

# YEARLY MARKETING PLANNER

## January

**VALENTINE'S DAY**  
(FEBRUARY 14TH)

BEGIN MARKETING  
LATE JANUARY

FOCUSING ON THEMES  
LOVE, RELATIONSHIPS &  
GIFT-GIVING

**POST HOLIDAY SALES**  
**WINTER**  
**NEW BEGINNINGS**

## February

**ST. PATRICK'S DAY**  
(MARCH 17TH)

BEGIN MARKETING  
LATE FEBRUARY

FOCUSING ON THEMES  
LUCK, IRISH, ALL THINGS  
GREEN & LEPRECHAUNS

**GARDEN PRODUCTS**  
**HEALTH**  
**ORGANIZATION**

## March

**EASTER**  
(VARIES: SUNDAY AFTER  
FULL MOON)

START MARKETING  
LATE FEBRUARY/EARLY  
MARCH

HIGHLIGHT EASTER,  
SPRING, GARDENING,  
RENEWAL AND  
CELEBRATION

**ALL THINGS SPRING**

## April

**SUMMER BREAK**  
(END OF MAY)

BEGIN MARKETING  
MID APRIL

FOCUSING ON THEMES  
ADVENTURE, RELAXATION,  
FAMILY FUN, TRAVEL,  
SUMMER WARDROBE,  
BOREDOM BUSTERS &  
OUTDOOR COOKING

**MOTHER'S DAY**  
(2ND SUNDAY IN MAY)

## May

**INDEPENDENCE DAY**  
(JULY 4TH)

BEGIN MARKETING IN LATE  
MAY OR EARLY JUNE

EMPHASIZE  
PATRIOTIC THEMES,  
OUTDOOR ACTIVITIES,  
AND SUMMER-RELATED  
PRODUCTS.

**ALL THINGS SUMMER**

## June

**FATHER'S DAY**  
(3RD SUNDAY OF JUNE)

START MARKETING  
EARLY JUNE

SHOWCASE GIFT GUIDES,  
PRODUCTS AND SERVICES  
FOR DADS, AND  
APPRECIATION

**SUMMER KICK-OFF**  
**PRIDE MONTH**

## July

**END OF SUMMER**  
(VARIES)

START MARKETING  
LATE JULY

MARKET VACATIONS,  
STAYCATIONS, LOCAL  
EVENTS, HEALTH AND  
FITNESS

## August

**BACK-TO-SCHOOL**  
(VARIES:AUG-SEPT)

START MARKETING  
LATE JULY/EARLY AUGUST

MARKET FRESH STARTS,  
SCHOOL ESSENTIALS,  
LEARNING ACTIVITIES,  
FORMING NEW HABITS,  
STYLE, TECH, PERSONAL  
DEVELOPMENT,  
TEACHER GIFTS

## September

**HALLOWEEN**  
(OCTOBER 31ST)

BEGIN MARKETING IN  
LATE SEPTEMBER

FOCUSING ON COSTUMES,  
DECORATIONS, PARTIES  
AND THEMED PROMOTIONS

**WELLNESS MONTH**  
**PREPAREDNESS MONTH**

## October

**THANKSGIVING**  
(FOURTH THURSDAY  
IN NOVEMBER)

START MARKETING  
LATE OCT-EARLY NOV

EMPHASIZING GRATITUDE,  
FAMILY GATHERINGS, AND  
THANKSGIVING-RELATED  
PRODUCTS OR SERVICES

**START CHRISTMAS**  
**PREPARATIONS**

## November

**CHRISTMAS**  
(DECEMBER 25TH)

BEGIN MARKETING  
LATE OCTOBER/EARLY  
NOVEMBER

PROMOTE HOLIDAY  
SHOPPING. CONSIDER  
PROMOTING EARLY-BIRD  
SPECIALS AND HOLIDAY-  
THEMED PRODUCTS.

## December

**CHRISTMAS**  
(DECEMBER 25TH)

LAST PUSH FOR HOLIDAY  
SHOPPING. LAST-MINUTE  
GIFTS AND STOCKING  
STUFFERS

**NEW YEAR'S DAY**  
(JANUARY 1ST)

START MARKETING IN  
DECEMBER 26TH .

*Marketing takes time. Plan Ahead.*

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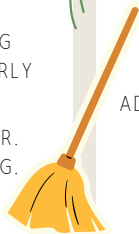
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