



The only marketing calendar you'll need in 2023

Marketing ideas, social posts, and promotions for January!

January

THIS MONTH'S MARKETING MUST

Start your year off right by getting found on search engines with search advertising. Search ads show up at the top of Google and Bing for relevant queries to drive traffic and customers to your website.

QUICK TIPS

- ➔ Run **local PPC ads** to capture searchers looking for your products or services in your area.
- ➔ Use the right **PPC keywords** to build your strategy.
- ➔ Test running search ads for promotions, specific products or services, and your business name to see what drives the best results.

MARKETING AND PROMOTION IDEAS

- ➔ Run a 23% off sale to celebrate the year 2023.
- ➔ Make New Year's resolutions for your business, and if applicable, share them with your customers on social media or through email marketing.
- ➔ Host or attend a blood drive as a company—January is National Blood Drive month.



86% of searchers say PPC ads make it easier for them to find what they're looking for.

Source: [Clutch](#)

January

#happynewyear, #resolutions, #newyearsresolution, #healthyhabits, #ihaveadream, #summer, #newyearnewyou



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2	3	4 National Trivia Day	5	6 National Take Down the Christmas Tree Day	7
8	9	10 Golden Globes	11 International Thank-You Day	12	13 Make Your Dream Come True Day	14
15 National Hat Day	16	17	18	19 Get To Know Your Customers Day & National Popcorn Day	20 National Coffee Break Day	21 International Sweatpants Day
22 Chinese New Year	23 Chinese New Year	24 National Compliment Day	25	26 Australia Day	27	28 Data Privacy Day
29	30	31 National Hot Chocolate Day				

EMAIL SUBJECT LINES

- 3,2,1...Savings Unlocked!
- Don't Let These January Deals Freeze Over!
- New Year, New January Looks to Keep You Cozy
- Our Top Tips for a Tiptop Year

SOCIAL CALENDAR IDEAS

Jan 13: make Your Dream Come True Day

Share how you or one of your team members has had a dream come true – whether it's a goal you reached or a milestone you celebrated. Ask your audience what dream they want to come true this year. #dreamcometrue

Jan 19: Get to Know Your Customers Day

What are your customers really like and what do they like? Ask them! Engage with the people who love your business best. #gettoknowyourcustomersday