2027 AUTOMOTIVE SALES MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JAN	**New year, new ride**	**2027 dashboard calendar**	Send a new-year car shopping checklist: budget, needs and test-drive questions.	Post 3 smart vehicle-shopping goals; feature your branded calendar.	New-year showroom open house / local business mixer	Hand out calendars after a helpful showroom visit.
FEB	**Love your daily drive**	**Branded microfiber cloth**	Email 5 comfort and convenience features to evaluate on a test drive.	Show a short interior-care tip using the cloth.	Weekend test-drive event / neighborhood fair	Offer cloths with a quick vehicle-care card.
MAR	**Spring trade-in prep**	**Pocket vehicle notebook**	Share a trade-in prep checklist: documents, condition and service records.	Carousel: 4 things to bring to a trade-in discussion.	Spring community auto show / dealer open house	Give shoppers notebooks for comparison notes.
APR	**Explore efficient options**	**Reusable shopping tote**	Explain ways to compare fuel economy, EV range and everyday needs.	Side-by-side feature checklist with the tote in view.	Earth Month community event / vehicle showcase	Hand out totes with an efficiency comparison checklist.
MAY	**Family-ready vehicles**	**Branded key tag**	Send a family test-drive checklist for space, safety tech and comfort.	Video: 5 family-friendly features to check in person.	Family festival / weekend showroom demo	Offer key tags to visitors without purchase pressure.
JUN	**Summer road-trip ready**	**Tire-pressure gauge**	Share a vehicle road-trip prep list: tires, fluids and emergency supplies.	Demonstrate checking tire pressure safely.	Summer car-care clinic / community car meet	Give gauges with a simple maintenance reminder.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social video | Week 3: showroom / community event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Check dealer, manufacturer and state promotion / gift rules.
Use opted-in outreach; confirm events and disclose sales / finance terms accurately.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Summer driving comfort**	**Branded sunshade**	Email warm-weather vehicle care and cabin-comfort reminders.	Quick video: how to fit a sunshade and reduce parked-car heat.	Outdoor summer festival / dealership showcase	Offer sunshades at eligible community promotions.
AUG	**Back-to-school commute**	**Reflective keychain**	Share safe-commute and first-car evaluation questions.	Carousel: parking, visibility and safe-driving habits.	School-supply drive / community safety day	Give keychains with teen-driver safety tips.
SEP	**Fall car-care check**	**Compact flashlight**	Email a seasonal visibility, lighting and tire-care checklist.	Reel: how to check exterior lights before a drive.	Fall service clinic / neighborhood expo	Give flashlights with a car-care checklist.
OCT	**Safety comes first**	**Mini first-aid kit**	Send a helpful in-car emergency essentials checklist.	Post a car emergency-kit walkthrough featuring the mini kit.	Community safety fair / fall festival	Offer kits at education-oriented outreach events.
NOV	**Thank your customers**	**Insulated travel tumbler**	Send customer appreciation notes and an optional ownership check-in.	Share team gratitude photos and customer-care tips.	Customer appreciation morning / local mixer	Give tumblers as thoughtful, policy-compliant thank-yous.
DEC	**Plan next year's drive**	**2028 magnetic calendar**	Email a year-end vehicle-care and next-year shopping planner.	Show next-year planning tips with the calendar.	Holiday community drive / showroom open house	Mail calendars with a personal thank-you note.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Coordinate sales, events and customer follow-up.

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