

January

2025

New Year, Fresh Opportunities

Kick off the year with "New Year, New You" promotions. Focus on goal-setting tools, fitness programs, and personal development products. Encourage customers to start fresh and align with their resolutions.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Years Day PROMO	2 PROMO	3 PROMO	4
5	6	7	8	9 PROMO	10 PROMO	11
12	13	14	15	16 PROMO	17 PROMO	18 PROMO
19 PROMO	20 MLK Day	21	22	23 PROMO	24 PROMO	25
26	27	28	29 Start Planning Valentine's Day Promotions	30 PROMO	31 PROMO	

NOTE: Days that are historically good to start promotions are marked as "PROMO." Promotions should run 5 to 7 days with breaks in-between campaigns.

February

2025

Love and Loyalty

Valentine's Day provides a perfect opportunity to promote romantic gifts, relationship coaching, and special experiences. Offer loyalty incentives for repeat customers with "love your customers" campaigns. Study of promotions data also indicates that loved ones will buy each other info and software products based on their other's interests, almost always as gifts.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 PROMO	7	8
9	10	11	12	13 PROMO	14 Valentine's Day PROMO	15 PROMO
16 PROMO	17 PROMO	18 PROMO	19	20 PROMO	21	22
23	24	25	26	27 PROMO	28 PROMO	

March

2025

Spring Into Action

The season of renewal is ideal for promoting home improvement, gardening products, and fresh wardrobe essentials. Tap into themes of decluttering and rejuvenation.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 PROMO	7 PROMO	8
9	10	11	12	13 PROMO	14 PROMO	15 PROMO
16 PROMO	17 St. Patrick's Day PROMO	18 PROMO	19	20 1 st Day of Spring PROMO	21	22
23	24	25	26	27 PROMO	28	29
30	31					

April

2025

Growth and Green

Celebrate growth and sustainability. Focus on eco-friendly products and initiatives for Earth Day. Businesses can highlight savings on tax prep services leading up to Tax Day.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	2	3 PROMO	4	5
6	7	8	9	10 PROMO	11	12
13	14	15 Tax Day	16	17 PROMO	18 PROMO	19 PROMO
20 PROMO	21 PROMO	22 Earth Day	23 Start Planning Mother's Day Promotions	24 PROMO	25	26
27	28	29	30			

May

2025

Celebrate Moms and Milestones

Mother's Day promotions can feature gifts, beauty products, and heartfelt experiences. Memorial Day sales set the stage for summer shopping.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 PROMO	2	3
4	5 Cinco De Mayo PROMO	6	7	8 PROMO	9 PROMO	10 PROMO
11 PROMO	12 Mother's Day PROMO	13	14	15 PROMO	16	17
18	19	20	21	22 PROMO	23 PROMO	24 PROMO
25 PROMO	26 PROMO	27 Memorial Day PROMO	28	29 PROMO	30	31

June

2025

Dads and Grads

Father's Day and graduation season dominate. Market practical gifts, tech gadgets, and experiences for dads and graduates. Leverage "Summer Kickoff" campaigns.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5 PROMO	6	7
8	9 PLAN July 4 th Promotions	10	11	12 PROMO	13 PROMO	14 Flag Day PROMO
15 PROMO	16 Father's Day PROMO	17 PROMO	18	19 PROMO	20	21 1 st Day of Summer
22	23	24	25	26 PROMO	27 PROMO	28 PROMO
29 PROMO	30 PROMO					

July

2025

Summer Sizzle

The heart of summer is prime for outdoor gear, travel promotions, and Independence Day sales. Focus on "patriotic" branding and fun in the sun. July 4th is also a historically good holiday for email promotions.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 PROMO	4 Independence Day PROMO	5 PROMO
6 PROMO	7 PROMO	8 PROMO	9	10	11	12
13	14	15	16	17 PROMO	18	19
20	21	22	23	24 PROMO	25 PROMO	26 PROMO
27 PROMO	28 PROMO	29	30	31 PROMO		

August

2025

Back to Business

Back-to-school season makes August a great time for academic supplies, kids' apparel, and productivity tools. Target families and professionals getting back to routines after summer. Great time for work-from-home entrepreneurs and neophytes.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7 PROMO	8 PROMO	9 PROMO
10 PROMO	11 PROMO	12 PROMO	13	14	15	16
17	18 Start Planning Labor Day Promos	19	20	21 PROMO	22 PROMO	23 PROMO
24 PROMO	25 PROMO	26 PROMO	27	28	29	30
31						

September

2025

Fall into Savings

With Labor Day kicking off the month, focus on end-of-summer clearances. Highlight products for fall preparation, from cozy apparel to organizational tools. With the holidays approaching, online and offline opportunity seekers start looking for short-term solutions.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 PROMO	2 Labor Day PROMO	3 PROMO	4 PROMO	5	6
7	8	9	10	11 PROMO	12 PROMO	13 PROMO
14 PROMO	15 PROMO	16	17	18	19	20
21	22	23 1 st Day of Autumn	24	25 PROMO	26 PROMO	27 PROMO
28 PROMO	29 PROMO	30				

October

2025

Spook-tacular Sales

Halloween sets the tone for creative campaigns. For general ecommerce market, promote costumes, decorations, and party supplies. Focus on early prep for the holiday season. Information markets also traditionally see a surge in buying activity.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 PROMO	3 PROMO	4 PROMO
5	6	7	8	9 PROMO	10 PROMO	11 PROMO
12 PROMO	13 PROMO	14 Columbus Day PROMO	15	16	17	18
19	20 Start Planning Thanksgiving Promotions	21	22	23 PROMO	24 PROMO	25 PROMO
26 PROMO	27 PROMO	28	29	30	31 Halloween	

November

2025

Thanks and Giving

Thanksgiving and Black Friday dominate with massive sales opportunities. Focus on gratitude-themed campaigns and exclusive deals to drive holiday shopping.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 PROMO	7 PROMO	8 PROMO
9 PROMO	10 PROMO	11 Veteran's Day PROMO	12	13	14	15
16	17	18	19	20 PROMO	21 PROMO	22
23	24 Start Planning Christmas Promotions	25 PROMO	26 PROMO	27 Thanksgiving PROMO	28 Black Friday PROMO	29 PROMO
30 PROMO						

December

2025

Celebrate the Season

Holiday shopping peaks with Christmas and year-end festivities. Promote gifts, travel deals, and New Year celebration essentials. Emphasize urgency for last-minute shopping. The end of the month is also HUGE for New Year's kick-off of new business goals and projects.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday PROMO	2 PROMO	3 PROMO	4 PROMO	5 PROMO	6
7 Pearl Harbor Day	8	9	10	11	12	13
14	15	16	17	18 PROMO	19 PROMO	20 PROMO
21 PROMO	22 PROMO	23 PROMO	24 PROMO	25 Christmas Day	26	27
28	29	30 PROMO	31 New Year's Eve PROMO			