



The Mega Must-Have Marketing Calendar for February 2025



February

THIS MONTH'S MARKETING MUST

Are you using your business's social media sites to their fullest potential? Your social media sites give you a place to engage with your target audience! This is the opportunity to give them a Behind the Scenes (BTS) look into your brands world.

QUICK TIPS

- ➔ Create a posting schedule so you're regularly posting on your social media platforms throughout the year.
- ➔ Take a minute to plan your themes and ensure if you can show off your employees! Remember people like to see people
- ➔ Try out different types of social posts to see which perform best for your audience. Do they like polls? Videos? Informational posts?

60% of Instagram users say they discover new businesses on the platform.

Source: [Facebook](#)





Social calendar ideas

Feb 3: Golden Retriever day

Undoubtedly, Golden Retriever is probably the most popular dog breed but who says you can't celebrate other dogs! Get your team member's to send through photos of their pups and make a collage for social media! #Dogs #Goldenretriverday

Feb 14: Valentines Day

Post self-care tips, Valentines day is a day to appreciate your loved ones but also yourself help your followers feel included on this special day by giving them ideas to treat themselves. #ValentinesDay

💡 MARKETING AND PROMOTION IDEAS

- ➔ Run a Valentine's Day sale or promotion to show your customers how much you love them.
- ➔ Send your customers your Valentine's Day promotion over email so they get a little love in their inbox.
- ➔ February is also Heart month, so share resources on your social sites to educate your audience.
 - National Pizza Day, gives people a reason to have fun! Take a moment to plan a promotion to celebrate one of the most popular foods in the world Pizza!

✉ EMAIL SUBJECT LINES

- ➔ February Offers Incoming
- ➔ February finds to buy ASAP!
- ➔ Deals as Sweet as Your Sweetheart 💕
- ➔ 4 Tips to Make the Most Out of This Short Month
- ➔ Match Made in Heaven: Valentine's Day Deals

February

#WaitangiDay

					01	02
03 Golden Retriever Day	04 World Cancer Day	05	06 Waitangi Day (NZ Public Holiday)	07	08	09 National Pizza Day
10	11 Safer Internet Day	12 Charles Darwin Day	13	14 Valentines Day	15	16 National Innovation Day
17	18	19	20	21	22 Margarita Day	23
24 World Bartender Day	25	26	27	28		