



2025 Marketing Calendar

Start putting plans together with this 2025 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](#).

January

Monthly Themes

- New Year
- Building healthy habits
- National Mentoring Month

Zodiac Signs

Capricorn (January 1 - January 19)

- Ambitious
- Practical
- Disciplined

Aquarius (January 20 - January 31)

- Innovative
- Independent
- Humanitarian

Notes

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	18
19	20 Martin Luther King, Jr. Day	21	22	23	24 National Compliment Day	25
26	27	28	29 National Puzzle Day Lunar New Year	30	31	

February

Monthly Themes

- Black History Month
- National Cancer Prevention Month
- National Women Inventors Month

Zodiac Signs

- Aquarius (February 1 - February 18)
- Innovative
 - Independent
 - Humanitarian
- Pisces (February 19 - February 29)
- Empathetic
 - Imaginative
 - Adaptable

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Groundhog Day	3	4	5 National Chocolate Fondue Day	6	7	8
9	10	11 National Inventors' Day	12	13	14 Valentine's Day	15 Singles Awareness Day
16	17 President's Day	18	19	20	21	22
23	24	25	26	27	28 Ramadan	

March

Monthly Themes

Women's History Month

Employee Spirit Month

Zodiac Signs

Pisces (March 1 - March 20)

- Empathetic
- Imaginative
- Adaptable

Aries (March 21 - March 31)

- Courageous
- Energetic
- Impulsive

Notes

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

Monthly Themes

Autism Awareness Month

Celebrate Diversity Month

Earth Month

Start planning for summer sales

Zodiac Signs

Aries (April 1 - April 19)

- Courageous
- Energetic
- Impulsive

Taurus (April 20 - April 30)

- Stable
- Intelligent
- Hardworking

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	2 World Autism Awareness Day	3	4	5
6	7	8	9	10 Siblings Day	11	12
13 Palm Sunday	14	15 Tax Day	16	17	18	19
20 "420" Day celebrating cannabis business and culture Easter	21	22 Earth Day	23	24	25	26 Get Organized Day
23						
27	28	29	30			

Monthly Themes

Asian American and Pacific Islander Heritage Month

Jewish American Heritage Month

Mental Health Awareness Month

Zodiac Signs

Taurus (May 1 - May 20)

- Stable
- Intelligent
- Hardworking

Gemini (May 21 - May 31)

- Versatile
- Curious
- Communicative

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 May Day Beltane	2	3
4 Star Wars Day May the fourth be with you!	5 Cinco de Mayo	6 Teacher Appreciation Day	7	8	9	10 National Small Business Day
11 Mother's Day	12 Vesak	13	14	15	16	17 National River Cleanup Day
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31 Dragon Boat Festival

Monthly Themes

- LGBTQ+ Pride Month
- Great Outdoors Month
- National Safety Month
- Children's Awareness Month

Zodiac Signs

- Gemini (June 1 - June 20)
- Versatile
 - Curious
 - Communicative
- Cancer (June 21 - June 30)
- Emotional
 - Nurturing
 - Intuitive

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 Drive-in Movie Day	7
8 Best Friends Day	9	10	11	12	13	14 Flag Day
15	16	17	18	19 Juneteenth	20 Summer Solstice	21
22 Father's Day	23	24	25 Goat Cheese Day	26	27	28
29	30 Social Media Day					

Monthly Themes

Independent Retailer Month
 Start back to school planning

Zodiac Signs

Cancer (July 1 - July 22)

- Emotional
- Nurturing
- Intuitive

Leo (July 23 - July 31)

- Confident
- Generous
- Creative

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 International Joke Day	2 Made in the USA Day	3 International Plastic Bag Free Day	4 4th of July AKA Independence Day	5
6	7	8	9	10	11	12
13 Embrace Your Geekness Day	14	15	16 National Hot Dog Day	17 World Emoji Day	18	19
20 Ice Cream Day	21	22	23	24	25	26
27	28	29	30 International Day of Friendship	31		

August

Monthly Themes

Black Business Month
 American Artists
 Appreciation Month
 National Wellness Month

Zodiac Signs

Leo (August 1 - August 22)

- Confident
- Generous
- Creative

Virgo (August 23 - August 31)

- Analytical
- Practical
- Perfectionist

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 International Beer Day	2
3	4	5 Blogger Day	6	7	8	9 Book Lovers Day
10	11	12	13 Left Handers Day	14	15	16
17	18	19	20	21 Senior Citizens Day	22	23
24						
31	25 National Banana Split Day	26	27	28	29	30 National Toasted Marshmallow Day

September

Monthly Themes

National Latine/Hispanic Heritage Month
(runs from September 15 to Oct 15)

Zodiac Signs

Virgo (September 1 - September 22)

- Analytical
- Practical
- Perfectionist

Libra (September 23 - September 30)

- Balanced
- Social
- Diplomatic

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labor Day	2	3	4	5	6
7 Grandparents Day	8	9	10	11	12 National Video Games Day	13
14	15	16	17	18	19 Talk Like a Pirate Day	20 Oktoberfest
21 International Day of Peace	22 Rosh Hashanah Fall Equinox	23	24	25 World Dream Day	26	27
28	29	30 International Podcast Day				

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October

Monthly Themes

Start planning for the holidays

Emotional Wellness Month

Fair Trade Month

Zodiac Signs

Libra (October 1 - October 22)

- Balanced
- Social
- Diplomatic

Scorpio (October 23 - October 31)

- Loyal
- Ambitious
- Determined

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Yom Kippur	2	3	4
5	6	7	8	9	10 World Mental Health Day	11
12	13 Indigenous Peoples' Day	14	15	16	17	18
19	20 Diwali	21	22	23	24	25 International Artist Day
26	27	28	29 National Cat Day	30 Checklist Day	31 Halloween	

November

Monthly Themes

Start planning for the new year
Height of holiday preparations
and shopping

Zodiac Signs

Scorpio (November 1 - November 21)

- Loyal
- Ambitious
- Determined

Sagittarius (November 22 - November 30)

- Optimistic
- Adventurous
- Philosophical

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 All Saints Day
2 Daylight Savings	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
23 Espresso Day						
30 Artists Sunday	24	25	26	27 Thanksgiving Day	28 Black Friday	29 Small Business Saturday

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December

Monthly Themes

Height of the holiday season

End-of-year fundraising

Zodiac Signs

Sagittarius (December 1 - December 21)

- Optimistic
- Adventurous
- Philosophical

Capricorn (December 22 - December 31)

- Ambitious
- Practical
- Disciplined

Notes

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