



The Mega Must-Have Marketing Calendar for December 2025



December

THIS MONTH'S MARKETING MUST

Close this year by setting up the foundation for success in 2026, by getting found on search engines with search engine optimisation (SEO). SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.

QUICK TIPS

- ➔ Make sure all your metadata—meaning your title tags and meta descriptions—on your website are filled in and contain relevant keywords for your business.
- ➔ Test the links on your site to make sure they go to live pages instead of broken links with 404 errors.
- ➔ Read through the content on your site—does it make sense? Is it clear what your business does?

93%

of online experiences begin on a search engine in Aus.

Source: [Prosperity Media](#)





Social calendar ideas

Dec 1: First Day of Summer

Highlight any seasonal products or services you're offering on social media. And don't forget to shout out any deals or promotions you're running for these products or services! #FirstDayOfSummer

Dec 25: Christmas Day

Wish your audience a very Merry Christmas and highlight your operating hours.

Dec 31: New Year's Eve

Share your New Year's resolutions with your social media audience and ask them to share theirs! #nye2025

💡 **MARKETING AND PROMOTION IDEAS**

- ➔ Create a [holiday gift guide](#) for your customers with your products and services as well as related products and services from local businesses.
- ➔ Take a minute to update your holiday hours on your listings, website and your social media sites. This will go a long way for customers!
- ➔ Finalise your marketing plan for 2026—what's worked well this year? What do you want to accomplish next year?

✉ **EMAIL SUBJECT LINES**

- ➔ Warm recipes from our family to yours 🍪
- ➔ [Name], What to Avoid This Summer
- ➔ It's Summer savings!
- ➔ Sleigh Your Christmas with These Ideas
- ➔ Cheers to You, [Name]! Get a New Year's Deal

December

#Festive Month

01 First Day of Summer	02	03	04 National Cookie Day	05	06	07 Letter Writing Day
08 Brownie Day	09	10	11	12	13 Ice Cream Day	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day	26 Boxing Day	27	28
29 Text	30 Bacon Day	31 New Year's Eve				