



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

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

May

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 directly engage with your target audience and brand fans—so they shouldn't be ignored!

QUICK TIPS

- Take a minute to refresh your social media pages with new images, a high-res logo, and correct business information.
- Try out different types of social posts to see which perform best for your audience do they like pictures or videos better than content?
- Create a posting schedule so you're regularly posting on your social media platforms.

MARKETING AND PROMOTION IDEAS

- Take some time to make sure all you've responded to all your business's reviews so far this year.
- Launch a customer loyalty program, if you don't already have one, to reward your customers and keep them coming back.
- Run a Mother's Day sale or promotion. Alert your existing customers via email and promote them on your social media profiles.



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

Source: [Facebook](#)

May

#mothersday, #starwarsday, #internationalnursesday
#volunteerweek, #reconciliationweek

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 Star Wars Day	5	6
7	8	9	10	11	12 International Nurses Day	13
14 Mother's Day	15 National Volunteer Week begins	16	17 World Baking Day	18	19 Bike to Work Day	20 World Bee Day
21 International Tea Day	22	23	24	25	26	27 National Reconciliation Week begins
28 National Burger Day	29	30	31			

EMAIL SUBJECT LINES

- MAYbe you should open this...
- Name], Major May Savings Across All Service🔥!
- Calling all mums! Special savings inside...

SOCIAL CALENDAR IDEAS

May 5: Star Wars Day

To all the Star Wars fan out there. This is YOUR day. Wear your Wookiee costume or bring your lightsaber and share the on social media with #starwarsday and #maythe4thbewithyou.

May 14: 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, or you and your kids if you're a mom! #mothersday

May 28: National Burger Day

Always a good excuse to gather with your colleagues, clients or friends for a nice (veggie?) burger! Share your pictures on social media and tag #nationalburgerday