SocialMaker 2027 marketing calendar in Canada

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

January

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						

- · Boxing Week sales
- **1** New Year's Day

February

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						

- **14** Valentine's Day
- **15** Family Day

March

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			

- **17** St. Patrick's Day
- **26** Easter

April

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	

- **30** Tax season (CRA)

May

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					

- **9** Mother's Day
- **22** Victoria Day

June

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			

- **20** Father's Day

July

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

- **1** Canada Day
- **13** Amazon Prime Day
- **31** Civic Holiday / BC Day

August

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				

- · Civic Holiday / BC Day
- **15** Back to School

September

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		

- · Back to School
- **4** Labour Day

October

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						

- **9** Thanksgiving
- **31** Halloween

November

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				

- **11** Singles' Day (11.11)
- **26** Black Friday
- **29** Cyber Monday
- **30** Giving Tuesday

December

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	

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

Month by month

New Year's Day January 1

New Year goals drive sales of gym gear, planners, courses and home organizing; studios and coaches fill up.

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

Valentine's Day February 14

Flowers, chocolate, 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

Family Day February 15

Winter long weekend: ski trips, getaways, games and local deals; family activities and restaurants sell.

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

Start posting on February 5

St. Patrick's Day March 17

Green outfits and bar nights; pubs, restaurants and bakeries run themed specials.

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

Start posting on March 7

Easter March 26 to 29

Chocolate, baskets, family brunch and spring outfits; bakeries, florists and kids' shops sell over the long weekend.

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

Tax season (CRA) April 30

Many Canadians get tax refunds from March to May and use them on bigger purchases; local shops and services benefit.

Idea: People have money that day: post your best seller with a clear price and a fast way to order by DM.

Start posting on April 23

Mother's Day May 9

Flowers, spa days, jewellery, brunch and custom gifts; florists, salons and boutiques sell.

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

Victoria Day May 22 to 24

Garden and cottage season starts: plants, tools, patio furniture and trips; garden centres and home shops sell.

Idea: Kick off patio season: plants, outdoor gear or a long-weekend special, posted 10 days ahead.

Start posting on May 12

Father's Day June 20

Tools, tech, clothing, BBQ gear and experiences for Dad; barbers, gear 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 June 6

Canada Day July 1

Red and white outfits, BBQs, getaways and summer deals; grocers, clothing shops and restaurants sell.

Idea: Red-and-white treats, BBQ bundles or outfits: take orders until June 30 and post your holiday hours.

Start posting on June 21

Amazon Prime Day July 13 to 16

Amazon's sale pulls shoppers toward 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

Civic Holiday / BC Day July 31 to August 2

Summer long weekend of trips, restaurants and outdoor gear; local shops and tourism businesses sell.

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

Start posting on July 21

Back to School August 15 to September 13

Supplies, backpacks, clothes, shoes and electronics; kids' shops, tutors and uniform sellers sell.

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

Start posting on July 25

Labour Day September 4 to 6

Last long summer weekend and school start: deals on clothes, home goods and appliances.

Idea: Back-to-school and last summer weekend in one: a family bundle that ends on Monday night.

Start posting on August 25

Thanksgiving October 9 to 11

Family meals, fall decor and travel; grocers, bakeries, butchers and florists sell.

Idea: Food, pie or dinner reservations: post the order deadline and close when you're full.

Start posting on September 25

Halloween October 31

Costumes, candy, decor and parties; party shops, bakeries and photographers sell.

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

Start posting on October 17

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: fashion, tech, beauty and gifts; many shops run offers all week.

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

Online deals on tech, clothes, courses and subscriptions; digital sellers and 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

Giving Tuesday November 30

Donation day: brands with a cause run campaigns and give a share of sales.

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

Start posting on November 20

Christmas December 24 to 25

Gifts, food, decor and outfits: the strongest season for almost every shop, bakery and salon.

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

Start posting on November 24

Boxing Week sales December 26 to January 1

Week-long post-Christmas clearance on fashion, tech and home goods; shops move leftover stock.

Idea: Show what's in the sale before it starts and DM everyone who comments NOTIFY on day one.

Start posting on December 16

Boxing Day December 26

Big clearance day in stores and online on fashion, tech and home goods.

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