

2017

Marketing Calendar



Grow your Business in
2017

Mido Said

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
- » 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 <u>New Year's day</u>	2 <u>Personal Trainer Awareness Day</u>	3 <u>Chocolate Covered Cherry Day</u>	4 <u>Trivia Day</u>	5 <u>Bird Day</u>	6 <u>Cuddle Up Day</u>	7 <u>Bobblehead Day</u>
8 <u>Bubble Bath Day</u>	9 <u>Clean Off Your Desk Day</u>	10 <u>Cut Energy Costs Day</u>	11 <u>Milk Day</u>	12 <u>Pharmacist Day</u>	13 <u>Blame Someone Else Day</u>	14 <u>Dress Up Your Pet Day</u>
15 <u>Strawberry Ice Cream Day</u>	16 <u>M.L. King Day</u>	17 <u>Ditch New Years Resolutions Day</u>	18 <u>Winnie The Pooh Day</u>	19 <u>Get to Know Your Customers Day</u>	20 <u>Cheese Lover's Day</u>	21 <u>Hugging Day</u>
22 <u>Blonde Brownie Day</u>	23 <u>Pie Day</u>	24 <u>National Compliment Day</u>	25 <u>Opposite Day</u>	26 <u>Spouses Day</u>	27 <u>Chocolate Cake Day</u>	28 <u>Have Fun At Work Day</u>
29 <u>Puzzle Day</u>	30 <u>Croissant Day</u>	31 <u>Backward Day</u>				

FEBRUARY PLANNING

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

February 2017

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

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

- » 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 <u>Baked Alaska Day</u>	2 <u>Groundhog Day</u>	3 <u>Wear Red Day</u>	4 <u>World Cancer Day</u>
5 <u>Super Bowl</u>	6 <u>Frozen Yogurt Day</u>	7 <u>Fettuccine Alfredo Day</u>	8 <u>Boy Scout's Day</u>	9 <u>Pizza Day</u>	10 <u>Cream Cheese Brownie Day</u>	11 <u>Make a Friend Day</u>
12 <u>Plum Pudding Day</u>	13 <u>Clean Out Your Computer Day</u>	14 <u>Valentine's Day</u>	15 <u>Singles Awareness Day</u>	16 <u>Almond Day</u>	17 <u>Random Act of Kindness Day</u>	18 <u>Battery Day</u>
19 <u>Chocolate Mint Day</u>	20 <u>Presidents' Day</u>	21 <u>Sticky Bun Day</u>	22 <u>Cook a Sweet Potato Day</u>	23 <u>Dog Biscuit Day</u>	24 <u>Tortilla Chip Day</u>	25 <u>Chocolate Covered Nut Day</u>
26 <u>Tell a Fairy Tale Day</u>	27 <u>Strawberry Day</u>	28 <u>Rare Disease Day</u>				

MARCH PLANNING

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

March 2017

MONTHLY AWARENESS » Reading »

Women's History » Brain Injury » March Madness »

Youth Art » Nutrition

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
- » 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. Suess 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 <u>Horse Protection Day</u>	2 <u>Read Across America Day</u>	3 <u>Employee Appreciation Day</u>	4 <u>Pound Cake Day</u>
5 <u>Cheese Doodle Day</u>	6 <u>Dentists Day</u>	7 <u>Cereal Day</u>	8 <u>Women's Day</u>	9 <u>Get Over it Day Meatball Day</u>	10 <u>Women and Girls HIV/AIDS Awareness Day</u>	11 <u>Oatmeal Nut Waffles Day</u>
12 <u>Daylight Savings Starts (1 hr ahead)</u>	13 <u>K9 Veterans Day</u>	14 <u>Pi Day</u>	15 <u>Kick Butt Day</u>	16 <u>Everything You Do Is Right Day</u>	17 <u>St. Patrick's Day</u>	18 <u>Awkward Moments Day</u>
19 <u>Certified Nurses Day Let's Laugh Day</u>	20 <u>First Day of Spring</u>	21 <u>Single Parent Day</u>	22 <u>Goof Off Day</u>	23 <u>Puppy Day</u>	24 <u>Red Nose Day</u>	25 <u>Medal of Honor Day</u>
26 <u>Epilepsy Awareness Day - Purple Day</u>	27 <u>Joe Day</u>	28 <u>American Diabetes Association Alert Day</u>	29 <u>Mom & Pop Business Owner's Day</u>	30 <u>Doctors Day</u>	31 <u>Crayon Day</u>	

APRIL PLANNING

- » Easter sales/promotions » Begin producing materials around spring cleaning » » Analyze and adjust marketing budget (end of Q2)

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April 2017

MONTHLY AWARENESS » Prom Season »
 Financial Literacy » Earth » NFL Draft » Sexual Assault » Autism »
 Volunteering » Donate Life

PROMOTION IDEAS

- » Coupons for 2018 tax services
- » Company-wide volunteer day
- » Fundraiser for an Autism foundation
- » Lanscapers: 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 <u>Love Our Children Day</u>
2 <u>Reconciliation Day</u>	3 <u>MLB Opening Day</u>	4 <u>SAAM Day of Action</u>	5 <u>Deep Dish Pizza Day</u> <u>Deep Dish pizza</u>	6 <u>Student-Athlete Day</u>	7 <u>Walk to Work Day</u> <u>World Health Day</u>	8 <u>Zoo Lovers Day</u>
9 <u>Name Yourself Day</u>	10 <u>Passover Begins Siblings Day</u>	11 <u>Pet Day</u>	12 <u>Grilled Cheese Day</u>	13 <u>Thomas Jefferson Day</u>	14 <u>Good Friday</u>	15 <u>Husband Appreciation Day</u>
16 <u>Easter Sunday</u>	17 <u>Cheeseball Day</u>	18 <u>Lineman Appreciation Day</u>	19 <u>Hanging Out Day</u>	20 <u>High Five Day</u> <u>Get to Know Your Customers Day</u>	21 <u>Kindergarten Day</u>	22 <u>Earth Day</u>
23 <u>Lost Dogs Awareness Day</u>	24 <u>Pig in a Blanket Day</u>	25 <u>Hug a Plumber Day</u>	26 <u>Denim Day</u> <u>Administrative Professionals Day</u>	27 <u>Take Your Child to Work Day</u>	28 <u>Arbor Day</u>	29 <u>Peace Rose Day</u> <u>Shrimp Scampi Day</u>
30 <u>Email Debt Forgiveness Day</u>						

MAY PLANNING

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

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May 2017

MONTHLY AWARENESS » ALS » Motorcycle » Stroke » Home Improvement » Bike » Mental Health » Public Service Recognition Week (7th-13th) » Women's Health Week (14th-20th)

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 <u>Law Day</u>	2 <u>Truffle Day</u>	3 <u>Garden Meditation Day</u>	4 <u>Bird Day</u> <u>Orange Juice Day</u>	5 <u>Cinco de Mayo</u>	6 <u>Beverage Day</u>
7 <u>Lemonade Day</u>	8 <u>Student Nurse Day</u>	9 <u>Teacher Appreciation Day</u>	10 <u>School Nurse Day</u> <u>Receptionists Day</u>	11 <u>Twilight Zone Day</u>	12 <u>Nutty Fudge Day</u>	13 <u>Birth Mother's Day</u> <u>Babysitter's Day</u>
14 <u>Mother's Day</u>	15 <u>Peace Officers Memorial Day</u>	16 <u>Love a Tree Day</u> <u>Sea Monkey Day</u>	17 <u>Cherry Cobbler Day</u>	18 <u>Visit Your Relatives Day</u> <u>HIV Vaccine Awareness Day</u>	19 <u>Bike to Work Day</u>	20 <u>Armed Forces Day</u>
21 <u>American Red Cross Founder's Day</u> <u>Waitstaff Day</u>	22 <u>Vanilla Pudding Day</u>	23 <u>National Picnic Day</u>	24 <u>Emergency Medical Services for Children</u>	25 <u>Geek Pride Day</u>	26 <u>Heat Awareness Day</u>	27 <u>Cellophane Tape Day</u>
28 <u>National Burger Day</u>	29 <u>Memorial Day</u>	30 <u>Water a Flower Day</u>	31 <u>Senior Health and Fitness Day</u>			

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

June 2017

MONTHLY AWARENESS » LGBT Pride » Men's Health » Safety » Great Outdoors » Business Etiquette Week (4th-10th) » Automotive Service Professionals Week (11th-17th)

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 <u>Say Something Nice Day</u>	2 <u>Doughnut Day</u>	3 <u>Repeat Day</u>
4 <u>Cancer Survivor's Day</u>	5 <u>World Environment Day</u>	6 <u>Higher Education Day</u>	7 <u>Global Running Day</u>	8 <u>Best Friend Day</u>	9 <u>Donald Duck Day</u>	10 <u>Iced Tea Day</u>
11 <u>Making Life Beautiful Day</u>	12 <u>Children's Day</u>	13 <u>Weed Your Garden Day</u>	14 <u>Flag Day</u>	15 <u>Nature Photography Day</u>	16 <u>Fudge Day</u>	17 <u>Cherry Tart Day</u>
18 <u>Father's Day</u>	19 <u>Kissing Day</u>	20 <u>Vanilla Milkshake Day</u>	21 <u>First Day of Summer (longest day of the year)</u>	22 <u>HVAC Tech Day</u>	23 <u>Public Service Day</u>	24 <u>Pralines Day</u>
25 <u>Catfish Day</u>	26 <u>Chocolate Pudding Day</u>	27 <u>Sunglasses Day</u>	28 <u>Insurance Awareness Day</u>	29 <u>Handshake Day</u>	30 <u>Social Media Day</u>	

JULY PLANNING

- » 4th of July materials and activities
- » Analyze and adjust marketing budget

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July 2017

MONTHLY AWARENESS » Anti-Boredom
 » Grilling » UV Safety » Ice Cream » Independent National Retailer » Everybody Deserves a Massage Week (9th-15th)

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 gruntled (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 <u>U.S. Postage Stamp Day</u>
2 <u>I Forgot Day</u>	3 <u>Compliment Your Mirror Day</u>	4 <u>Independence Day</u>	5 <u>Work-a-holics Day</u>	6 <u>Fried Chicken Day</u>	7 <u>Global Chocolate Day</u>	8 <u>Chocolate with Almonds Day</u>
9 <u>Sugar Cookie Day</u>	10 <u>Pina Colada Day</u>	11 <u>American Pet Photo Day</u>	12 <u>Pecan Pie Day</u>	13 <u>Gruntled Workers Day</u>	14 <u>Shark Awareness Day</u>	15 <u>Give Something Away Day</u>
16 <u>Ice Cream Day</u>	17 <u>Emoji Day</u>	18 <u>Nelson Mandela Day</u>	19 <u>Raspberry Cake Day</u>	20 <u>Get to Know Your Customers Day</u>	21 <u>No Makeup Day</u>	22 <u>Day of the Cowboy</u>
23 <u>Parents Day</u>	24 <u>Cousins Day</u>	25 <u>Hot Fudge Sundae Day</u>	26 <u>Aunt & Uncles Day</u>	27 <u>Refreshment Day</u>	28 <u>System Administrator Appreciation Day</u>	29 <u>Lasagna Day</u> <u>Chicken Wing Day</u>
30 <u>Cheesecake Day</u>	31 <u>Mutt Day</u>					

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 <u>Girlfriends Day</u>	2 <u>Ice Cream Sandwich Day</u>	3 <u>Watermelon Day</u>	4 <u>Coast Guard Day</u>	5 <u>Mustard Day</u>
6 <u>Friendship Day</u>	7 <u>Raspberries N' Cream Day</u>	8 <u>Dollar Day</u>	9 <u>Book Lover's Day</u>	10 <u>S'mores Day</u>	11 <u>Son & Daughter Day</u>	12 <u>Youth Day</u>
13 <u>Left Handers Day</u>	14 V-J DAY (Victory over Japan Day)	15 <u>Relaxation Day</u>	16 <u>Joke Day</u>	17 <u>Thrift Shop Day</u> <u>I LOVE My Feet Day!</u>	18 <u>Fajita Day</u>	19 <u>World Humanitarian Day</u>
20 <u>Chocolate Pecan Pie Day</u>	21 <u>Senior Citizens Day</u>	22 <u>Pecan Torte Day</u>	23 <u>Sponge Cake Day</u>	24 <u>Waffle Day</u>	25 <u>National Secondhand Wardrobe Day</u>	26 <u>Dog Day</u> <u>Women's Equality Day</u>
27 <u>Just Because Day</u>	28 <u>Chinese Valentine's Day/Daughter's Day</u>	29 <u>More Herbs, Less Salt Day</u>	30 <u>Toasted Marshmallow Day</u>	31 <u>Eat Outside Day</u>		

SEPTEMBER PLANNING

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

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September 2017

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

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)

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <u>Lazy Mom's Day</u>	2 <u>College Colors Day</u>
3 <u>U.S. Bowling League Day</u>	4 <u>Labor Day</u>	5 <u>Day of Charity</u>	6 <u>Coffee Ice Cream Day</u>	7 <u>Grandma Moses Day</u>	8 <u>Up To Cancer Day</u>	9 <u>Hug Your Boss Day</u>
10 <u>Swap Ideas Day</u>	11 <u>Patriot Day</u>	12 <u>Chocolate Milkshake Day</u>	13 <u>Positive Thinking Day</u>	14 <u>Cream Filled Donut Day</u>	15 <u>Cheese Toast Day</u>	16 <u>National Working Parents Day</u>
17 <u>Wife Appreciation Day</u>	18 <u>Air Force Birthday Cheeseburger Day</u>	19 <u>IT Professionals Day</u>	20 <u>Punch Day</u>	21 <u>Day of Peace</u>	22 <u>First Day of Fall</u>	23 <u>Singles Day</u>
24 <u>Gold Star Mother's Day</u>	25 <u>Homeowners Tune-Up Day</u>	26 <u>Compliance Officer Day</u>	27 <u>Women's Health & Fitness Day</u>	28 <u>National Good Neighbor Day</u>	29 <u>Coffee Day</u>	30 <u>Ghost Hunting Day</u>

OCTOBER PLANNING

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

October 2017

MONTHLY AWARENESS » Fire Prevention » 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 farm stand 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 <u>Coffee Day</u>	2 <u>Your Car Day</u>	3 <u>Boyfriends Day</u>	4 <u>Taco Day</u>	5 <u>World Teacher's Day</u>	6 <u>World Smile Day</u>	7 <u>Bald and Free Day</u>
8 <u>Touch Tag Day</u>	9 <u>Columbus Day</u>	10 <u>Cake Decorating Day</u>	11 <u>Emergency Nurses Day</u>	12 <u>World Sight Day</u>	13 <u>World Egg Day</u>	14 <u>Dessert Day</u>
15 <u>White Cane Safety Day</u>	16 <u>Boss's Day</u>	17 <u>Pasta Day</u>	18 <u>No Beard Day</u>	19 <u>Get to Know Your Customers Day</u>	20 <u>Brandied Fruit Day</u>	21 <u>Sweetness Day</u>
22 <u>Mother-In-Law Day</u>	23 <u>Boston Cream Pie Day</u>	24 <u>United Nations Day</u>	25 <u>Greasy Food Day</u>	26 <u>Pumpkin Day</u>	27 <u>Navy Day</u>	28 <u>Make a Difference Day</u> <u>National Chocolate Day</u>
29 <u>Cat Day</u>	30 <u>Candy Corn Day</u>	31 <u>Halloween</u>				

NOVEMBER PLANNING

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

November 2017

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

PROMOTION IDEAS

- » November 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 <u>Extra Mile Day</u>	2 <u>Deviled Egg Day</u>	3 <u>Housewife's Day</u>	4 <u>Candy Day</u>
5 <u>Daylight Savings Ends (1 hr back)</u>	6 <u>Nachos Day</u>	7 <u>Color the World Orange Day</u>	8 <u>STEM Day</u>	9 <u>Chaos Never Dies Day</u>	10 <u>Forget-Me-Not Day</u>	11 <u>Veterans Day</u>
12 <u>Chicken Soup for the Soul Day</u>	13 <u>World Kindness Day</u>	14 <u>Loosen Up, Lighten Up Day</u>	15 <u>America Recycles Day Entrepreneur's Day</u>	16 <u>Great American Smokeout</u>	17 <u>Take a Hike Day</u>	18 <u>Mickey Mouse Birthday</u>
19 <u>National Adoption Day</u>	20 <u>Absurdity Day</u>	21 <u>Stuffing Day</u>	22 <u>Go For a Ride Day</u>	23 <u>Thanksgiving</u>	24 <u>Black Friday</u>	25 <u>Small Business Saturday</u>
26 <u>Shopping Reminder Day</u>	27 <u>Cyber Monday</u>	28 <u>Giving Tuesday</u>	29 <u>Electronic Greetings Day</u>	30 <u>Stay Home Because You're Well Day</u>		

DECEMBER PLANNING

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

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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 wish list 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 <u>World AIDS Day</u>	2 <u>Special Education Day</u>
3 <u>Make a Gift Day</u>	4 <u>Cookie Day</u>	5 <u>World Soil Day</u>	6 <u>Miners' Day</u>	7 <u>Pearl Harbor Day</u>	8 <u>Lost & Found Day</u>	9 <u>Christmas Card Day</u>
10 <u>Human Rights Day</u>	11 <u>Noodle Ring Day</u>	12 <u>Gingerbread House Day</u> <u>Hanukah Starts</u>	13 <u>Ice Cream Day</u>	14 <u>International Monkey Day</u>	15 <u>Ugly Christmas Sweater Day</u>	16 <u>Chocolate Covered Anything Day</u>
17 <u>Wright Brothers Day</u>	18 <u>Free Shipping Day</u>	19 <u>Oatmeal Muffin Day</u>	20 <u>Mudd Day</u>	21 <u>First Day of Winter</u> <u>(shortest day of year)</u>	22 <u>Date Nut Bread Day</u>	23 <u>Roots Day</u>
24 <u>Eggnog Day</u>	25 <u>Christmas</u>	26 <u>National Thank You Note Day</u>	27 <u>Fruitcake Day</u>	28 <u>Pledge of Allegiance Day</u>	29 <u>Tick Tock Day</u>	30 <u>Bicarbonate of Soda Day</u>
31 <u>New Year's Eve</u>						

HAPPY NEW YEAR

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