



# The Mega Must-Have Marketing Calendar for May 2025





# May

## THIS MONTH'S MARKETING MUST

Wondering how to boost yourself on the world's most popular search engine - Google! Performance Max (PMax) can help you stand out - by showing your ads across all of Google's advertising channels: Search, YouTube, Display, Shopping, Discover, Gmail and Maps.

## QUICK TIPS

- ➔ Be sure to firstly investigate if Performance Max is right for you
  - To maximise PMax - focus on defining clear conversion goals and setting up the right bid strategies. It might be a good idea to focus on
- ➔ optimising assets and leverage audience signals.
  - Regularly review asset performance
- ➔

**Performance Max can lower  
cost per lead by 15%**

Source: [MyCodeless-](#)







### Social calendar ideas

#### May 4: Star Wars Day

Commemorate Star Wars Day with your team! Get together and host a themed quiz!

#### May 11: Mother's Day

Shout out to all the moms on social media—share a special message, and include a picture with you and your mom and your kids if you're a mom!  
#MothersDay

#### May 16: Pink Shirt Day

This day is an annual event against bullying held in Canada & New Zealand. Be sure to motivate your team to wear Pink!

### 💡 MARKETING AND PROMOTION IDEAS

- ➔ Mother's Day -Celebrate your customers by running a Mother's Day giveaway or special offer.
- ➔ Encourage customers to share stories or leave a heartfelt review about how your business has helped make a mum's day.
- ➔ Just like your wardrobe changes with the season, so should your online presence. Take this month to follow up on recent jobs or services and ask for fresh reviews.

### ✉ EMAIL SUBJECT LINES

- ➔ Time for an Autumn Clean-Up—Online Edition
- ➔ Small Biz, Big Heart – Let's Celebrate Local
- ➔ EOFY Is Coming – Are You Ready?
- ➔ Running PMax? Don't Let Reviews Fall Behind!
- ➔ Local Love—Let's Talk Google Reviews

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#MothersDay

			<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b> Star Wars Day
<b>05</b> Labour Day (QLD)	<b>06</b> Cinco de Mayo	<b>07</b>	<b>08</b>	<b>09</b>	<b>10</b>	<b>11</b> Mothers Day
<b>12</b>	<b>13</b> Click Frenzy Mayhem	<b>14</b> National Receptionist Day	<b>15</b>	<b>16</b>	<b>17</b> World Baking Day	<b>18</b>
<b>19</b>	<b>20</b>	<b>21</b> International Tea Day	<b>22</b>	<b>23</b> Vivid Sydney Starts	<b>24</b> Text	<b>25</b>
<b>26</b>	<b>27</b> Sunscreen Day	<b>28</b> Hamburger Day	<b>29</b>	<b>30</b>	<b>31</b>	