



The only marketing calendar you'll need in 2023

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

November

THIS MONTH'S MARKETING MUST

Who's got mail? With email marketing, the answer is your customers! Email marketing can help you engage existing customers and reach new potential customers right in their inbox.

QUICK TIPS

- ➔ Use targeted email marketing to segment your audience and personalize your email messages to increase open rates.
- ➔ Make sure your **subject line** is catchy, straightforward, and enticing.
- ➔ Keep your email marketing messages short and sweet—leading with a deal or promotion never hurts!

MARKETING AND PROMOTION IDEAS

- ➔ Do you have any seasonal products or services? Make sure to show them off this month.
- ➔ Check in with your employees to confirm when or if anyone is planning to take off for the upcoming holidays so your scheduling is streamlined.
- ➔ With Black Friday and Cyber Monday coming, make sure to update your campaigns ads by adding in specific sale-focused keywords like 'Free Express Shipping', 'Biggest Sales of the Year' or 'Black Friday Deal'.



73% of millennials prefer communications from businesses to come via email.

Source: [HubSpot](#)

November

#blackfriday, #worldkindnessday, #internationalmensday,
#cybermonday, #remembranceday



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11 Remembrance Day
12	13 World Kindness Day	14 World Diabetes Day	15	16 International Day for Tolerance	17	18
19 International Men's Day	20	21 World Television Day	22	23	24 Black Friday	25
26	27 Cyber Monday	28	29	30		

EMAIL SUBJECT LINES

- Black Friday Deals For You!
- What to Buy on Black Friday (It's Not What You Think)
- [Name], shop small with us
- 10 Things to Do Before 2023 Is Over

SOCIAL CALENDAR IDEAS

Nov 1-30: Movember

This November, we're raising awareness for Men's health. From mental health and suicide prevention, prostate cancer and testicular cancer- it's for our fathers, brothers, partners and friends. Be it walking the 60km or growing your MO over this month, take part today and help to start the #MOVember conversation.

Nov 24: Black Friday

Promote your special offers on social media with eye-catching phrases such as 'Free Express Shipping' or 'Biggest Sale of the Year'.