Digital Marketing Calendar

SEPTEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Tofu Day #TofuDay / Pet Rock Day #PetRockDay / Letter Writing Day	**2** **Labor Day** #LaborDay **(USA FEDERAL HOLIDAY)** VJ Day #VJDay — ☑ *If your company is closed today, post a notice to social 2 days early*	**3** Skyscraper Day — ☑ **WEBSITE BLOG POST** *Write a blog post (or video) on your website, then post it to social media and email it in your newsletter.* **f**	**4** National Wildlife Day #NationalWildlifeDay — 📷	**5** International Day of Charity #CharityDay / Cheese Pizza Day / World Samosa Day — **f**	**6** Read a Book Day #ReadABookDay — in G ✕	**7** Beer Lovers' Day #BeerLoversDay / World Duchenne Awareness Day
8 International Literacy Day #LiteracyDay **National Grandparents Day** #GrandparentsDay	**9** Teddy Bear Day / Wienerschnitzel Day — **f** **RE-FACE FACEBOOK** *Choose and post a new cover image graphic or photo for your Facebook page.*	**10** World Suicide Prevention Day — ☑ **WEBSITE REVIEW DAY** *Go page-by-page through your website to confirm that all the information is accurate, hyperlinks work properly, etc.* 📷	**11** **Patriot Day** (9/11 Memorial Holiday) — **f**	**12** National Day of Encouragement #DayOfEncouragement / National Video Games Day #NationalVideoGamesDay — G	**13** Stand Up To Cancer Day #KissCancerGoodbye — ▶ *Shoot a short video about your company, product/services and post to YouTube & Facebook* ✕	**14** Cream Filled Donut Day
15 Wife Appreciation Day / Greenpeace Day / Batman Day #BatmanDay	**16** Stepfamily Day / Guacamole Day / World Ozone Day / Working Parents Day — ☑ **MEDIA RELATIONS** *Work on building/updating your media list of newsrooms and reporters. When you have a special event or something newsworthy, send it to them to get earned media.*	**17** **US Constitution Day** International Country Music Day / Citizenship Day / Apple Dumpling Day — **f**	**18** Cheeseburger Day #CheeseburgerDay / Water Monitoring Day — G	**19** Talk Like a Pirate Day #TalkLikeAPirateDay — **f** 📷	**20** Concussion Awareness Day / Pepperoni Pizza Day / Tradesmen Day / International Grenache Day — in ✕	**21** International Day of Peace #PeaceDay / Miniature Golf Day #MiniGolfDay
22 Car-Free Day #CarFreeDay / White Chocolate Day / World Rhino Day / Business Women's Day / Ice Cream Cone Day	**23** Family Day / Restless Legs Awareness Day — **1st Day of Fall** (Autumnal Equinox 2:50 a.m.) **f**	**24** Punctuation Day / Cherries Jubilee Day — 📊 **WEBSITE TRAFFIC** *Log into your Google Analytics account and pull a traffic report.* G	**25** National Women's Health and Fitness Day / World Dream Day / Comic Book Day / One-Hit Wonder Day / World Pharmacists Day / Psychotherapy Day — **f**	**26** European Day of Languages #EDL2019 / Johnny Appleseed Day / Lumberjack Day / Fitness Day / Human Resources (HR) Professionals Day — 📷	**27** World Tourism Day #WTD2019 / Corned Beef Hash Day — ✉ **EMAIL MARKETING** *Write an email newsletter and send to your contacts today. Be sure to include links to your website and social platforms.* **f** ✕	**28** World Rabies Day #WorldRabiesDay / National Good Neighbor Day #GoodNeighborDay
29 World Heart Day / World Rivers Day / Biscotti Day	**30** International Podcast Day #InternationalPodcastDay — 📊 **FACEBOOK REPORT** *Log into your Facebook page, view the Insights data, and download an analytics report.* G					

MONTHLY OBSERVANCES
Hunger Action Month
Ovarian Cancer Awareness Month
Piano Month
Preparedness Month
Suicide Prevention Month

✉ EMAIL WORKS!
Email marketing is the most cost-effective ACTIVE way to reach your current and prospect customers/patrons. Push traffic to your website, store, or to stay top-of-mind by sending emails regularly.

Don't have a list yet? **It's easy to build your own!** Omaha Advertising is a Constant Contact certified business partner. Give us a call at (402) 953-3500.

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f FACEBOOK – Post content on these days & reply to comments, messages, and reviews. Consider boosting posts for additional engagement.

📷 INSTAGRAM – Post photos on days marked with this icon. Don't forget to use #hashtags to help attract more attention.

in LINKEDIN – Post content to your business' profile on these days.

G GOOGLE MY BUSINESS – Recent reports say that posting here every 6 days increases your search engine standings!

▶ YOUTUBE – Take advantage of the power of video by posting regularly to the World's 2nd largest search engine.

P PINTEREST – Post on these days here. Be creative, too!

✕ TWITTER – Tweets posted on Friday, Saturday & Sunday have higher CTRs than other days.

SHOULD YOU POST ON WEEKENDS?
Absolutely! People use social media all hours and every day. If you can, post on weekends, evenings, and holidays – or schedule your posts to go out then.

Ⓐ Omaha Advertising
MARKETING & PUBLIC RELATIONS

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