



The Mega Must-Have Marketing Calendar for October 2025



October

THIS MONTH'S MARKETING MUST

Video marketing, everyone has heard of it but what is it? Video is a powerful marketing tool to help you connect with customers, share what your business is all about and show—instead of tell—why people should do business with you.

QUICK TIPS

- Make a quick video from your cell phone walking through your location or introducing yourself and share it on social media.
- Try going live on Facebook or Instagram to build engagement with your audience.
- Test YouTube Ads to further engage and reach your audience.

91%

marketers say they now use video in their strategies

Source: [Predis.ai](#)





Social calendar ideas

Oct 1: International Coffee Day Ask your followers: flat white, long black or iced latte? Share a snap of your team's coffee order lineup and get people voting in the comments. #InternationalCoffeeDay

Oct 16: World Food Day Ask your audience to share their go-to comfort meal. Local cafés/ restaurants could post their signature dish, while service businesses can share staff favourites #WorldFoodDay

Oct 31: Halloween Run a Halloween throwback contest. Ask your followers to share pictures of their favorite Halloween costumes from when

💡 MARKETING AND PROMOTION IDEAS

- ➔ It's the last quarter of the year, which means holiday shopping starts this month (we know, it seems early!)-make sure your holiday marketing is locked and maybe even running already.
- ➔ Do a quick search for your competitors—are they doing anything in their marketing you should try? Are they offering something you're not? Think about how you can stand out from them either through positioning your business, ramping up your marketing, or changing up your product offerings.
- ➔ Find a local charity your business can sponsor or participate in.

✉ EMAIL SUBJECT LINES

- ➔ Temps are warming up &our inventory also is heating up 📈
- ➔ Only treats, no tricks — promise ☑️
- ➔ Devilish Deals: Halloween Weekend Only
- ➔ 3 reasons October is the best month yet
- ➔ Your October self-care checklist ☑️

October

Mental Health Month

		01 International Coffee Day	02	03 World Smile Day	04	05 World Teachers' Day (Australia)
06 Labour Day(NSW, ACT & SA)	07	08	09	10 World Mental Health Day	11 International Day of the Girl	12
13	14	15	16 World Food Day	17	18	19
20 International Chefs Day	21	22	23	24	25	26
27 Grandparents Day	28 International Animation Day	29	30	31 Halloween		