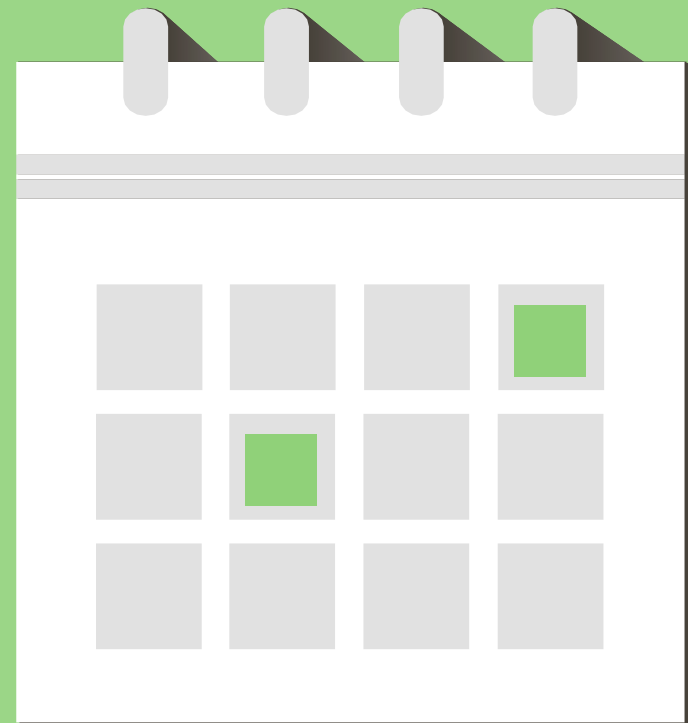


2019

MARKETING CALENDAR

Dates, events, and marketing ideas to grow your business in 2019



JANUARY 2019



SUN MON TUES WED THUR FRI SAT

| | | | | | | |
|----|------------------------------|---------------------|----------------------|--------------------------|-----------------------|----|
| | | 1 New Year's Day | 2 | 3 | 4 | 5 |
| 6 | 7 Bobblehead Day | 8 #TipTuesday | 9 #WoofWednes day | 10 | 11 | 12 |
| 13 | 14 Dress Up Your Pet Day | 15 | 16 | 17 Throwback Thursday | 18 | 19 |
| 20 | 21 Martin Luther King Day | 22 | 23 Pie Day | 24 | 25 #Freebie Friday | 26 |
| 27 | 28 Motivational Monday | 29 | 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
- » National Oatmeal 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 2019



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
- » National Cherry 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

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

MARCH 2019



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 Decor and Recipes
- » March Madness Bracket-Themed Contest

SUN MON TUES WED THURS FRI SAT

| | | | | | | |
|----------------------------|--------------------------|-----------------|-----------------------------|---------------------------|----------------------------|----|
| | | | | | 1 Employee Appreciation | 2 |
| 3 | 4 Motivational Monday | 5 Mardi Gras | 6 | 7 | 8 | 9 |
| 10 Daylight Saving Time | 11 | 12 | 13 | 14 Popcorn Lover’s Day | 15 #FunFriday | 16 |
| 17 St. Patrick’s Day | 18 | 19 | 20 # First Day of Spring | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 #Humpday | 28 | 29 | 30 |
| 31 | | | | | | |

APRIL 2019



MONTHLY AWARENESS

- » Lawn and Garden Month
- » 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

MARKETING IDEAS

- » Passover/Easter Events
- » Easter Egg Hunt
- » 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 & save

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



MONTHLY AWARENESS

- » Foster Care Month
- » ALS Awareness
- » Asthma Awareness
- » Older Americans Month
- » Barbecue Month
- » Bike Month
- » Photograph Month
- » Salad Month
- » Blood Pressure Month
- » Chip Your Pet Month
- » National Hamburger 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 National Day of Prayer | 3 | 4 |
| 5 Cinco de Mayo | 6 National Nurses Day | 7 Teacher Appreciation | 8 #HumpDay | 9 | 10 | 11 |
| 12 Mother's Day | 13 | 14 | 15 Peace Officers Memorial Day | 16 | 17 | 18 Armed Forces Day |
| 19 | 20 | 21 #TuesdayTip | 22 #Winesday | 23 | 24 | 25 National Wine Day |
| 26 | 27 Memorial Day | 28 | 29 | 30 #Throwback Thursday | 31 | |
| | | | | | | |

JUNE 2019



MONTHLY AWARENESS

- » Men's Health Month
- » Safety Month
- » Camping Month
- » Dairy Month
- » Rose Month
- » Candy Month
- » Cataract Awareness
- » Great Outdoors Month
- » Adopt a Cat Month
- » National Fruit & Vegetables 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 |
| 2 | 3 #Monday Funday | 4 | 5 | 6 D-Day | 7 Doughnut Day | |
| 9 Pentecost | 10 | 11 #Travel Tuesday | 12 | 13 | 14 Flag Day | 15 |
| 16 Father's Day | 17 | 18 | 19 | 20 American Eagle Day | 21 June Solstice | 22 |
| 23 | 24 Motivational Monday | 25 | 26 | 27 Sunglasses Day | 28 #TGIF | 29 |
| 30 | | | | | | |

JULY 2019



MONTHLY AWARENESS

- » Ice Cream Month
- » Blueberry Month
- » Hot Dog 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 #ThankfulThursday | 12 | 13 |
| 14 | 15 | 16 | 17 #Woof Wednesday | 18 | 19 | 20 Ugly Truck Day |
| 21 National Ice Cream Day | 22 | 23 | 24 Amelia Earhart Day | 25 | 26 #TGIF | 27 |
| 28 Parents' Day | 29 | 30 Cheesecake Day | 31 | | | |
| | | | | | | |

AUGUST 2019



MONTHLY AWARENESS

- » Family Fun Month
- » Romance Awareness
- » Eye Exam Month
- » National Golf Month
- » Breastfeeding Month
- » Peach Month
- » Immunization Awareness
- » Children’s Eye Health & Safety Month
- » Assistance Dog Week (8/4-8/10)

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 | 2 | 3 |
| 4 #Spotlight Sunday | 5 | 6 | 7 Purple Heart Day | 8 | 9 National Book Lovers Day | 10 |
| 11 | 12 Victory Day | 13 | 14 #Wellness Wednesday | 15 National Relaxation Day | 16 | 17 |
| 18 | 19 Aviation Day | 20 | 21 Senior Citizens Day | 22 #Thursday Thoughts | 23 | 24 |
| 25 | 26 Women’s Equality Day | 27 #TipTuesday | 28 | 29 #Thoughtful Thursday | 30 | 31 |
| | | | | | | |

SEPTEMBER 2019



SUN MON TUES WED THUR FRI SAT

MONTHLY AWARENESS

- » Childhood Obesity Month
- » Baby Safety Month
- » National Preparedness
- » Suicide Prevention Month
- » Honey Month
- » Leukemia Awareness
- » Ovarian Cancer Awareness
- » Happy Cat Month
- » National Healthy Aging Month
- » Prostrate Cancer Awareness

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

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

OCTOBER 2019



MONTHLY AWARENESS

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

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

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

NOVEMBER 2019



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
- » National Epilepsy 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
- » Giving Tuesday
- » Visible Community Project

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

DECEMBER 2019



SUN MON TUES WED THUR FRI SAT

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

MONTHLY AWARENESS

- » National Tie Month
- » Write a Business Plan Month
- » Safe Toys & Gifts Month
- » Cat Lovers 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