

MARKETING CALENDAR.



Make 2023 even bigger!

2023



Key calendar moments.

Never miss a key date again


We've put together a calendar of core dates and suggestions of when to start promoting any offers that you might be running for them. Key calendar dates are a great way to mix up your menus and boost sales!


Remember, this is just a guide of some key days, holidays and sporting events that may apply to your business. And naturally this will differ from business to business depending on what industry you are in and the products that you sell.

As you know, it is important to start preparing for any launches with plenty of time to spare. Aim for 2-3 months lead time so you are able to plan and communicate effectively.

It's a great opportunity to get creative but remember you don't always need to reinvent the wheel. If you find a process or style that works well then you can repeat it for multiple launches.

Code

 A coloured square tells you when there is a key date.

 A coloured number suggests when to promote it.

Checklist

A couple of things to consider:

2-3 months before:

- Decide key messaging
- Social media - think about photos or graphics you need
- Plan your comms - email and SMS are best when paired together
- Design, finalise and print and collateral
- Optimise your Slerp store - think about add ons to add value
- Plan any promotions or discounts you want to run

1 month before:

- Check you're set up for pre-orders
- Announce and tease your promotion on social
- Think about ads if you use them

A few weeks before:

- Consistent communication - post on social regularly, send offers through SMS and email use influencer previews to create anticipation.

Launch:

- Keep track of stock levels & orders
- Create urgency with 'last chance' email and SMS
- Track your performance and gain learnings for next time



01 JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
1 Veganuary Post - highlighting vegan specials	2 Bank Holiday	3	4	5 Create Lunar New Year specials or kits	6	7
8 Promote Lunar New Year specials or kits	9	10	11	12	13 Create burns night specials or kits	14
15	16 Promote burns night specials or kits	17	18	19 Promote Lunar New Year specials or kits	20	21
22 Lunar New Year	23	24	25 Burns Night Last chance - urgency sells!	26	27	28
29	30	31				



02 FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Start promoting valentines	2	3	4 Six Nations starts Popular for takeaways
5	6 Announce any promos for pizza	7	8	9 National Pizza Day Offers & discounts	10 Valentines weekend promotion	11
12	13	14 Valentine's Day Last minute presents urgency sells!	15	16	17 Pancake promotion - kits, toppings, discounts etc	18
19	20	21 Pancake Day Last chance - urgency sells!	22	23	24	25
26	27	28				



03 MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5 Announce Mothers Day presents & kits	6 British Pie Week Announce offers for the week	7	8 International Women's Day Celebrate your staff	9	10 Last chance pie week offers	11
12	13 Mothers Day promotion	14	15	16	17 St Patricks Day	18 Mothers Day last minute gifts
19 Mother's Day	20	21	22 Ramadan begins	23	24	25
26 Start promoting Easter - both sweet & savoury demand	27	28	29	30	31	



04 APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
						1 April Fools Play a prank & get creative
2	3 Easter promotion	4	5 Passover	6 Easter weekend reminder	7 Good Friday	8 Bank holiday Easter treats reminder
9 Easter Sunday	10 Easter Monday	11	12	13	14	15
16	17	18	19	20	21 Eid al-Fitr begins	22 Earth Day Vegan, local, ethical products
23	24 Coronation promotion - British themed treats	25	26	27	28 Bank holiday weekend offer	29
30						



05 MAY

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Bank Holiday Post long weekend treats	2	3	4 Coronation weekend promotion - expect higher volumes	5	6 Coronation of King Charles III
7	8 Bank Holiday	9	10	11	12	13
14	15	16	17	18	19 Prep for Pride Month	20
21	22	23	24	25	26	27
28 Premiere League final day	29 Bank Holiday Post long weekend treats	30	31 Update online menu with lighter summer options			



06 JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Pride Month Sales donations for charities of specials	2 National doughnut day Offers & discounts	3
4 Father's Day gifts promotion	5	6	7	8	9	10
11	12	13	14	15	16 Last minute Father's Day gifts	17
18 Father's Day	19	20	21 First day of Summer	22	23	24
25	26	27	28 Eid al-Adha begins	29	30 Promotions for London Pride	



07 JULY

SUN	MON	TUE	WED	THU	FRI	SAT
						1 London Pride
2	3 Wimbledon begins British themed treats	4	5	6	7 World Chocolate Day Offers & discounts	8
9	10	11	12	13 Announce World Cup promotions - prep for high volumes of takeaways	14 Update menu with kid friendly options ahead of school holidays	15
16	17 Plan SMS & emails ahead of England World Cup games	18	19	20 FIFA Women's World Cup begins	21 School Summer holidays begin	22
23	24	25	26 Promote kid friendly menu options	27	28	29
30	31					



08 AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Q4 plan & prep - Halloween & Christmas marketing activities	2	3	4	5
6	7	8	9	10	11 Plan SMS & emails ahead of first premier weekend	12 Premier League restarts
13	14	15	16	17	18	19
20	21	22	23	24	25 Bank holiday weekend offers	26
27	28 Bank Holiday	29 Post bank holiday treats	30	31 National Burger Day Offers & discounts		



09 SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Announce Rugby World Cup offers	2
3	4 Plan SMS & emails ahead of England World Cup games	5	6	7	8 Rugby World Cup begins	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26 World Dumpling Day Offers & discounts	27	28	29	30



10 OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
1 International Coffee Day Offers & discounts	2 Announce Halloween promotions	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 World Pasta Day Offers & discounts	26	27 Halloween weekend promotion	28
29 Diwali menu announcement	30 Halloween last minute treats	31 Halloween				

11 NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 Bonfire night last minute treats	4
5 Bonfire night	6 Start announcing Christmas products, kits and gifts	7	8	9	10 Diwali last minute treats	11
12 Diwali	13	14	15	16 Thanksgiving offers & promotions	17 Black Friday offers & promotions	18
19	20 Thanksgiving last minute offers & promotions	21	22	23 Thanksgiving	24 Black Friday Black Friday offers & promotions	25
26	27	28	29	30		



12 DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Christmas gifts, bundles & products	2
3	4 Don't forget about Veganuary & next year!	5	6	7	8 Hanukkah begins	9
10	11	12	13	14	15 Let customers know Christmas hours and last deliveries	16
17	18 Last minute Christmas presents	19	20 Check special day set up for Christmas closures/hours	21	22	23
24	25 Christmas Day	26 Boxing Day	27	28 Last minute New Years kits & offers	29	30
31 New Years Eve						

