SocialMaker 2027 marketing calendar in the US

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						

- · After-Christmas sales
- **1** New Year's Day
- **25** Tax Refund Season

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						

- · Tax Refund Season
- **9** Mardi Gras (Fat Tuesday)
- **14** Super Bowl LXI
- **14** Valentine's Day
- **15** Presidents' 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			

- · Tax Refund Season
- **17** St. Patrick's Day
- **28** 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	

- · Tax Refund Season

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					

- **4** Teacher Appreciation Day
- **5** Cinco de Mayo
- **9** Mother's Day
- **14** Graduation season
- **29** Memorial 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			

- · Graduation season
- **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

- **4** 4th of July
- **13** Amazon Prime Day
- **15** Back to School

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				

- · 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** Labor 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						

- **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)
- **25** Thanksgiving
- **26** Black Friday
- **27** Small Business Saturday

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	

- **13** Green Monday
- **24** Christmas
- **26** After-Christmas sales
- **31** New Year's Eve

29 Cyber Monday
30 Giving Tuesday

Month by month

socialmaker.ai/calendar/united-states · 29 dates · Ideas by type of business, when to get ready and how to automate it.

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

Tax Refund Season January 25 to April 24
IRS refunds land from February to April: shoppers buy furniture, appliances, used cars and trips from local shops.

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

Estimated date

Mardi Gras (Fat Tuesday) February 9
King cakes, costumes, drinks and party decor across the South; bakeries, bars and party shops sell.

Idea: Looks, costumes or long-weekend plans; reply with availability to whoever comments CARNIVAL.

Start posting on January 26

Super Bowl LXI February 14
Game-day parties mean food, drinks, TVs and team gear; bakeries, caterers and restaurants sell party platters.

Idea: Game-day platters, wings or team gear: take pre-orders all week and close orders on Saturday.

Start posting on February 4

Valentine's Day February 14
Jewelry, flowers, chocolate, dinners and gifts for partners, friends and pets; 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

Presidents' Day February 15
Long weekend sales on mattresses, furniture, cars and clothing; local stores run weekend-only deals.

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, party decor and bar nights; pubs, restaurants and bakeries run themed specials.

Idea: Green specials for the day: a themed menu, a limited treat or an outfit, posted a week ahead.

Start posting on March 7

Easter March 28
Candy baskets, Sunday outfits, brunch and spring decor; bakeries, florists and kids' boutiques 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 14

Teacher Appreciation Day May 4
Small thank-you gifts for teachers: mugs, flowers, cards and gift cards; gift shops and florists sell.

Idea: Small gifts from the whole class, with a button to collect the group order.

Start posting on April 27

Cinco de Mayo May 5
Mexican food, drinks and party supplies; restaurants, bars and party shops run themed promos.

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

Start posting on April 25

Mother's Day May 9
Flowers, jewelry, spa days, brunch and custom gifts: a top gifting 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

Graduation season May 14 to June 12
Gifts, party food, photos, outfits and flowers for grads; photographers, bakeries and gift shops sell.

Idea: Grad gift bundles, photo sessions or party trays: open bookings in April and fill them by DM.

Estimated date

Memorial Day May 29 to 31
Summer kicks off with deals on mattresses, furniture, grills and clothes; home and outdoor shops sell most.

Idea: Kick off summer with a weekend-only deal and DM the link to whoever comments SUMMER.

Start posting on May 19

Father's Day June 20
Tools, tech, clothing, grill 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

4th of July July 4
Cookouts, fireworks, patriotic outfits and decor; grocers, butchers, bars and clothing shops sell.

Idea: Cookout bundles, red, white and blue treats or outfits: take orders until Friday and post your hours for the 4th.

Start posting on June 24

Amazon Prime Day July 13 to 16

Amazon's sale sends shoppers hunting for deals, so small shops run their own offers to stay in the game.

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 July 15 to September 12

Supplies, backpacks, clothes, shoes and electronics for the new school year; kids' shops and tutors sell.

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

Start posting on June 24

Labor Day September 4 to 6

Last long summer weekend: deals on clothes, furniture and appliances; local retail and restaurants sell.

Idea: A last-summer-weekend sale: one strong offer for three days that turns itself off on Monday night.

Start posting on August 25

Halloween October 31

Costumes, candy, decor and party photos; party shops, bakeries, bars 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

Thanksgiving November 25

Groceries, table decor, outfits and travel; bakeries, caterers and florists sell for the family meal.

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

Start posting on November 11

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

Small Business Saturday November 27

Shoppers are urged to buy local, so small shops, studios and online sellers get their best weekend.

Idea: Ask for word of mouth: a small thank-you for whoever tags a friend on your post.

Start posting on November 20

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; small shops join in.

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

Green Monday December 13

Last-chance deals before shipping cutoffs: gifts, clothes and tech; online shops push free shipping.

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

Start posting on December 3

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

After-Christmas sales December 26 to January 1

Clearance on clothes and home goods plus gift card spending; shops move leftover stock.

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