

2024 SMALL BUSINESS MARKETING CALENDAR

Holidays, Ideas and
Marketing Tips to Make
2024 Your Best Year Yet



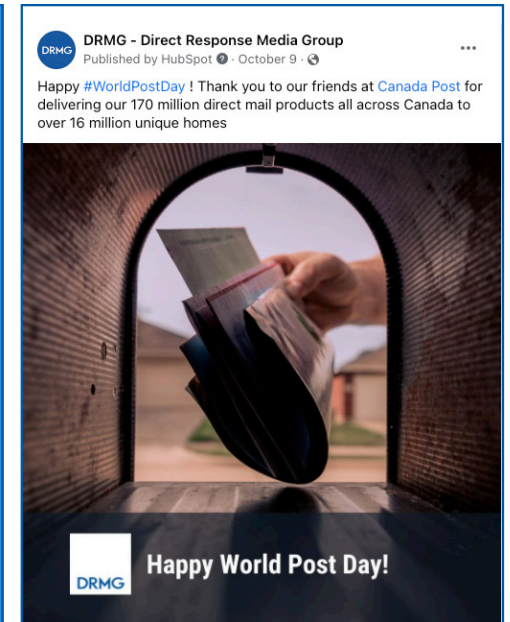
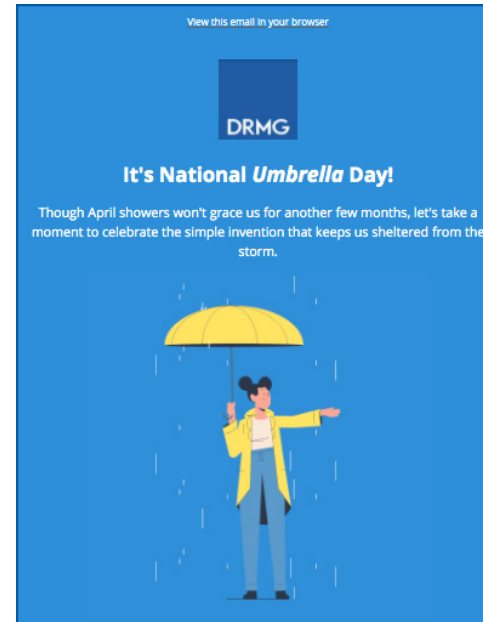
From National Pizza Day to Small Business Saturday, holidays are the perfect opportunity to have some fun and get creative with your marketing. This calendar will help take the stress out of planning by easily identifying the dates and opportunities for you to promote your business.

CHECK OUT THESE PRO TIPS TO GET STARTED

- Use Facebook's 'Premiere' feature to schedule and debut new video content.
- Leverage Instagram Stories to run polls, Q&A sessions, or showcase behind-the-scenes content boosting engagement!
- Use LinkedIn Polls to gather insights and opinions from your professional network helping you understand market trends.
- Use popular music to make your content more discoverable while ensuring it aligns with your brand's voice and audience.



© 2022 Direct Response Media Group. All Rights Reserved.



Mother's Day Marketing for Small Businesses

Mother's Day is one of the busiest times for businesses. Mom's special day is the third biggest holiday of the year, generating \$21.5 billion in 2018, and has seen large increases in consumer spending year over year. Small businesses shouldn't shy away from mom's special day, but instead, leverage the holiday for an opportunity to tap into customers' share of wallet and increase sales. Though there's less than a month until Mother's Day, there is still time for you to organize your marketing strategies. Here are some simple Mother's Day marketing tactics you can use for your small business:

Offer Promotions

Everyone loves saving money, and holiday promotions themes are always eye-catching. Try different price points or a percentage off to entice shoppers to purchase specific items. Offering a perceived value dramatically raises your average order cost. Ensure your advertising and communications bring attention to your sale by using Mother's Day copy and theme.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

JANUARY 2024

NATIONAL MENTORING MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>New Year's Day</i>	2 <i>National Pet Safety Travel Day</i>	3	4 <i>National Spaghetti Day</i>	5	6
7	8	9	10	11	12 <i>National Pharmacist Day</i>	13
14 <i>National Pet Safety Travel Day</i>	15 <i>Martin Luther King Jr. Day</i>	16	17	18	19 <i>National Popcorn Day</i>	20
21	22	23 <i>National Pie Day</i>	24	25	26	27
28	29	30	31 <i>Bell Let's Talk Day</i>			

PRO TIP Use Facebook's 'Premiere' feature to schedule and debut new video content. This allows you to turn video launches into events and gather real-time engagement.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

FEBRUARY 2024

BLACK HISTORY MONTH / HEART MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 <i>World Cancer Day</i>	5	6	7	8	9 <i>National Pizza Day</i>	10 <i>Chinese New Year</i>
11	12	13	14 <i>Valentine's Day</i>	15	16	17 <i>Random Acts of Kindness Day</i>
18	19 <i>Family Day</i>	20 <i>Love Your Pet Day</i>	21	22 <i>National Chili Day</i>	23	24
25	26	27	28 <i>Floral Design Day</i>	29		

PRO TIP Leverage Instagram Stories to run polls, Q&A sessions, or showcase behind-the-scenes content. This interactive content can boost engagement and provide valuable feedback.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

MARCH 2024

WOMEN'S HISTORY MONTH / NATIONAL NUTRITION MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 <i>Employee Appreciation Day</i>	2
3 <i>If Pets Had Thumbs Day</i>	4	5	6 <i>National Dentist's Day</i>	7	8	9
10	11	12	13	14 <i>Pi Day</i>	15	16
17 <i>St. Patrick's Day</i>	18	19 <i>World Social Work Day</i>	20	21	22	23
24	25	26	27	28	29	30
<i>Easter Sunday</i> 31					<i>National Mom and Pop Business Owners Day</i>	

PRO TIP Use Twitter Moments to curate a series of related tweets. This is perfect for summarizing events, Q&A sessions, or trending topics related to your industry.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

APRIL 2024

LAWN AND GARDEN MONTH / NATIONAL CAR CARE MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>April Fools' Day</i>	2	3	4	5 <i>National Deep Dish Pizza Day</i>	6
7	8	9	10	11 <i>National Pet Day</i>	12	13
14	15	16	17 <i>Administrative Professionals Day</i>	18	19	20
21	22 <i>Earth Day</i>	23	24	25 <i>Take Our Daughters and Sons to Work Day</i>	26	27
28 <i>World Health and Safety Day</i>	29	30				

PRO TIP Publish long-form articles on LinkedIn to position yourself as a thought leader in your industry. Ensure your content is valuable, informative, and relevant to your professional audience.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

MAY 2024

WOMEN'S HEALTH MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>International Workers' Day</i>	2	3	4
5	6	7 <i>National Packaging Design Day</i>	8	9 <i>National Receptionists Day</i>	10	11
12 <i>Mother's Day</i>	13	14	15 <i>National Pizza Party Day</i>	16	17	18
19	20 <i>Victoria Day</i>	21	22	23	24	25 <i>National Wine Day</i>
26	27	28 <i>National Hamburger Day</i>	29 <i>Learn About Composting Day</i>	30	31	

PRO TIP Jump on trending challenges or use popular music to make your content more discoverable. Ensure it aligns with your brand's voice and audience.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

JUNE 2024

PRIDE MONTH/ MEN'S HEALTH MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 <i>National Health & Fitness Day</i>
2 <i>Leave The Office Early Day</i>	3	4	5	6 <i>National Eyewear Day</i>	7	8 <i>Global Wellness Day</i>
9	10	11	12	13	14	15
16 <i>Father's Day</i>	17	18	19	20	21 <i>Take Your Dog to Work Day</i>	22 <i>National HVAC Day</i>
23	24 <i>St. Jean Baptiste Day</i>	25	26	27 <i>PTSD Awareness Day</i>	28 <i>National Insurance Awareness Day</i>	29
30						

PRO TIP Engage with your audience by hosting a live Q&A session. This boosts real-time engagement and helps understand your audience's queries and concerns.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

JULY 2024

INDEPENDENT RETAILER MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>Canada Day</i>	2	3	4	5	6 <i>National Fried Chicken Day</i>
7	8	9	10	11	12	13 <i>National French Fry Day</i>
14	15 <i>National Pet Fire Safety Day</i>	16 <i>World Snake Day</i>	17	18 <i>Get to know your Customers Day</i>	19	20
21 <i>National Ice Cream Day</i>	22	23	24	25	26	27
28	29 <i>National Lasagna Day</i>	30	31			

PRO TIP Use carousels to showcase a series of images or bite-sized content pieces. Carousels are highly engaging and encourage users to interact with your content longer.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

AUGUST 2024

FAMILY FUN MONTH / BLACK BUSINESS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 <i>Civic Holiday</i>	6	7	8	9 <i>National Book Lovers Day</i>	10
11	12	13	14	15 <i>National Relaxation Day</i>	16	17 <i>National Nonprofit Day</i>
18	19 <i>World Photography Day</i>	20	21	22	23	24 <i>National Waffle Day</i>
25	26 <i>National Dog Day</i>	27	28	29	30 <i>National Holistic Pet Day</i>	31

PRO TIP Create Instagrams reels related to your industry. It's a great way to network, share expertise, and gain visibility.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

SEPTEMBER 2024

SELF IMPROVEMENT MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 <i>Labour Day</i>	3	4	5	6 <i>Read a Book Day</i>	7
8 <i>World Physiotherapy (PT) Day</i>	9	10 <i>World Suicide Prevention Day</i>	11	12	13 <i>International Chocolate Day</i>	14
15	16	17 <i>National IT Professionals Day</i>	18 <i>National Cheeseburger Day</i>	19	20 <i>National Pepperoni Pizza Day</i>	21
22	23 <i>Dogs in Politics Day</i>	24	25	26	27	28 <i>National Family Fitness and Health Day</i>
29 <i>National Coffee Day</i>	30					

PRO TIP Use LinkedIn Polls to gather insights and opinions from your professional network. Engage and understand market trends.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

OCTOBER 2024

BREAST CANCER AWARENESS MONTH / NATIONAL PIZZA MONTH / CYBER SECURITY MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>World Vegetarian Day</i>	2	3	4 <i>World Animal Day</i>	5 <i>World Teachers' Day</i>
6	7	8	9	10 <i>World Mental Health Day</i>	11	12
13	14 <i>Thanksgiving</i>	15	16 <i>Boss's Day</i>	17	18	19
20	21	22	23	24	25	26
27	28	29 <i>National Cat Day</i>	30	31 <i>Halloween</i>		

PRO TIP Collabourate with TikTok influencers in your industry for a 'duet'. This expands your reach to a new audience and adds credibility.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

NOVEMBER 2024

ENTREPRENEURSHIP MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 <i>World Vegan Day</i>	2
3	4	5	6	7	8 <i>National Cappuccino Day</i>	9
10	11 <i>Remembrance Day</i>	12	13 <i>World Kindness Day</i>	14 <i>World Diabetes Day</i>	15	16 <i>National Fast Food Day</i>
17	18	19	20	21	22	23
24	25	26	27	28 <i>Thanksgiving</i>	29	30 <i>Small Business Saturday</i>

PRO TIP Utilize Facebook Groups to create a community around your brand or industry. Engage regularly, share exclusive content, and gather feedback.

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

DECEMBER 2024

NATIONAL WRITE A BUSINESS PLAN MONTH/ NATIONAL HUMAN RIGHTS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 <i>Cyber Monday</i>	3 <i>Giving Tuesday</i>	4	5	6	7
8	9	10	11	12	13 <i>National Day of the Horse (Pet holiday in the U.S.)</i>	14
15	16	17	18	19	20	21
22	23	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26	27	28
29	30	31 <i>New Years Eve</i>				

PRO TIP Host a '12 days of...' series leading up to the holidays. It can be tips, giveaways, or highlights from the year. Keep your audience engaged during the holiday season. the coming year? Now is the time to fine tune for 2024!

© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM

NEED SOME HELP?

DRMG has been proudly serving Canadian businesses for over 20 years, we deliver data-driven results and are the market leader in direct marketing and digital solutions. Visit drmg.com/contact-us to get in touch with your local DRMG representative for more marketing ideas.



© 2022 Direct Response Media Group. All Rights Reserved.



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
1-844-425-1561 | DRMG.COM