

**YOUR**

***Ultimate***

**2021 MARKETING  
PLANNING GUIDE**



**SEPTEMBER**

REACHLOCAL

# September 2021

## → THIS MONTH'S MARKETING MUST

A [good online reputation](#) is essential for a strong business. 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.

## → 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 within the first 24 hours
- 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

## → MARKETING & PROMOTION IDEAS

- Think of the vibrant colors of the spring season. Get your design inspiration from nature for your spring marketing campaigns and freshen up the look of your marketing materials, from banner ads to your social media pages.
- As Q3 ends, check in to see how customers feel about your business by sending out a survey asking for feedback on things you can change or improve in the coming quarter.
- Take a minute to plan out or confirm your Q4 marketing goals so you're prepared to end the year in a strong position.

93%

of people say they are influenced by online reviews.

SOURCE: [THE DRUM](#)

## SOCIAL CALENDAR IDEAS

SEPT 01 - 30

### [SEPTEMBER](#)

Join an incredible community of Steppers from across Australia who are passionate about changing the lives of people with cerebral palsy. As a virtual challenge, your colleagues, friends and family can STEP UP whenever, wherever, or however they want.

SEPT 05

### FATHER'S DAY

Now, it's time to highlight all the dads out there! Share a picture of you and your dad or you and your kids if you're a dad and ask your audience to share how they're celebrating. Or, keep it casual and share your favorite dad joke. #fathersday #dadjoke

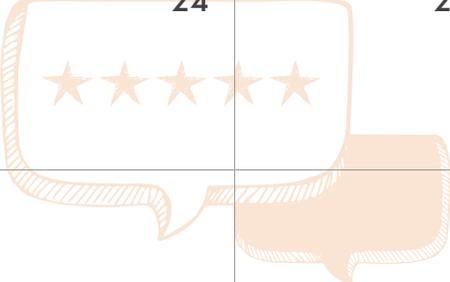
SEPT 30

### INTERNATIONAL PODCAST DAY

The celebration is a great opportunity to connect with fellow podcasters, podcast listeners, podcast enthusiasts, and leaders in the podcasting industry. Help spread the word by telling your friends, sharing the celebration on your podcasts and social media feeds, and using #InternationalPodcastDay.



# September 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 SEPTEMBER (1ST - 30TH)	2	3	4 WORLD BEARD DAY
5 FATHER'S DAY #fathersday	6	7	8	9	10	11
12 GRANDPARENTS DAY	13	14	15	16	17	18
19	20	21 INTERNATIONAL DAY OF PEACE	22	23	24 	25
26	27 WORLD TOURISM DAY	28	29	30 INTERNATIONAL PODCAST DAY		

NOTES: \_\_\_\_\_