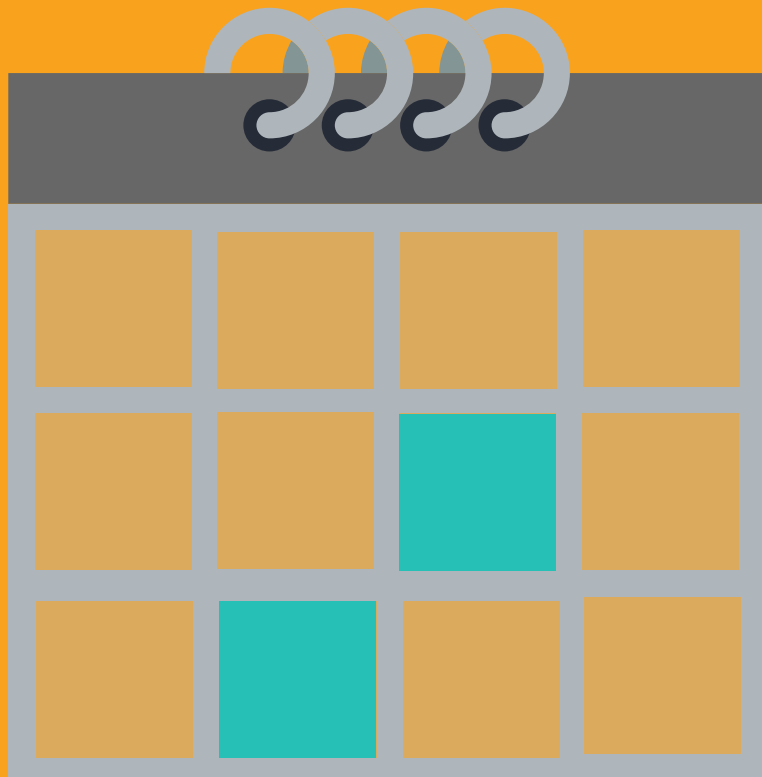


# 2017

# MARKETING CALENDAR



Dates, events, and marketing ideas to grow your business in 2017

# JANUARY 2017

MONTHLY AWARENESS » Healthy Weight » Mentoring » Birth Defects » Cervical Health » Blood Donor » National Clean Out Your Inbox Week (22nd-28th)

## PROMOTION IDEAS

- » Discount for fitness/recreation services
- » Participate in a blood drive, or discount to customers who donated blood
- » Sponsor trivia night at a local pub (4th)
- » MLK day of service (16th)

## BLOG IDEAS

- » Weight management tips
- » Recap your holiday fundraiser
- » New Year's Resolution centered on your customers or one they can participate in
- » Health & fitness tips around getting back in shape
- » What your customers can look forward to this year
- » Industry outlook/predictions
- » Pie chart blog post (23rd)

## SOCIAL MEDIA IDEAS

- » New Year resolution campaign with a custom hashtag
- » Trivia contest related to your business or industry, winner gets a discount (4th)
- » Run a Dress Up Your Pet Instagram giveaway (14th)
- » Compliment and tag loyal customers in a photo (24th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2	3	4 Trivia Day	5	6	7
8	9	10 Cut Energy Costs Day	11	12	13	14 Dress Up Your Pet Day
15	16 MLK, Jr. Day	17	18	19 Get to Know Your Customers Day	20	21
22	23 Pie Day	24 National Compliment Day	25 Opposite Day	26	27 International Holocaust Remembrance Day	28 Chinese New Year Fun at Work Day
29 Puzzle Day	30	31 Backward Day				

## FEBRUARY PLANNING

- » 2017 marketing budget » W-2's for employees
- » Valentine's Day promotions » Super Bowl party

# FEBRUARY 2017

MONTHLY AWARENESS » Black History » Cancer Prevention  
 » Teen Dating Violence » Children's Dental Health » Heart Disease

## PROMOTION IDEAS

- » Announce one winter and one spring themed special, chose which one to run based on Groundhog Day outcome
- » Valentine's Day, Presidents Day, Super Bowl sales/promotions
- » New patient discounts
- » Heart related charity/run/walk
- » Offer a workshop for Boy Scouts to achieve a merit badge in your area of service (8th)
- » Partner with a local pizza joint, host a make your own pizza workshop (9th)
- » Discount to organ donors/receivers (14th)
- » Random acts of kindness coupons (17th)

## CONTENT IDEAS

- » Spotlight influential African Americans in your field
- » Ways that your business can promote heart health
- » Dental care, tips on educating children

## SOCIAL MEDIA IDEAS

- » Wear red campaign or contest (3rd)
- » #KissCancerGoodbye (4th)
- » Instagram or Snapchat story after a day of random acts of kindness (17th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
				Groundhog Day	Wear Red Day	World Cancer Day
5	6	7	8	9	10	11
Super Bowl			Boy Scout's Day	Pizza Day		Make a Friend Day
12	13	14	15	16	17	18
	Clean Out Your Computer Day	Valentine's Day Organ Donor Day			Random Act of Kindness Day	
19	20	21	22	23	24	25
	Presidents Day					
26	27	28				
		Mardi Gras				

## MARCH PLANNING

- » Spring and St. Patricks Day promotions/contests
- » Spring cleaning ideas » Start gathering tax documents

## PROMOTION IDEAS

- » Reading rewards program
- » Spring cleaning promotions
- » Discounts on green colored products
- » Youth art contests
- » Host a parent-child art workshop
- » Discounts/prizes to winning March Madness bracket holders
- » Basketball themed promotions
- » Volunteer to read at a school (2nd)
- » Run a \$3.14 promotion or bake pies (14th)

## CONTENT IDEAS

- » Tax preparation tips
- » Prom ideas and preparation tips for salons
- » Publish a Spring cleaning themed eBook
- » Spotlight female entrepreneurs/ thought leaders in your field (8th)
- » Time saving tips (12th)
- » Butt-kicking workouts (15th)
- » See if a local media outlet will do a writeup on your business (29th)

## SOCIAL MEDIA IDEAS

- » Lucky draw contest: followers enter by commenting or using a designated hashtag
- » Share a Dr. Seuss quote (2nd)
- » Post pictures from Employee Appreciation Day (3rd)
- » Cutest puppy contest (23rd)
- » Have followers share healthy recipes
- » Crayon coloring contest (31st)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
				Read Across America Day (Dr. Seuss Bday)	Employee Appreciation Day	
5	6	7	8	9	10	11
	Dentists Day		Women's Day			
12	13	14	15	16	17	18
Daylight Savings Starts (1 hr ahead) March Madness Begins		Pi Day	Kick Butt Day		St. Patrick's Day	
19	20	21	22	23	24	25
	First Day of Spring			Puppy Day		Medal of Honor Day
26	27	28	29	30	31	
			Mom & Pop Business Owner's Day		Crayon Day	End of FY 2017 Q2

## APRIL PLANNING

- » CPAs reach out to last year's clients
- » Easter sales/promotions
- » Begin producing materials around spring cleaning
- » April Fool's ideas
- » Analyze and adjust marketing budget (end of Q2)

## PROMOTION IDEAS

- » Coupons for 2018 tax services
- » Company-wide volunteer day
- » Fundraiser for an Autism foundation
- » Landscapers: campaigns around cleaning yards before egg hunts
- » CPAs volunteer tax prep services to a population in need
- » BOGO sibling discounts (10th)
- » Earth Day community cleanup/BBQ (22nd)

## CONTENT IDEAS

- » Tax tips and advice
- » Passover recipes
- » Home and lawn care tips
- » Injury preevention/remedies for outdoor exercising
- » Finance, DIY, money-saving tips
- » Financial terms glossary
- » Spring break travel tips
- » What your child learned at work (27th)

## SOCIAL MEDIA IDEAS

- » Sexual assault awareness campaign (4th)
- » Virtual high fives to followers, influencers, clients (tag them!) (20th)
- » Customer survey or poll (20th)
- » #DenimDay (26th)
- » Snapchat stories from your child's adventure at work(27th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 April Fools Day
2	3 MLB Opening Day	4 SAAM Day of Action	5	6	7 Walk to Work Day World Health Day	8
9	10 Passover Begins Siblings Day	11	12 Grilled Cheese Day	13	14 Good Friday	15 Husband Appreciation Day
16 Easter Sunday	17	18 Passover Ends Tax Day	19	20 Get to Know Your Customers Day High Five Day	21	22 Earth Day
23 Email Debt Forgiveness Day	24	25	26 Denim Day Administrative Professionals Day	27 Take Your Child to Work Day	28 Arbor Day	29

## MAY PLANNING

- » Mother's Day promotions » Small Business Week materials (May 1-6)
- » Memorial Day ideas » Business cards for Small Business Week events
- » Adjust budget according to tax refund

## PROMOTION IDEAS

- » Offer a free seminar for employees at a local public service office
- » Graduation party yard prep/cleanup
- » Charity bike ride
- » Cinco de Mayo party (5th)
- » Derby party with fundraiser raffle (6th)
- » New patient discounts (15th)
- » Host a community picnic (23rd)

## CONTENT IDEAS

- » Mother's Day gift guide
- » Home Improvement tips, guides, how-tos
- » Graduation gift guide
- » 2 minute tips in honor of the 2 minute Kentucky Derby race (6th)
- » "Geek out" over something related to your business (25th)
- » Picnic venue list, diet-specific picnic recipes, picnic kits (23rd)
- » Attend/network at a meetup on a topic you geek out on (25th)

## SMALL BUSINESS WEEK IDEAS

- » Offer a seminar/workshop for small business owners
- » Reveal a different 1-day deal each day
- » Attend networking events
- » Participate in an expo or tradeshow

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	Small Business Week					
		Teacher Appreciation Day		Star Wars Day	Cinco de Mayo	Kentucky Derby
7	8	9	10	11	12	13
14	15	16	17	18	19	20
Mothers' Day	Peace Officers Memorial Day				Bike to Work Day	Armed Forces Day
21	22	23	24	25	26	27
		National Picnic Day		Geek Pride Day		
28	29	30	31			
National Burger Day	Memorial Day					

## JUNE PLANNING

- » Let customers know if you will be open on Memorial Day
- » Start summer planning » Determine Father's Day promotions
- » Send out summer hours

## PROMOTION IDEAS

- » Repeat a promotion or sale that was successful in the past (3rd)
- » Discount to cancer survivors (4th)
- » Discounts on environmentally friendly products and services (5th)
- » Donate proceeds to a conservation, restoration, or eco-community project (5th)
- » Bring your best friend in for a free eye exam, massage, etc. (8th)
- » Discount on red/white/blue products (14th)
- » Encourage customers to splurge with good deal (18th)
- » Free pair of sunglasses with purchase. Brand them! (27th)

## BLOG IDEAS

- » Father's Day gift guide
- » Automechanics: how-to videos
- » Insurance tips and education (28th)

## SOCIAL MEDIA IDEAS

- » Ask your customers and/or followers what services, products, or sales they'd like you to repeat (3rd)
- » Dog at work Instagram contest (23rd)
- » Thank local public service workers in your community (23rd)
- » Send out polls or social posts asking for feedback or reviews in honor of National Business Etiquette Week (4th-10th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 Doughnut Day	3 Repeat Day
4 Cancer Survivor's Day	5 World Environment Day	6 D-Day	7 Global Running Day	8 Best Friend Day	9	10 Iced Tea Day
11	12	13	14 Flag Day	15 Nature Photography Day	16	17
18 Father's Day Splurge Day	19	20	21 First Day of Summer (longest day of the year) Yoga Day	22	23 Take Your Dog to Work Day Public Service Day	24
25	26	27 Sunglasses Day	28 Insurance Awareness Day	29	30	End of FY17 Q3

## JULY PLANNING

- » 4th of July materials and activities
- » Analyze and adjust marketing budget (end of Q3)

## PROMOTION IDEAS

- » July 4th promotions
- » Discounts on massages, or partner with a local massage therapist
- » Shark Week specials
- » Company picnic/grill-out
- » Coordinate an act of public service (18th)
- » Discounts to parents (23rd)
- » Free hot fudge sundae at local ice cream shop with purchase of your product or service (25th)

## BLOG IDEAS

- » July 4th recipes
- » Summer safety tips
- » Health benefits of massages
- » Vacation tips
- » Beach-goers checklist
- » Checklist/reminder posts (2nd)
- » Have a grunted (satisfied) employee write a blog post on what they enjoy about working for your company (13th)

## SOCIAL MEDIA IDEAS

- » Look good/feel good campaign (3rd)
- » Instagram giveaway (15th)
- » #time2serve, #mandeladay (18th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 I Forgot Day	3 Compliment Your Mirror Day	4 Independence Day	5	6	7 Global Chocolate Day	8
9	10	11	12	13 Grunted Workers Day	14 Shark Awareness Day	15 Give Something Away Day
16 Ice Cream Day	17	18 Nelson Mandela Day	19	20 Get to Know Your Customers Day	21 No Makeup Day	22
23 Parents Day	24	25 Hot Fudge Sundae Day	26 Aunt & Uncles Day	27 Refreshment Day	28	29
30 Cheesecake Day	31					

## AUGUST PLANNING

- » Back to school promotion prep
- » Relaxation month promotions



# AUGUST 2017

**MONTHLY AWARENESS** » Children's Eye Health & Safety » Immunization » Water Quality » Golf » Family Fun » Relaxation » Bargain Hunting Week (6th-12th) » Farmers Market Week (6th-12th) » Safe at Home Week (10th-26th) » Be Kind to Humankind Week (25th-31st)

## PROMOTION IDEAS

- » Back to school promotions
- » End of summer sales
- » Hot weather promotions
- » Visit a local farmers market
- » Bargain week deals
- » Charity golf event
- » Community book swap (9th)
- » Give a discount to people who can checkout or complete a challenge with their left hand (13th)
- » Run a fundraiser for a humanitarian organization. Participants get entered into a raffle (19th)
- » Senior citizen discounts (21st)
- » Offer your services at a local nursing home (21st)
- » Run a clothing drive. Those who donate get a discount (25th)

## BLOG IDEAS

- » Home safety tips
- » Recommended book list (9th)
- » Relaxation tips, health benefits (15th)
- » Dog days of summer (26th)

## SOCIAL MEDIA IDEAS

- » Best friends picture contest (6th)
- » Humanitarian day of action (19th)
- » Back to school prep

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Ice Cream Sandwich Day	3	4 Beer Day	5
6 Friendship Day	7	8 Dollar Day	9 Book Lover's Day	10 S'mores Day	11 Son & Daughter Day	12 Youth Day
13 Left Handers Day	14	15 Relaxation Day	16 Joke Day	17	18	19 World Humanitarian Day
20	21 Senior Citizens Day	22	23	24	25 National Secondhand Wardrobe Day	26 Dog Day Women's Equality Day
27 Just Because Day	28	29	30	31		

## SEPTEMBER PLANNING

- » Fall marketing » Back in school sales
- » Labor Day parties/promotions



# SEPTEMBER 2017

MONTHLY AWARENESS » Self Improvement » Childhood Cancer  
 » Recovery » Preparedness » Food Safety » Wilderness » Life Insurance

## PROMOTION IDEAS

- » Back to school promotions
- » Labor Day promotions
- » School supplies drive
- » Back to school kits (coupons, tips, supplies)
- » College student discounts
- » Help out a neighboring business. It could be the start of a great partnership! (28th)

## BLOG IDEAS

- » Senior portrait guide
- » Disaster prep tips (home, car, etc.)
- » Freshman fall survival guide
- » College students- renters insurance, money saving tips, nutritional guidelines
- » Checklists for parents/families getting back to normal routines

## SOCIAL MEDIA IDEAS

- » Senior portrait Instagram campaign or giveaway
- » College colors campaign (2nd)
- » #famphoto (28th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
						College Colors Day
3	4	5	6	7	8	9
	Labor Day	Day of Charity				
10	11	12	13	14	15	16
Swap Ideas Day	Patriot Day		Positive Thinking Day			National Working Parents Day
17	18	19	20	21	22	23
Wife Appreciation Day				Day of Peace Rosh Hashanah Starts	First Day of Fall	Rosh Hashanah Ends
24	25	26	27	28	29	30
				National Good Neighbor Day	Yom Kippur Starts	Yom Kippur Ends

## OCTOBER PLANNING

- » Halloween planning » Fall promotions
- » National Business Women's Week Oct 15-21

# OCTOBER 2017

**MONTHLY AWARENESS** » Fire Prevention » LGBTQ History » Breast Cancer  
 » Bullying » Energy » Down's Syndrome » Customer Service Week (2nd-6th)  
 » Business Women's Week (15th-21st) » Massage Therapy Week (22nd-28th)

## PROMOTION IDEAS

- » Promote energy efficient products and services
- » Hand out trick or treat bags with your logo
- » Partner with a coffee shop. Free coffee with purchase of your services (1st)
- » Columbus Day specials (9th)
- » Sweet deals on Sweetness Day (21st)
- » Team up with a local farmstand for a pumpkin carving contest (26th)
- » Host a daytime trick or treat (31st)

## BLOG IDEAS

- » Change up the costume contest: have followers vote on the costume they want to see YOU to wear
- » Trick or Treat survival guide
- » Fire prevention tips

## SOCIAL MEDIA IDEAS

- » Smiling customer Instagram campaign (6th)
- » "Tag, You're It" campaign (8th)
- » Thank those who have cared for you (21st)
- » Halloween costume contest

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Coffee Day	2	3	4 Taco Day	5	6 World Smile Day	7
8 Touch Tag Day	9 Columbus Day	10 Cake Decorating Day	11	12 World Sight Day	13	14
15	16 Boss's Day	17	18	19 Get to Know Your Customers Day	20	21 Sweetness Day
22	23	24	25	26 Pumpkin Day	27	28 Make a Difference Day National Chocolate Day
29 Cat Day	30 Candy Corn Day	31 Halloween				

## NOVEMBER PLANNING

- » Thanksgiving promotions
- » Start brainstorming holiday specials
- » Determine your Small Business Saturday promotions
- » Movember materials
- » Thankful campaigns

# NOVEMBER 2017

MONTHLY AWARENESS » Entrepreneurship » Lung Cancer » Diabetes  
 » Military Family » Epilspys » PTA Healthy Lifestyles » Men's Health

## PROMOTION IDEAS

- » Movember for men's health
- » Lung Cancer charity walk
- » Host a food drive, those who donate get a coupon
- » Recycling drive(15th)
- » Small Business Saturday promotions (25th)

## BLOG IDEAS

- » Thanksgiving recipes
- » Holiday gift guides
- » Black Friday survival guide or tricks
- » How to take advantage of that extra hour (5th)
- » Tips to loosen up your muscles, lighten up your meals (14th)
- » Recommended Cyber Monday sites applicable to but not in competition with your business (27th)

## SOCIAL MEDIA IDEAS

- » #ForgetMeNot Day (10th)
- » Thankful campaigns (23rd)
- » Small business Saturday discount codes (25th)
- » #SmallBizSat, #ShopSmall (25th)
- » #GivingTuesday (28th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Extra Mile Day	2	3 Sandwich Day	4
5 Daylight Savings Ends (1 hr back)	6	7	8 STEM Day	9	10 Forget-Me-Not Day	11 Veterans Day
12	13 World Kindness Day	14 Loosen Up, Lighten Up Day	15 America Recycles Day Entrepreneur's Day	16 Great American Smokeout	17 Take a Hike Day	18
19	20	21	22	23 Thanksgiving	24 Black Friday	25 Small Business Saturday
26	27 Cyber Monday	28 Giving Tuesday	29	30		

## DECEMBER PLANNING

- » Holiday planning » Start creating holiday materials
- » Send out holiday hours

# DECEMBER 2017

MONTHLY AWARENESS » Business Plan » Safe Toys & Gifts » AIDS » Human Rights » National Flu Vaccination Week (3rd-9th)

## PROMOTION IDEAS

- » Discount with flu shot
- » New Year's promotions
- » Extreme weather promotions
- » Home repair and cleaning services: campaigns around getting homes ready for holiday parties
- » Toy drive
- » Ugly sweater party (15th)
- » Gift making workshop (3rd)
- » Send holiday gifts to loyal clients (18th)

## CONTENT IDEAS

- » Holiday gift guides
- » Holiday fitness survival guide
- » Winter home preparedness tips
- » New Year's event guide
- » Recap highlights of the year for your business
- » What does your business help your customers find? Inner peace? Financial security? Health? (8th)
- » Time saving tips (21st)

## SOCIAL MEDIA IDEAS

- » Holiday wishlist contest/giveaway
- » Post photos from memorable moments throughout the past year
- » Ugly sweater contest (16th)
- » Virtual thank you notes (26th)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 World AIDS Day	2
3 Make a Gift Day	4 Cookie Day	5 World Soil Day	6	7 Pearl Harbor Day	8 Lost & Found Day	9
10 Human Rights Day	11	12 Gingerbread House Day Hanukah Starts	13	14	15 Ugly Christmas Sweater Day	16
17	18 Free Shipping Day	19	20 Hanukah Ends	21 First Day of Winter (shortest day of year)	22	23
24 New Year's Eve	25 Christmas	26 National Thank You Note Day	27	28	29	30 End of FY18 Q1
	31					

## PLANNING

- » Review your 2017 business plan and start creating your 2018 marketing plan » January/New Year sales

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