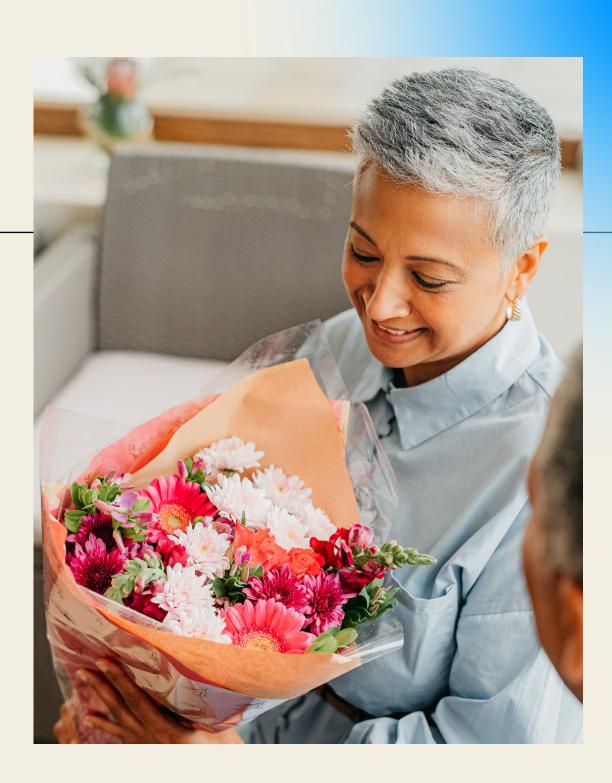


## The Mega Must-Have Marketing Calendar for February 2024





# February



### THIS MONTH'S MARKETING MUST

Another way to get found on Google and other top search engines? Search advertising! Search ads show up at the top of Google and Bing for relevant queries to drive traffic and customers to your website.

## MARKETING AND PROMOTION IDEAS

- Run a Valentine's Day sale or promotion to show your customers how much you love them.
- Send your customers your Valentine's Day promotion over email so they get a little love in their inbox.
- To celebrate Black History Month, share your favorite guotes from Black leaders • or historical figures on social media and ask your audience to share theirs.
- February is also Heart Health Month, so share resources on your social sites to educate your audience.

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

Source: Clutch

### **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.

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### **EMAIL SUBJECT LINES**

- Freeze! February Offers Incoming
- [Name], February finds to buy ASAP!
- Stellar Savings for Lunar New Year
- Deals as Sweet as Your Sweetheart

#### SOCIAL CALENDAR IDEAS

#### Feb 7: World Read Aloud Day

Celebrate the joys of reading by sharing with your audience an excerpt from your favourite book or author. Invite your followers to share theirs and create a thread of knowledge. #worldreadaloudday

#### Feb 10: Lunar New Year

Wish your community a happy Lunar New Year or show your followers how you celebrate it and invite anyone partaking in the festivities to showcase their favourite part of the holiday. #lunarnewyear

#### Feb 14: Valentine's Day

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

# February

*#valentinesday, #blackhistorymonth, #hearthealth,* #grammyawards, #loveyourpetday, #lunarnewyear

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	
				1	
4 Grammy Awards, Facebook's Birthday & World Cancer Day	5	6	7 World Read Aloud Day	8	
11	12	13 Galentine's Day & Mardi Gras	14 Valentine's Day & Ash Wednesday	15	
18	19	20 Love Your Pet Day	21	22	
25	26	27	28	29	



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