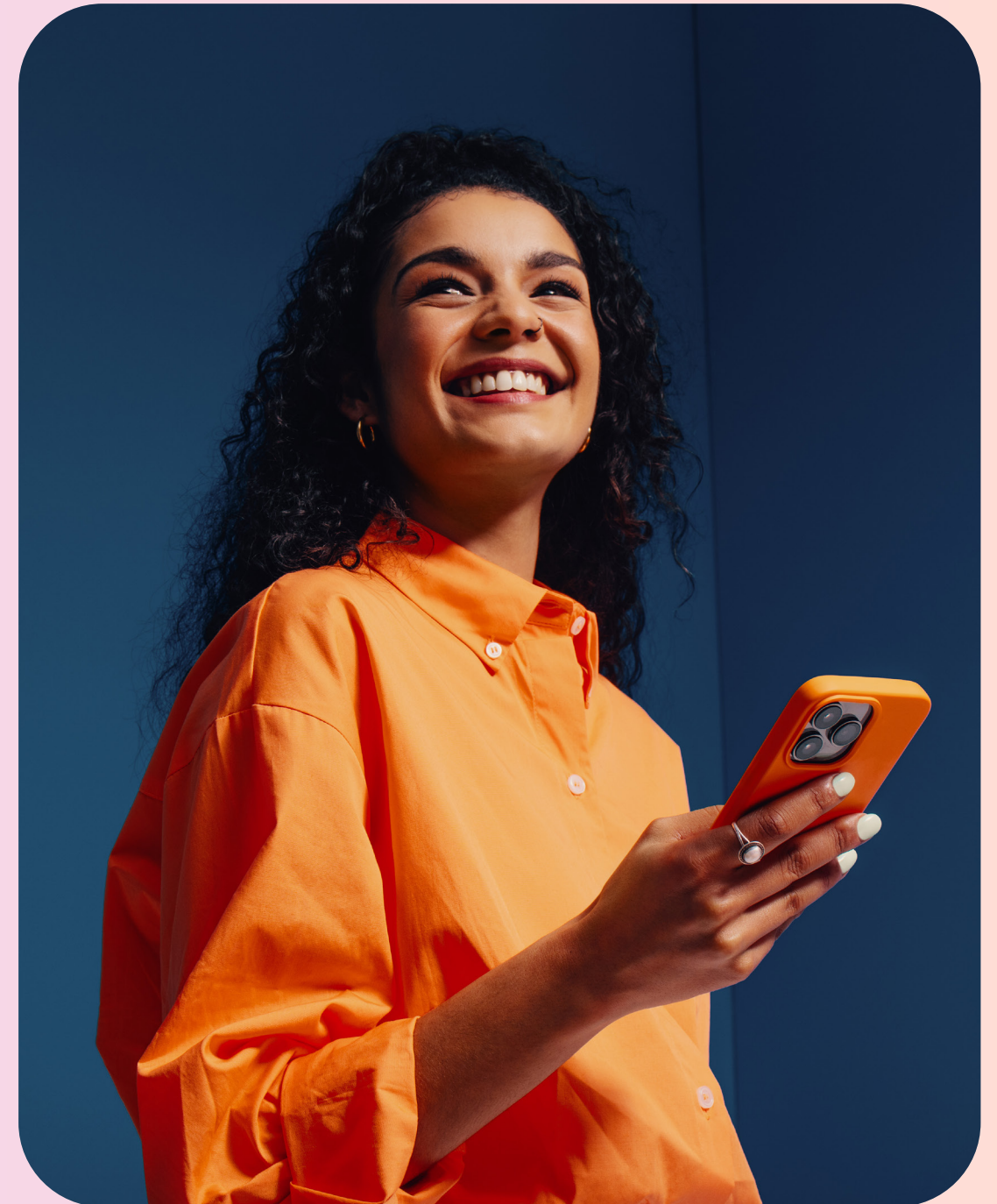




The Only Marketing Calendar You Need May 2026



May

THIS MONTH'S MARKETING MUST

Ever wondered if you are using your business's social media sites to their fullest potential? Your social media sites give you a place to directly engage with your target audience and brand fans—so they shouldn't be ignored!

QUICK TIPS

- ➔ Create a content calendar so you're regularly posting on your social media platforms throughout the year.
- ➔ Take time to refresh your social media pages with new images, a high-res logo and correct business information.
- ➔ Try out different types of social posts to see which perform best for your audience. Do they like polls? Videos? Informational posts?

60% of Instagram users say they discover new businesses on the platform.

Source: [Facebook](#)



May

💡 **MARKETING AND PROMOTION IDEAS**

- ➔ Take some time to make sure all you've responded to all your business's reviews so far this year.
- ➔ Offer a special student discount before school gets out for the semester.
- ➔ Launch a customer loyalty program if you don't already have one to reward your customers and keep them coming back.
- ➔ Consider partnering with a few local businesses for a "block party" to take advantage of nicer weather and get the word out about your business.

✉ **EMAIL SUBJECT LINES**

- ➔ Colder Weather = Hotter Deals 🔥
- ➔ MAYbe you should open this...
- ➔ [Name], Major May Savings Across All Services!
- ➔ Calling all moms! Special savings inside...
- ➔ Sneak Peek: What's Coming Up for Winter

Social Calendar Ideas

MAY 3

World Laughter Day

Share any special moments that make your team laugh, or your favourite jokes! Be sure to spread the positivity and the laughter.

#wordlaughterday

MAY 10

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, or you and your kids if you're a mom!

#MothersDay

MAY 21

International Tea Day

Host a small tea party with your team and share the moment on social media, celebrating the richness of tea culture.

#Internationaltea



May

#VividSydneyStarts

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				01	02	03 World Laughter Day
04 Star Wars Day	05 Cinco de Mayo	06	07	08	09	10 Mothers Day
11	12	13	14	15	16	17 World Baking Day
18	19	20	21	22 Vivid Sydney Starts	23	24
25	26	27	28	29	30	31