2027 SEASONAL & HOLIDAY MARKETING CALENDAR

All industries. One monthly theme. Four coordinated touchpoints. One useful product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CUSTOMER GIFT
JAN	**New Year's fresh start**	**2027 desk planner**	Send a New Year planning checklist with upcoming campaign dates.	Post goal-setting tips with a branded desk planner.	New Year open house / chamber kickoff	Thank customers with a useful desk planner.
FEB	**Valentine's Day appreciation**	**Branded note card set**	Share a customer appreciation message and useful seasonal ideas.	Post a gratitude story featuring branded thank-you cards.	Valentine-themed mixer / customer event	Mail a personal note with a small card set.
MAR	**Spring refresh & Easter**	**Reusable shopping tote**	Launch a spring refresh checklist or seasonal offer.	Share spring-ready ideas in a short product reel.	Spring community fair / business expo	Give attendees a tote for everyday use.
APR	**Earth Day & fresh choices**	**Recycled-paper notebook**	Share supplier-verified material and imprint choices.	Show practical reusable or recycled-material products.	Earth Day clean-up / community fair	Pair a notebook with useful local resources.
MAY	**Mother's Day & appreciation**	**Ceramic coffee mug**	Recognize the people who support your customers or team.	Share a thoughtful thank-you gift idea with a mug.	Appreciation brunch / local market	Give mugs to valued staff, clients or mentors.
JUN	**Father's Day & summer kickoff**	**Insulated water bottle**	Send a summer events and outdoor essentials checklist.	Post a summer kit idea featuring the water bottle.	Outdoor networking / early summer fair	Offer bottles as practical event thank-yous.

PLAN FOR THE HOLIDAY, NOT THE LAST MINUTE

2027 dates: Valentine's Feb 14 | Easter Mar 28 | Mother's Day May 9 | Father's Day Jun 20

Confirm local event dates, order lead times and gift policies.

Campaign suggestions; customize the message for your audience.

2027 SEASONAL & HOLIDAY MARKETING CALENDAR

All industries. One monthly theme. Four coordinated touchpoints. One useful product.

JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CUSTOMER GIFT
JUL	**Independence Day & summer**	**Branded cooling towel**	Share a checklist for summer celebrations and events.	Post outdoor-event tips featuring cooling towels.	July Fourth festival / community fair	Hand out towels at approved summer events.
AUG	**Back-to-school season**	**Pencil pouch + pen**	Send a fall planning or back-to-school ideas email.	Share a useful school-supply or office kit.	School supply drive / fall expo preview	Donate or give kits at outreach events.
SEP	**Labor Day & fall reset**	**Pocket notebook**	Send a fall kickoff and fourth-quarter planning guide.	Post return-to-routine tips and product ideas.	Fall chamber mixer / networking expo	Give attendees a take-home pocket notebook.
OCT	**Halloween & fall events**	**Reflective zipper pull**	Share a family-friendly fall event and safety checklist.	Post a quick demo of a reflective accessory.	Fall festival / trunk-or-treat event	Offer safety-focused zipper pulls at events.
NOV	**Thanksgiving & gratitude**	**Insulated travel mug**	Send a sincere thank-you to customers and partners.	Share staff or community gratitude stories.	Customer breakfast / local food drive	Thank key supporters with a branded mug.
DEC	**Winter holidays & year-end**	**2028 wall calendar**	Send a holiday greeting and next-year planning ideas.	Share a year-in-review and 2028 calendar preview.	Holiday open house / charitable event	Give a practical 2028 calendar to customers.

TURN SEASONAL IDEAS INTO REPEAT CONNECTIONS

2027 dates: Independence Day Jul 4 | Labor Day Sep 6 | Halloween Oct 31 | Thanksgiving Nov 25

Confirm local event dates, order lead times and gift policies.

Campaign suggestions; customize the message for your audience.