



2024 Marketing Calendar

Planning your marketing ahead of time can make the difference between a good year and a tough one. That's why we're here to help!

Use these monthly calendars of 2024 holidays and major events to plan your online marketing campaigns. Need more ideas or guidance? [Check out our blog post.](#)

January

Monthly Themes

New Year

Building healthy habits

National Mentoring Month

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 Martin Luther King, Jr. Day | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 National Compliment Day | 25 | 26 | 27 |
| 28 | 29 National Puzzle Day | 30 | 31 | | | |

February

Monthly Themes

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

Notes

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---------------------------------|---------------|----------------------------------|--------------------------|-----------------|-------------------|
| | | | | 1 | 2 Groundhog Day | 3 |
| 4 | 5 National Chocolate Fondue Day | 6 | 7 | 8 | 9 | 10 Lunar New Year |
| 11 | 12 | 13 Mardi Gras | 14 Ash Wednesday Valentine's Day | 15 Singles Awareness Day | 16 | 17 |
| 18 | 19 President's Day | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 Leap Day | | |



03 2024
March

Monthly Themes

- Women's History Month
- Employee Spirit Month
- National Reading Month

Notes

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

April

Monthly Themes

- Autism Awareness Month
- Celebrate Diversity Month
- Earth Month

Notes

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

Monthly Themes

Asian American and Pacific Islander Heritage Month

Jewish American Heritage Month

Mental Health Awareness Month

Notes

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



July

Monthly Themes

National Ice Cream Month

Independent Retailer Month

National Grilling Month

World Watercolor Month

Notes

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



08 2024 August

Monthly Themes

- Black Business Month
- American Artists Appreciation Month
- National Wellness Month

Notes

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------------------------|---------------|---------------------|-------------------------|----------|-------------------------------------|----------|
| | | | | 1 | 2 International Beer Day | 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 Citizen's Day | 22 | 23 | 24 |
| 25 National Banana Split Day | 26 | 27 | 28 | 29 | 30 National Toasted Marshmallow Day | 31 |

September

Monthly Themes

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

Notes

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

11 2024

November

Monthly Themes

"Movember" — Raising awareness for men's health issues

Height of holiday preparations and shopping

Notes

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

December

Monthly Themes

Height of the holiday season

End-of-year fundraising

Notes

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