

A background image featuring pink baby's breath flowers in a glass vase, with a calendar and a pen visible in the lower half.

# MARKETING CALENDAR

**MARKETING DATES FOR 2022**

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## A Marketing Calendar for 2021

We all know that establishing a marketing strategy is important. Setting priorities and establishing goals helps you focus on what accomplishments you want to achieve. The earlier you start planning through every step of the strategy, the less problems you'll run into down the line.

In order to accomplish those goals it is best to prepare your marketing strategy for success:

Before you start, ask yourself these questions:

- What long term goal do you want to achieve?
- Why should people work with you?
- How best can you communicate with clients or potential customers?
- What promotions can you offer, (a sale, special deals, a gift) ?

Every year has many special dates and holidays that provides potential for marketing and connecting with customers. We hope this eBook will help you plan ahead.

## Start the marketing process

When considering promotions your decision should be based on the goals you established for your marketing strategy.

When planning for an upcoming holiday marketing campaign, remember to plan out your promotion in different stages:

- ~ Create excitement: Just before a holiday let customers know that a gift or event is coming. Celebrate your joy in the wonderful gifts you are about to provide and how the customer will benefit.

- ~ During the holiday: Market the event via email and any social media platform.

- ~ After the holiday: Follow up with those that responded and showed interest get some feedback on the benefits you provided or offer additional products or services.

### Connecting with customers

Focus on sharing your marketing messages to your audience.

Expand your reach by incorporating different marketing channels, such as, in-store, online, social media or email marketing. Providing a variety of engagement allows you to communicate with your audience by using the platform they are most comfortable using.

One of the best channels of communication is email.

With email you can personalize, segment, and optimize your email campaigns. You can group your audience into sections based on interests (those that like something and those that do not). This allows you to follow up on those that are specifically interested and communicate to those that are not.

Email marketing is a powerful platform that allows you to have details about your customers, an understanding of their interests and a way to communicate individually or to a large group at once.

### Recommended email service:

**MailerLite** - as of this writing they offer a free version that includes powerful marketing tools that usually fetches a premium cost. Automate welcome emails, anniversaries, birthdays, create Landing pages, email forms, segment your email list and much more.





# January

January is all about New Year's resolutions and setting goals

**Perfect time to offer specials on products or services that help to accomplish New Year's resolutions.**

Other special dates in January include Blue Monday and Winter sales, so think about incorporating these celebrations in your marketing.

Dates you shouldn't miss in January:

- January 1: New Year's Day
- January 8: Winter Sales (European countries)
- January 17: Martin Luther King Day
- January 28: Data Protection Day

Our **Marketing Store** :

We offer powerful marketing tools that helps you communicate and connect with your audience.

**Recommended marketing:** (click title to visit page)

**Contest Creator** - offer a special prize to celebrate the New Year. Our contest allows sharing on Social media and also segments each participant onto your mailing list.

**Alexa Channel** - Now you can create your own Alexa Channel with daily or weekly messages. Your customers can listen to your recorded messages on their Alexa App.



# February

February has two extremely popular marketing events of the year: Valentine's Day and the Super Bowl

Dates you shouldn't miss in February:

- February 1: LGBT History Month
- February 1: Black History Month (US)
- February 1: Chinese New Year
- February 2: Groundhog Day
- February 13: Super Bowl
- February 14: Valentine's Day

**Recommended marketing:** (click title to visit page)

**Conversion Marketing** - Increase Trust And Credibility By Adding Conversion Widgets and Live Social Proof To Your Website. Add a popup or static widget to your marketing pages that can lead to more sales and conversions from the exact same traffic with no extra work.

**Survey Creator** - Get to know what your customer needs for the New Year. Surveys help to better understand your customer objectives and helps focus your marketing. Also, our survey can place each participant onto a special mailing list based on their answers! A very powerful marketing tool. [Demo >>](#)



## March

March is all about taking care of the planet and empowering women.

International Women's Day is celebrated on March 8th. It is all about the history and work toward women's rights.

Dates you shouldn't miss in March:

- March 3: World Wildlife Day
- March 8: International Women's Day
- March 14: National Pi Day
- March 27: St. Patrick's Day
- March 17: Mother's Day (UK)

**Recommended marketing:** (click title to visit page)

**Video Marketing** - We will create a Professional video for your Website, Social Media or Advertising promoting your Brand, Events and Services.

Social Media - videos will work best on Social platforms such as Instagram, Facebook and Twitter.

Standard Videos - will work best on a website for Promotions and Advertising. The videos will reflect your Brand, Logo and style.

**Scratch & Win** - Fully customized scratch-off games with video interaction and Optin Forms. By using a scratch card simulator on your website, you tap into the psychology of gaming and rewards. You can create contests and offer prizes while using the scratch cards as lead generation optin forms.



## April

Warmer weather brings Easter hunts!

Easter is celebrated as either a Religious celebration or about egg hunts and chocolate rabbits.

Why not hide an Easter Egg on your website and have visitors find the egg? Offer a coupon or discount if they find the hidden egg.

Dates you shouldn't miss in April:

- April 1: April Fools Day
- April 2: Start Of Ramadan
- April 15: Easter Friday
- April 17: Easter Sunday
- April 18: Easter Monday
- April 22: Earth Day

**Recommended marketing:** (click title to visit page)

**Ultimate Retargeting Ads** - Our Facebook Retargeting Ads service can track and retarget ONLY to visitors that have shown interest in your service based on actions taken on your website. Advertise only to those clearly interested in your service.

**GDPR Compliance** - Protect your website and Setup Privacy, Cookie, Data consent and Breach notifications on your website. It doesn't matter whether you sell anything to EU people or not. If your site makes use of any cookies or has any 3rd party integrations that uses cookies (Facebook pixel, analytics, videos, Social Media links, etc.) you must be compliant.





## May

Mother's Day is celebrated in May so be sure to show appreciation for all Mothers.

Another big celebration is Star Wars Day. Like it or not this is a chance to interact with fans using Social media and Email Marketing.

Also, keep in mind the start of Roland-Garros for tennis lovers.

Dates you shouldn't miss in May:

May 1: May Day

May 4: Star Wars Day

May 8: Mother's Day (US)

May 23: Roland-Garros

**Recommended marketing:** (click title to visit page)

**Webinars Live** - Webinars will Include up to 500 simultaneous participants and 5 simultaneous presenters and Chat feature. Includes signup Pages, Email Reminders and Replay pages. Ultra-Low audio and video latency technology.

**eBook Design** - We can create a visually stunning and high converting designed eBook or report that includes a table of content and professional page layouts. Share the books or use it to build a mailing list.

Whether you're creating eBooks to sell, or free reports to build your list, it has never been more important to create a stunning design that displays a professional side to your service.



## June

Time for warm weather fun. This means that customers will concentrate on outdoor activities and travel. Online shopping decreases during this time of year.

Stay in touch with customers via email. Share exciting news and future updates. Keep the communication about benefits and upcoming features.

June is also Pride Month, Father's Day and Tour de France.

Dates you shouldn't miss in June:

- June 1: Pride Month
- June 19 : Father's Day
- June 21: World Music Day
- June 24: Tour de France

**Recommended marketing:** (click title to visit page)

**Contest Creator** - offer a special prize to celebrate the New Year. Our contest allows sharing on Social media and also segments each participant onto your mailing list.

**Alexa Channel** - Now you can create your own Alexa Channel with daily or weekly messages. Your customers can listen to your recorded messages on their Alexa App.



## July

Olympics may take place between July 23 and August 8. Use this to offer some fun sports-themed communications. Think staying in shape, exercise, weight loss, skin and hair care. Keep in mind the Summer Sales period in some European countries.

Dates you shouldn't miss in July:

- July 1: Canada Day
- July 4: US Independence
- July 14: Bastille Day – French National Holiday
- July 17: Emoji Day

**Recommended marketing:** (click title to visit page)

**Mobile Apps** - We can create your own Mobile App for your customers to download and install on their phone. Create apps for both iOS and Android platforms.

Whether it is an eCommerce, a Training Course, a VIP only benefits, it's important that a business stay in touch with their customers and offer exclusive promotions and offers directly on their Mobile phones.

**Virtual Tours** - Provide visitors a full 360 virtual tour that can include an interactive eCom Store with built-in Live Video Chat.

You can insert videos into your video, add interactive elements like Call to actions, polls, quizzes, logo, images, buy buttons, texts, Opt-in Forms, image sliders and timers.



## August

As customers start to wind down their Summer festivities it is a good time to send reminders of any promotions they may have missed.

Dates you shouldn't miss in August:

August 5: International Beer Day  
August 19: World Photography Day

**Recommended marketing:** (click title to visit page)

**Recommended email service:**

**MailerLite** - as of this writing they offer a free version that includes powerful marketing tools that ususally fetches a premium cost. Automate welcome emails, anniversaries, birthdays, create Landing pages, email forms, segment your email list and much more.

With email segmentation, you can filter contacts based on their past behavior (for example, anyone that hasn't opened an email since a certain date) and resend them any special summer offers they might have missed.

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Standard Videos - will work best on a website for Promotions and Advertising. The videos will reflect your Brand, Logo and style.





## September

Back to School. This means new school bags, pens, pencils and planners for the new school year. Adults say goodbye to a warm weather and Summer fun.

Time to engage and remind of customers of the benefits and services you provide.

Offer incentives like special promotions, sweepstakes, and exclusive offers.

Dates you shouldn't miss in September:

September 1: Back to School

September 5: Labor Day (US)

September 17: Oktoberfest

September 21: International Day of Peace

**Recommended marketing:** (click title to visit page)

**Contest Creator** - offer a special prize to celebrate the New Year. Our contest allows sharing on Social media and also segments each participant onto your mailing list.

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## October

Start thinking about the big holiday dates that are coming up. Begin to plan what your holiday strategy will look like.

Autumn is officially here, and so is Halloween

Dates you shouldn't miss in October:

October 1: Black History Month (UK)  
October 10 : Columbus Day  
October 10: World Mental Health Day  
October 31: Halloween

**Recommended marketing:** (click title to visit page)

**Testimonial Creator** - Transform boring text-based testimonials into authentic Social Proof engaging stories like you see on Instagram, Whatsapp, and Facebook that instantly engages with prospects.

Add our widget (that looks similar to the one at the top of Facebook, Instagram, YouTube, WhatsApp and more) anywhere on your website (such as below your 'buy now' button).

When a visitor clicks the widget; authentic, powerful testimonial proof stories will begin playing - urging the visitor to purchase. **DEMO >>**

**Easy Video Testimonial** - Nothing shows the power of Social Proof like a video testimonial. a customer review builds trust, authority, and ultimately gets you more sales. However, getting video testimonials is difficult.

Add our widget on your website to make it simple for customers to leave a review. The widget allows them add a text review and record a video... anywhere and anytime.

**DEMO the form >>**



## November

Get excited! This is a strong month for sales. Start thinking holiday gift giving. After Thanksgiving come dates like Black Friday, Black Week, Small Business Saturday, Hannukah, and Cyber Monday.

Dates you shouldn't miss in November:

- November 24: Diwali
- November 24: Thanksgiving
- November 25: Black Friday
- November 26: Small Business Saturday
- November 28: Cyber Monday

**Recommended marketing:** (click title to visit page)

**Conversion Marketing** - Increase Trust And Credibility By Adding Conversion Widgets and Live Social Proof To Your Website. Add a popup or static widget to your marketing pages that can lead to more sales and conversions from the exact same traffic with no extra work.

**Ultimate Retargeting Ads** - Our Facebook Retargeting Ads service can track and retarget ONLY to visitors that have shown interest in your service based on actions taken on your website. Advertise only to those clearly interested in your service.

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## December

With the cold weather folks tend to stay inside. This means more online shopping.

Use Social Media to connect and offer coupons and special offers for those last-minute Christmas presents. Start a competition for best (or worse) Ugly Sweater contest, best carolers or best decorations. Offer winners a great prize.

Don't forget to thank your customers for spending the year with you.

Dates you shouldn't miss in December:

December 18: Hannukah  
December 24: Christmas Eve  
December 25: Christmas Day  
December 31: New Year's Eve

**Recommended marketing:** (click title to visit page)

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# THANK YOU

## We Welcome Your Feedback

feel free to get in touch with us for any  
feedback or question

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