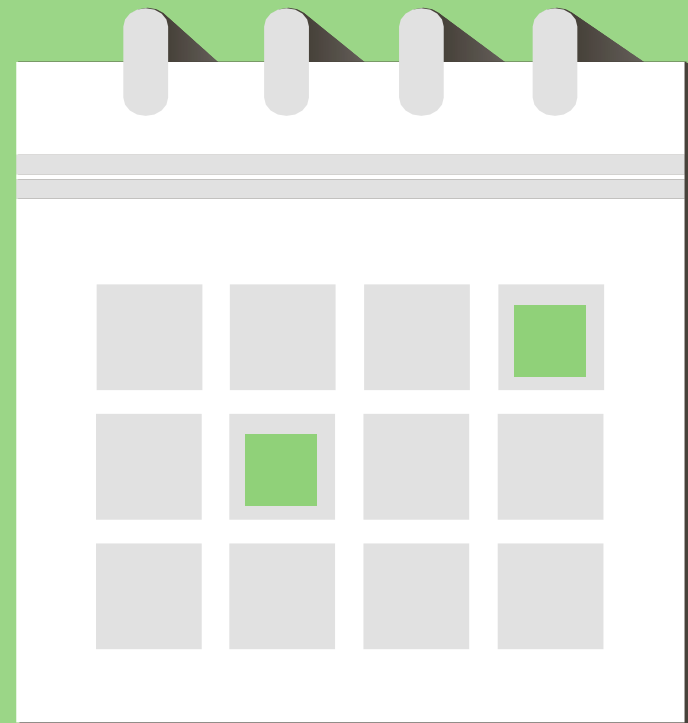


# 2018

## MARKETING CALENDAR

Dates, events, and marketing ideas to grow your business in 2018



# JANUARY 2018



SUN MON TUES WED THUR FRI SAT

	1 New Year's Day	2	3	4	5	6
7 Bobblehead Day	8	9 #TipTuesday	10	11	12	13
14 Dress Up Your Pet Day	15 Martin Luther King Day	16	17	18 Throwback Thursday	19	20
21	22	23 Pie Day	24	25	26	27
28	29 Motivational Monday	30	31			

MONTHLY AWARENESS

- » Blood Donor Month
- » Braille Literacy Month
- » Hobby Month
- » Soup Month
- » Mentoring Month
- » Hot Tea Month
- » Train Your Dog Month
- » Thyroid Awareness Month

MARKETING IDEAS

- » Business Planning
- » Goal Setting Strategies
- » New Year's Resolutions
- » Healthy Lifestyle Change
- » Weight Loss Tips
- » Blood Drive Push
- » Create a Customer Loyalty
- » Anniversary Sales
- » Inauguration Sales Day

# FEBRUARY 2018



## MONTHLY AWARENESS

- » American Heart Month
- » Black History Month
- » Cancer Prevention
- » Creative Romance Month
- » Low Vision Awareness
- » American Pie Month
- » Library Lovers Month
- » Weddings Month
- » Children's Dental Month
- » Pet Dental Health Month

## MARKETING IDEAS

- » Valentine's Day Décor
- » Chocolate Recipes
- » President's Day Sales
- » Video Promotion of Business
- » Sweet Deals for Customers
- » Wear Red Day Social Media
- » Super Bowl Recipes
- » Chinese New Year Parade
- » Fairy Tale Dream Gift Guide

SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2 Groundhog Day National Wear Red Day	3
4 Groundhog Day Super Bowl LI	5	6 #Thankful Tuesday	7	8	9 #FunFriday	10
11	12 Lincoln's Birthday	13	14 Valentine's Day	15	16 Chinese New Year	17 Random Act of Kindness Day
18	19 President's Day	20	21	22	23	24
25	26 Tell a Fairy Tale Day	27 Mardi Gras	28			

# MARCH 2018



SUN      MON      TUES      WED      THURS      FRI      SAT

				1	2 Employee Appreciation	3
4	5 Motivational Monday	6	7	8 Popcorn Lover's Day	9	10
11 Daylight Saving Time	12	13	14	15	16 #FunFriday	17 St. Patrick's Day
18	19	20 First Day of Spring	21 #Humpday	22	23	24
25 Palm Sunday	26	27 National Education and Sharing Day	28	29	30 Good Friday Passover (begins)	31

## MONTHLY AWARENESS

- » Reading Awareness
- » Red Cross Month
- » Women's History Month
- » National Nutrition Month
- » Caffeine Awareness
- » Music in our Schools
- » Irish American Month
- » National Kidney Month
- » Brain Injury Awareness

## MARKETING IDEAS

- » Spring Promotions
- » Read at a School
- » Daylight Savings Special
- » Employee Appreciation
- » Spring Cleaning Promos
- » St. Patrick's Day Decor
- » Easter Egg Hunt
- » Easter Decor and Recipes
- » March Madness Bracket-Themed Contest

# APRIL 2018



**MONTHLY AWARENESS**

- » Autism Awareness Month
- » Couple Appreciation
- » Poetry Month
- » Garden Month
- » Humor Month
- » Welding Month
- » Keep America Beautiful
- » Stress Awareness Month
- » Sexual Assault Awareness
- » Alcohol Awareness Month
- » Pet First Aid Awareness

**MARKETING IDEAS**

- » Passover/Easter Events
- » April Fool's Day
- » Tax Tips
- » Easter Recipes
- » Garden Tips
- » Earth Day Events
- » Take Your Child to Work
- » Spring Sports
- » Environmentally friendly promotions: plant a tree, recycle a product and save

SUN	MON	TUES	WED	THUR	FRI	SAT
1 April Fool's Day Easter Sunday	2	3	4	5	6	7 Passover (ends)
8	9	10	11	12 #Thankful Thursday	13	14
15	16	17 Tax Day	18	19	20 #FunFriday	21
22 Earth Day	23	24	25 Administrative Professionals Day	26 Take our Daughters & Sons to Work	27 Arbor Day	28
29	30 Motivational Monday					



## MONTHLY AWARENESS

- » ALS Awareness
- » Asthma Awareness
- » Older Americans Month
- » Barbecue Month
- » Bike Month
- » Photograph Month
- » Salad Month
- » Blood Pressure Month
- » Chip Your Pet Month

## MARKETING IDEAS

- » Mother's Day Gift Certificates
- » Cinco de Mayo Celebration
- » Mother's Day Gift Guide
- » Mother/Daughter Events
- » Memorial Day Sale
- » Customer Outreach
- » Vacation Travel Tips
- » Bike Safety

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3 National Day of Prayer	4	5 Cinco de Mayo
6 National Nurses Day	7	8 Teacher Appreciation Day	9 #HumpDay	10	11	12
13 Mother's Day	14	15 Peace Officers Memorial Day	16	17 #Throwback Thursday	18	19 Armed Forces Day
20 Pentecost	21	22 #TuesdayTip	23	24	25 National Wine Day	26
27	28 Memorial Day	29	30	31		

# JUNE 2018



## MONTHLY AWARENESS

- » Men's Health Month
- » Safety Month
- » Camping Month
- » Dairy Month
- » Rose Month
- » Candy Month
- » Great Outdoors Month
- » Adopt a Cat Month

## MARKETING IDEAS

- » Father's Day Gift Guide
- » Wedding Season
- » Vacation Travel Tips
- » Picnic Recipes
- » Summer Planning Tips
- » Camping Tips
- » Free Doughnuts Day
- » How to Use Your Product Video

SUN	MON	TUES	WED	THUR	FRI	SAT
					1 Doughnut Day	2
3	4	5	6 D-Day	7	8	9 Donald Duck Day
10	11	12	13	14 Flag Day	15	16
17 Father's Day	18	19	20 American Eagle Day	21 June Solstice	22	23
24	25 Motivational Monday	26	27 Sunglasses Day	28	29 #TGIF	30

# JULY 2018



## MONTHLY AWARENESS

- » Ice Cream Month
- » Blueberry Month
- » Picnic Month
- » Grilling Month
- » Culinary Arts Month
- » Cell Phone Courtesy Month
- » Eye Injury Prevention Month

## MARKETING IDEAS

- » Independence Day Sales
- » Picnic Recipes and Games
- » Vacation Guides
- » Staycation Ideas
- » Dog Days of Summer Sale
- » Ice Cream Sunday Event
- » Cell Phone Etiquette Tips

SUN MON TUES WED THUR FRI SAT

1	2	3	4 Independence Day	5	6	7
8	9	10 National Pina Colada Day	11	12 #ThankfulThursday	13	14
15 National Ice Cream Day	16	17	18 #Woof Wednesday	19	20 Ugly Truck Day	21
22 Parents' Day	23	24 Amelia Earhart Day	25	26	27 #TGIF	28
29	30 Cheesecake Day	31				



# AUGUST 2018



## MONTHLY AWARENESS

- » Family Fun Month
- » Eye Exam Month
- » National Golf Month
- » Breastfeeding Month
- » Immunization Awareness
- » Children's Eye Health & Safety Month
- » Assistance Dog Week (8/6-8/12)

## MARKETING IDEAS

- » National Night Out Promo
- » Back-to-School Events
- » Hot Weather Promotions
- » End of Summer Sales
- » School Supplies Drive
- » Women's Equity Discount
- » Family Fun Night
- » Golf Outing Sponsorship

SUN	MON	TUES	WED	THUR	FRI	SAT
			1 #Wellness Wednesday	2	3	4
5	6	7 Purple Heart Day	8	9 National Book Lovers Day	10	11
12	13 Victory Day	14	15 National Relaxation Day	16	17	18
19 Aviation Day	20	21 Senior Citizens Day	22	23 #Thursday Thoughts	24	25
26 Women's Equality Day	27	28 #TipTuesday	29	30	31	

# SEPTEMBER 2018



## MONTHLY AWARENESS

- » Childhood Obesity Month
- » Baby Safety Month
- » National Preparedness
- » Suicide Prevention Month
- » Whole Grains Month
- » Leukemia Awareness
- » Ovarian Cancer Awareness
- » Fruit & Veggies Month
- » Happy Cat Month
- » National Healthy Aging Month

## MARKETING IDEAS

- » Back to School Specials
- » Labor Day Sales
- » Sponsor Local Sports Team
- » Football Themed Event
- » Healthy Recipes for Kids
- » Fitness Challenge Event
- » Sale on Preparedness Items
- » Chocolate Giveaway

SUN	MON	TUES	WED	THUR	FRI	SAT
						1
2	3 Labor Day	4	5 #Wisdom Wednesday	6	7 International Chocolate Day	8
9 Grandparent's Day	10	11 Patriot Day	12	13	14 #Friday Funday	15
16	17	18 Cheeseburger Day	19	20	21	22 Welcome Fall
23	24	25	26 National Pancake Day	27	28	29 Family Health & Fitness Day
30						

# OCTOBER 2018



## MONTHLY AWARENESS

- » Fire Prevention Month
- » Aids Awareness Month
- » Bully Prevention Month
- » Dental Hygiene Month
- » National Book Month
- » Emotional Intelligence
- » Adopt a Shelter Dog Month

## MARKETING IDEAS

- » Oktoberfest Events
- » Breast Cancer Awareness Donations – Donate portion of proceeds
- » Columbus Day Specials
- » Story Time for Children
- » Halloween Safety Tips
- » Halloween Costume Contest
- » Halloween Decorating
- » Food Drive

SUN	MON	TUES	WED	THUR	FRI	SAT
	1 Child's Health Day	2	3	4	5	6 Mad Hatter Day
7	8 Columbus Day	9	10 #HumpDay	11	12	13
14	15 White Cane Safety Day	16 Boss's Day	17	18	19 #FunFriday	20
21	22 National Nut Day	23	24 United Nations Day	25	26	27 Make a Difference Day
28 National Chocolate Day	29	30	31 Halloween			

# NOVEMBER 2018



**MONTHLY AWARENESS**

- » American Diabetes Month
- » Alzheimer’s Disease Month
- » National Gratitude Month
- » Military Family Appreciation
- » Family Stories Month
- » Movember for Men’s Health
- » Lung Cancer Awareness
- » Family Caregivers Month
- » National Hospice Month
- » Pet Diabetes Month
- » National Literacy Month

**MARKETING IDEAS**

- » Election Day Event
- » Gratitude to Customers
- » Holiday Gift Guides
- » Recycling Campaign
- » Diabetes Friendly Recipes
- » Black Friday
- » Cyber Monday
- » #ShopSmall
- » Small Business Saturday
- » Visible Community Project

SUN	MON	TUES	WED	THUR	FRI	SAT
				1 All Saint’s Day	2	3
4 Daylight Saving Ends	5	6 Election Day	7	8	9	10
11 Veterans’ Day	12 Motivational Monday	13	14 World Diabetes Day	15 Great American Smokeout	16	17
18	19	20	21	22 Thanksgiving Day	23 Black Friday	24 Small Business Saturday
25	26 Cyber Monday	27	28 #ShopSmall	29	30	

# DECEMBER 2018



SUN      MON      TUES      WED      THUR      FRI      SAT

						1
2 Hanukkah (Begins)	3 #ShopLocal	4	5	6 St. Nicholas' Day	7 Pearl Harbor Remembrance	8
9	10 Hanukkah (Ends)	11	12	13 #ThrowBack Thursday	14	15
16 Chocolate Covered Anything Day	17	18	19 #Wine Wednesday	20	21 First Day of Winter	22
23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa	27 National Fruitcake Day	28	29
30	31 New Year's Eve					

## MONTHLY AWARENESS

- » National Tie Month
- » Write a Business Plan Month
- » Safe Toys & Gifts Month
- » National Human Rights Month

## MARKETING IDEAS

- » Holiday Gift Guides
- » Wassail or Cookie Walk
- » Shortest Day of the Year Deal
- » Window Decor Contest
- » Holiday Recipes
- » Winter Preparedness Tips
- » End of Year Review
- » Holiday Thank You Cards
- » New Year's Event Guide