



# MARKETING CALENDAR

This template is simple yet comprehensive enough to cover multiple aspects of a marketing strategy, including audience targeting, campaign goals, and tracking. You can also tailor the “Key Dates” and “Campaign Focus” columns to match specific industry events or local traditions. Let me know if you’d like an editable version, or if any specific areas need more detail!

| Month    | Key Dates & Events               | Campaign Focus   | Target Audience                            | Marketing Activities   | Metrics to Track                    |
|----------|----------------------------------|--|--|--|-------------------------------------|
| January  | New Year's Day, Winter Sales     | Goal-setting & New Beginnings                                      | Existing Customers                         | Email campaign for goal-setting, New Year promotions, client check-ins | Open rates, conversion, engagement  |
| February | Valentine's Day, President's Day | Customer Appreciation, Referrals                                   | New Prospects                              | Special offers, referral programs, social proof testimonials           | Sign-ups, referrals, engagement     |
| March    | Women's History Month, St. Pat's | Community Building, Local Focus                                    | Local Community                            | Highlight client success stories, social campaigns on community impact | Social engagement, reach, shares    |
| April    | Earth Day, Easter                | Sustainability, Brand Story, Spring Refresh, Community Connections | Environmentally Conscious, Local Community | Blog series on sustainability, eco-friendly product launch, webinar,   | Site visits, registrations, shares  |
| May      | Memorial Day, Spring Sales       | Seasonal Product Launch  | Main Street Businesses                     | Spring-themed promotions, email drip campaign, direct mail piece       | Open rates, conversion, ROI         |
| June     | Father's Day, Summer Solstice    | Relationship Building  | B2B Partners                               | Event sponsorship, partnership campaigns, influencer outreach          | Sign-ups, partnerships, impressions |
| July     | Independence Day                 | Brand Loyalty, Mid-Year Review                                     | Brand Loyalists                            | Customer appreciation sale, half-year recap blog, brand survey         | Engagement, feedback, retention     |

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|                  |                                  |                                |                        |   |                                    |
|------------------|----------------------------------|--------------------------------|------------------------|---|------------------------------------|
| <b>August</b>    | Back to School, Summer Clearance | Promotions, End-of-Summer Push | Bargain Shoppers       | Clearance sale, social countdown, product bundle promotions           | CTR, conversions, inventory        |
| <b>September</b> | Labor Day, Fall Campaign Launch  | Planning & Readiness           | Small Business Owners  | Content around planning, workshops, email series on Q4 readiness      | Registrations, site visits, CTR    |
| <b>October</b>   | Halloween, Fall Fest             | Engagement, Seasonal Products  | Family-Oriented, Local | Fall festival promotions, user-generated content, seasonal ads        | Impressions, engagement, ROI       |
| <b>November</b>  | Thanksgiving, Black Friday       | Gratitude, Holiday Shopping    | General Audience       | Holiday gift guides, Black Friday/Cyber Monday deals, gratitude posts | Sales, engagement, sign-ups        |
| <b>December</b>  | Holiday Season, Year-End Wrap-Up | Closing Campaigns, Thank-Yous  | VIPs & Loyal Customers | Exclusive holiday promotions, annual review, end-of-year gift offer   | Sales, engagement, loyalty metrics |