

2023 SMALL BUSINESS MARKETING CALENDAR

Holidays, Ideas and
Marketing Tips to Make
2023 Your Best Year Yet

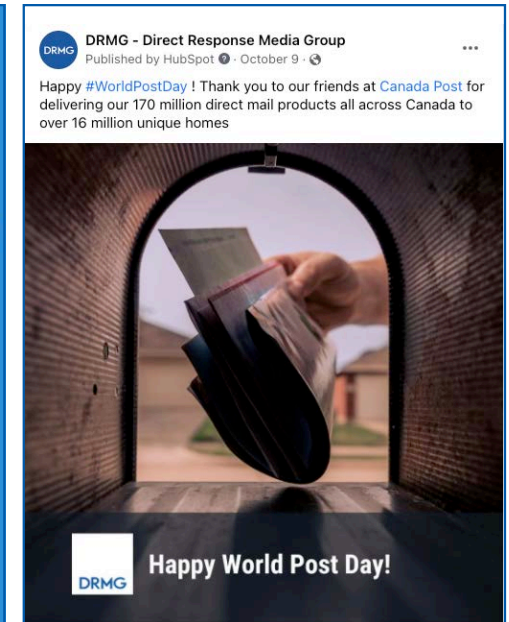
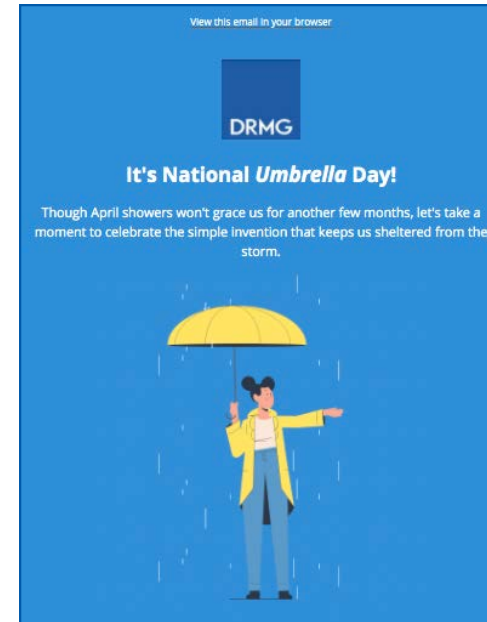


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From National Pizza Day to Small Business Saturday, holidays are the perfect opportunity to have some fun and get creative with your marketing. This calendar will help take the stress out of planning by easily identifying the dates and opportunities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

CHECK OUT THESE PRO TIPS TO GET STARTED

- Email Marketing is a great way to reach prospects who want to learn more about your product or service.
- Start a Blog! Writing posts for relevant holidays will help drive New businesses and brand awareness.
- Get Social! Create a contest or giveaway around a specific holiday. This is a great approach for collecting contact information from potential clients.
- Send out highly targeted direct mail campaigns to increase your redemption rates.



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.

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JANUARY 2023

NATIONAL MENTORING MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>New Year's Day</i>	2 <i>National Personal Trainer Awareness Day</i>	3	4 <i>National Spaghetti Day</i>	5	6 <i>National Technology Day</i>	7
8	9	10 <i>Houseplant Appreciation Day</i>	11	12 <i>National Pharmacist Day</i>	13	14 <i>Dress Your Pet Day</i>
15 <i>National Bagel Day</i>	16	17 <i>Martin Luther King Jr. Day</i>	18	19 <i>Get to know your Customers Day</i>	20	21
22 <i>Chinese New Year</i>	23 <i>National Pie Day</i>	24 <i>National Compliment Day</i>	25	26	27 <i>National Have Fun At Work Day</i>	28 <i>Bell Let's Talk Day</i>
29	30	31 <i>National Hot Chocolate Day</i>				

PRO TIP Now that the new year is upon us, it's a fresh start to stay organized! Ensure you are keeping accurate records of all finances, set and stay on deadlines that have been made and plan your social media content ahead!

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FEBRUARY 2023

BLACK HISTORY MONTH / HEART MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 <i>Groundhog Day</i>	3 <i>National Women Physicians Day</i>	4 <i>National Thank a Mail Carrier Day</i> <i>National Homemade Soup Day</i>
5	6	7	8	9 <i>National Pizza Day</i>	10 <i>National Umbrella Day</i>	11
12 <i>Super Bowl Sunday</i>	13	14 <i>Valentine's Day</i>	15	16	17 <i>National Random Acts of Kindness Day</i>	18
19	20 <i>Family Day</i>	21 <i>Mardi Gras (Fat Tuesday)</i>	22 <i>Ash Wednesday</i>	23 <i>National Tile Day</i>	24 <i>National Skip the Straw Day</i>	25
26	27 <i>National Strawberry Day</i>	28 <i>National Science Day</i>				

PRO TIP As markets and trends change, your business needs to be able to adjust accordingly. Don't be afraid to pivot when needed!

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MARCH 2023

WOMEN'S HISTORY MONTH / NATIONAL NUTRITION MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 <i>Employee Appreciation Day</i>	4 <i>National Grammar Day</i>
5	6 <i>National Dentist's Day</i>	7 <i>National Cereal Day</i>	8 <i>International Women's Day</i>	9 <i>National Meatball Day</i>	10	11
12 <i>National Plant a Flower Day</i> <i>Daylight Savings Time Begins</i>	13	14	15	16	17 <i>St. Patrick's Day</i>	18
19	20 <i>First Day of Spring</i>	21	22	23 <i>National Chip and Dip Day</i>	24	25
26	27	28	29 <i>National Mom and Pop Business Owner Day</i>	30 <i>National Doctor's Day</i>	31	

PRO TIP Utilize the tools and software programs you have. Send an automated email to a new client within 24-48 hours, set up a chatbot on your website if you cannot offer 24/7 customer service.

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APRIL 2023

LAWN AND GARDEN MONTH / NATIONAL CAR CARE MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 <i>April Fools' Day</i>
2 <i>National Peanut Butter and Jelly Day</i>	3	4	5 <i>National Deep Dish Pizza Day</i>	6 <i>National Burrito Day</i>	7 <i>Good Friday</i>	8
9 <i>Easter Sunday</i>	10	11 <i>National Pet Day</i>	12	13	14	15
16	17	18	19	20 <i>Get to Know Your Customers Day</i>	21	22 <i>Earth Day</i>
23	24	25 <i>National Hairstylist Appreciation Day</i>	26 <i>Administrative Professionals Day</i>	27	28 <i>National Superhero Day</i>	29
30						

PRO TIP Always keep that human and personal touch to every interaction you have with your client's or customers.

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MAY 2023

WOMEN'S HEALTH MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 <i>Star Wars Day</i>	5 <i>Cinco de Mayo</i>	6 <i>National Nurses Day</i>
7 <i>National Packaging Design Day</i>	8	9 <i>National Teacher Appreciation Day</i>	10 <i>National Receptionist's Day</i>	11	12	13
14 <i>Mother's Day</i>	15 <i>National Chocolate Chip Day</i>	16	17	18 <i>National No Dirty Dishes Day</i>	19 <i>National Pizza Party Day</i>	20 <i>National Rescue Dog Day</i>
21 <i>National Waitstaff Day</i>	22 <i>Victoria Day</i>	23	24	25 <i>National Wine Day</i>	26	27
28 <i>National Hamburger Day</i>	29	30	31			

PRO TIP You can't be everything to everyone. Stick to what you know to keep your business focused and on track. The results will prove this to you!

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JUNE 2023

PRIDE MONTH/ MEN'S HEALTH MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 <i>National Doughnut Day</i>	3
4 <i>National Fitness Day</i>	5 <i>National Veggie Burger Day</i>	6 <i>National Eyewear Day</i>	7	8	9	10
11	12	13	14	15	16	17
18 <i>Father's Day</i>	19	20	21 <i>First Day of Summer</i>	22 <i>National HVAC Day</i>	23	24
25	26 <i>National Beautician's Day</i>	27	28 <i>National Insurance Awareness Day</i>	29	30 <i>Social Media Day</i>	

PRO TIP Do not be afraid of analytics. In order to improve, you need to have something to measure.

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JULY 2023

INDEPENDENT RETAILER MONTH

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

PRO TIP Attend industry lead events or create new campaigns to help grow your business while prospecting for new clients.

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AUGUST 2023

FAMILY FUN MONTH / BLACK BUSINESS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 <i>Civic Day</i>	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>National Potato 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 Beach Day</i>	31 <i>National Eat Outside Day</i>		

PRO TIP Maintain a friendly and positive attitude to optimize the best customer service your team has to offer. Keep the language consistent with your brands voice.

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SEPTEMBER 2023

SELF IMPROVEMENT MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 <i>Labour Day</i>	5	6	7	8	9
10 <i>Grandparent's Day</i>	11	12	13	14	15 <i>National Tradesman Day</i>	16
17 <i>National Professional House Cleaners Day</i>	18 <i>National Cheeseburger Day</i>	19	20 <i>National Pepperoni Pizza Day</i>	21	22	23 <i>First Day of Fall</i>
24	25	26	27	28	29 <i>National Coffee Day</i>	30 <i>National Day for Truth and Reconciliation National Family Fitness and Health Day</i>

PRO TIP Keep an eye on the competition, what are they doing that you aren't? What do they post, how do they generate leads? Noticing what your competitors do can help you see what you are doing well and what you can improve on. Healthy competition is a good thing!

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OCTOBER 2023

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 <i>National Taco Day</i>	5 <i>World Teachers' Day</i>	6 <i>National Noodle Day</i> <i>World Smile Day</i>	7
8	9 <i>Thanksgiving</i>	10 <i>World Mental Health Day</i>	11	12	13	14 <i>National Dessert Day</i>
15	16	17 <i>National Pasta Day</i> <i>National Pharmacy Technician Day</i>	18	19 <i>Get to know your Customers Day</i>	20	21
22	23	24	25	26 <i>National Pumpkin Day</i>	27	28 <i>National Chocolate Day</i>
29 <i>National Cat Day</i>	30	31 <i>Halloween</i>				

PRO TIP Do not fall behind on marketing trends. Always stay on top as the algorithms are constantly changing and can have affects on your reach and visibility.

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NOVEMBER 2023

ENTREPRENEURSHIP MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>World Vegan Day</i>	2	3 <i>National Sandwich Day</i>	4
5 <i>Daylight Savings Time Ends</i>	6	7	8	9	10	11 <i>Remembrance Day</i>
12	13 <i>World Kindness Day</i>	14 <i>National Pickle Day</i>	15	16 <i>National Fast Food Day</i>	17	18
19	20	21	22	23	24 <i>Black Friday</i>	25 <i>Small Business Saturday</i>
26	27 <i>Cyber Monday</i>	28 <i>Giving Tuesday</i>	29	30		

PRO TIP Love your business and never forget why you started it in the first place. Setting realistic expectations can help you and your business perform during high and low seasons.

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DECEMBER 2023

NATIONAL WRITE A BUSINESS PLAN MONTH/ NATIONAL HUMAN RIGHTS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 <i>National Cookie Day</i>	5	6	7	8	9
10	11	12	13	14	15	16
17 <i>National Ugly Sweater Day</i>	18	19	20	21 <i>First Day of Winter</i>	22	23
24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26 <i>Boxing Day</i>	27	28	29	30
31 <i>New Years Eve</i>						

PRO TIP Review the year in full. Take a look at what worked and what didn't. Were there any processes that needed an adjustment, could anything be more efficient in the coming year? Now is the time to fine tune for 2024!

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