

2017

MARKETING CALENDAR



*Dates, events,
& marketing
ideas to grow
your business
in 2017*

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
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				

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			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				

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
			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	

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
						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						

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
	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			

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
					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

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
						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					

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
		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		

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					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

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
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				

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			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		

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					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						

SUN	MON	TUE	WED	THU	FRI	SAT
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				

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

- » 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)

PLAN AHEAD FOR FEBRUARY

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

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 GROUNDHOG DAY	3 WEAR RED DAY	4 WORLD CANCER DAY
5 SUPER BOWL	6	7	8 BOY SCOUT'S DAY	9 PIZZA DAY	10	11 MAKE A FRIEND DAY
12	13 CLEAN OUT YOUR COMPUTER DAY	14 VALENTINE'S DAY ORGAN DONOR DAY	15	16	17 RANDOM ACT OF KINDNESS DAY	18
19	20 PRESIDENTS DAY	21	22	23	24	25
26	27	28 MARDI GRAS				

CONTENT IDEAS

- » Spotlight influential African Americans in your field
- » Ways that your business can promote heart health

SOCIAL MEDIA IDEAS

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

PROMOTION IDEAS

- » Announce a winter or spring themed special, 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)
- » Discount to organ donors/receivers (14th)
- » Random acts of kindness coupons (17th)

PLAN AHEAD FOR MARCH

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

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 READ ACROSS AMERICA DAY (DR. SEUSS BDAY)	3 EMPLOYEE APPRECIATION DAY	4
5	6 DENTIST'S DAY	7	8 WOMEN'S DAY	9	10	11
12 DAYLIGHT SAVINGS STARTS (1 HR AHEAD) MARCH MADNESS BEGINS	13	14 PI DAY	15 KICK BUTT DAY	16	17 ST. PATRICK'S DAY	18
19	20 FIRST DAY OF SPRING	21	22	23 PUPPY DAY	24	25 MEDAL OF HONOR DAY
26	27	28	29 MOM & POP BUSINESS OWNER'S DAY	30	31 CRAYON DAY	END OF FY17 Q2

PROMOTION IDEAS

- » Spring cleaning promotions
- » Discounts on green colored products
- » Youth art contests
- » 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
- » 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)

PLAN AHEAD FOR APRIL

- » CPAs reach out to last year's clients
- » Easter sales/promotions
- » Analyze and adjust marketing budget (end of Q2)

SUN	MON	TUE	WED	THU	FRI	SAT
						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 HIGH FIVE DAY GET TO KNOW YOUR CUSTOMERS DAY 	21	22 EARTH DAY
23 30 EMAIL DEBT FORGIVENESS DAY	24	25	26 DENIM DAY ADMINISTRATIVE PROFESSIONALS DAY	27 TAKE YOUR CHILD TO WORK DAY	28 ARBOR DAY	29

PROMOTION IDEAS

- » Coupons for 2018 tax services
- » Company-wide volunteer day
- » Fundraiser for an Autism foundation
- » Landscapers: campaigns around cleaning yards before egg hunts
- » 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

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)

PLAN AHEAD FOR MAY

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

SUN	MON	TUE	WED	THU	FRI	SAT
	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
MOTHER'S 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 					

SMALL BUSINESS WEEK

- » 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

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
- » Gluten-free recipes
- » 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)
- » Attend/network at a meetup on a topic you geek out on (25th)

PLAN AHEAD FOR JUNE

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

SUN	MON	TUE	WED	THU	FRI	SAT
				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 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

PROMOTION IDEAS

- » Repeat a past successful promotion or sale (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 a friend in for a free eye exam, massage, etc. (8th)
- » 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 followers what products/sales they'd like to see again (3rd)
- » Dog at work Instagram contest (23rd)
- » Thank local public service workers in your community (23)

PLAN AHEAD FOR JULY

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

SUN	MON	TUE	WED	THU	FRI	SAT
						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 GRUNTLED 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
PARENTS DAY 23 30 CHEESECAKE DAY	24 31	25 HOT FUDGE SUNDAE DAY	26 AUNT & UNCLES DAY	27 REFRESHMENT DAY	28	29

PROMOTION IDEAS

- » July 4th promotions
- » 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 gruntled (satisfied) employee write a blog post on what they enjoy about your company (13th)

SOCIAL MEDIA IDEAS

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

PLAN AHEAD FOR AUGUST

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

MONTHLY AWARENESS Children's Eye Health & Safety | Immunization | 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)

SUN	MON	TUE	WED	THU	FRI	SAT
		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 HANDER'S 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		

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

PROMOTION IDEAS

- » Back to school promotions
- » End of summer sales
- » Hot weather promotions
- » Bargain week deals
- » Senior citizen discounts (21st)
- » Offer your services at a local nursing home (21st)
- » Run a clothing drive. Those who donate get a discount (25th)
- » Charity golf event
- » Visit a local farmers market
- » Run a fundraiser for a humanitarian organization. Participants get entered into a raffle (19th)

PLAN AHEAD FOR SEPTEMBER

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

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2 COLLEGE COLORS DAY
3	4 LABOR DAY	5 DAY OF CHARITY 	6	7	8	9
10 SWAP IDEAS DAY	11 PATRIOT DAY	12	13 POSITIVE THINKING DAY	14	15	16 NATIONAL WORKING PARENTS DAY
17 WIFE APPRECIATION DAY	18	19	20	21 DAY OF PEACE ROSH HASHANAH STARTS 	22 FIRST DAY OF FALL	23 ROSH HASHANAH ENDS
24	25	26	27 	28 NATIONAL GOOD NEIGHBOR DAY	29 YOM KIPPUR STARTS	30 YOM KIPPUR ENDS

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)

PLAN AHEAD FOR OCTOBER

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

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)

SUN	MON	TUE	WED	THU	FRI	SAT
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 NATIONAL CHOCOLATE DAY MAKE A DIFFERENCE DAY
29 CAT DAY	30 CANDY CORN DAY	31 HALLOWEEN				

BLOG IDEAS

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

SOCIAL MEDIA IDEAS

- » Smiling customer Instagram campaign (6th)
- » "Tag, You're It" campaign (8th)
- » Halloween costume contest

PROMOTION IDEAS

- » Promote energy efficient products and services
- » Hand out trick or treat bags with your logo on them
- » 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)

PLAN AHEAD FOR NOVEMBER

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

SUN	MON	TUE	WED	THU	FRI	SAT
			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 VETERAN'S 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		

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

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

- » Thankful campaigns (23rd)
- » Small Business Saturday discount codes (25th)
- » #SmallBizSat, #ShopSmall (25th).
- » #GivingTuesday (28th)

PLAN AHEAD FOR DECEMBER

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

SUN	MON	TUE	WED	THU	FRI	SAT
					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	22	23
24 31 NEW YEAR'S EVE	25 CHRISTMAS	26 NATIONAL THANK YOU NOTE DAY	27	28	29	30 END OF FY18 Q1

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 (16th)
- » Send holiday gifts to loyal clients (18th)

CONTENT IDEAS

- » Holiday gift guides
- » Holiday fitness survival guide
- » Winter home preparedness tips
- » 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)

PLAN AHEAD FOR 2018

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

ThriveHive is an all-in-one Guided Marketing Platform that provides local businesses with a marketing plan, a professional website, and the tools and expertise to effectively manage all of your marketing efforts, all in one place.

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