# YOUR *Ultimate* 2021 MARKETING PLANNING GUIDE

## FEBRUARY

REACHLOCAL

# February 2021

## THIS MONTH'S MARKETING MUST

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

## QUICK TIPS

- Make sure your business is listed on all the top local listing 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!
- Regularly monitor your listings for new reviews and try to respond within 24 hours

## MARKETING & PROMOTION IDEAS

- Run a Valentine's Day sale or promotion to show your customers how much you love them. Send this to your clientsvia email, so they get a little love in their inbox.
- Why not share the love with other local businesses this valentine's day! Your restaurant could team up with a local florist to offer a dining package which comes with a beautiful bouquet at your table on arrival.
- February is also International Childhood Heart Disease awareness month, so share resources via your social sites or newsletter to educate your audience. You could even consider ways your business could raise funds for organisations like Heart Kids.

**68%** of people would stop working with a local business if they found incorrect info in their local listings.

SOURCE: BRIGHTLOCAL

## SOCIAL CALENDAR IDEAS

FEB 07

### SUPER BOWL SUNDAY

**The national day of New Zealand! Don't forget to share images of how you're celebrating on social media, and if you're closing for the public holiday, make sure to update your operating hours on your Google My Business profile! #waitangiday**

FEB 14

### VALENTINE'S DAY

**Share your Valentine's Day specials or promotions on your social sites. Target those last-minute shoppers with same-day or express delivery options, or e-voucher gift ideas. #valentinesday**

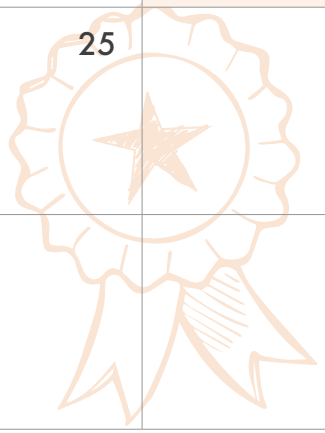
FEB 17

### RANDOM ACT OF KINDNESS DAY

**Share your story and encourage your audience to share theirs and reward them with a special discount code or promotional offer. #explorethegood #makekindnessthenorm #randomactsofkindnessday**

# February 2021

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4<br>WORLD CANCER DAY | 5 | 6<br>WAITANGI DAY (NEW ZEALAND) |
| 7 | 8 | 9 | 10 | 11 | 12<br>CHINESE NEW YEAR<br>#YearofTheOx | 13 |
| 14<br>VALENTINE'S DAY | 15 | 16 | 17<br>RANDOM ACT OF KINDSNESS DAY | 18 | 19<br>FIRST DAY OF MARDI GRAS FESTIVAL | 20<br>WORLD DAY OF SOCIAL JUSTICE |
| 21<br>INTERNATIONAL MOTHER LANGUAGE DAY | 22 | 23 | 24 | 25 | 26 | 27 |
| 28<br>GOLDEN GLOBES<br>#goldenglobes | | | | | | |



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