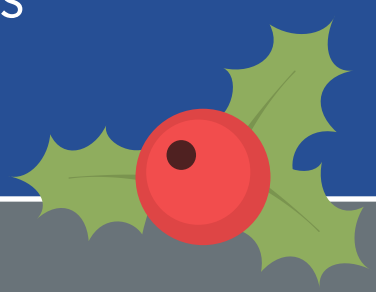




2023 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

Use this calendar to connect with customers on social media platforms. Here's how:



STEP

1

TAKE A LOOK AT THE UPCOMING HOLIDAYS AND USE THEM FOR CONTENT INSPIRATION.

STEP

2

CREATE DESIRED POST.



STEP

3

COME UP WITH A RELEVANT CAPTION.



STEP

4

USE CREATIVE HASHTAGS TO BRING YOUR POST TO LIFE.



National Pet Day



Here's to our furry friends on National Pet Day. We love to deck out our pets in bandannas. What pet accessories do you think are tail-wag worthy?

#nationalpetday #furryfriends #petaccessories #petbandannas



National Beach Day



On National Beach Day, we're grateful for branded essentials like towels, lip balm, sunglasses, sunscreen, hats and totes. What are your must-haves for a day in the sun and sand?

#nationalbeachday #sunandsand #beachmusthaves

2023 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
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JAN

- 1. New Year's Day
- 4. National Spaghetti Day
- 13. National Sticker Day
- 15. National Hat Day
- 17. Martin Luther King, Jr. Day
- 20. Get to Know Your Customers Day
- 23. National Pie Day
- 24. International Day of Education

National Bath Safety Month • National Blood Donor Month • National Hobby Month

SUN	MON	TUE	WED	THU	FRI	SAT
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FEB

- 2. Groundhog Day
- 4. World Cancer Day
- 7. National Send a Card to a Friend Day
- 9. National Pizza Day
- 12. Super Bowl LVII
- 14. Valentine's Day
- 15. Singles Awareness Day
- 17. Random Acts of Kindness Day
- 20. Presidents' Day
- 20. Love Your Pet Day
- 21. Mardi Gras
- 22. National Margarita Day

Black History Month • Heart Disease Awareness Month • Children's Dental Health Month

SUN	MON	TUE	WED	THU	FRI	SAT
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MAR

- 2. National Read Across America Day
- 3. Employee Appreciation Day
- 6. National Dentist's Day
- 8. International Women's Day
- 9. National Meatball Day
- 12. Daylight Saving Time Starts
- 14. Pi Day
- 17. St. Patrick's Day
- 20. First Day of Spring
- 20. World Storytelling Day
- 30. National Doctors' Day

Women's History Month • National Reading Month • National Nutrition Month

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APR

- 1. April Fools' Day
- 2. World Autism Awareness Day
- 7. National Beer Day
- 7. World Health Day
- 9. Easter
- 11. National Pet Day
- 15. Tax Day
- 19. National Wear Your Pajamas to Work Day
- 22. Earth Day
- 23. National Picnic Day
- 26. Administrative Professionals Day
- 27. Take Our Kids to Work Day
- 28. World Day for Safety and Health at Work
- 29. International Dance Day
- 30. National Adopt a Shelter Pet Day

Autism Acceptance Month • National Welding Month
National Child Abuse Prevention Month • Sexual Assault Awareness Month

SUN	MON	TUE	WED	THU	FRI	SAT
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MAY

- 1. May Day
- 2. Teachers' Day
- 4. Star Wars Day
- 5. Cinco de Mayo
- 6. National Nurses Day
- 10. National Receptionists Day
- 14. Mother's Day
- 20. Armed Forces Day
- 21. National Memo Day
- 21. World Day for Cultural Diversity
- 24. National Scavenger Hunt Day
- 25. National Wine Day
- 28. Hamburger Day
- 29. Memorial Day

National Celiac Disease Awareness Month • National Barbecue Month
National Bike Month • National Get Caught Reading Month

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JUN

- 2. National Doughnut Day
- 4. National Cancer Survivors Day
- 5. World Environment Day
- 6. Higher Education Day
- 8. National Best Friends Day
- 11. Children's Day
- 14. Flag Day
- 18. Father's Day
- 19. Juneteenth
- 21. First Day of Summer
- 21. International Yoga Day
- 21. National Selfie Day
- 27. National Sunglasses Day
- 30. Social Media Day

Men's Health Month • National Camping Month • National Safety Month • LGBTQ Pride Month

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JUL

- 1. National Postal Worker Day
- 2. World UFO Day
- 4. Independence Day (United States)
- 7. World Chocolate Day
- 14. Bastille Day
- 15. Give Something Away Day
- 16. National Ice Cream Day
- 17. World Emoji Day
- 30. International Day of Friendship

National Ice Cream Month • National Picnic Month

SUN	MON	TUE	WED	THU	FRI	SAT
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AUG

- 9. National Book Lovers Day
- 10. National Lazy Day
- 13. International Lefthanders Day
- 15. National Relaxation Day
- 16. National Tell a Joke Day
- 19. World Photo Day
- 20. National Lemonade Day
- 26. National Dog Day
- 26. Women's Equality Day
- 30. National Beach Day

Back-to-School Month • Family Fun Month • National Golf Month

SUN	MON	TUE	WED	THU	FRI	SAT
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SEP

- 4. National Wildlife Day
- 5. International Day of Charity
- 5. Labor Day
- 6. Read a Book Day
- 10. National Grandparents Day
- 11. National Day of Service and Remembrance
- 12. National Day of Encouragement
- 15. Greenpeace Day
- 16. Oktoberfest
- 21. International Day of Peace
- 21. Miniature Golf Day
- 23. First Day of Fall
- 27. National Voter Registration Day
- 27. National Women's Health & Fitness Day

Hispanic Heritage Month (Sept. 15 - Oct. 15) • National Suicide Prevention Month

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OCT

- 1. National Coffee Day
- 2. Child Health Day
- 4. National Taco Day
- 5. World Teachers Day
- 8. Fire Prevention Week Starts
- 9. Indigenous Peoples' Day
- 10. World Mental Health Day
- 16. Boss's Day
- 24. United Nations Day
- 28. Make a Difference Day
- 29. National Cat Day
- 31. Halloween

Breast Cancer Awareness Month • Adopt a Shelter Dog Month

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NOV

- 3. National Sandwich Day
- 4. National Candy Day
- Daylight Saving Time Ends
- 8. National Cappuccino Day
- 8. Science, Technology, Engineering, and Mathematics (STEM) Day
- 11. Veterans Day
- 13. World Kindness Day
- 14. World Diabetes Day
- 15. America Recycles Day
- 19. International Men's Day
- 21. National Entrepreneurs Day
- 23. Thanksgiving
- 24. Black Friday
- 25. Small Business Saturday
- 27. Cyber Monday

National Adoption Month • National Veterans and Military Families Month • November

SUN	MON	TUE	WED	THU	FRI	SAT
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DEC

- 1. World AIDS Day
- 4. National Cookie Day
- 5. World Soil Day
- 7. First Day of Hanukkah
- 8. National Salesperson Day
- 21. First Day of Winter
- 24. Christmas Eve
- 25. Christmas Day
- 26. First Day of Kwanzaa
- 31. New Year's Eve

Universal Human Rights Month • HIV/AIDS Awareness Month

Capitalize on these holidays by marketing them on your ESP Website™ or sending an email through the free ESP® Email Marketing tool.

To learn how, call your account manager at (800) 546-1350.