

YOUR

Ultimate

**2021 MARKETING
PLANNING GUIDE**

APRIL

REACHLOCAL



April 2021

→ THIS MONTH'S MARKETING MUST

After giving your social media sites a little love last month, let's take it a step further! The average Facebook user clicks on 11 ads per month, so if you're not already using Facebook Advertising for your business, April is the perfect time to start. [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.

→ 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.
- Create a Facebook Lead Ads campaign to get leads directly from Facebook.
- A/B test an ad with different ad creative or a varied call-to-action to see what performs best with your audience.

→ MARKETING & PROMOTION IDEAS

- Egg-cite your audience about Easter with some egg-cellent puns in your social ads on Facebook and Instagram.
- School children are on holiday again this month, providing great sales opportunities for a variety of businesses (think hire cars, accommodation and camping equipment) as families plan domestic getaways and road trips.
- School children are on holiday again this month, providing great sales opportunities for a variety of businesses (think hire cars, accommodation and camping equipment) as families plan domestic getaways and road trips.

11 

The average Facebook user clicks on 11 ads per month.

SOURCE: [HOOTSUITE](#)

SOCIAL CALENDAR IDEAS

APRIL 1

APRIL FOOL'S DAY

If your business is into pranks (*hint* our VIC team), post the aftermath on your social sites. Ask your audience the best prank they've pulled – or had pulled on them. #aprilfools

APRIL 15

GET TO KNOW YOUR CUSTOMERS

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

APRIL 22

EARTH DAY

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

APRIL 25

ANZAC DAY

A national day of remembrance to commemorate all Australians' and New Zealanders' who served and died in any and all wars, conflicts, and peacekeeping operations. #AnzacDay #lestweforget



REACHLOCAL

April 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 APRIL FOOL'S DAY	2 AUTISM AWARENESS & GOOD FRIDAY	3
4 EASTER SUNDAY	5	6	7 WORLD HEALTH DAY	8	9	10 NATIONAL SIBLINGS DAY
11	12 RAMADAN BEGINS	13	14	15 GET TO KNOW YOUR CUSTOMERS DAY	16	17
18	19 	20	21	22 EARTH DAY	23 WORLD BOOK DAY	24
25 ANZAC DAY	26	27	28	29	30 INTERNATIONAL JAZZ DAY	

NOTES: _____