

2019 SMALL BUSINESS MARKETING CALENDAR

HOLIDAYS, IDEAS AND
MARKETING TIPS TO MAKE
2019 YOUR BEST YEAR EVER.



SMOOTHIES

STRAWBERRY, BANANA
HONEY & PEACH

RASPBERRY, BANANA
YOGURT, MUESLI

BLUEBERRY, BANANA
PEACH & HONEY

MIXED BERRY, YOGURT
MINT & HONEY



JANUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 <i>New Year's Day</i>	2 <i>National Personal Trainer Awareness Day</i>	3	4	5
6	7	8	9	10	11	12
13	14 <i>National Dress Up Your Pet Day</i>	15	16	17 <i>Get to Know Your Customers Day (1 of 4)</i>	18	19 <i>National Popcorn Day</i>
20	21 <i>Martin Luther King, Jr. Day</i>	22	23 <i>National Pie Day</i>	24 <i>National Compliment Day</i>	25	26
27	28 <i>National Have Fun at Work Day</i>	29 <i>National Plan for Vacation Day</i>	30	31		

PRO TIP: Not every holiday on this calendar will work for your business. Choose the ones that are a good fit for you, and have some fun with them!

FEBRUARY 2019

BLACK HISTORY MONTH | HEART MONTH | CHILDREN'S DENTAL HEALTH MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <i>Wear Red Day</i>	2 <i>Groundhog Day</i>
3 <i>Super Bowl Sunday</i>	4	5	6	7	8	9 <i>National Pizza Day</i>
10	11 <i>National Make a Friend Day</i>	12	13	14 <i>Valentine's Day</i>	15	16
17 <i>Random Acts of Kindness Day</i>	18 <i>Presidents Day</i>	19	20 <i>National Love Your Pet Day</i>	21	22 <i>National Margarita Day</i>	23
24	25	26	27	28		

PRO TIP: Promoting your business during slower seasons keeps you front of mind with potential customers. When they're ready to buy, you'll be at the top of their list.

MARCH 2019

WOMEN'S HEALTH MONTH | NATIONAL NUTRITION MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <i>Employee Appreciation Day</i>	2
3	4	5 <i>Fat Tuesday</i>	6 <i>National Dentists Day</i>	7	8 <i>International Women's Day</i>	9
10 <i>Daylight Saving Time</i>	11	12	13	14 <i>National Pi Day</i>	15	16
17 <i>St. Patrick's Day</i>	18	19	20 <i>First Day of Spring</i>	21	22	23
24	25	26	27	28	29 <i>National Mom and Pop Business Owners Day</i>	30 <i>National Doctors Day</i>
31						

PRO TIP: March marks the end of Q1. Take some time to review your numbers and analyze your marketing ROI. Don't forget: Mother's Day and Father's Day are coming up.

APRIL 2019

LAWN AND GARDEN MONTH | STRESS AWARENESS MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <i>April Fools' Day</i>	2	3	4	5	6
7 <i>National Beer Day</i>	8	9	10	11 <i>National Pet Day</i>	12	13
14 <i>Tax Day</i>	15	16	17	18 <i>Get to Know Your Customers Day (2 of 4)</i> <i>National High-Five Day</i>	19	20
21 <i>Easter</i>	22 <i>Earth Day</i>	23	24 <i>Administrative Professionals Day</i>	25 <i>National Hug a Plumber Day</i> <i>Take Your Children to Work Day</i>	26	27 <i>Independent Bookstore Day</i>
28	29	30 <i>National Hairstylist Appreciation Day</i>				

PRO TIP: Hashtags will elevate your social media reach and engagement. Do some research on the most popular hashtags before you post your message to make sure you're part of the conversation.

MAY 2019**MENTAL HEALTH AWARENESS MONTH | DENTAL CARE AWARENESS MONTH | WATER SAFETY MONTH**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 <i>Star Wars Day</i> <i>Kentucky Derby</i>
5 <i>Cinco de Mayo</i> <i>Small Business Week (5-11)</i>	6	7	8 <i>National Receptionists Day</i>	9	10	11 <i>Stamp Out Hunger® Food Drive</i>
12 <i>Mother's Day</i>	13	14	15	16	17 <i>National Bike to Work Day</i>	18
19	20	21 <i>National Waitstaff Day</i>	22	23	24	25 <i>National Wine Day</i>
26	27 <i>Memorial Day</i>	28 <i>National Hamburger Day</i>	29	30	31	

PRO TIP: If summer is a slower season for you, spend some time evaluating your year-to-date results vs. spend and adjust where needed. Boost your summer sales with a creative 4th of July promotion.

JUNE 2019

LGBT PRIDE MONTH | MEN'S HEALTH MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 <i>National Nail Polish Day</i>
2 <i>National Cancer Survivors Day</i>	3	4	5 <i>National Running Day</i>	6	7 <i>National Doughnut Day</i>	8
9	10	11 <i>National Call Your Doctor Day</i>	12	13	14 <i>Flag Day</i>	15
16 <i>Father's Day</i>	17	18	19	20	21 <i>National Selfie Day</i> <i>First Day of Summer</i>	22 <i>National HVAC Tech Day</i>
23	24	25	26	27 <i>National Sunglasses Day</i>	28 <i>National Insurance Awareness Day</i>	29
30						

PRO TIP: It's never too early to plan ahead. Take time this month to start thinking about your back-to-school marketing campaign.

JULY 2019**NATIONAL INDEPENDENT RETAILER MONTH | NATIONAL GRILLING MONTH**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 <i>Independence Day</i>	5	6 <i>National Fried Chicken Day</i>
7	8	9	10	11	12	13
14	15 <i>National Give Something Away Day</i>	16	17 <i>World Emoji Day</i>	18	19 <i>Get to Know Your Customers Day (3 of 4)</i>	20
21	22	23	24 <i>National Tequila Day</i>	25 <i>National Refreshment Day</i>	26	27
28	29 <i>National Lipstick Day</i>	30	31 <i>National Avocado Day</i>			

PRO TIP: Get ready, Halloween is creeping up. Capitalize on this popular holiday by promoting your products and services early and consistently.

AUGUST 2019

NATIONAL WELLNESS MONTH | NATIONAL GOLF MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 <i>National Ice Cream Sandwich Day</i>	3 <i>National IPA Day</i>
4 <i>National Friendship Day</i>	5	6	7	8 <i>National Dollar Day</i>	9 <i>National Book Lovers Day</i>	10
11	12	13	14	15 <i>National Relaxation Day</i>	16 <i>National Tell a Joke Day</i>	17
18	19	20	21	22	23	24 <i>National Waffle Day</i>
25 <i>National Women's Equality Day</i>	26	27	28 <i>National Bow Tie Day</i>	29	30	31

PRO TIP: Small Business Saturday® is a really big deal! Now's the time to start putting together your Shop Small® marketing campaign.

SEPTEMBER 2019

HISPANIC HERITAGE MONTH | SELF-IMPROVEMENT MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Labor Day</i>	3	4	5 <i>International Day of Charity</i>	6	7 <i>National Tailgating Day</i>
8	9	10 <i>National Swap Ideas Day</i>	11	12 <i>National Day of Encouragement</i>	13	14
15	16	17	18 <i>National Cheeseburger Day</i>	19	20 <i>National Tradesmen Day</i>	21
22 <i>American Business Women's Day</i>	23 <i>First Day of Fall</i>	24	25 <i>National Tune-Up Day</i>	26	27	28 <i>National Good Neighbor Day</i>
29 <i>National Coffee Day</i>	30					

PRO TIP: Even if the holidays are traditionally a slower season for your business, you should still be planning a holiday message or promotion for your loyal customers.

OCTOBER 2019

BREAST CANCER AWARENESS MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 <i>National Taco Day</i>	5
6	7	8	9	10 <i>National Cake Decorating Day</i> <i>National Handbag Day</i>	11	12 <i>National Savings Day</i>
13	14 <i>National Dessert Day</i>	15	16 <i>National Boss's Day</i> <i>Support Your Local Chamber of Commerce Day</i>	17 <i>Get to Know Your Customers Day (4 of 4)</i>	18	19 <i>Sweetest Day</i>
20	21	22	23	24	25	26 <i>National Pumpkin Day</i> <i>National Make a Difference Day</i>
27	28 <i>National Chocolate Day</i>	29	30	31 <i>Halloween</i>		

PRO TIP: Don't wait until the end of the year to think about 2020. Start planning your New Year's and Valentine's Day promotions now, before the holiday rush begins.

NOVEMBER 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 <i>National Sandwich Day</i> <i>Daylight Saving Time Ends</i>	4	5	6 <i>National Stress Awareness Day</i>	7	8	9
10	11 <i>Veterans Day</i>	12	13 <i>World Kindness Day</i>	14	15	16 <i>National Fast Food Day</i>
17	18	19	20	21	22	23
24	25	26	27	28 <i>Thanksgiving Day</i>	29 <i>Black Friday</i>	30 <i>Small Business Saturday®</i>

PRO TIP: Take some time to thank your customers this month with a social media giveaway. Ask your fans to like, comment or share a post for a chance to win a great prize.

DECEMBER 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Cyber Monday</i>	3 <i>Giving Tuesday</i>	4 <i>National Cookie Day</i>	5	6	7 <i>Pearl Harbor Day</i>
8	9	10	11	12 <i>National Poinsettia Day</i>	13 <i>National Salesperson Day</i>	14
15	16	17	18	19	20 <i>National Ugly Sweater Day</i>	21 <i>First Day of Winter</i>
22	23	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26	27	28
29	30	31 <i>New Year's Eve</i>				

PRO TIP: 2019 was a great year, but how can you make 2020 even better? Take a look at your year-to-date sales and build out your marketing plan for the coming year.

NEED SOME HELP?

For over 50 years, Valpak has been helping businesses grow with innovative marketing strategies. Visit **valpak.com/advertise** or contact your local Valpak representative for more marketing ideas.

