



2026 Marketing Calendar

Start putting plans together with this 2026 marketing calendar which features holidays and major events. Use it to plan your online marketing campaigns.

Need more ideas and guidance? Subscribe to our [Hints & Tips newsletter](#).





01 2026

January

Monthly Themes

New Year

Building healthy habits

Fresh start

Content Ideas

Resolution-focused
product bundles

Tips or how-tos tied to your products (e.g. storage solutions, wellness tips)

Clearance sale on 2025 inventory

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10 Houseplant Appreciation Day
11	12	13	14 National Dress Up Your Pet Day	15	16	17 World Religion Day
18	19	20	21	22	23	24 International Day of Education
25	26 National Spouses Day	27	28	29 National Puzzle Day	30	31 Tax Day

02 2026

February

Monthly Themes

Valentine's Day (red, pink & hearts)

Friendship and community

Content Ideas

Valentine's gift guides by recipient
(*partner, pet, friend, self*)

Self-care product bundles

Early spring merchandise preview

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Candlemas Day	3	4 World Cancer Day	5 National Chocolate Fondue Day	6	7
8	9	10	11 International Day of Women and Girls in Science	12	13 Galentine's Day	14 Valentine's Day
15 Singles Awareness Day	16	Mardi Gras Ramadan Begins 17 Lunar New Year	18 Ash Wednesday	19	20	21
22	23	24	25	26	27 World NGO Day	28

03 2026

March

Monthly Themes

Spring cleaning and home refresh

Seasonal fashion and color trends

Sports & Spring run-in

Women's History Month

Gift guide for different types of moms

Content Ideas

“Lucky you” themed promo for St. Patrick’s Day

Spotlight female staff accomplishments

“Fresh picks” for spring

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Purim	3	4 Holi	5	6	7
8 International Women's Day	9	10	11	12	13	14 Pi Day
15 Mother's Day	16	17 St. Patrick's Day	18	19 Let's Laugh Day Client's Day	20 Spring Equinox	21
22	23 World Meteorological Day	24	25	26	27	28
Daylight Savings Day National Mom and Pop Business Owner's Day 29 Palm Sunday	30	31				

04 2026

April

Monthly Themes

Autism Awareness Month

Celebrate Diversity Month

Earth Month

Start planning for summer sales

Content Ideas

April Fools' Day social content

Spring styling tips (*fashion & home*)

Earth Day campaign

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2	3 Good Friday	4
5 Easter	6	7	8	9	10 Siblings Day	11
12	13	14	15 World Art Day	16	17	18
19	20	21	22 Earth Day	23 St. George's Day	24	25
26 Get Organized Day	27	28	29	30		

05 2026

May

Monthly Themes

May Day & celebration of laborers

Mental Health Awareness Month

Content Ideas

Teacher appreciation

Gifts for grads

Spotlight the workers who make
your business run

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Vesak 1 Beltane	2
3	Early May Bank Holiday Star Wars Day May the fourth be with you! 4 May Day	5 Cinco de Mayo	6	7	8	9
10	11	12 International Nurses Day	13	14	15 International Day of Families	16
17	18 International Museum Day	19	20	21	22	23
24	Spring Bank Holiday 25 Whit Monday	26	27	28	29	30
31						

06 2026

June

Monthly Themes

Great Outdoors Month

National Safety Month

Children's Awareness Month

FIFA World Cup

Immigrant Heritage Month

Content Ideas

Summer product roundups
(picnic gear, travel accessories, etc.)

Pride Month features (*rainbow edits, partner with LGBTQ+ creators*)

Gift guide for Dads based on interests & hobbies

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6 D-Day Anniversary
7	8 World Oceans Day	9	10	11	12	13
14	15	16	17	18	19 Dragon Boat Festival Juneteenth	20
Summer Solstice 21 Father's Day	22	23	24	25 World Beatles Day	26	27
28	29	30 World Social Media Day				

07 2026

July

Monthly Themes

Outdoor & backyard living

Disability Pride Month

Content Ideas

Travel hacks or packing guide with your products

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 International Joke Day	2	3 International Plastic Bag Free Day	4
5	6	7	8	9	10	11
12	13	14	15	16	17 World Emoji Day	18
19 Ice Cream Day	20	21	22	23	24	25
26	27	28	29	30	31	

08 2026

August

Monthly Themes

South Asian Heritage Month

Premier League Season Start

Edinburgh Festival Fringe

Content Ideas

Product bundles for college students/back-to-school

Organization hacks or workspace makeovers

End of summer clearance sale

Teacher or student discounts

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 International Day of Friendship	3	4	5 Blogger Day	6	7 International Beer Day	8
9 Book Lovers Day	10	11	12 Solar eclipse	13 International Left Handers Day	14	15
16	17	18	19	20	21 World Senior Citizen's Day	22
23	24					
30	31 Summer Bank Holiday	25	26	27	28	29

Harvest & cozy fall products

Back-to-school final push

Heritage Open Days (Sept 11-20)

Fall lookbooks or styling tips

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 International Day of Charity
6	7	8 International Literacy Day	9	10	11 Rosh Hashanah	12
13 Grandparents Day	14	15	16	17	18	19 Oktoberfest begins
20 Yom Kippur	21 International Day of Peace	22 Fall Equinox	23	24	25 World Dream Day	26
27	28	29	30 International Podcast Day			

10 2026

October

Monthly Themes

Breast Cancer Awareness Month

Black History Month

Halloween costumes, candy & spooky fun

Content Ideas

Product roundup for DIY

Halloween costumes

“Scary good deals” sale

Halloween decor “how-to’s”

Notes

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 International Coffee Day	2	3
4	5 World Teachers' Day	6	7	8	9	10 World Mental Health Day
11	12	13	14	15	16 World Food Day	17
18	19	20	21	22	23	24
25 Daylight Savings International Artist Day	26	27	28	29	30	31 Halloween

[illegible]

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 All Saints' Day	2	3	4	5	6	7
8 Remembrance Sunday Diwali	9 British Pudding Day	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 Black Friday	28
29 Artists Sunday	30 Cyber Monday					

December

Monthly Themes

Holiday gifting for everyone on the list

Winter & holiday party fashion

Year-end clearance & New Year prep

Content Ideas

“12 Days of Deals” promotions

Last-minute gift ideas & gift cards

Gift guides for every budget

New Year’s Eve essentials

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Giving Tuesday	2	3	4 Hanukkah Begins	5 Small Business Saturday
6	7	8	9	10	11	12 Hanukkah Ends
13	14	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	Kwanzaa Begins 26 Boxing Day
27	28	29	30	31 New Year's Eve		