

2016 MARKETING CALENDAR



**Dates, events, and
marketing ideas to
grow your business
in 2016**

JANUARY 2016




ThriveHive

MONTHLY AWARENESS

- » Blood Donor Month
- » Mentoring Month
- » Weight Loss Awareness

MARKETING IDEAS

- » Create a Customer Loyalty Referral Program
- » New Year's Resolutions
- » Weight Loss Tips
- » Holiday Round Ups
- » Anniversary Sales
- » MLK Day of Service
- » Participate in a Blood Drive

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 New Year's Day 	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 Martin Luther King Day	19 National Popcorn Day	20	21	22	23	24 Compliment Day
25	26	27	28	29	30	31

FEBRUARY 2016



ThriveHive

MONTHLY AWARENESS

- » Heart Disease Awareness
- » Black History Month
- » Children's Dental Month

MARKETING IDEAS

- » Heart Healthy Tips
- » Wear Red Day Social Media
- » Superbowl Recipes
- » Chinese New Year Parade
- » Mardi Gras Recipes
- » Valentine's Day Decor
- » President's Day Sales

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2 Groundhog Day	3	4	5 Wear Red Day	6	7 Superbowl 
8 Chinese New Year	9 Mardi Gras 	10	11	12 Lincoln's Birthday	13	14 Valentine's Day 
15 Presidents' Day 	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

MARCH 2016



ThriveHive

MONTHLY AWARENESS

- » Reading Awareness Month
- » Women's History Month
- » National Nutrition Month

MARKETING IDEAS

- » Read at a School
- » Employee Appreciation Day
- » Bake Pies for Pi Day
- » Spring Cleaning Promotions
- » St. Patrick's Day Decor
- » Easter Egg Hunt
- » Easter Decor and Recipes

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2 Read Across America Day	3	4 Employee Appreciation Day	5	6
7	8 International Women's Day	9	10	11	12	13 Daylight Savings (1 hour ahead)
14 3.14 Pi Day 	15	16	17 St. Patrick's Day 	18	19	20 First Day of Spring 
21	22	23 National Puppy Day	24	25 Good Friday	26 	27 Easter Sunday
28	29	30	31			

APRIL 2016






ThriveHive

MONTHLY AWARENESS

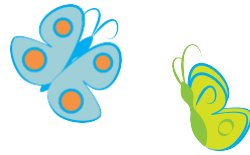
- » Autism Awareness Month
- » Financial Literacy Month
- » National Mathematics Month
- » Sexual Assault Awareness
- » Earth Month
- » National Volunteer Month
- » Jazz Appreciation Month

MARKETING IDEAS

- » April Fools Day
- » Tax Tips and Advice
- » Volunteer at a local event
- » Passover Recipes
- » Earth Day Tips and Events
- » Take Your Child to Work
- » Spring Sports

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 April Fools Day	2	3
4 MLB Opening Day 	5	6	7 World Health Day	8	9	10
11	12 National Grilled Cheese Day	13	14	15 Tax Day	16	17
18	19 National Library Workers Day 	20	21	22 Earth Day & Passover	23	24
25	26	27 Administrative Professionals Day	28 Take Child to Work Day	29 Arbor Day 	30	

MAY 2016



MONTHLY AWARENESS

- » ALS Awareness
- » Asthma Awareness
- » Asian Pacific American Heritage Month
- » Motorcycle Awareness
- » Stroke Awareness
- » Jewish Heritage Month

MARKETING IDEAS

- » Cinco de Mayo Celebration
- » Mother's Day Gift Guide
- » Memorial Day Remembrance
- » Wedding Season
- » Vacation Travel Tips
- » Participate in local events

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3 Teacher Appreciation Day	4	5 Cinco de Mayo	6	7 Kentucky Derby	8 Mothers' Day
9	10	11	12	13	14	15
16	17	18	19	20	21 Armed Forces Day	22
23 30 Memorial Day	24 31	25	26	27	28 National Burger Day	29

JUNE 2016



ThriveHive

MONTHLY AWARENESS

- » CarribeanAmerican Heritage Month
- » LGBT Pride Month
- » National Safety Month

MARKETING IDEAS

- » D-Day Remembrance
- » Flag Day Activities
- » Father's Day Gift Guide
- » Picnic Day Recipes
- » Company Picnic
- » Graduation Gift Guide
- » Summer Tips
- » Start July 4th Planning

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5 Doughnut Day
6 D-Day	7	8	9	10	11	12
13	14 Flag Day 	15	16	17	18 International Picnic Day	19 Father's Day
20 First Day of Summer 	21	22	23	24	25	26
27	28	29	30			



MONTHLY AWARENESS

- » National Ice Cream Month
- » National Grilling Month

MARKETING IDEAS

- » July 4th Recipes, Decor, Party Planning, Events, etc.
- » Summer Safety Tips
- » Shark Week
- » Share customer reviews
- » Participate in local events
- » Seasonal Promotions
- » Celebrate Parents Day with discounts for parents

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
Independence Day	5	International Kissing Day	7	8	9	10
11	12	National French Fry Day	14	15	16	National Ice Cream Day 
18	19	20	21	22	23	
25	26	27	28	29	30	31 Parents Day

AUGUST 2016



MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

MONTHLY AWARENESS

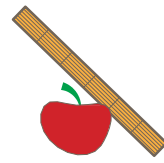
- » Children's Eye Health Month
- » National Golf Month
- » Breastfeeding Month
- » Immunization Awareness

MARKETING IDEAS

- » State Fair Season
- » Back to School Promotions
- » End of Summer Sales
- » Hot Weather Promotions
- » Relaxation Day Events
- » Senior Citizen Discount
- » Sand Castle Building Contest
- » Start Labor Day Marketing

1	2	3	4	5	6	7  International Friendship Day
8	9	10	11	12	13 Left Handers Day	14
15 National Relaxation Day	16	17	18	19 World Humanitarian Day	20	21 Senior Citizens Day
22	23	24	25	26  Women's Equality Day	27	28
29	30	31				

SEPTEMBER 2016



ThriveHive

MONTHLY AWARENESS

- » Childhood Cancer Awareness
- » Hispanic Heritage Month
- » National Preparedness Month
- » Wilderness Month
- » Life Insurance Awareness

MARKETING IDEAS

- » Back to School Promotions
- » Labor Day Promotions
- » School Supplies Drive
- » Charity Events
- » Football themed promotion
- » Sponsor local sports team

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5 Labor Day	6	7	8	9	10	Patriot Day
12	13 Chocolate Day	14	15	16	17	18
19	20	21 International Day of Peace	22 First Day of Fall	23	24	25
26	27	28	29 National Coffee Day	30		

OCTOBER 2016



MONTHLY AWARENESS

- » Fire Prevention Month
- » Breast Cancer Awareness
- » Literacy Awareness
- » LGBTQ History Month
- » Bully Prevention Month
- » Italian American Heritage Month
- » Polish American Heritage Month

MARKETING IDEAS

- » Columbus Day Specials
- » Jewish Holidays
- » Halloween costume contest
- » Decorate for Halloween/Fall
- » Host an Instagram Contest
- » Start Thanksgiving Marketing

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3 Rosh Hashanah	4 Taco Day	5	6	7	8	9
10 Columbus Day	11	12 Yom Kippur	13	14	15	16
17 Boss's Day	18	19	20	21	22	23
24 31 Halloween	25	26	27	28	29	30

NOVEMBER 2016



ThriveHive

MONTHLY AWARENESS

- » Movember for Men's Health
- » Lung Cancer Awareness
- » Epilepsy Awareness
- » National Novel Writing Month
- » Native American Heritage Month

MARKETING IDEAS

- » Thankful Campaigns
- » Election Day Event
- » Recycling Campaign
- » Lung Cancer Charity Walk
- » Thanksgiving Recipes
- » Thanksgiving Food Drive
- » Local 5k run/walk
- » Small Business Saturday Promotions
- » Holiday Gift Guides

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3 Sandwich Day	4	5	6 Daylight Savings Time Ends
7	8  Election Day	9	10	11 Veterans Day	12	13
14	15 America Recycles Day	16	17 Great American Smokeout	18	19	20
21	22	23	24  Thanksgiving	25 Black Friday	26 Small Business Saturday	27
28 Cyber Monday	29	30				

DECEMBER 2016



MONTHLY AWARENESS

- » National Influenza Vaccination Week (first week)
- » Safe Toys & Gifts Month

MARKETING IDEAS

- » Holiday Gift Guides
- » Instagram & Facebook Contests/Giveaways
- » Holiday Recipes
- » Holiday Decor
- » Winter Preparedness Tips
- » Extreme Weather Promotions
- » New Year's Event Guide
- » New Year's Promotions
- » End of Year Review

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			 World AIDS Day	2	3	Cookie Day
5	6	Pearl Harbor Day	8	9	Human Rights Day	11
12	13	14	15	16	17	18
19	20	 First Day of Winter	22	23	 Hanukkah Starts Christmas Eve	 25 Christmas
26	27	28	29	30	31 New Year's	