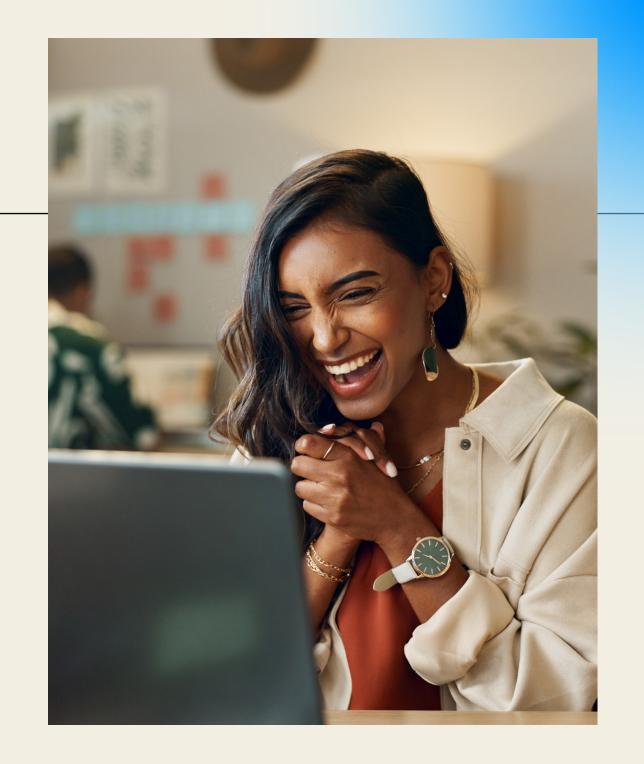


# The Mega Must-Have Marketing Calendar for September 2025



# 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.

of marketers spend over half their budgets on lead generation.







# **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

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

