SocialMaker 2027 marketing calendar in Australia

Sales events · Gift days · Extra pay · Holidays and seasons

January

M	T	W	T	F	S	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

- · Boxing Day sales
- **1** New Year's Day
- **10** Back to School
- **26** Australia Day

February

M	T	W	T	F	S	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

- **14** Valentine's Day

March

M	T	W	T	F	S	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				

- **26** Easter

April

M	T	W	T	F	S	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		

- **25** Anzac Day

May

M	T	W	T	F	S	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						

- **9** Mother's Day
- **18** Click Frenzy Mayhem

June

M	T	W	T	F	S	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				

- **1** EOFY sales
- **12** King's Birthday long weekend

July

M	T	W	T	F	S	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	

- **13** Amazon Prime Day

August

M	T	W	T	F	S	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					

- **12** Afterpay Day

September

M	T	W	T	F	S	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			

- **5** Father's Day
- **25** AFL Grand Final

October

M	T	W	T	F	S	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

- **26** Click Frenzy
- **31** Halloween

November

M	T	W	T	F	S	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					

- **2** Melbourne Cup
- **11** Singles' Day (11.11)
- **26** Black Friday
- **29** Cyber Monday

December

M	T	W	T	F	S	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		

- **24** Christmas
- **26** Boxing Day sales
- **31** New Year's Eve

Month by month

New Year's Day January 1

New Year goals drive gym gear, planners and courses; Boxing Day sales keep running through January.

Idea: Launch a January plan or challenge ("30 days to…") and ask people to comment WANT to get the details by DM.

Start posting on December 22

Back to School January 10 to 30

Uniforms, shoes, bags, stationery and laptops for the new school year; school wear shops and tutors sell.

Idea: Ready-made bundles (supplies, uniform, haircut, tutoring) at a set price with a button to reserve.

Estimated date

Australia Day January 26

Summer long weekend of BBQs, beers, outfits and decor; bottle shops, butchers and local shops run sales.

Idea: Summer long weekend: BBQ bundles, outfits or a beach-day special, posted a week ahead.

Start posting on January 16

Valentine's Day February 14

Flowers, chocolates, jewellery, dinners and gifts; florists, bakeries and boutiques sell.

Idea: Show 3 gifts or plans by price; whoever comments LOVE gets the catalog with the order deadline.

Start posting on January 31

Easter March 26 to 29

Chocolate eggs, family lunches, getaways and school holiday spending; bakeries, shops and cafes sell.

Idea: Eggs, chocolates or baskets with an order deadline: open orders 2 weeks ahead and close when you're full.

Start posting on March 12

Anzac Day April 25

Remembrance day with books, keepsakes and events; some states get a long weekend for local shops.

Idea: A post and a story about the date with your product front and center, plus a keyword to order.

Start posting on April 15

Mother's Day May 9

Flowers, jewellery, spa days, brunch and custom gifts for Mum: a top day for florists, salons and boutiques.

Idea: Post 3 gifts by price, open orders 3 weeks ahead and set an auto-reply for whoever comments MOM.

Start posting on April 18

Click Frenzy Mayhem May 18 to 20

Mid-year online sale on tech, home, fashion and travel; online shops run offers to ride the traffic.

Idea: Announce the deal a few days ahead and build a list: whoever comments CYBER gets the link when it starts.

Estimated date

EOFY sales June 1 to 30

June clearance on tech, appliances, cars and office gear as the 30 June tax year ends; shops cut prices all month.

Idea: End-of-financial-year clearance: show what's on sale each week of June and DM the link to whoever comments EOFY.

Start posting on May 22

King's Birthday long weekend June 12 to 14

June long weekend of getaways and deals that overlap with EOFY sales.

Idea: June long weekend plus EOFY: a three-day offer that ends on Monday night.

Start posting on June 2

Amazon Prime Day July 13 to 19

Amazon's week-long sale pulls shoppers to deals, so small shops run their own offers to compete.

Idea: Run your own deal the same days and remind people why buying from you is better: personal, fast and local.

Estimated date

Afterpay Day August 12 to 15

Buy now, pay later sale on fashion, beauty and homeware; shops run offers and instalment deals.

Idea: Join the buy now, pay later sale with a clear offer and instalment info; DM the link to whoever comments SALE.

Estimated date

Father's Day September 5

Tools, tech, clothes, beer and experiences for Dad; barbers, bottle shops and restaurants sell.

Idea: Bundles or experiences for dad (cut and shave, BBQ, tools) with delivery or a booking guaranteed before Sunday.

Start posting on August 22

AFL Grand Final September 25

Footy parties mean food, drinks, jerseys and pub nights; bottle shops, butchers and pubs sell.

Idea: Footy party packs, platters or jerseys: take pre-orders all week and close on Friday.

Estimated date

Click Frenzy October 26 to 29

Online sale event of 24+ hours on fashion, beauty, homeware and tech; online shops run big offers.

Idea: Announce the deal a few days ahead and build a list: whoever comments CYBER gets the link when it starts.

Estimated date

Halloween October 31

Costumes, lollies and decor; smaller than in the US but growing for party shops and bakeries.

Idea: Costumes, makeup, treats or a themed menu: ideas with prices and a keyword to reserve.

Start posting on October 17

Melbourne Cup November 2

Race day fashion, fascinators, hats, beauty and long lunches; fashion shops, salons and cafes sell.

Idea: Race-day outfits, fascinators, hair and makeup or long lunches: open bookings two weeks ahead.

Start posting on October 23

Singles' Day (11.11) November 11

An early start to holiday deals on fashion, beauty and gadgets; online brands launch flash offers.

Idea: A 24-hour deal with a countdown in stories and the link by DM for whoever comments 1111.

Start posting on November 4

Black Friday November 26 to 28

The biggest deal day of the year, stretching to Cyber Monday on fashion, tech and homeware.

Idea: Pick 3 to 5 products with a real discount, build a list a week ahead and let the promo turn itself off.

Start posting on November 5

Cyber Monday November 29

Closing day of the online deals week on tech, clothes and subscriptions; online shops win.

Idea: Repeat what worked best on Black Friday for those who missed it, online only, for 24 hours.

Start posting on November 22

Christmas December 24 to 25

Gifts, seafood, BBQs, beachwear and decor in the summer heat; the strongest season for almost every shop.

Idea: A gift catalog by price, a clear order deadline and gift cards for last-minute shoppers.

Start posting on November 24

Boxing Day sales December 26 to January 1

Big clearance on fashion, tech and homeware from 26 December; shops move stock for days or weeks.

Idea: Tease from Christmas what's in the Boxing Day sale and DM the link to whoever comments NOTIFY.

Start posting on December 19

New Year's Eve December 31

Party outfits, beauty appointments, dinners and events; salons, boutiques and restaurants book up.

Idea: Dinners, outfits, hair or plans: open bookings or orders two weeks ahead and fill them by DM.

Start posting on December 17