



# *The Only* Marketing Calendar You'll Need in 2023

*Marketing ideas, social posts,  
and promotions for **March!***

# March

## THIS MONTH'S MARKETING MUST

Your website is the hub for your business and the foundation for all your other digital marketing strategies. Don't have one 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.

### MARKETING AND PROMOTION IDEAS

- Run a St. Patrick's Day special with 17% off services or products and have fun with the colour green in your advertising imagery.
- In March we celebrate International Women's Day. Join in by sharing motivational quotes from inspirational women or highlight your employees on your social media pages.
- Celebrate your employees this month by taking a group photo and giving them a shout out on your social media or go old school with a 'thank you' note.

**86%** of consumers won't buy from a company with a poorly designed website

Source: [IronMonk](#)



# March

#employeeappreciationday, #internationalwomensday, #stpattricksday, #piday, #marchmadness, #harmonyweek, #earthhour

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Zero Discrimination Day	2	3 Employee Appreciation Day & World Wildlife Day	4
5 Clean Up Australia Day	6	7	8 International Women's Day	9	10	11 World Plumbing Day
12 Academy Awards	13 World Sleep Day	14 Pi Day	15	16	17 Saint Patrick's Day	18
19	20 International Happiness Day	21 Harmony Day	22 Ramadan Begins	23	24	25 Earth Hour
26	27	28	29	30	31	

## EMAIL SUBJECT LINES

- Shop Smart this March. Shop Local.
- March Madness specials just for you, [Name]!
- What You Need to Read this March
- 3 Ways to Prep for Autumn

## SOCIAL CALENDAR IDEAS

### Mar 4: Employee Appreciation Day

Shout out your employees on your social media pages with a picture or video highlighting each one and sharing why they're special. #employeeappreciation

### Mar 14: Pi Day

Share pictures of you and your team enjoying some pie to celebrate Pi Day. If you don't offer pie, make sure to tag your local bakery in your post to support another local business! #piday

### Mar 20: International Happiness Day

Ask your audience to share what makes them happy—it can be a picture, a post, or a video. You can even turn it into a contest and choose one winner to make extra happy! #internationaldayofhappiness