

January 1st | Happy New Year!

Businesses of all natures (you'd be surprised!) can use this as a great opportunity to play on consumers New Year's Resolutions or offer money saving deals following an expensive period!

15th Blue Monday - 26th Fun at Work Day

February 13th | Pancake Day

Share photos of your colleagues Pancake attempts on social media. Check out our Pancake day 2017 campaign for inspiration: www.kensa-creative.com/pancakes

14th Valentine's Day - 17th Random Act of Kindness

March 11th | Mother's Day

Engage with your followers on social media by asking them to nominate their mums for a free gift/experience or place an advert in your local press during the lead up to Mother's Day.

5th-11th British Pie Week - 17th St Patrick's Day

April 1st | Easter Sunday

An Easter egg hunt online to retrieve discount codes or a chocolately gift as a thank you to loyal customers are fun approaches which aid continued business during the Easter period.

4th-19th Commonwealth Games - 23rd St George's Day

May 19th | Royal Wedding

Special events don't have to be those of the annual kind, a momentous occasion like the Royal Wedding, is an opportunity to mark the special day whilst promoting your business.

4th Star Wars Day - 7th & 28th Bank Holidays

June 14th | World Cup Starts

The only time a whole family shows an interest in football presents an opportunity to jump on the bandwagon while attention is centred on it. Especially if you sell related products/services.

9th The Queen's Official Birthday - 17th Father's Day

Seasonal Marketing Calendar



July 24th | Schools out!

Tourism - this is your time to get noticed! Get on that cash cow and milk what you can. Educate parents why they should choose your tourism spot to wear out the kids!

2nd Strawberries & Cream Day - 8th British Grand Prix

August 1st | Charity Events

August kicks - off a number of charity events that your business could either sponsor or your team could take part in wearing branded clothing - advertising your business and its values.

3rd International Beer Day - 27th Bank Holiday

September 19th | Talk like a Pirate

Mobile phones will come in handy here, creating hilarious short videos of your staff doing their best pirate impressions promoting your business - 'ooh arr'

1st Back to School - 23rd Autumn Begins

October 31st | Halloween

Trick or Treat is a simple but effective Marketing approach - email shots are a great way to provide links to which one your customer chooses... of course it needs to be a win, win option.

5th World Teacher's Day - 7th Grandparents Day

November 23rd | Black Friday

An inherited retail event from across the pond, hold limited offers to join in this crazy event... Just ensure your doors have extra security and your website won't crash under the pressure.

5th Bonfire Night - 11th Remembrance Sunday

December 25th | Christmas!

Industry dependent marketing for Christmas can begin months in advance and if Christmas is a quieter period for your business, then take it as an opportunity to thank your loyal customers.

1st Small Business Saturday - 26th Boxing Day