

klaviyo[™]

Marketing campaigns that convert

A MONTH-BY-MONTH PLANNER

Boost sales and engagement
with key marketing moments.



Keep track of key ecommerce dates

Seasonal events are a great way to flex your creative muscles and spice up your marketing strategy.

Whether it's planning ahead for the 4th of July or putting a fun spin on National Pet Day, there are tons of opportunities to inspire customers to engage with your brand.

But staying on top of every single celebration and event is, well, *a lot*.

Don't worry—we've done the heavy lifting for you. With this calendar, you have access to 150+ key ecommerce dates so you'll never miss a chance to connect with your customers and drive revenue.

Add these dates to your calendar with one click:

[Add to Google Calendar](#)

[Add to iCalendar](#)



January

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January marks the beginning of a new year and the promise of fresh resolutions.

It's also a time for winding down and recharging after the holiday rush.

Tailor your messaging to strike a balance between the two moods—ignite excitement for the opportunities ahead while also remaining sensitive to the post-holiday need for rest.

Key themes:

- New Year's resolutions
- Fresh starts
- Winter sales

DEEP DIVE:

A new year is the perfect time to audit and refresh your automated flows to drive more incremental revenue in the months ahead.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01 New Year's Day	02	03	04 National Spaghetti Day
05	06	07	08	09	10 National Cut Your Energy Day	11
12 National Hot Tea Day	13	14	15	16	17	18
19	20 Martin Luther King Jr. Day Inauguration Day	21	22	23 National Pie Day	24 National Compliment Day	25
26	27	28 International Lego Day	29 Chinese New Year	30	31	01

February

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February is the perfect month for anyone who loves gifts.

Help your customers share the love with their partners, friends, and even pets through thoughtful and personalized gift recommendations—and don't forget to sweeten the deal with a well-timed discount or two.

Key themes:

- Love and relationships
- Gifting
- Sports

DEEP DIVE:

Get inspired by Valentine's Day campaign examples from real-life brands that leverage brand love to drive revenue.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 Start of Black History Month
02 Groundhog Day	03	04 World Cancer Day	05 National Girls and Women in Sports Day	06	07 National Wear Red Day	08
09 National Pizza Day Super Bowl	10	11 International Day of Women and Girls in Science	12	13	14 Valentine's Day	15
16	17 President's Day Random Acts of Kindness Day	18	19	20	21	22
23	24	25	26	27	28 Start of Ramadan (through 3/30)	01

March

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With International Women's Day and Women's History Month in the spotlight, March is the ideal time to celebrate (and elevate) women's voices.

Use your platform to raise awareness, spark meaningful conversations, and take actions that support women—whether that's by donating proceeds to relevant nonprofits or promoting female-owned small businesses.

Key themes:

- Supporting women
- Spring renewal
- College basketball

DEEP DIVE:

Marketing campaigns drive more revenue when they're cross-channel. Study Klaviyo's proven crawl, walk, run model to launching an SMS marketing strategy.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	01 Start of Women's History Month
02 Read Across America Day	03	04 Mardi Gras	05 Ash Wednesday	06 World Book Day	07 Employee Appreciation Day	08 International Women's Day
09 Start of Daylight Savings Time	10 National Napping Day	11	12	13	14 Pi Day Holi	15
16	17 St. Patrick's Day	18 Global Recycling Day Start of March Madness (through 4/7)	19	20 Spring Equinox International Day of Happiness	21	22
23 Doctor's Day 30	24 31	25	26	27	28	29 Start of Eid al-Fitr (through 3/30) Earth Hour

April

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There's a reason why Earth Day and Arbor Day fall in April.

With spring blooming, this is the perfect time to raise awareness for the planet we call home. If you've been planning to launch a green initiative or roll out an eco-conscious campaign, now's the time to make that happen.

Use this month to inspire meaningful, Earth-focused action, and engage your audience in protecting our shared environment.

Key themes:

- Peak spring
- Sustainability
- Easter festivities

DEEP DIVE:

Find April Fools' campaign inspiration from brands that lead with humor to earn engagement and April sales.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	01 Start of National Poetry Month April Fools' Day	02 World Autism Awareness Day	03	04	05
06 National Tartan Day	07 World Health Day	08 National Library Workers Day	09	10 National Siblings Day	11 National Pet Day	12 Start of Passover (through 4/20)
13	14	15	16	17	18 Good Friday	19
20 Easter Sunday	21 Easter Monday Boston Marathon	22 Earth Day	23 Administrative Professionals Day	24	25 Arbor Day	26
27	28	29	30	01	02	03

May

2025

Mother's Day takes center stage this month, offering a meaningful opportunity to thank the special mother figures in our lives.

But it's important to acknowledge that not everyone can or wants to celebrate observation.

Consider offering opt-out options for those who prefer to skip Mother's Day content and broadening your campaigns to honor other influential figures, like teachers on National Teacher Day and healthcare heroes on International Nurses Day.

Key themes:

- Early summer promotions
- Outdoor events
- Mother figures

DEEP DIVE:

Mother's Day campaign strategy needs to be nuanced. Here's how 10 different brands approached it, and won.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	01 Start of AANHPI Heritage Month	02	03 Kentucky Derby
04 Star Wars Day World Laughter Day	05 Cinco de Mayo	06 National Teacher Appreciation Day National Nurses Day	07	08	09	10
11 Mother's Day	12 International Nurses Day	13	14	15 Global Accessibility Awareness Day	16	17
18	19	20 National Rescue Dog Day	21 International Tea Day	22 International Day for Biological Diversity	23	24
25 National Wine Day	26 Memorial Day	27	28	29	30	31

June

2025

Summer is here, and you know what that means: outdoor fun, travel plans, and peak shopping excitement.

Embrace the warm-weather vibes by running a summer blowout sale, offering exclusive Father's Day deals, or sending personalized recommendations to help your audience find their perfect vacation essentials.

Key themes:

- Summer sales
- Outdoor events
- Father figures

DEEP DIVE:

From dad jokes to compassion for those without a father figure, here's how 12 brands built effective Father's Day campaigns.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
01 Start of Pride Month	02	03	04 Global Running Day	05 World Environment Day	06 Start of Eid al-Adha (through 6/7) National Donut Day	07
08 World Oceans Day	09	10	11	12	13	14 Flag Day
15 Father's Day	16	17	18	19 Juneteenth	20 Summer Solstice	21 International Yoga Day
22	23	24	25	26	27 National Sunglasses Day	28
29	30	01	02	03	04	05

July

2025

July in America kicks off with a bang—literally. Independence Day is the heart of the month, with fireworks, cookouts, and patriotic celebrations taking center stage.

It's the perfect time to engage your audience with festive promotions. July is also typically when Amazon Prime Day happens, so there are plenty of opportunities to offer special deals to customers who are already shopping online.

And remember: it's never too early to start planning for Black Friday.

Key themes:

- Patriotism
- Peak summer
- OOO

DEEP DIVE:

Make Amazon Prime Day a big revenue driver for your brand, too.

[Learn how](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01 Start of Disability Pride Month	02	03 International Plastic Bag Free Day	04 Independence Day	05
06	07 World Chocolate Day	08	09	10	11	12
13	14	15 Amazon Prime Day (to be confirmed)	16	17 World Emoji Day	18	19
20 National Ice Cream Day	21	22	23	24 International Self-Care Day	25	26
27 Parents' Day	28	29	30 International Day of Friendship	31	01	02

August

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August marks the transition from carefree summer days to the structured pace of back-to-school season.

It's a time to celebrate the last rays of summer while gently shifting focus to preparations for the months ahead.

Whether it's helping families gear up for a new school year or continuing to plant the seeds for your upcoming Black Friday and Cyber Monday campaigns, this month offers the perfect opportunity to balance enjoying the rest of summer with forward-thinking strategy.

Key themes:

- Vacation
- End-of-summer deals
- Back-to-school promotions

DEEP DIVE:

From new clothes to dorm room gear, capture the attention of back-to-school families with these 8 strategies.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	01 Start of Back to School Month International Beer Day	02 Ice Cream Sandwich Day
03 Friendship Day	04	05	06	07	08 International Cat Day	09 National Book Lovers Day
10	11	12 International Youth Day	13	14	15	16
17	18	19 World Photography Day	20	21	22	23
24	25	26 International Dog Day Women's Equality Day	27	28	29	30
31						

September

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September ushers in the crisp air and cozy vibes of fall.

Now is the perfect time to embrace the season's charm with autumn-inspired promotions, from warm apparel to pumpkin-flavored treats.

As students settle into the new school year and the countdown to the holidays begins, your messaging can highlight everything from back-to-school essentials to early seasonal décor.

It's also prime time to be preparing for BFCM.

Key themes:

- Start of fall
- Holiday countdown
- BFCM prep

DEEP DIVE:

Time to look forward and begin preparing for BFCM. Here are 10 tactics that worked in 2024.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 Labor Day World Letter Writing Day	02	03	04	05	06
07 National Grandparents' Day	08 International Literacy Day	09	10	11 Patriot Day	12 National Video Games Day	13
14	15 Start of Hispanic Heritage Month	16	17	18	19	20 Start of Oktoberfest (through 10/5)
21	22 Fall Equinox Start of Rosh Hashanah (through 9/24)	23	24	25	26	27 World Tourism Day
28	29 National Coffee Day	30 International Podcast Day	01	02	03	04

October

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October brings the excitement of Halloween alongside the growing anticipation for BFCM.

As spooky season takes center stage, use your messaging to embrace the playful energy of costumes, décor, and sweet treats.

Even though the weather is getting chilly, this is the perfect time to start warming up your customers for the biggest shopping season of the year by testing out your messaging, offering sneak peeks, and launching email list-building campaigns.

Key themes:

- Peak fall
- Halloween festivities
- Early Black Friday buzz

DEEP DIVE:

Find Halloween campaign inspiration from 10 real-life brands that got their Halloween email and SMS concoctions just right.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	01 International Coffee Day Start of Yom Kippur (through 10/2)	02	03	04 World Animal Day
05 World Teachers' Day	06	07 National Taco Day	08	09	10 World Mental Health Day	11 International Day of the Girl
12	13 Indigenous People's Day	14 National Dessert Day	15	16 World Food Day	17	18 Sweetest Day
19	20 Diwali	21	22	23	24	25
26	27	28	29	30	31 Halloween	01

November

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November is a time to celebrate both community and commerce. Thanksgiving gives you the chance to express gratitude to your loyal customers, and it leads directly into the excitement of Black Friday.

This is your time to shine and show off all the hard work you've been doing behind the scenes over the past few months.

Between your dazzling visuals, creative copy, and can't-miss deals, this is sure to be a lucrative month for your business. Don't forget to keep the momentum going with Small Business Saturday.

Key themes:

- Gratitude
- Black Friday sales
- Early holiday shopping

DEEP DIVE:

Engage with customers with a specific Thanksgiving campaign before the BFCM barrage.

[Learn how](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 World Vegan Day Start of Dia de los Muertos (through 11/12)
02 End of Daylight Savings Time	03	04	05	06	07	08
09	10	11 Veterans Day	12	13 World Kindness Day	14	15 America Recycles Day
16	17	18 National Entrepreneur's Day	19	20 World Children's Day	21	22
23	24	25	26	27 Thanksgiving	28 Black Friday	29 Small Business Saturday
30						

December

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December begins with the shopping frenzy of Cyber Monday and transitions into the generosity of Giving Tuesday.

This is the perfect time to strike a balance between offering exclusive deals, while also encouraging customers to give back.

What better way to wrap up the year than by running a buy-one give-one campaign or donating some of your hard-earned profits to a charity that's meaningful to your customers?

Key themes:

- Holiday festivities
- Gifting
- Year-end reflections

DEEP DIVE:

New Year's campaigns can start right after BFCM or on the first day of the new year. Here's how other brands use New Year's to drive revenue.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 Cyber Monday	02 Giving Tuesday	03	04 National Cookie Day	05 International Volunteer Day	06
07	08	09	10	11	12	13
14 Start of Hanukkah (through 12/22)	15	16	17	18	19 National Ugly Sweater Day	20
21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day	26 Start of Kwanzaa (through 1/1) Boxing Day	27
28	29	30	31 New Year's Eve	01	02	03

Maximize every moment in 2025

There's no shortage of opportunities in 2025 to connect with your customers in meaningful ways. Whether it's celebrating a national holiday or honoring a significant day of the year, every event is a chance to build customer loyalty, drive purchases, and strengthen your brand reputation.

Use these key dates to craft campaigns that surprise, delight, and resonate with your customers. And if you really want to take your marketing efforts to the next level, consider pairing these efforts with smart automation and deep personalization to see maximum results.

Need an intelligent marketing automation platform to help you boost sales and engagement in 2025? Discover Klaviyo today.

Get started

Segment > VIPs

Properties about someone

Customer lifetime value is at least

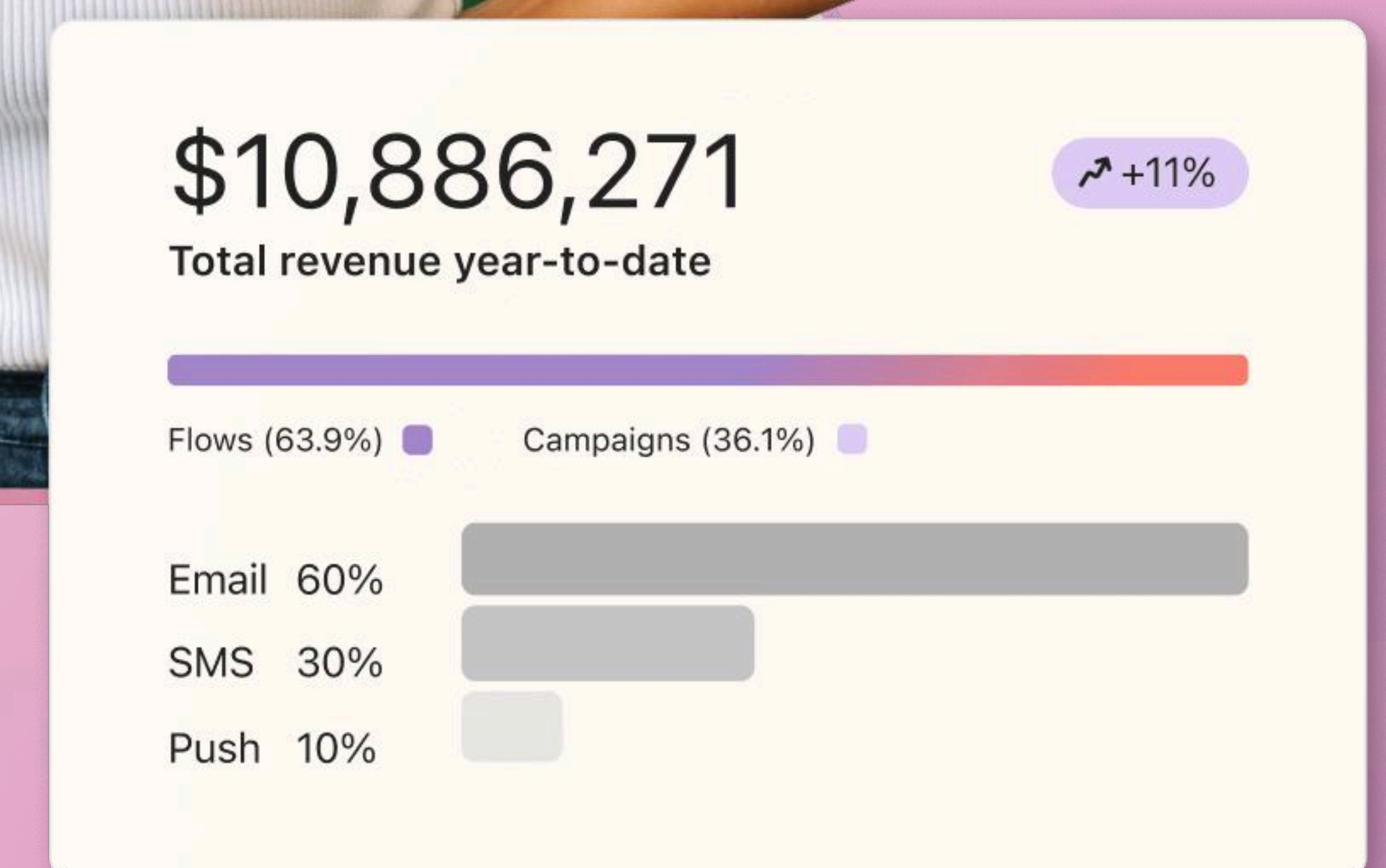
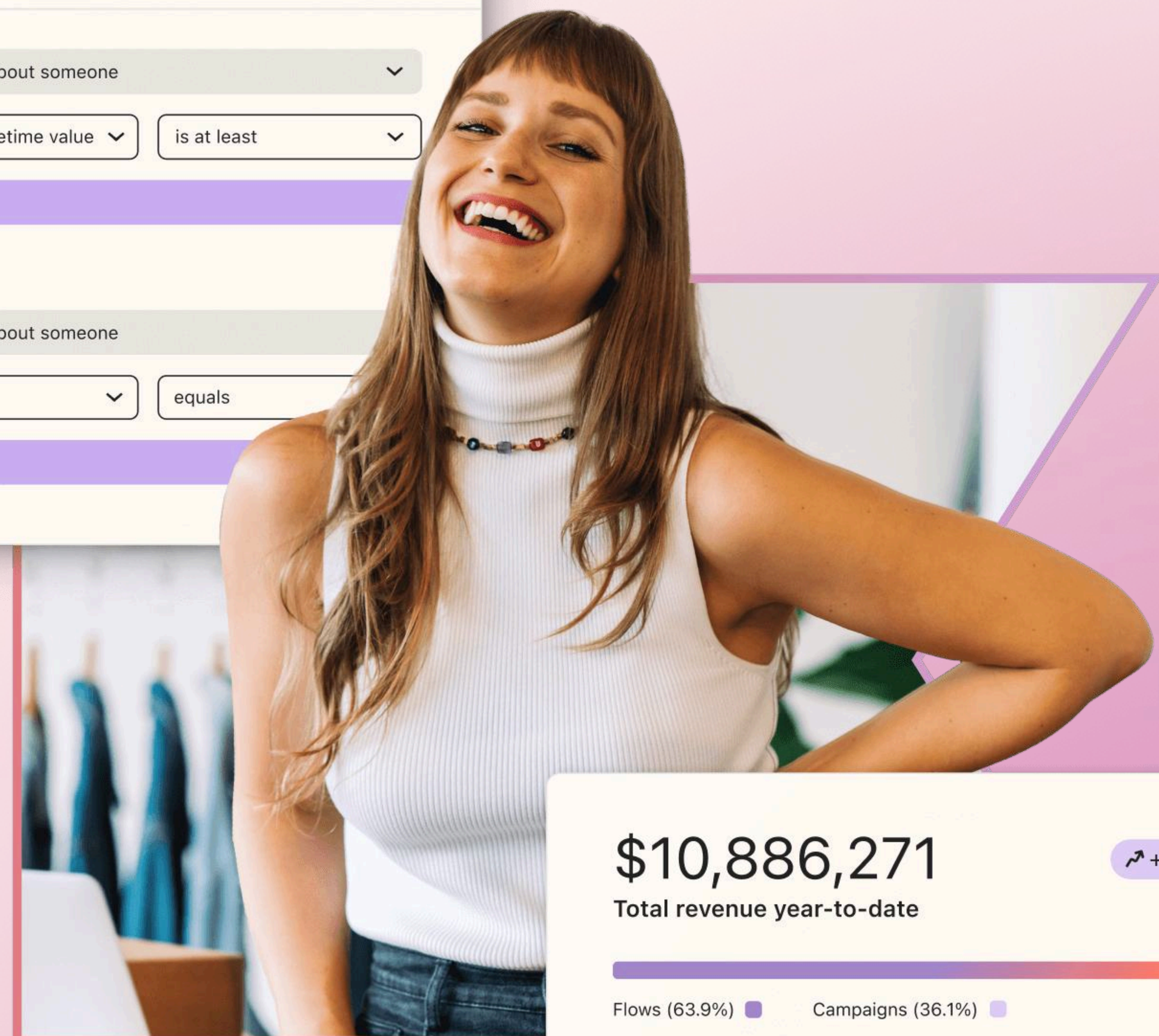
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AND

Properties about someone

Loyalty level equals

Champion



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2025 MARKETING PLANNER