2027 GUITAR MANUFACTURING 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 models & NAMM launch**	**Custom guitar pick tin**	Invite dealers to preview new models, pricing and product demo appointments.	Share a 20-second tone demo, build teaser and NAMM booth walkthrough.	NAMM Show, Anaheim: Jan 26-30 (exhibits Jan 28-30)	Give pick tins to visiting dealers, artists and demo guests.
FEB	**The craft behind the sound**	**Branded polishing cloth**	Highlight materials, craftsmanship and how to choose a guitar for playing style.	Post a luthier bench video featuring finishing or setup work.	Retailer craftsmanship clinic / factory tour	Include branded cloths with dealer demo kits and customer orders.
MAR	**Spring dealer partnerships**	**Branded cable wrap**	Send retailers a spring product spotlight and demo-day planning checklist.	Spotlight a partner shop and share a short instrument sound test.	Music store demo day / regional dealer visits	Offer cable wraps to staff and visitors at in-store demos.
APR	**Find your signature tone**	**Custom guitar pick pack**	Share a simple guide to body styles, pickups and musical tone choices.	Publish an A/B sound comparison and invite viewers to vote.	Guitar discovery clinic / local music school event	Hand out pick packs with a tone exploration card.
MAY	**Support new players**	**Branded practice journal**	Send instructors and parents a first-month guitar practice checklist.	Share three beginner-friendly practice tips with a teacher.	Youth music program / teacher appreciation demo	Gift journals to instructors and new-player workshop guests.
JUN	**Summer jam season**	**Reusable logo tote bag**	Email a summer gig checklist covering setup, transport and care.	Post a live session featuring one guitar in different styles.	Summer music festival / outdoor dealer demo	Give totes for music books and accessories at demo events.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: dealer/event outreach | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

NAMM 2027: Jan 26-30; exhibits Jan 28-30 (namm.org).
Use opt-in email lists; verify event access and music/photo permissions.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Built for live performance**	**Custom branded guitar strap**	Feature stage-ready models and a checklist for players on the move.	Share artist performance clips and a behind-the-scenes rig tour.	Artist clinic / local live-music showcase	Offer premium straps to featured artists or VIP demo partners.
AUG	**Back-to-school music**	**Logo clip-on tuner**	Send a guitar selection and starter-gear guide to stores and instructors.	Post a quick tuning tutorial and student instrument demo.	Back-to-school retailer clinic / school music event	Provide tuners for qualifying demo kits or music educators.
SEP	**Guitar care & longevity**	**Zippered accessory pouch**	Share seasonal care tips and a quick inspection checklist.	Film an easy cleaning and restringing demonstration.	Guitar tech night / dealer maintenance workshop	Include accessory pouches with a printed guitar-care guide.
OCT	**Creators & signature sounds**	**Artist sticker pack**	Feature musician collaborations and invite subscribers to a tone showcase.	Launch a short artist performance or creator Q&A series.	Artist meet-and-greet / creator recording session	Offer sticker packs with artist cards to event participants.
NOV	**Holiday dealer spotlight**	**Guitar-shaped keychain**	Send a dealer finder, gift guide and holiday ordering reminders.	Highlight independent music retailers and gift ideas.	Holiday preview at partner music stores	Gift keychains at stores with a purchase-care tip card.
DEC	**Celebrate a year of music**	**2028 guitar photo calendar**	Thank dealers and customers; preview next-year models and key dates.	Share favorite 2027 builds, musicians and customer performances.	Dealer thank-you gathering / community music benefit	Give photo calendars to dealer teams and music educators.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Use each across dealers, events and customer touchpoints.

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