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Printable calendar

Marketing Calendar 2027

Every key date of the year, month by month, and when to get started, so you never discover Valentine's Day on February 9 again.

12 months
at a glance

6 steps
campaign timeline

1 plan
to fill in for your big moments

Editable version: copy the Google Sheet and the timeline calculates itself. **Copy the Google Sheet**

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The year at a glance

2027, January to June

January

2027

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- **Jan 1** New Year's Day
- **Jan 18** Martin Luther King Jr. Day
- **Jan 28** Data Privacy Day

Plan ahead New Year's on Jan 2 or 3. Valentine's prep is already underway.

February

2027

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

- **All February** Black History Month
- **Feb 2** Groundhog Day
- **Feb 9** National Pizza Day
- **Feb 14** Valentine's Day, Super Bowl LXI
- **Feb 15** Presidents' Day sales

Plan ahead Valentine's and the Super Bowl share Sunday the 14th: one angle per segment.

March

2027

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- **All March** Women's History Month
- **Mar 8** International Women's Day
- **Mar 17** St. Patrick's Day
- **Mar 28** Easter

Plan ahead Easter comes early: launch campaigns around mid-March.

April

2027

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

- **Apr 1** April Fools' Day
- **Apr 11** National Pet Day
- **Apr 15** Tax Day
- **Apr 22** Earth Day

Plan ahead Mother's Day campaign around April 18, teaser from the 11th.

May

2027

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- **May 4** Star Wars Day
- **May 5** Cinco de Mayo
- **May 9** Mother's Day
- **May 31** Memorial Day sales

Plan ahead Back-to-school prep starts in late May. Memorial Day: announce May 27.

June

2027

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- **All June** Pride Month
- **Jun 19** Juneteenth
- **Jun 20** Father's Day

Plan ahead Father's Day around May 30. Fourth of July sale launches July 1.

Sales and ecommerce · Gifting holidays · Holidays and fun days · Awareness days · Sports and culture · Federal holidays · Long weekends · Back-to-school season

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The year at a glance

2027, July to December

July

2027

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- **Jul 4** Independence Day
- **Jul 7** World Chocolate Day
- **Jul 17** World Emoji Day
- **Jul 18** National Ice Cream Day
- **TBA** Prime Day

Plan ahead Back-to-school teaser from July 19. Prime Day dates still to come.

August

2027

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- **Aug 2 to Sep 7** Back-to-school season
- **Aug 19** World Photography Day
- **Aug 26** Women's Equality Day

Plan ahead Block your Black Friday and holiday dates now.

September

2027

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- **Sep 6** Labor Day sales

Plan ahead Black Friday and holiday prep starts mid-September.

October

2027

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- **All October** Breast Cancer Awareness
- **Oct 1** International Coffee Day
- **Oct 10** World Mental Health Day
- **Oct 11** Indigenous Peoples' Day
- **Oct 31** Halloween

Plan ahead Collect SMS and WhatsApp opt-ins for November.

November

2027

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- **Nov 11** Veterans Day
- **Nov 25** Thanksgiving
- **Nov 26** Black Friday
- **Nov 27** Small Business Saturday
- **Nov 29** Cyber Monday
- **Nov 30** Giving Tuesday

Plan ahead Black Friday teaser on the 12th, holiday teaser on the 17th.

December

2027

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- **Dec 13** Green Monday
- **From Dec 24** Hanukkah
- **Dec 24** Christmas Eve
- **Dec 25** Christmas
- **From Dec 26** Kwanzaa
- **Dec 31** New Year's Eve

Plan ahead Shipping cutoffs in every email from mid-month.

Sales and ecommerce · Gifting holidays · Holidays and fun days · Awareness days · Sports and culture · Federal holidays · Long weekends · Back-to-school season

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The timeline for every big moment

Start from the send date and work backward

1

6 to 4 weeks out

Pick the offer, the message and the segments.

2

3 weeks out

Build the emails, the text messages and the landing pages.

3

2 weeks out

Test, proofread, schedule. Set up an A/B test on the subject line.

4

7 days to 1 day out

Tease the offer to your best customers. 14 days out for the biggest moments.

5

The day and the day after

Main send, then a follow-up to people who opened but didn't buy.

6

A week later

Review performance and note it for next year.

Tip

For the biggest moments (back to school, Black Friday and Cyber Monday, the holiday season), start preparing four weeks earlier and send your teaser two weeks before the main send. Inboxes are packed in those weeks, and an offer announced on the day gets lost.

Keep in mind

Not every date deserves a campaign. Keep four to six major moments a year and treat the rest as lighter content.

The dates to put in your calendar

Moment	Date	Start prep	Teaser starts	Main send
Valentine's Day	February 14	December 21, 2026	January 25	February 1
Easter	March 28	February 1	March 8	March 15
Mother's Day	May 9	March 7	April 11	April 18
Memorial Day	May 31	April 15	May 20	May 27
Father's Day	June 20	April 18	May 23	May 30
Independence Day	July 4	May 20	June 24	July 1
Back to school major	August to September	May 24	July 19	August 2
Halloween	October 31	September 6	October 11	October 18
Black Friday major	November 26	September 17	November 12	November 26
Holiday season major	December 24 and 25	September 22	November 17	December 1

Major moments: prep starts four weeks earlier, teaser 14 days before the send. Other dates: teaser 7 days before. Adjust the dates to your shipping cutoffs and the Google Sheet recalculates the whole timeline.

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Which channel for which moment?

Timing, urgency and content decide the channel

Criterion	What to look at	Why it matters	Best channel
Time before the date	Weeks or hours	Too early and it's forgotten, too late and it's useless	**Email ahead of time, SMS or web push on the day**
Urgency	Limited offer, last day, low stock	An urgent message has to be read within minutes	**SMS, WhatsApp, web push**
What you need to show	Product picks, gift ideas, visuals	People choose by looking, so the visuals do the selling	**Email**
Relationship with the contact	Loyal customer or new subscriber	The most direct channels are for people who asked for them	**SMS and WhatsApp for engaged customers, email for everyone**

Email sets things up, SMS or web push gets people to act, then email follows up.

Example: Black Friday run over three weeks

3 weeks

On your site

Pop-up to collect phone numbers for deals by text, VIP list on WhatsApp for your best customers.

2 weeks

Email

Teaser: the date and early access for sign-ups.

1 day

WhatsApp

The VIP list gets the deals first.

The day

Email and site

Launch email in the morning, countdown on category pages.

During

Email or WhatsApp

Cart reminder on the channel the shopper chose, follow-up on products viewed.

Final hours

Web push

Reminder to opted-in visitors that the deals are ending.

After

Email and wallet

Review request after delivery, loyalty card updated with the points earned.

Each contact only gets the channels they opted into, with a cap on sends for the period. Someone who already bought stops getting reminders.

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Federal holidays and long weekends 2027

Plan your sends around the days off

Holiday	Date	Long weekend
New Year's Day	Fri, Jan 1	Jan 1 to 3
Martin Luther King Jr. Day	Mon, Jan 18	Jan 16 to 18
Presidents' Day	Mon, Feb 15	Feb 13 to 15
Memorial Day	Mon, May 31	May 29 to 31
Juneteenth	Sat, Jun 19 (observed Fri, Jun 18)	Jun 18 to 20
Independence Day	Sun, Jul 4 (observed Mon, Jul 5)	Jul 3 to 5
Labor Day	Mon, Sep 6	Sep 4 to 6
Indigenous Peoples' Day	Mon, Oct 11	Oct 9 to 11
Veterans Day	Thu, Nov 11	None
Thanksgiving	Thu, Nov 25	Nov 25 to 28
Christmas	Sat, Dec 25 (observed Fri, Dec 24)	Dec 24 to 26
New Year's Day 2028	Sat, Jan 1 (observed Fri, Dec 31)	Dec 31 to Jan 2

Source: U.S. Office of Personnel Management (OPM), federal holidays. When a holiday falls on a weekend, it is observed on the nearest weekday. State holidays and school calendars vary.

Keep in mind

Sensitive days

Mother's Day and Father's Day can be painful for some of your contacts. Let them opt out of these emails in advance.

Opt-ins come first

Someone who hasn't agreed to texts in October won't get your texts in November. Collect phone numbers and WhatsApp opt-ins before the season starts.

Long weekends shift reading

An email sent on the Friday of a long weekend is often read on Tuesday. Announce sale weekends on Thursday.

Each customer's own dates

Birthdays, first-order anniversaries, renewals: these automated campaigns run all year and take pressure off the big seasonal pushes.

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My 2027 plan

Your four to six major moments, to fill in and pin up

Moment and date	Goal	Offer	Target segments	Channels	Prep starts	Results and notes for 2028
				☐ Email ☐ SMS ☐ WhatsApp ☐ Web push ☐ Wallet		
				☐ Email ☐ SMS ☐ WhatsApp ☐ Web push ☐ Wallet		
				☐ Email ☐ SMS ☐ WhatsApp ☐ Web push ☐ Wallet		
				☐ Email ☐ SMS ☐ WhatsApp ☐ Web push ☐ Wallet		
				☐ Email ☐ SMS ☐ WhatsApp ☐ Web push ☐ Wallet		
				☐ Email ☐ SMS ☐ WhatsApp ☐ Web push ☐ Wallet		

Prefer the online version: in the Google Sheet, pick a moment from the list and the timeline dates fill in. **Copy the Google Sheet**

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Plan your 2027 big moments with Positive User

Email, SMS and WhatsApp campaigns scheduled weeks ahead, segments built from purchase history, automated follow-ups around every event. Every channel shares the same customer profile and the same consent status.

Try Positive User | Read the full guide | Copy the Google Sheet