

What's inside:

2024 marketing trends to set you up for success

We outlined three key marketing trends that will impact your business in 2024.

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2024 marketing trends to guide your strategy

Set yourself up for success this year by paying close attention to these trends that may impact your marketing (with tips!).

You won't be able to escape AI

Between ChatGPT, Google's Search Generative Experience and Bard, and a whole host of other AI tools cropping up, it's safe to say AI is here to stay (at least, for now). This means it's going to be important to understand how to use AI the right way to avoid falling behind your competitors.

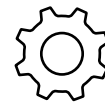
HERE ARE SOME TIPS:



Use AI tools like ChatGPT for ideation, not generation (for either content or strategy). AI tools can provide a great jumping-off point for tasks like content ideas, social posts, and more, but you should rely on your expertise to execute those ideas.



Use the right prompts. Many AI tools rely on [prompts](#) to generate useful outputs. Get specific with your prompts and don't be afraid to refine your asks.

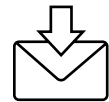


Stay on top of your performance when using AI. If using AI to optimize or help with your marketing (like in Google Ads, for your SEO, and more), pay close attention to performance so you can step in and provide human oversight and expertise when needed. AI isn't perfect!

Zero and first-party data will be critical

As Google begins deprecating cookies in 2024 and other systems such as iOS launch new privacy settings, how you track your marketing may become more difficult. This means that collecting zero and first-party data will be even more critical. (Zero-party data is data customers provide to a business willingly. First-party data is data collected by a business directly from customers.)

HERE ARE SOME WAYS TO COLLECT ZERO AND FIRST-PARTY DATA:



Build an email list. By enabling customers to subscribe to your email list or newsletter, you can collect first-party data and develop a direct line of communication with your customers and prospects.



Send a survey. This allows you to collect helpful information about your customers you can use to refine your marketing strategy and segment audiences.

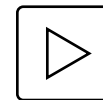


Create a lead magnet. A lead magnet is something you provide users in exchange for their information. This could be a downloadable resource such as a guide, checklist, or whitepaper that's useful to customers and related to your business.

New advertising and content formats will be an advantage

While the tried-and-true marketing tactics such as search ads, SEO, and social ads will continue to net new customers, it's important to diversify your strategy. This will allow you to reach customers in new ways and stand out from the competition.

HERE ARE SOME TIPS:



Try short-form video. Between TikTok, Instagram Reels, and YouTube Shorts, short-form video is here to stay. Try creating engaging, short videos and sharing them across these platforms for maximum engagement.



Test OTT ads. Over-the-top advertising (OTT) allows you to get your business in front of people when they're streaming on platforms like Hulu. With more people streaming TV than ever, this is one channel you shouldn't ignore.



Text your customers. SMS marketing involves sending messages directly to customers or prospects via text. These texts can include promotions, announcements, personalized recommendations, and more. And since people are rarely without their phones, it's a great way to reach them with your marketing messages.

Popular hashtags

Use these hashtags on Instagram, Facebook, TikTok, Twitter, and LinkedIn to help your social posts reach a wider audience.

Weekly hashtags

You can use these hashtags for posts every day of the week.

SUNDAY

#sundayfunday, #sundaybrunch,
#sundaybest, #selfiesunday,
#selfcaresunday, #lazysunday

MONDAY

#motivationmonday,
#mondaymemories, #mondaymood,
#manicmonday, #mancrushmonday

TUESDAY

#transformationtuesday,
#tuesdaytrivia, #tuesdaytips,
#tuesdaythoughts, #tuesdaytreat,
#tacotuesday, #twofortuesday,
#teammembertuesday

WEDNESDAY

#wednesdaywisdom,
#wednesdaywins,
#wellnesswednesday,
#waybackwednesday,
#wednesdayworkout, #humpday

THURSDAY

#throwbackthursday, #tbt,
#thirstythursday, #thursdaythoughts,
#thankfulthursday

FRIDAY

#flashbackfriday, #feelgoodfriday,
#friyay, #fridayfacts, #fridayfeeling,
#fridayfun

SATURDAY

#socialsaturday, #shoutoutsaturday,
#saturdaysweat, #saturdayswag,
#saturdaynight, #saturdaysale

Seasonal hashtags

Try these hashtags to celebrate the seasons and keep your posts fresh.



#spring, #springiscoming, #springtime, #springfest, #springvibe, #springvibes, #spring2024, #springmood, #springishere, #springday, #springisintheair, #waitingforspring, #hellospring, #springhassprung, #springcolors, #springcleaning, #springfever, #springnature, #firstdayofspring, #springbreak, #springflowers, #springarrivals, #gardengame, #aprilshowersbringmayflowers, #tasteofspring, #allergyseason, #blooms, #instaspring, #flowerpower, #springwedding, #goodweather, #florals, #beautifulday



#summer, #summervibes, #summertime, #summer2024, #summerdays, #summerfun, #summersun, #summerlove, #summernights, #summerjam, #summerfeeling, #summerstateofmind, #summerselfies, #hellosummer, #beach, #beachvibes, #goodvibesonly, #sunnyday, #vacay, #vacationvibes, #vacationmood, #summerrecipes, #summerdrinks, #summereats, #patioparty, #pooltime, #poolparty, #summertravel, #camping, #roadtrip, #staycation, #schoolsout, #schoolsoutforsummer, #travel, #backyardparty, #summerflowers, #goodtimesandtanlines



#fall, #fallvibes, #fallmood, #fall2024, #fallishere, #fallish, #fallinlove, #autumnvibe, #autumnvibes, #fallfun, #fallharvest, #ilovefall, #fallcolors, #fallleaves, #foliagefreak, #firstdayoffall, #foliage, #fallbreezeautumnleaves, #autumnsky, #rainyfallday, #fallactivites, #fallphotography, #fallback, #daylightsavings, #backtoschool, #backtoschoolsale, #studytips, #studyhacks, #selfcare, #thankfulthursday, #givethanks, #shopsmall, #fallfestival, #applepicking, #cornmaze, #fallfashio, #sweaterweather, #falloutfitinspo, #fallfoods, #fallfood, #soupweather, #applepie, #turkeytime, #falldecor, #pumpkins, #pumpkinspice



#winter, #winterishere, #wintervibes, #wintermood, #winter2024, #wintertime, #winterwonderland, #winterbreak, #winterfun, #instawinter, #winterstyle, #hellowinter, #winterfashion, #winterwear, #winterweather, #cold, #brr, #chilly, #snowfall, #firstsnow, #itscoldoutside, #snowmageddon, #instasnow, #snowynight, #familytime, #merryandbright, #tistheseason, #holidays, #happyholidays, #letitsnow, #snowmuchfun, #chillout, #sleighallday, #staycozy, #snowselfie, #winterwalk, #instacold

Industry-specific hashtags

Here are some top hashtags broken down by industry.



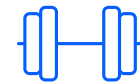
AUTOMOTIVE

#carsforsale, #newcars, #usedcars, #preownedcars, #carselling, #carbuying, #forsale, #carsales, #dealership, #carbuyer, #autosales, #carbusiness, #newcarsforsale, #usedcarsforsale, #cardealership



FINANCIAL SERVICES

#finance, #financetips, #investment, #entrepreneur, #investing, #success, #financialfreedom, #wealth, #stocks, #money, #accounting, #stockmarket, #investor, #trading, #taxes, #financialmanagement, #financialgoals, #entrepreneur, #wealthmanagement, #smallbusiness, #financialadvice, #lifeinsurance, #investing, #bookkeeping, #wealthbuilding



FITNESS AND WELLNESS

#fitness, #gym, #workout, #fit, #fitnessmotivation, #motivation, #bodybuilding, #training, #health, #fitfam, #sport, #crossfit, #lifestyle, #healthy, #strong, #fitspo, #wod



FOOD AND BEVERAGE

#food, #foodie, #foodies, #foodphotography, #yummy, #delicious, #foodlover, #healthyfood, #tasty, #yum, #hungry, #eat, #healthy, #homemade, #alcohol, #booze, #beer, #beersontap, #pizza, #sushi, #happyhour, #cleaneating, #goodeats, #brunch, #tacotuesday, #sundayfunday, #foodgasm, #chef, #lunch, #restaurant, #breakfast, #coffee, #coffeeshop, #[your business name]



HEALTHCARE

#healthcare, #healthandwellness, #wellness, #healthyliving, #getyourcheckup, #checkup, #health, #telehealth, #doctor, #selfcare, #pharma, #medtech, #hospitals, #covid19, #womenshealth, #breastcancerawareness, #cancerprevention, #endcancer, #hearthishealth, #hospital



HOME SERVICES

#interiordesign, #homedecor, #home, #decor, #interiors, #furniture, #homedesign, #interiordesigner, #homesweethome, #exteriordesign, #construction, #garden, #gardening, #designinspo, #designinspiration, #plumbingtips, #cleaninghacks, #plumber, #homecare, #homeimprovement, #airconditioning, #maintenance, #lawncare

 EDUCATION

#school, #college, #university,
#inspiration, #learning, #motivation,
#teacherlife, #teachertuesday,
#studentlife, #success, #knowledge,
#learn, #lifegoals, #teacher, #study,
#student, #teachergoals, #virtuallearning,
#onlinelearning, #distancelearning,
#highered, #collegelife, #admissions,
#alumni, #schoolspirit, #studentspotlight,
#[your university], #[your university]life,
#go[your school mascot]

 REAL ESTATE

#realestate, #broker, #forsale,
#newhome, #househunting, #property,
#mortgage, #home, #listing, #justlisted,
#justsold, #newlisting, #openhouse,
#offmarketlisting, #homeforsale,
#eatinkitchen, #petfriendly, #dogfriendly,
#catfriendly, #midcenturymodern,
#colonial, #victorian, #townhouse, #condo,
#starterhome, #pool, #realestateagent,
#homeforrent, #apartmentforrent,
#milliondollarlisting, #curbappeal,
#renovated, #[your city]homeforsale,
#[your city]openhouse

 FASHION AND BEAUTY

#fashion, #style, #love, #ootd,
#fashionblogger, #beauty, #instafashion,
#fashionista, #art, #makeup, #outfit,
#shopping, #dress, #lifestyle

 ANY INDUSTRY

#smallbusiness, #shopsmall,
#supportsmallbusiness, #handmade,
#shoplocal, #supportlocal,
#smallbusinessowner, #familyowned,
#blackownedbusiness, #blackowned,
#womanownedbusiness,
#supportsmallbusinesses, #smallbiz,
#smallbizlife



January



THIS MONTH'S MARKETING MUST

Start your year off right by getting found on search engines with search engine optimization (SEO). SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.



MARKETING AND PROMOTION IDEAS

- Run a 24% off sale to celebrate the year 2024.
- Make New Year's resolutions for your business, and if applicable, share them with your customers on social media or through email marketing.
- Host or attend a blood drive as a company—January is National Blood Drive month.
- Write a holiday round-up post for your company blog or social sites—include pictures of how you and your team celebrated.



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.

Source: [Search Engine Journal](#)



January

#happynewyear, #resolutions, #newyearsresolution, #healthyhabits, #ihaveadream, #winter, #giveblood

EMAIL SUBJECT LINES

- New Year Means New Savings!
- Don't Let These January Deals Freeze Over!
- Just the thing to keep you cozy...
- Our Top Tips for a Tiptop Year
- 4 Ways to Make This Your Best Year Yet

SOCIAL CALENDAR IDEAS

Jan 14: Dress Up Your Pet Day

Share a picture of your pet dressed up on your business's social media pages. Ask your employees to share theirs, too! #dressupyourpetday

Jan 15: Martin Luther King Jr. Day

Celebrate this day by sharing your favorite Martin Luther King Jr. quote and asking your audience to share theirs. #MLKDay

Jan 24: National Compliment Day

Share the love with other businesses in your community! Post a comment on another local business's Instagram or Facebook page giving them a compliment. #nationalcomplimentday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 New Year's Day	2	3	4 National Trivia Day	5	6 National Take Down the Christmas Tree Day
7 Golden Globes	8	9 Law Enforcement Appreciation Day	10	11 International Thank-You Day	12	13 Make Your Dream Come True Day
14	15 Martin Luther King, Jr. Day	16	17	18	19 National Popcorn Day	20 National Coffee Break Day
21 International Sweatpants Day	22	23	24 National Compliment Day	25	26	27
28 Data Privacy Day	29	30	31 National Hot Chocolate Day			

February



THIS MONTH'S MARKETING MUST

Another way to get found on Google and other top search engines? Search advertising! Search ads show up at the top of Google and Bing for relevant queries to drive traffic and customers to your website.

MARKETING AND PROMOTION IDEAS

- Run a Valentine's Day sale or promotion to show your customers how much you love them.
- Send your customers your Valentine's Day promotion over email so they get a little love in their inbox.
- To celebrate Black History Month, share your favorite quotes from Black leaders or historical figures on social media and ask your audience to share theirs.
- February is also Heart Disease Awareness month, so share resources on your social sites to educate your audience.

QUICK TIPS

- Run [local PPC](#) ads to capture searchers looking for your products or services in your area.
- Use the right [PPC keywords](#) to build your strategy.
- Test running search ads for promotions, specific products or services, and your business name to see what drives the best results.

75% of searchers say PPC ads make it easier for them to find what they're looking for.

Source: [Clutch](#)



February

#valentinesday, #blackhistorymonth, #hearthealth, #groundhogday, #loveyourpetday

EMAIL SUBJECT LINES

- Freeze! February Offers Incoming
- [Name], February finds to buy ASAP!
- Super Savings for the Super Bowl
- Deals as Sweet as Your Sweetheart 💕

SOCIAL CALENDAR IDEAS

Feb 9: National Pizza Day

Pizza or Pie? Boost your social media engagement with a poll that asks your followers what they prefer to call a pizza. #nationalpizzaday

Feb 11: Super Bowl Sunday

Share your and your team member's Super Bowl Sunday plans and ask your audience to share theirs. The day after the Super Bowl, ask your audience what their favorite commercial was. #superbowl2024

Feb 14: Valentine's Day

Socialize your Valentine's Day specials or promotions on your social sites. Target those last-minute shoppers with a special gift basket giveaway. #valentinesday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 Groundhog Day & National Wear Red Day	3
4 Grammy Awards	5	6	7 World Read Aloud Day	8 Propose Day	9 National Pizza Day	10 Chinese New Year
11 Super Bowl Sunday	12	13 Galentine's Day & Mardi Gras	14 Valentine's Day & Ash Wednesday	15	16	17 Random Acts of Kindness Day
18	19 President's Day	20 National Love Your Pets Day	21	22 National Margarita Day	23 International Stand Up to Bullying Day	24
25	26	27	28 Floral Design Day	29 Leap Day		

March



THIS MONTH'S MARKETING MUST

Did you know there's a way to keep your business in front of people until they decide to convert into customers? With retargeting, once someone leaves your website, they're targeted with ads for your business on sites across the web.



MARKETING AND PROMOTION IDEAS

- Run a St. Patrick Day special—17% off services or products.
- March is Women's History Month, so share inspirational quotes from inspirational women on your social media pages.
- Celebrate your employees this month by giving them a special incentive or a paid day off—your employees are the backbone of your business!
- Spruce up the About page on your website to make sure it accurately conveys your brand story.



QUICK TIPS

- Retarget web visitors on social media with Facebook retargeting.
- Use retargeting ads to entice users back to your site with a special offer.
- Test out different ad creative and optimize based on what's working to drive the most visitors back to your site.

70% People who see retargeted ads are 70% more likely to convert on your website.

Source: [Invesp](#)



March

#employeeappreciationday, #internationalwomensday, #stpattricksday, #piday, #marchmadness

EMAIL SUBJECT LINES

- Shop Smart this March. Shop Local.
- March Madness specials just for you, [Name]!
- [Name], spring services are right around the corner...🌸
- What You Need to Read this March 📖

SOCIAL CALENDAR IDEAS

Mar 1: Employee Appreciation Day

Shout out your employees on your social media pages with a picture or video highlighting each one and sharing why they're special. #employeeappreciation

Mar 14: Pi Day

Share pictures of you and your team enjoying some pie to celebrate Pi Day. If you don't offer pie, make sure to tag your local bakery in your post to support another local business! #piday

Mar 20: International Happiness Day

Ask your audience to share what makes them happy—it can be a picture, a post, or a video. You can even turn it into a contest and choose one winner to make extra happy! #internationaldayofhappiness

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Employee Appreciation Day & Zero Discrimination Day	2
3 World Wildlife Day	4	5	6 National Dentist's Day	7 National Cereal Day	8 International Women's Day	9
10 Daylight Savings, Academy Awards, Harriet Tubman Day & Ramadan Begins	11 World Plumbing Day	12	13	14 Pi Day	15	16
17 Saint Patrick's Day	18	19 Start of Spring (Spring Equinox)	20 International Happiness Day	21 National Single Parent Day	22	23 National Puppy Day
24 Palm Sunday & National Cocktail Day	25	26	27	28	29 National Vietnam War Veterans Day & Good Friday	30 National Doctors' Day
31 Easter Sunday						

April



THIS MONTH'S MARKETING MUST

Are you 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!



MARKETING AND PROMOTION IDEAS

- With many schools on Spring Break this month, consider a Spring Break sale or promotion.
- Run a Tax Day sale to entice shoppers to spend their refunds with you—or to help those who just paid their taxes save.
- Spring clean your web presence by doing a quick search for your brand name and taking note of what shows up—does everything look good?
- April is National Volunteer Month, so gather your employees and volunteer with a local organization. Make sure to share pictures to your social sites!



QUICK TIPS

- Take a minute 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 pictures or videos better than content?
- Create a posting schedule so you're regularly posting on your social media platforms.

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

Source: Facebook



April

#aprilfools, #spring, #easter, #taxday, #nationalvolunteermonth, #earthday, #autismawareness

EMAIL SUBJECT LINES

- You're Invited! RSVP to Our Spring Event
- Peep these deals, [Name] 🐰
- [Name], it's raining deals! Come in for a treat
- April Fools' Deals That Aren't Even Funny

SOCIAL CALENDAR IDEAS

April 1: April Fool's Day

If your business is into pranks, post the aftermath on your social sites. Or ask your audience the best prank they've witnessed. #aprilfools

April 11: National Pet Day

Who doesn't love an excuse to post pet pics? Share your business's pets, repost pet pictures from other social accounts, or ask your followers to send in pics of their pets for people to admire. #nationalpetday

April 22: Earth Day

Celebrate Earth Day by sharing ideas for sustainability, pics of you and your team volunteering with a local clean-up, or how your business contributes to restoring our earth year-round. #earthday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 April Fool's Day	2 World Autism Awareness Day	3	4 National Burrito Day	5	6
7 National Beer Day	8	9 Ramadan Ends	10 National Siblings Day	11 National Pet Day	12	13 National Scrabble Day
14	15 Tax Day	16	17	18 National High Five Day	19	20
21	22 Earth Day & Passover Begins	23 National Picnic Day	24	25 National Mani-Pedi Day	26 Arbor Day	27 National Tell A Story Day & Independent Bookstore Day
28 Pay It Forward Day & National Small Business Week Begins	29	30 Healthy Kids Day & Passover Ends				

May



THIS MONTH'S MARKETING MUST

Your website is the hub for your business and the foundation for all your other digital marketing strategies. Don't have one yet? Now's the time to invest!



MARKETING AND PROMOTION IDEAS

- Take some time to make sure you've responded to all your business's reviews so far this year.
- If you're near a college, 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.



QUICK TIPS

- Make sure your website is responsive—meaning it looks great on desktop, mobile, and tablets.
- Check that your contact information is prominently displayed on your homepage and most other pages on your site.
- Test a few links and your form fill to make sure customers can easily contact you if they try.

86% of consumers won't buy from a company with a poorly designed website.

Source: [IronMonk](#)



May

#cincodemayo, #mothersday, #memorialday, #vacation, #teacherappreciation, #smallbusinessweek, #jewishamericanheritagemonth

EMAIL SUBJECT LINES

- Warmer Weather = Even 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 Summer

SOCIAL CALENDAR IDEAS

May 5: Cinco de Mayo

If you're celebrating, share your pictures on social media. Restaurants can share Cinco de Mayo party recipes. #cincodemayo

May 12: 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 27: Memorial Day

Use quotes, images, and other posts to show your support for those who have lost their lives for our country. #memorialday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 May Day	2 National Teacher Appreciation Day	3	4 Star Wars Day & National Small Business Week Ends
5 Cinco de Mayo	6	7 National Teacher Day & World Asthma Day	8	9	10 National Small Business Day	11
12 Mother's Day & International Nurses Day	13	14 Mother's Day	15	16	17 World Baking Day & Bike to Work Day	18 National Armed Forces Day
19	20 World Bee Day	21	22	23	24 Scavenger Hunt Day	25 National Wine Day
26	27 Memorial Day	28 National Hamburger Day	29	30	31 National Smile Day	

June



THIS MONTH'S MARKETING MUST

Do you have a way to answer questions, capture leads, and give helpful information right on your website? Live chat gives you a way to do all that and more.



MARKETING AND PROMOTION IDEAS

- We're halfway through the year—are you on track to hit your business and [marketing goals](#)? Review the goals you set and adjust as needed.
- Run a summer sale or promotion to get more people to try out your business.
- Consider testing out a new marketing strategy in the last half of the year—research some options or talk to your marketing partner for ideas.
- Celebrate National Best Friend's Day on June 8 by running a buy-one-get-one or referral special so best friends can take advantage of your products or services.



QUICK TIPS

- Add live chat to your website.
- If you already have live chat—or after you start using it on your site—see if there are any common questions you're receiving and consider creating an FAQ page on your site to address them.
- Streamline a way to follow up with leads you're receiving from live chat.

+40% More than 40% of customers expect live chat on your website.

Source: [Forrester](#)



June

#nationaldonutday, #fathersday, #dadjoke, #selfieday, #schoolsout, #summer, #pridemonth

EMAIL SUBJECT LINES

- Sunshine & Feeling Fine: Our Summer Health Tips
- Summer Sips & Dips at [Business Name]
- Beachy-keen products you'll love 🌊
- R.Yes.V.P. 🌈 Celebrate LGBTQ+ Pride Month With Us

SOCIAL CALENDAR IDEAS

Jun 5: World Environment Day

Make a fun event out of this social media holiday! Invite customers to help pick up trash in a nearby park or neighborhood. Post plenty of pictures to show how your business gave back. #worldenvironmentday

Jun 16: Father's Day

Now, it's time to highlight all the dads out there! Post a picture of the dads in your business or keep it casual and share your favorite dad joke. #fathersday #dadjoke

Jun 21: National Selfie Day

This is an easy one: Share your best selfie and ask your employees to share their selfies! #selfieday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Global Day of Parents
2 National Cancer Survivors Day	3	4 National Cheese Day	5 World Environment Day	6 Higher Education Day	7 National Donut Day	8 National Best Friends Day
9	10	11	12 Loving Day	13	14 Flag Day	15
16 Father's Day	17	18	19 Juneteenth	20 Start of Summer (Summer Solstice)	21 National Selfie Day & Take Your Dog To Work Day	22 National HVAC Tech Day
23	24	25	26	27 National Sunglasses Day	28	29
30 Social Media Day						

July



THIS MONTH'S MARKETING MUST

How do your listings look online? Your local listings are an important part of your online presence because they show up in local searches, house reviews, and can increase your visibility on search engines.



MARKETING AND PROMOTION IDEAS

- Run a special Fourth of July sale or promotion to get more people to visit your business this month.
- Closed on the Fourth of July or have adjusted hours? Make sure to update your hours on your website, your social media sites, and your local listings!
- July is National Grilling Month—share your favorite recipes, grill safety tips, or the best grilling tools (and where to get them—locally!).



QUICK TIPS

- Make sure your business is listed on the [top local listings sites](#).
- Do a quick search for your business name and check that the listings that show up have the correct information about your business.
- Keep your business name, address, and phone number consistent across all your listings. [Consistency](#) is an important ranking factor!

68% of people would stop working with a local business if they found incorrect info in their local listings.
Source: [BrightLocal](#)



July

#nationalgrillingmonth, #july4th, #nationaljunkfoodday,
#summervacation, #summervibes, #bbqtime

EMAIL SUBJECT LINES

- What We're Grilling Up This July
- Suns Out, Sales Out 🤪 Shop Now!
- [Name], our July sale is making a splash 💦
- Red, White, & NEW! Shop 4th of July Deals Now

SOCIAL CALENDAR IDEAS

July 4: Independence Day

Share a simple Happy July 4th post with a nice graphic—or share pictures of how you're celebrating and ask your audience to share theirs!
#july4th

July 15: National Give Something Away Day

This is the perfect day for a Facebook or Instagram giveaway! Run a social media contest and choose a winner to give something away to.
#givesomethingawayday

July 21: National Junk Food Day

Use the Poll feature on Facebook and Twitter to ask your audience their favorite fast-food chain—or their favorite junk food item!
#nationaljunkfoodday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 World UFO Day	3	4 Independence Day	5	6 International Kissing Day
7 World Chocolate Day	8	9	10 National Piña Colada Day	11 7-Eleven Day	12 National French Fry Day	13
14	15 National Give Something Away Day	16	17 World Emoji Day & National Hot Dog Day	18	19	20
21 National Junk Food Day & National Ice Cream Day	22	23	24 International Self Care Day	25	26 Disability Independence Day	27
28	29	30 International Day of Friendship	31			

August



THIS MONTH'S MARKETING MUST

Video killed the radio star, and it's still on the rise. 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.



MARKETING AND PROMOTION IDEAS

- It's back-to-school season! Run a [back-to-school promotion](#) to reach students and their parents.
- It's not too early to start thinking about your holiday marketing plan—outline your specials and promotions now and let your marketing partner know what you're planning.
- Everyone likes a good pen or tote bag—consider giving out promotional materials to your customers to stay top-of-mind.



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.

72% of customers would rather learn about a product or service through a video than text.

Source: HubSpot



August

#backtoschool, #bookloversday, #lazyday, #familyfun, #blackbusinessmonth

EMAIL SUBJECT LINES

- TTYL Summer 🙌 Hello August Sales!
- [Name], Celebrate Black Business Month with Us!
- The only back-to-school shopping list you need
- Get ready! Our back-to-school sale is days away!

SOCIAL CALENDAR IDEAS

Aug 4: National Chocolate Chip Cookie Day

Share your favorite chocolate chip cookie recipe—or your favorite place to buy them in your area and ask your customers to share theirs! #nationalchocolatechipcookieday

Aug 15: National Relaxation Day

Share your favorite tips for relaxing, a relaxation playlist, or a local business—like a spa—that helps you unwind. #nationalrelaxationday

Aug 17: National Non-Profit Day

Get out and volunteer at a local non-profit and share pictures to your social sites. Or share a round-up of your favorite non-profits. #nationalnonprofitday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Minority Donor Awareness Day	2	3
4 National Sister Day & National Chocolate Chip Cookie Day	5	6	7 Purple Heart Day	8 International Cat Day	9 Book Lovers Day	10 National Lazy Day
11	12	13 International Left-Handers Day	14	15 National Relaxation Day	16 National Tell A Joke Day	17 National Nonprofit Day
18	19 World Humanitarian Day & World Photography Day	20 National Radio Day	21 Senior Citizens Day	22 National Tooth Fairy Day	23	24 National Waffle Day
25	26 Women's Equality Day	27 World Rock Paper Scissors Day	28	29	30 National Grief Awareness Day	31

September



THIS MONTH'S MARKETING MUST

Who's got mail? With email marketing, the answer is your customers! Email marketing can help you engage existing customers and reach new potential customers right in their inbox.



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.



QUICK TIPS

- Use targeted email marketing to segment your audience and personalize your email messages to increase open rates.
- Make sure your [subject line](#) is catchy, straightforward, and enticing.
- Keep your email marketing messages short and sweet—leading with a deal or promotion never hurts!

73% of millennials prefer communications from businesses to come via email.

Source: HubSpot



September

#laborday, #firstdayoffall, #fall, #fallfashion, #autumndecor, #leaves, #laborday, #hispanicheritagemonth, #roshhashanah

EMAIL SUBJECT LINES

- It's officially shop and save September
- [Name], rake in these fall savings 🍂
- Our Top 5 September Survival Tips
- [Name], you need this for fall!
- Sweet September Shindigs to Attend

SOCIAL CALENDAR IDEAS

Sept 2: Labor Day

Wish your social media audience a Happy Labor Day with a nice visual or share a round-up of local Labor Day events. #laborday

Sept 22: First Day of Fall

Share your favorite fall pastimes, any fall events you have coming up, or recipes for your most-loved fall treats. #firstdayoffall

Sept 25: National One Hit Wonder Day

Share a YouTube video of your favorite one hit wonder and ask your audience to share theirs—Or make a TikTok to your favorite one hit wonder! #nationalonehitwonderday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Labor Day	3	4	5	6 National Food Bank Day	7
8 Grandparents Day & International Literacy Day	9	10 Suicide Prevention Day	11 Patriot Day	12 National Video Games Day	13	14
15	16 National Guacamole Day	17 Constitution Day & Citizenship Day	18	19	20	21 International Day of Peace & Oktoberfest Starts
22 First Day of Fall (Autumnal Equinox)	23	24	25 National Women's Health Day, Fitness Day & National One Hit Wonder Day	26	27	28
29 National Coffee Day	30 International Podcast Day					

October



THIS MONTH'S MARKETING MUST

People trust online reviews as much as they trust personal recommendations from friends, so it's important that they're seeing only the best about your business online.



MARKETING AND PROMOTION IDEAS

- Holiday shopping starts this month (we know, it seems early!)--make sure your holiday marketing is locked and loaded and maybe even running already.
- Do a quick search for your competitors--are they doing anything in their marketing you should try? 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 trunk-or-treat your business can sponsor or participate in.



QUICK TIPS

- Do a search for your business name on Google and see which review sites show up--make a note to regularly monitor these sites for new reviews if you're not already.
- Respond to all your reviews--negative and positive. [Get our top tips for responding to reviews here.](#)
- Make an effort to get new reviews to build up your online reputation. [Ask for reviews](#) from happy customers and train your team to do the same.

93% of people say they are influenced by online reviews.

Source: [The Drum](#)



October

#worldmentalhealthday, #trickortreat, #halloween, #spooky, #pumpkins, #breastcancerawarenessmonth, #womenssmallbusinessmonth, #lgbthistorymonth

EMAIL SUBJECT LINES

- Temps are cooling down ↓ our inventory is heating up ↑
- Pumpkin Spice & Everything Nice!
- [Name], try our new autumn harvest specials 🍂
- A Treat from Us, No Tricks 🎃

SOCIAL CALENDAR IDEAS

Oct 5: World Teacher Day

Create a special offer or discount for teachers and promote it across your social sites. Ask your followers to tag their favorite teachers in the comments to spread the world! #worldteacherday

Oct 10: World Mental Health Day

Share social posts from reputable mental health resources to your social media pages to raise awareness for this cause. #worldmentalhealthday

Oct 31: Halloween

Run a Halloween throwback contest. Ask your followers to share pictures of their favorite Halloween costumes from when they were kids. Choose a winner for a special Halloween-themed prize at random! #halloween

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 World Vegetarian Day	2 Rosh Hashanah Begins	3 Mean Girls Day	4 Rosh Hashana Ends, World Smile Day & National Taco Day	5 World Teachers' Day
6 Oktoberfest Ends	7	8	9	10 World Mental Health Day	11 National Coming Out Day & Yom Kippur Begins	12 Yom Kippur Ends
13	14 Columbus Day, Indigenous Peoples' Day & National Dessert Day	15	16 World Food Day & Boss's Day	17 National Pasta Day	18	19
20	21 "Back to the Future" Day	22 International Stuttering Awareness Day	23	24	25	26 National Pumpkin Day
27	28 National Chocolate Day	29 National Cat Day	30	31 Halloween		

November



THIS MONTH'S MARKETING MUST

After giving your social media sites a little love last month, let's take it a step further! [Facebook advertising](#) can help you reach a new audience on both Facebook and Instagram—two places you can't afford to be missing out on.



MARKETING AND PROMOTION IDEAS

- Do you have any seasonal products or services? Make sure to show them off this month.
- Add your business to the [Shop Small map](#) and make a plan to participate in [Small Business Saturday](#) this month.
- Check in with your employees to confirm when or if anyone is planning to take off for the upcoming holidays so your scheduling is streamlined.



QUICK TIPS

- Try running a Facebook ad campaign using [lookalike audience targeting](#), which allows you to target users with traits similar to your existing customers.
- A/B test an ad with different ad creative or a varied call-to-action to see what performs best with your audience.
- Take your social ads a step further by reaching a new audience with Snapchat advertising.

11

The average Facebook user clicks on 11 ads per month.

Source: [Hootsuite](#)



November

#smallbizsat, #thanksgiving, #happythanksgiving, #thankful, #blackfriday, #nativeamericanheritagemonth

EMAIL SUBJECT LINES

- November deals to be thankful for 🙌
- [Name], gobble up our special offer 🦃
- What to Buy on Black Friday (It's Not What You Think)
- [Name], shop small with us 💕

SOCIAL CALENDAR IDEAS

Nov 11: Veterans Day

Promote any discounts you offer active military or veterans. Or share a simple post thanking veterans for their service. #veteransday

Nov 28: Thanksgiving

Share what you're thankful for when it comes to your customers and your employees. Make sure to share any pictures of employee or team celebrations! #happythanksgiving

Nov 30: Small Business Saturday

Promote your participation in Small Business Saturday on social! Share any sales, special deals, or events you're holding, and spotlight other local businesses in your area. #smallbizsat

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 National Author's Day & Love Your Lawyer Day	2
3 Daylight Savings Time Ends	4	5 Election Day	6	7	8	9
10	11 Veterans Day & National Singles Day	12	13 World Kindness Day	14 World Diabetes Day	15 America Recycles Day	16 International Day for Tolerance & National Fast Food Day
17 National Take A Hike Day	18	19 National Entrepreneurs Day & International Men's Day	20 Universal Children's Day & Transgender Day of Remembrance	21 World Television Day	22 National Jukebox Day	23
24	25	26	27	28 Thanksgiving Day	29 Black Friday	30 Small Business Saturday

December

QUICK TIPS

THIS MONTH'S MARKETING MUST

Close out the year strong with a way to ensure success in 2024. Implementing a lead management system can increase lead conversions, help you know which channels are driving the best results, and put you in control of your business growth.

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!
- Finalize your marketing plan for 2025—what's worked well this year? What do you want to accomplish next year?

- Find a lead management system that centralizes your leads into one inbox for easier follow up.
- Some leads may not be ready to convert right away. Try lead nurturing with email marketing to stay top-of-mind until they're ready to purchase.
- Regularly check your lead tracking to identify the top marketing channels driving leads for your business.

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

Source: [BrightTALK](#)



December

#tistheseason, #happyhanukkah, #christmas, #newyarseve, #holidays, #holidaygiftideas, #holidaygiftguide, #winterishere, #kwanzaa

EMAIL SUBJECT LINES

- Warm recipes from our family to yours 🍞
- [Name], What to Avoid This Winter
- It's snowing savings! ❄️
- Sleigh Your Christmas With These Ideas
- Cheers to You, [Name]! Get a New Year's Deal

SOCIAL CALENDAR IDEAS

Dec 12: Gingerbread House Day

Hold a gingerbread decorating contest at your business for kids (and adults!). Share pictures of the fun on social media. #gingerbreadhouseday

Dec 21: First Day of Winter

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! #firstdayofwinter

Dec 31: New Year's Eve

Share your New Year's resolutions with your social media audience and ask them to share theirs! #nye2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 World AIDS Day	2 Cyber Monday	3 International Day for People with Disabilities	4 National Cookie Day	5 International Volunteer Day	6	7 Pearl Harbor Remembrance Day
8	9	10 Human Rights Day	11	12 Gingerbread House Day	13 National Cocoa Day	14 Free Shipping Day
15 Ugly Sweater Day	16	17 Wright Brothers Day	18	19	20 Ugly Sweater Day	21 First Day of Winter (Winter Solstice)
22	23	24 Christmas Eve	25 Hanukkah Begins & Christmas Day	26 Kwanzaa Begins & Boxing Day	27	28 Call a Friend Day
29	30	31 New Year's Eve				

2024 Diversity & Inclusion Calendar Dates

JANUARY

- National Slavery and Human Trafficking Prevention Month
- Poverty in America Awareness Month
- National Glaucoma Awareness Month
- Cervical Health Awareness Month

JAN 4 World Braille Day

JAN 11 National Human Trafficking Awareness Day

JAN 13 Korean American Day

JAN 16 Martin Luther King Jr. Day

JAN 18 Bodhi Day

JAN 21 World Religions Day

JAN 7 International Day of Commemoration in Memory of Victims of the Holocaust

FEBRUARY

- Black History Month
- American Heart Month

FEB 1 National Freedom Day

FEB 10 Lunar New Year

FEB 13 Mardi Gras

FEB 14 Frederick Douglass' Birthday

FEB 15 Susan B. Anthony's Birthday

FEB 20 World Day of Social Justice

MARCH

- Women's History Month
- National MS Education and Awareness Month
- Developmental Disability Awareness Month

MAR 2 Granting of U.S. Citizen to Puerto Ricans

MAR 7 Purim

MAR 8 International Women's Day

MAR 8 Holi

MAR 10 Harriet Tubman's Birthday

MAR 10 Ramadan

MAR 21 World Down Syndrome Day

MAR 31 Easter

APRIL

- Celebrate Diversity Month
- Paralyzed Veterans Awareness Month
- Sexual Assault Awareness Month

APR 2 World Autism Awareness Day

APR 6 Tartan Day

APR 22 Earth Day

APR 22 – 30 Passover

MAY

- Mental Health Awareness Month
- ALS Awareness Month

MAY 4 National Day of Prayer

MAY 17 International Day Against Homophobia, Transphobia, and Biphobia

MAY 19 Malcom X's Birthday

MAY 26 Buddha's Birthday

JUNE

- LBGT Pride Month
- National Migraine and Headache Awareness Month

JUN 2 Indian Citizenship Act of 1924

JUN 12 Loving Day

JUN 18 International Day of Countering Hate Speech

JUN 19 Juneteenth

JUN 22 Windrush Day

JULY

- Disability Pride Month
- National Minority Mental Health Awareness Month

JUL 2 Thurgood Marshall's Birthday

JUL 6 Dalai Lama's Birthday

JUL 8 Hijri New Year

JUL 14 International Non-Binary Peoples Day

JUL 26 Americans with Disabilities Act

AUGUST

- Intersectionality Awareness Month
- National Immunization Awareness Month

AUG 9 International Day of the World's Indigenous People

AUG 18 Lord Krishna's Birthday

AUG 26 Women's Equity Day

AUG 31 International Day of People of African Descent

SEPTEMBER

- National Hispanic Heritage Month
- National Suicide Prevention Awareness Month
- National Recovery Month

SEPT 4 Richard Wright's Birthday

SEPT 11 Patriot Day

SEPT 20 HeForShe

SEPT 21 International Day of Peace

OCTOBER

- Global Diversity Awareness Month
- National Disability Employment Awareness Month
- Breast Cancer Awareness Month
- Down Syndrome Awareness Month

OCT 2 – 4 Rosh Hashanah

OCT 9 Indigenous People's Day

OCT 10 World Mental Health Day

OCT 14 Defender of Ukraine Day

OCT 19 International Pronouns Day

NOVEMBER

- National Native American Heritage Month
- Men's Health Awareness Month
- National Alzheimer's Disease Awareness Month
- National Diabetes Awareness Month

NOV 1 Diwali

NOV 20 Transgender Day of Remembrance

NOV 24 Native American Heritage Day

DECEMBER

DEC 1 World AIDS Day

DEC 10 International Humans Rights Day

DEC 21 Winter Solstice/ Yule

DEC 25 Christmas

DEC 25 – JAN 2 Hanukkah

DEC 26 – Jan 1 Kwanzaa

40%

Nearly 40% of people are more likely to trust businesses that embrace diversity and inclusion in their marketing.


Source: [Adobe](#)




Reach your full potential in 2024!

We know that planning your year's marketing can be daunting, but we're here to help. Our marketing growth platform can help you find, convert, and keep more customers so you can reach your full potential—this year and beyond.


Let's talk

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