



# The only marketing calendar you'll need in 2023

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

# February

## THIS MONTH'S MARKETING MUST

Another way to get found on Google and other top search engines? SEO! SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.

## QUICK TIPS

- ➔ Make sure your website content contains relevant keywords to increase your chances of showing up on search engines.
- ➔ Test the links on your site to make sure they don't contain 404 errors.
- ➔ Read through your site content to make sure it's clear what your business does.

## MARKETING AND PROMOTION IDEAS

- ➔ Send your customers your Valentine's Day promotion over email so they get a little love in their inbox.
- ➔ Why not share the love with other local businesses this month by partnering on a unique product or offering? Not only is this a great way to reach new audiences but is a perfect opportunity to offer something new to your customers.
- ➔ February is Heart Disease Awareness month, so share resources on your social sites to educate your audience. You could even consider ways your business could raise much-needed funds.



**93%** of online experiences begin on a search engine.

Source: [Search Engine Journal](#)

# February

#valentinesday, #hearthealth, #loveyourpetday #waitangiday



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 World Read Aloud Day	2	3 National Wear Red Day	4
5 Grammy Awards	6 Waitangi Day	7	8 Propose Day	9 National Pizza Day	10	11
12 Super Bowl Sunday	13 Valentine's Day	14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18
19	20 President's Day & National Love Your Pets Day	21	22 Ash Wednesday & National Margarita Day	23	24 International Stand Up to Bullying Day	25
26	27	28				

## EMAIL SUBJECT LINES

- [Name], February finds to buy ASAP!
- Deals as Sweet as You
- 4 Tips to Make the Most Out of This Short Month

## • SOCIAL CALENDAR IDEAS

### Feb 6: Waitangi Day

Celebrated annually on February 6 to commemorate the signing of the Treaty of Waitangi, New Zealand's founding document, this day is recognized as a public holiday in New Zealand. Join in on the celebrations if you happen to be in New Zealand during that time or celebrate by sharing information with your friends on social media using the #Waitangiday hashtag.

### Feb 14: Valentine's Day

Socialize your Valentine's Day specials or promotions on your social sites. Target those last-minute shoppers with a special gift basket giveaway. #valentinesday

### Feb 20: Love Your Pets Day

Who can resist a picture of some cute pets?! Share pictures of your pets and ask your audience to share theirs and tag your business. #loveyourpetsday