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2025 Marketing Calendar

Start putting plans together with this 2025 marketing calendar which features holidays and major events. Use it to plan your online marketing campaigns.

Need more ideas and guidance? Subscribe to our Hints & Tips newsletter.

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Monthly Themes

New Year

Building healthy habits

National Mentoring Month

Notes

01 2025

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Year's Day	2	3	4
5	6	7	8	9	10 Houseplant Appreciation Day	11
12	13	14 National Dress Up Your Pet Day	15	16	17	18
19	20 Martin Luther King, Jr. Day	21	22	23	24 National Compliment Day	25
26	27	28	29 National Puzzle Day Lunar New Year	30	31	

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Monthly Themes

Black History Month

National Cancer Prevention Month

National Women Inventors Month

Notes

02 2025

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Groundhog Day	3	4	5 National Chocolate Fondue Day	6	7	8
9	10	11 National Inventors' Day	12	13	14 Valentine's Day	15 Singles Awareness Day
16	17 President's Day	18	19	20	21	22
23	24	25	26	27	28 Ramadan	

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Monthly Themes

Women's History Month

Employee Spirit Month

Notes

03 2025

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Mardi Gras	5 Ash Wednesday	6 National Oreo Cookie Day	7	8 International Women's Day
9 Daylight Savings Day	10	11	12	13 Purim	14 Pi Day Holi	15
16	17 St. Patrick's Day	18	19 Client's Day Let's Laugh Day	20 Spring Equinox	21	22
23 30	24 31	25	26	27	28	29 National Mom & Pop Business Owners Day

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Monthly Themes

Autism Awareness Month

Celebrate Diversity Month

Earth Month

Start planning for summer sales

Notes

04 2025

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	2 World Autism Awareness Day	3	4	5
6	7	8	9	10 Siblings Day	11	12
13 Palm Sunday	14	15 Tax Day	16	17	18	19
20 "420" Day celebrating cannabis business and culture Easter	21	22 Earth Day	23	24	25	26 Get Organized Day
27 23	28	29	30			

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Monthly Themes

Asian American and Pacific Islander Heritage Month

Jewish American Heritage Month

Mental Health Awareness Month

Notes

05 2025

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 May Day Beltane	2	3
4 Star Wars Day *May the fourth be with you!*	5 Cinco de Mayo	6 Teacher Appreciation Day	7	8	9	10 National Small Business Day
11 Mother's Day	12 Vesak	13	14	15	16	17 National River Cleanup Day
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31 Dragon Boat Festival

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Monthly Themes

LGBTQ+ Pride Month

Great Outdoors Month

National Safety Month

Children's Awareness Month

Notes

06 2025

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 Drive-in Movie Day	7
8 Best Friends Day	9	10	11	12	13	14 Flag Day
15	16	17	18	19 Juneteenth	20 Summer Solstice	21
22 Father's Day	23	24	25 Goat Cheese Day	26	27	28
29	30 Social Media Day					

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Monthly Themes

Independent Retailer Month

Start back to school planning

Notes

07 2025

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 International Joke Day	2 Made in the USA Day	3 International Plastic Bag Free Day	4 4th of July AKA Independence Day	5
6	7	8	9	10	11	12
13 Embrace Your Geekness Day	14	15	16 National Hot Dog Day	17 World Emoji Day	18	19
20 Ice Cream Day	21	22	23	24	25	26
27	28	29	30 International Day of Friendship	31		

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Monthly Themes

Black Business Month

American Artists Appreciation Month

National Wellness Month

Notes

08 2025

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 International Beer Day	2
3	4	5 Blogger Day	6	7	8	9 Book Lovers Day
10	11	12	13 Left Hander's Day	14	15	16
17	18	19	20	21 Senior Citizens Day	22	23
24 31	25 National Banana Split Day	26	27	28	29	30 National Toasted Marshmallow Day

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Monthly Themes

National Latine/Hispanic Heritage Month
(runs from September 15 to Oct 15)

Notes

09 2025
September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labor Day	2	3	4	5	6
7 Grandparents Day	8	9	10	11	12 National Video Games Day	13
14	15	16	17	18	19 Talk Like a Pirate Day	20 Oktoberfest
21 International Day of Peace	22 Rosh Hashanah Fall Equinox	23	24	25 World Dream Day	26	27
28	29	30 International Podcast Day				

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Monthly Themes

Start planning for the holidays

Emotional Wellness Month

Fair Trade Month

Notes

10 2025

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Yom Kippur	2	3	4
5	6	7	8	9	10 World Mental Health Day	11
12	13 Indigenous Peoples' Day	14	15	16	17	18
19	20 Diwali	21	22	23	24	25 International Artist Day
26	27	28	29 National Cat Day	30 Checklist Day	31 Halloween	

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Monthly Themes

Start planning for the new year

Height of holiday preparations and shopping

Notes

11 2025

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 All Saints Day
2 Daylight Savings	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
Espresso Day 23 30 Artists Sunday	24	25	26	27 Thanksgiving Day	28 Black Friday	29 Small Business Saturday

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Monthly Themes

Height of the holiday season

End-of-year fundraising

Notes

12 2025

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday	2 Giving Tuesday	3	4	5	6
7	8	9	10	11	12	13
14 Energy Conservation Day Hanukkah Begins	15	16	17	18	19	20
21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	26 Kwanzaa begins Boxing Day	27
28	29	30	31 New Year's Eve			