



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

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

**REACHLOCAL<sup>®</sup>**

# September

## THIS MONTH'S MARKETING MUST

How do your listings look online? Your local listings are an important part of your online presence because they show up in local searches, house reviews, and can increase your visibility on search engines.

## QUICK TIPS

- Make sure your business is listed on the top local listings sites.
- Do a quick search for your business name and check that the listings that show up have the correct information about your business.
- Keep your business name, address, and phone number consistent across all your listings. Consistency is an important ranking factor!

## MARKETING AND PROMOTION IDEAS

- Take a minute to plan out or confirm your Q4 marketing goals so you're prepared to end the year in a strong position.
- Check in to see how customers feel about your business by sending out a survey asking for feedback.
- September is a busy month for moving – re-introduce your business to locals and reach new community members by sending out a direct mail campaign with a special promotion.



# 68%

**of people would stop working with a local business if they found incorrect info in their local listings.**

Source: [BrightLocal](#)

# September

#fathersday, #ruokayday, #aflgrandfinal, #internationalpodcastday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3 Father's Day	4	5	6	7	8 International Literacy Day	9
10	11	12	13	14 R U Okay Day	15 Rosh Hashana Begins	16
17 Rosh Hashana Ends	18	19	20	21 International Day of Peace	22	23
24 Yom Kippur Begins	25 Yom Kippur Ends	26	27	28	29 AFL Grand Final Day	30 International Podcast Day

## EMAIL SUBJECT LINES

- It's officially shop and save September
- Our Top 5 September Survival Tips
- Sweet September Shindigs to Attend

## SOCIAL CALENDAR IDEAS

### Sept 1-30: September

Join an incredible community of Steppers from across Australia who are passionate about changing the lives of people with cerebral palsy. As a virtual challenge, your colleagues, friends and family can STEP UP whenever, wherever, or however they want. #STEPtember

### Sept 3: Father's Day

Now, it's time to highlight all the dads out there! Share a picture of you and your dad or you and your kids if you're a dad and ask your audience to share how they're celebrating. Or keep it casual and share your favorite dad joke. #fathersday #dadjoke

### Sept 30: Internation Podcast Day

The celebration is a great opportunity to connect with fellow podcasters, podcast listeners, podcast enthusiasts, and leaders in the podcasting industry. Help spread the word by telling your friends, sharing the celebration on your podcasts and social media feeds, and using #InternationalPodcastDay.