

# SUGGESTED CONTENT & NATIONAL DAYS

**Localized Content:** Provide your customers with insight into your surroundings, whether it's a park nearby, or an upcoming event happening within the community. Giving customers additional reasons to return to the area can further aid in repeat business.

**Community Connection:** Get the conversation going by sharing a question or an inspirational quote. Sparking conversations can increase engagement with your customers and aid further in building relationships with them.

**Promotions/Contest:** You don't need to heavily discount here. Co-op with a local business to create cross-network promotion opportunities to engage your audience.

**Reviews:** Share a positive review, this is not only a great way to show your customers how much reviews mean to you, but also to remind them that you're always looking for feedback. After all, positive reviews are the #1 factor in influencing purchase decisions!

**Social Change:** Share what your business is doing to advance the community, whether it be donating to a cause or signing petitions, customers love learning more about what you're involved in.

**User-Generated Content:** Utilize a post that was created by a customer highlighting your business. It's an easy way to post about your business and a great way to acknowledge a customer. \*Be sure to credit the user!

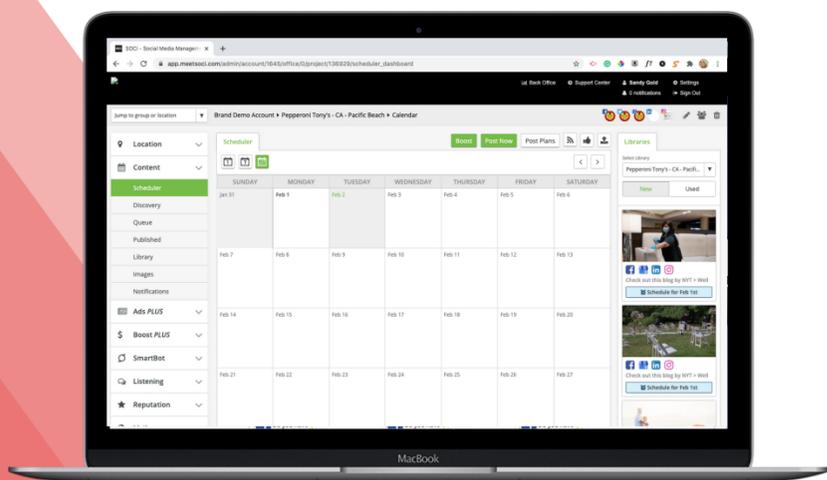
**Announcements:** Share relevant business updates with your customers to keep them informed. Think about service updates, delivery, closures, etc.

- Mar 5th - National Employee Appreciation Day
- Mar 8th - National Napping Day
- Mar 14th - National Pi Day
- Mar 16th - World Social Work Day
- Mar 22nd - World Water Day
- Mar 23rd - National Puppy Day
- Mar 29th - National Mom and Pop Business Owners Day
- Mar 30th - National Doctors Day



Did you get a chance to catch our latest webinar, Local Content – The Key To Crushing Your Competition? If not, you're in luck. Get a leg up on your competition and [watch the recording here!](#) Love what you see? We're hosting two more webinars in this Modern Marketing Models for Multi-Location Businesses series. [Sign up now!](#)

## Featured Enhancement



### UI Changes

We're excited to announce that our platform is going into 2021 with a fresh look. This will be a phased roll-out, but you may have noticed some changes already. To name a few, we've revamped the look of our Content Calendar, Content Queue, and Competition Module. Be on the lookout for more!



# MARCH 2021

SU	M	T	W	TH	F	S
	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
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