SocialMaker 2027 marketing calendar in the UK

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

- · January sales
- **1** New Year's Day
- **25** Burns Night

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

- **9** Pancake Day (Shrove Tuesday)
- **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				

- **7** Mothering Sunday
- **17** St Patrick's Day
- **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		

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						

- **1** Early May bank holiday
- **29** Spring bank holiday

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				

- **20** Father's Day

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					

- **9** Back to school
- **28** Summer bank holiday

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			

- · Back to school

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

- **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					

- **5** Bonfire Night (Guy Fawkes)
- **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** January sales
- **26** Boxing Day
- **31** New Year's Eve / Hogmanay

Month by month

New Year's Day January 1

New Year goals drive sales of gym gear, planners, courses and home organising; 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

Burns Night January 25

Haggis suppers and whisky across Scotland; butchers, shops, pubs and restaurants sell for the night.

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

Start posting on January 15

Pancake Day (Shrove Tuesday) February 9

Pancake ingredients, toppings and café specials; bakeries, cafés and restaurants run themed deals.

Idea: Pancake specials or topping bundles for Shrove Tuesday, posted the week before with a keyword to pre-order.

Start posting on January 30

Valentine's Day February 14

Flowers, chocolates, jewellery, dinners and experiences; 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

Mothering Sunday March 7

Flowers, cards, afternoon tea, spa days and gifts for Mum; florists, cafés and gift shops sell.

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

Start posting on February 14

St Patrick's Day March 17

Green outfits and a big night out; pubs, bars and restaurants 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 eggs, family lunches, getaways and spring outfits; bakeries, shops and florists 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

Early May bank holiday May 1 to 3

Long weekend of gardening, days out and BBQs; garden centres, furniture shops and pubs sell.

Idea: Bank holiday weekend: one offer for three days (garden, BBQ, days out) that ends on Monday night.

Start posting on April 21

Spring bank holiday May 29 to 31

Long weekend and half-term trips: garden gear, BBQ food, summer clothes and days out.

Idea: Bank holiday weekend: one offer for three days (garden, BBQ, days out) that ends on Monday night.

Start posting on May 19

Father's Day June 20

Clothes, tech, tools, beer, whisky and experiences for Dad; barbers, shops and pubs 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

Amazon Prime Day July 13 to 16

Amazon's sale sets the pace for summer 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

Back to school August 9 to September 7

Uniforms, shoes, bags, stationery and tech for the new term; 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

Summer bank holiday August 28 to 30

Last big summer long weekend: getaways, garden and home deals, restaurants and days out.

Idea: Bank holiday weekend: one offer for three days (getaways, garden, BBQ) that ends on Monday night.

Start posting on August 18

Halloween October 31

Costumes, sweets, pumpkins, decor and parties; party shops, bakeries and pubs sell.

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

Start posting on October 17

Bonfire Night (Guy Fawkes) November 5

Fireworks, warm clothes, bonfire food and local events; shops, pubs and food stalls sell.

Idea: Bonfire treats, warm drinks or cosy outfits for the 5th: post what you have and where to find you.

Start posting on October 26

Singles' Day (11.11) November 11

Some brands use it as a warm-up for Black Friday with flash deals on fashion, beauty and tech.

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, with weeks of offers on fashion, tech, beauty 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

Online deals on tech, clothes and subscriptions; online shops and digital sellers 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, 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

January sales December 26 to January 8

Post-Christmas clearance on fashion, homeware and tech; shops cut prices from Boxing Day through January.

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

First big day of clearance in shops and online on fashion, tech and homeware.

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 / Hogmanay December 31

Party outfits, beauty appointments, dinners and events; salons, boutiques and pubs book up, especially at Hogmanay.

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

Start posting on December 17