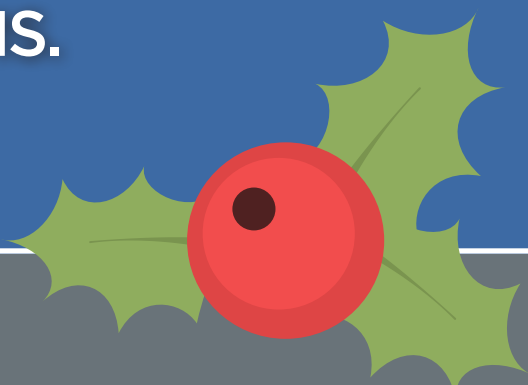




2022 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

USE THIS CALENDAR TO CONNECT
WITH CUSTOMERS ON SOCIAL
MEDIA PLATFORMS.
HERES 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.



EXAMPLES:



Yesterday was National Ice Cream Day –
what flavor did you use to celebrate?



One kitchen tool that's as hot as a
summer day is a branded ice cream
scooper. It's a great way to put a cherry
on top of your marketing efforts.

#icecream #hotsummerdays
#nationalicecreamday #scooper



Happy First Day of Summer!



Warm ocean temps have beach goers
flocking for sun and fun. Gain exposure
for your brand while protecting users'
skin with personalized sunscreen, sun
sticks, and lip balm. #beachtrips
#summerfun #sunscreen #lipbalm



2022 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
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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

1. Lunar New Year
2. Groundhog Day
4. World Cancer Day
7. National Send a Card to a Friend Day
8. Safer Internet Day
9. National Pizza Day
13. Super Bowl LVI

14. Valentine's Day
15. Singles Awareness Day
21. Presidents' Day
17. Random Acts of Kindness Day
20. Love Your Pet Day
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

1. Mardi Gras
2. National Read Across America Day
4. Employee Appreciation Day
6. National Dentist's Day
8. International Women's Day
9. National Meatball Day
13. 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
11. National Pet Day
15. Tax Day
17. Easter
19. National Wear Your Pajamas to Work Day
22. Earth Day

23. National Picnic Day
27. Administrative Professionals Day
28. 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

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MAY

1. May Day
3. Teachers' Day
4. Star Wars Day
5. Cinco de Mayo
6. National Nurses Day
8. Mother's Day
11. National Receptionists Day

21. 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
30. Memorial Day

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

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JUN

3. National Doughnut Day
5. World Environment Day
5. National Cancer Survivors Day
6. Higher Education Day
8. Best Friends Day
12. Children's Day
14. Flag Day

19. 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
17. National Ice Cream Day
17. World Emoji Day
30. International Day of Friendship

National Ice Cream Month • National Picnic Month

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AUG

9. National Book Lovers Day
10. National Lazy Day
13. International Left-handers 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

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SEP

4. National Wildlife Day
5. International Day of Charity
5. Labor Day
6. Read a Book Day
11. National Day of Service and Remembrance
11. National Grandparents Day
12. National Day of Encouragement
15. Greenpeace Day

17. Oktoberfest
21. International Day of Peace
21. Miniature Golf Day
22. First Day of Fall
27. National Voter Registration Day
28. National Women's Health & Fitness Day
29. National Coffee Day

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

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OCT

1. International Music Day
3. Child Health Day
4. National Taco Day
5. World Teachers Day
9. Start of Fire Prevention Week
10. World Mental Health Day

10. Indigenous Peoples' Day
16. Boss's Day
22. Make a Difference Day
24. United Nations Day
29. National Cat Day
31. Halloween

Breast Cancer Awareness Month • Adopt a Shelter Dog Month
Financial Planning Month

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NOV

3. National Sandwich Day
4. National Candy Day
6. 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
15. National Entrepreneurs Day
19. International Men's Day
24. Thanksgiving
25. Black Friday
26. Small Business Saturday
28. Cyber Monday

National Adoption Month • National Military Family Month
National Alzheimer's Disease Month • November

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DEC

1. World AIDS Day
4. National Cookie Day
5. World Soil Day
13. National Salesperson Day
18. First Day of Hanukkah
21. Crossword Puzzle 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 • 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.



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