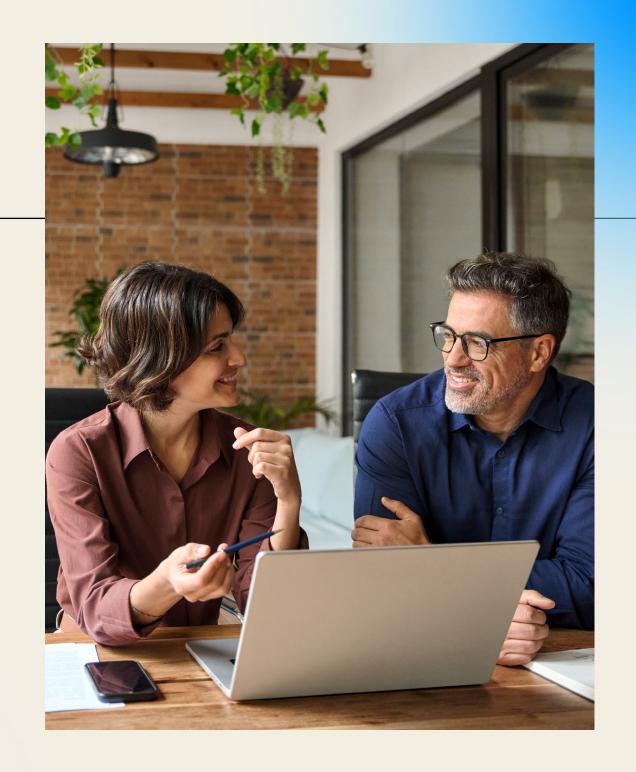


The Mega Must-Have Marketing Calendar for May 2025



May

THIS MONTH'S MARKETING MUST

Wondering how to boost yourself on the world's most popular search engine - Google! Performance Max (PMax) can help you stand out - by showing your ads across all of Google's advertising channels: Search, YouTube, Display, Shopping, Discover, Gmail and Maps.

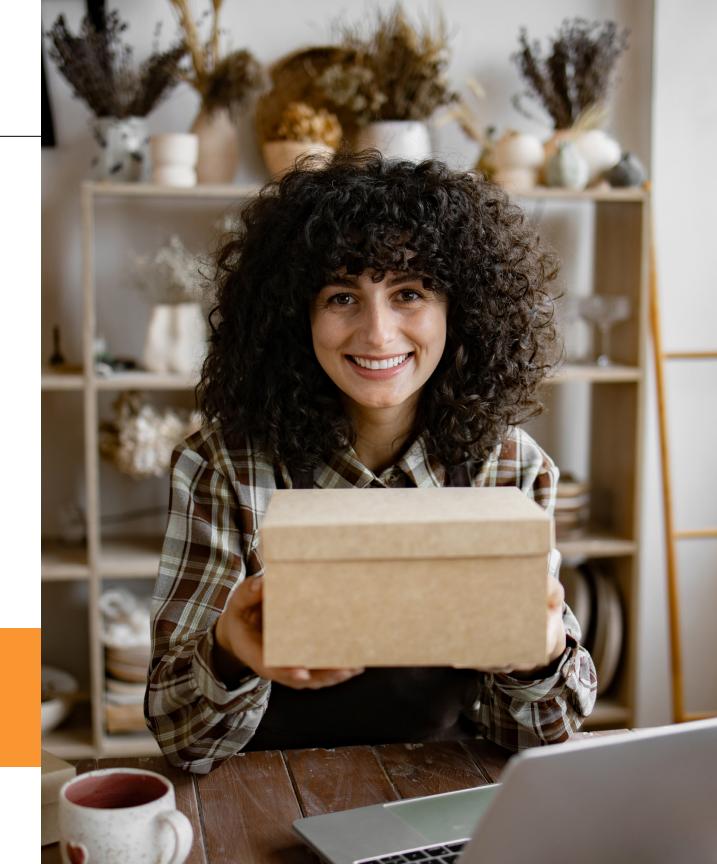
QUICK TIPS

- Be sure to firstly investigate if Performance Max is right for you
- To maxmise PMax focus on defining clear conversion goals and setting up the right bid strategies. It might ba good idea to focus on
- optimising assets and leverage audience signals.
- Regularly review asset performance

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Performance Max can lower cost per lead by 15%

Source: MyCodeless-







Social calendar ideas

May 4: Star Wars Day

Commemorate Star Wars Day with your team! Get together and host a themed quiz!

May 11: Mother's Day

Shout out to all the moms on social media—share a special message, and include a picture with you and your mom and your kids if you're a mom! #MothersDay

May 16: Pink Shirt Day

This day is an annual event against bullying held in Canada & New Zealand. Be sure to motivate your team to wear Pink!

MARKETING AND PROMOTION IDEAS

- Mother's Day -Celebrate your customers by running a Mother's Day giveaway or special offer.
- Encourage customers to share stories or leave a heartfelt review about how your business has helped make a mum's day.
- Just like your wardrobe changes with the season, so should your online presence. Take this month to follow up on recent jobs or services and ask for fresh reviews.

M EMAIL SUBJECT LINES

- → Time for an Autumn Clean-Up—Online Edition
- Small Biz, Big Heart Let's Celebrate Local
- ▶ EOFY Is Coming Are You Ready?
- Running PMax? Don't Let Reviews Fall Behind!
- Local Love—Let's Talk Google Reviews

#MothersDay

May

			01	02	03	04 Star Wars Day
05 Labour Day (QLD)	06 Cinco de Mayo	07	08	09	10	11 Mothers Day
12	13 Click Frenzy Mayhem	14 National Receptionist Day	15	16	17 World Baking Day	18
19	20	21 International Tea Day	22	23 Vivid Sydney Starts	24 Text	25
26	27 Sunscreen Day	28 Hamburger Day	29	30	31	

