, and if applicable, share them with your customers on social media or through email marketing.
- ➔ Host or attend a blood drive as a company this can be a great CSR activity as January is National Blood Drive month.
- ➔ Write a holiday round-up post for your company blog or social sites—include pictures of how you and your team celebrated.

✉ EMAIL SUBJECT LINES

- ➔ Bringing you cheer for the New Year ★
- ➔ New Year=New You! Only at [Business]
- ➔ Don't Let These January Deals Melt Over!
- ➔ It's Summer savings ❄️
- ➔ 5 Ways to Make This Your Best Year Yet

January

#newyearresolution

#Veganuary

		01 New Years Day	02	03	04	05
06 National Shortbread Day	07	08	09	10 Houseplant Appreciation Day	11	12 Australian Open
13	14	15	16	17	18	19
20 National Penguin Day	21	22	23	24	25 Opposite Day	26 Australia Day
27	28 Data Protection Day	29 Lunar New Year	30	31 National Hot Chocolate Day		