



SOCIAL CALENDAR

LET'S BOOST YOUR BOOKINGS



Clockwork Marketing®



JANUARY

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NATIONAL DAYS & KEY DATES

Jan	Veganuary
Jan	Walk Your Dog Month
Jan	Dry January
1	New Year's Day
1-7	New Year's Resolutions Week
25	Burns Night (Scotland)
30	National Croissant Day

Marketing Tip

Your email list is like a pool of opportunity. The more people that you have in your data lists to send email newsletters, the more likely you will reach someone to make a purchase. Constantly build your email list from your website, at your venue, through lead generation social adverts and partnerships.



FEBRUARY

Mo	Tu	We	Th	Fr	Sa	Su
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NATIONAL DAYS & KEY DATES

1	Time To Talk Day
4	British Yorkshire Pudding Day
9	National Pizza Day
10	Chinese New Year
13	Shrove Tuesday/Pancake Day
14	Ash Wednesday
14	Valentine's Day

Marketing Tip

User-generated content is unsolicited content that people post about your business that can be easily searched and used on social media (with permissions) to build strong engagement. This is a fantastic way to show actual guests at your property and set the right expectations, whilst saving you time and cost for your own photography.



MARCH

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NATIONAL DAYS & KEY DATES

1	St David's Day (Wales)
5	St Piran's Day (Cornwall)
8	International Women's Day
10	Mother's Day
11	Ramadan starts
17	St Patrick's Day (Northern Ireland)
29	Good Friday
31	Easter Sunday

Marketing Tip

Make sure you keep your website up-to-date with a list of things to do in the area. Many guests won't know what to do locally. List galleries, delis, walking locations, best beaches, where to go bird watching, gyms, pools, play parks etc.



APRIL

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NATIONAL DAYS & KEY DATES

Apr	Stress Awareness Month
1	Easter Monday
1	April Fool's Day
9-10	Eid Al-Fitr
11	National Pet Day
21	National Tea Day
22	Earth Day
23	St George's Day (England)

Marketing Tip

If you do offers, don't have more than 5. And always have these three: One for the thing that is special about you e.g. gastro dine and stay. One that is seasonal e.g. Spring walking break. One if you need to fill late availability with a % off or cash discount.



MAY

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NATIONAL DAYS & KEY DATES

6	Early May Bank Holiday
8	National Receptionists Day
11	Eat What You Want Day
13	World Cocktail Day
18	World Whisky Day
20-26	National Vegetarian Week
27	Spring Bank Holiday

Marketing Tip

Google Search accounts for over 90% of all website searches online. Making sure your business is found in Google Search is more important than ever before. It's critical that you keep your content fresh and updated regularly to improve your visibility and ranking in Google.



JUNE

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NATIONAL DAYS & KEY DATES

6	Coronation Anniversary
7	National Fish & Chip Day
8	World Gin Day
15	National Beer Day
16	Father's Day
21	Summer Solstice
21	International Day of Yoga

Marketing Tip

Follow hashtags on Instagram that you want to target. You will be able to see what posts do well and you will also gain inspiration for your own content.



JULY

Mo	Tu	We	Th	Fr	Sa	Su
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NATIONAL DAYS & KEY DATES

Jul	National Picnic Month
7	World Chocolate Day
21	World Ice Cream Day
24	24/7 Samaritans Awareness Day
25	National Wine and Cheese Day
30	International Friendship Day
31	National Avocado Day

Marketing Tip

Over 50% of all website traffic for most hospitality businesses comes from mobile devices, and this continues to grow. It is therefore important that your website looks and performs fantastically on mobiles. Create page previews and check it on your mobile before putting new content live.



AUGUST

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NATIONAL DAYS & KEY DATES

2	International Beer Day
5	Scottish Bank Holiday (Scotland)
13	National Prosecco Day
12-18	National Afternoon Tea Week
15	National Relaxation Day
26	Summer Bank Holiday
29	National Burger Day

Marketing Tip

Now is a great time to show people what summer is currently looking like at your property. When the sun is shining give your target guests some holiday vibes with feel-good posts and a little reminder of what they are missing out on.





SEPTEMBER

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NATIONAL DAYS & KEY DATES

Sept	Organic September
4	National Wildlife Day
4	Eat an Extra Dessert Day
9–22	Fairtrade Fortnight
21	International Day Of Peace
25	National Fitness Day
27	World Tourism Day

Marketing Tip

Getting your messaging right is very important to appeal and capture the audience you are after. Think about how you want to make them feel when visiting your property. What differentiates you? Use these points to communicate the benefits and feelings. Start to focus on your seasonal messaging.



OCTOBER

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NATIONAL DAYS & KEY DATES

1	World Vegetarian Day
14	National Dessert Day
14-20	UK Coffee Week
15-16	Independent Hotel Show, London
25	National Pumpkin Day
27	Daylight Savings End
31	Halloween

Marketing Tip

Adding articles (a.k.a blogs) to your website is a fantastic strategy to get more people to find your business online. Write content about the services you offer, or activities and things to do in the area. You can target keywords and phrases that help you get found in Google Search. Then share this far and wide through email and social media.



NOVEMBER

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NATIONAL DAYS & KEY DATES

1	World Vegan Day
4	Roast Dinner Day
5	Bonfire Night
9	British Pudding Day
10	Remembrance Sunday
29	Black Friday
30	St Andrew's Day (Scotland)

Marketing Tip

Gift vouchers are one of the easiest ways to generate revenue for hospitality businesses. If you already have Gift Voucher Brilliance software, make sure that you are offering a good selection of vouchers at different price ranges - there will be people with different budgets looking for unusual experiences.





DECEMBER

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NATIONAL DAYS & KEY DATES

2	Cyber Monday
21	Winter Solstice
24	Christmas Eve
25	Christmas Day
26	Boxing Day
31	New Year's Eve
31	Hogmanay (Scotland)

Marketing Tip

Many hospitality businesses write about the features of their property more than they talk about the benefits of holidaying with them. Winter is a great opportunity to review and update your website, weaving in the benefits you offer your guests. After price, guests buy based on feeling, so tell them what a fabulous experience they'll have.



COLOURING TRAVEL DREAMS & BOOSTING BOOKINGS

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