



The Mega Must-Have Marketing Calendar for September 2025



September

THIS MONTH'S MARKETING MUST

Implementing a lead management system helps you turn more leads into customers, pinpoint your top-performing channels and stay in control of your business success.

QUICK TIPS

- ➔ Use a lead management system that centralises all your leads into one inbox for easier follow-ups.
- ➔ Not every lead will convert straight away—nurture them with email marketing to stay top-of-mind until they're ready to purchase
- ➔ Regularly review your lead tracking to identify which marketing channels are delivering the strongest results.

53% of marketers spend over half their budgets on lead generation.

Source: [BrightTALK](#)





Social calendar ideas

Sept 1: First Day of Spring

Share your favourite Spring events and some popular spring dinner recepies #Spring

Sept 5: International Day of Charity

Take your team along and support a local charity - try Australian Red Cross, RSPCA, World Vision and The Smiths Family

Sept 11: R U OK Day

This day encourages people to have meaningful conversations with friends! Be sure to ask R U OK to your close ones.

💡 **MARKETING AND PROMOTION IDEAS**

- ➔ Take a minute to plan out or confirm your Q4 marketing goals so you're prepared to end the year in a strong position.
- ➔ Check in to see how customers feel about your business by sending out a survey asking for feedback.
- ➔ September is a busy month for moving. Re-introduce your business to locals and reach new community members by sending out a direct mail campaign with a special promotion.

✉ **EMAIL SUBJECT LINES**

- ➔ Deals You'll Fall In Love With 💕
- ➔ [Name], rake in these spring savings 🍁
- ➔ Our Top 5 September Survival Tips
- ➔ [Name], you need this for Spring!
- ➔ Sweet September events to Attend

September

#SpringKicksOff

01 First Day of Spring	02	03	04	05 International Day of Charity	06	07 Fathers Day
08 International Literacy Day	09	10	11 R U OK? Day	12	13	14
15 International Day of Democracy	16	17	18	19	20 World Clean Up Day	21
22	23	24	25	26 Friday Before AFL Grand Final	27	28
29 World Heart Day	30					