



# The Mega Must-Have Marketing Calendar for April 2025





# April

## THIS MONTH'S MARKETING MUST

Want to protect your brand reputation online? In today's competitive times, there are so many ways for customers to share their opinions thus, managing your online reputation is more important than ever.

## QUICK TIPS

- ➔ Instead of juggling multiple platforms, consider a smart tool helps you track, manage, and respond to reviews—all in one place.
- ➔ Make sure, it leverages AI to help you create smart responses.
- ➔ Streamline your workflow to save time!

**85%** of Australian consumers read reviews “always” or “most of the time” before purchasing

source: [The Insiders](#)







### Social calendar ideas

#### **April 1: April Fools' Day**

If your business is into pranks, post the aftermath on your social sites. Ask your audience the best prank they've pulled—or had pulled on them. #AprilFools

#### **April 11: National Pet Day**

Who doesn't love an excuse to post pet pics? Share your business's pets, repost your pet pictures from other social accounts, or ask your followers to send in pictures of their pets for people to admire. #NationalPetDay

#### **April 22: Earth Day**

Celebrate Earth Day by sharing ideas for sustainability, pictures of you and your team volunteering with a local clean-up, or how your business contributes to restoring our earth year-round. #EarthDay

### 💡 **MARKETING AND PROMOTION IDEAS**

- ➔ With the Easter break this month, consider a Easter sale or promotion.
- ➔ Announce your working hours this easter break to inform those who may require your services.
- ➔ Clean your web presence by doing a quick search for your brand name and taking note of what shows up—does everything look good?
- ➔ April is National Pet Day, so gather your team and bring all your fur babies together. = Make sure to share pictures to your social sites!

### ✉ **EMAIL SUBJECT LINES**

- ➔ April Fools' Deals That Aren't Even Funny
- ➔ You're Invited! RSVP to Our Easter Event
- ➔ Peep these deals, [Name] 🐰
- ➔ [Name], it's raining deals! Come in for a treat
- ➔ Our Ultimate Easter Cleaning Checklist

# April

#EasterLongWeekend

	<b>01</b> April Fool's Day	<b>02</b> World Autism Day	<b>03</b>	<b>04</b>	<b>05</b>	<b>06</b>
<b>07</b> World Health Day	<b>08</b>	<b>09</b>	<b>10</b>	<b>11</b> National Pet Day	<b>12</b>	<b>13</b>
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b> International Bat Appreciation Day	<b>18</b> Good Friday	<b>19</b> Easter Saturday	<b>20</b> Easter Sunday
<b>21</b> Easter Monday	<b>22</b> Earth Day	<b>23</b>	<b>24</b>	<b>25</b> Anzac Day	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>				