MARKETING IDEAS OF THE MONTH

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March 2021

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THE MARKETING MECHANISM SHOW

Golden Touch Digital

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The Marketing Mechanism Show
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Marketing Ideas for the Month

Every successful marketing campaign starts with an idea. To help you generate ideas for your own marketing , we bring to you a set of events that are happening around you which you can use as an anchor for your own campaigns.

Also we propose a few marketing campaign ideas that you can adopt as your own. It is important to ensure that it fits your budget, time-line, customer base, and business needs.

If you want to talk about these ideas, you can also book a FREE 30 min call with us. Here is the meeting link

Also, if you have used our ideas, please do share your feedback with us.

Quick Precap

March 08. 2021 - International Women's day
March 09. 2021 - Organize your Home office day
March 14. 2021 - Pi day
March 20, 2021 - International day of Happiness and World storytelling day
Mach 29, 2021 - Holi

International Women's day

What

International Women's Day (IWD) is celebrated on 8 March around the world. It is a focal point in the movement for women's rights. (source: wikipedia)
This year's theme (as decided by the UN):
"Women in leadership: Achieving an equal future in a COVID-19 world."

When?

March 8th

How?

(How to integrate it in your Marketing and Sales Promotions)

1. Celebrate your women leaders in your team / company / country.
   Talk about their story to inspire other women. Tips and tricks on how to cope up with the current pandemic situation/ lockdown/ challenging women issues.

2. Tools that can be used: video for social media, webinar, Social media posts, blog post, Articles etc.

3. Photo contest for women.
4. Discounts: Special discounts for women.

Pi day

What

Math lovers celebrate the mathematical constant pi (π). As luck would have it, it is Einstein's birthday as well.

When?

March 14th

How to integrate it in your Marketing and Sales Promotions:

1. Celebrate good grades, hard working students.
2. Mathematics Puzzle contest.
3. Discounts worth $3.14 or 3.14% or something similar.

International day of Happiness

What

Since 2013, the United Nations has **celebrated** the **International Day of Happiness** as a way to recognise the importance of **happiness** in the lives of people around the world. (source: un.org)

and When?

March 20th

How to integrate it in your Marketing and Sales Promotions:

There is no end to ideas here. You can do anything that can help you make people happy. Some ideas:

1. Treat your employees (surprise)
2. Surprise for customers, who brought something from you on that day or that week.
3. Happy videos
4. Giveaways
5. Surprise and random discounts.

World storytelling day

World Storytelling Day is a global celebration of the art of oral storytelling. (source: wikipedia)

What and When?

March 20th

How to integrate it in your Marketing and Sales Promotions:

1. Tell your brand story
2. Share your customer success story
3. If you are selling to kids, you can do a kids story telling competition.
4. Encourage customers to tell their stories.

Organise your Home Office Day

What

Specially relevant in the pandemic times, when you have to work full time from home office.

When?

It is celebrated in the USA on the second Tuesday of March. This year it is on March 9, 2021.

How to integrate it in your Marketing and Sales Promotions:

1. Photo Contest for the best looking home office.
2. Tips to organize home offices using videos, blog posts, social media post etc.

Holi

What

Festival Marketing is the best way to capitalize on the already existing celebrations. Christmas and other Festivals are the classic example of the same.

Holi is the ancient Hindu festival of colours and love. It is celebrated in India and Nepal and many parts of South Asia.

Whatever part of the world you are, you must be having a significant number of Indian customers. You can use this opportunity to connect with your customers and bring colors to your business.

When?

March 29, 2021

How to integrate it in your Marketing and Sales Promotions:

1. Offers and discounts
2. Special/themed packaging
3. Wishing your customers using videos, social media images and posts.

Here is a Facebook's Marketing campaign from the past.
https://youtu.be/1PjfIIFEf_M

Our Story

The Marketing Mechanism Show

The crispy dose of Sales and Marketing Tips, Tricks, Stories and Templates to make your marketing work for you.

Be up-to-date with the latest marketing trends and techniques. You will never have to start from the scratch for your own marketing campaigns.

Format: Podcast and YouTube

GoldenTouch Digital

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We help you connect with your customers and convince them to engage with you.

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