

2025 SMALL BUSINESS MARKETING CALENDAR

Holidays, Ideas and
Marketing Tips to Make
2025 Your Best Year Yet



TELL THE STORY OF YOUR MARKETING WITH DRMG INSIGHT 2.0

DRMG Insights allows businesses to monitor and measure the effectiveness of online & offline marketing efforts

- 1 Gain valuable insights to optimize your campaigns
- 2 Get a complete picture of your ROAS (return on ad spend)



SIMPLE ATTRIBUTION SHOWS THE IMPACT OF EACH MARKETING TOOL:

- Enhanced Google Analytics Integration
- Mail Drop Overlays
- Mobile-Friendly Interface
- Streamlined Setup with Google Auth 2.0
- Expanded Data Points from GA4

THE POWERHOUSE OF ANALYTICS



**Optimized
Campaigns**



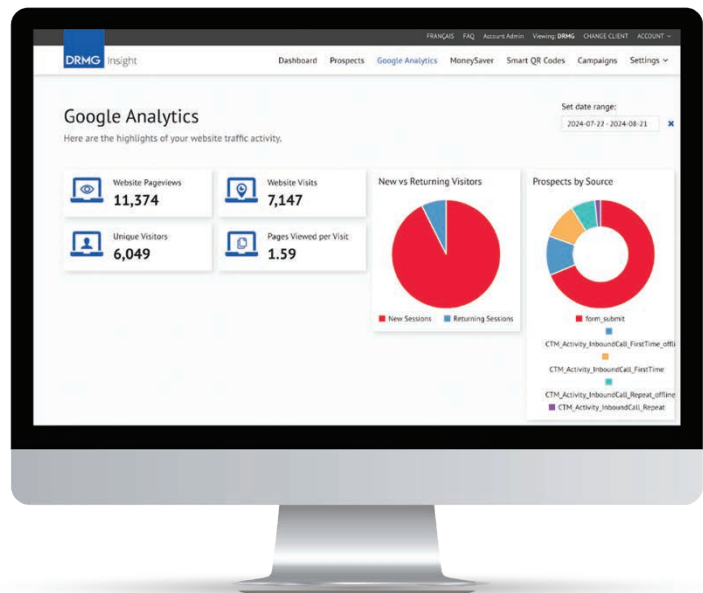
**Real-Time
Tracking**



**Cross-Channel
Insights**



**Optimized
Campaigns**



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JANUARY 2025

NATIONAL MENTORING MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>New Year's Day</i>	2 <i>National Pet Safety Travel Day</i>	3	4
5	6	7	8	9	10	11
12	13	14 <i>National Dress Up Your Pet Day</i>	15 <i>Martin Luther King Jr. Day</i>	16	17	18
19 <i>National Popcorn Day</i>	20	21 <i>International Hug Day</i>	22 <i>Bell Let's Talk Day</i>	23	24	25
26	27	28	29	30	31	

PRO TIP Know your ideal customer: Who are you selling to? The more specific you are, the better you can target your marketing.

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FEBRUARY 2025

BLACK HISTORY MONTH / HEART MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 <i>Groundhog Day</i>	3	4 <i>World Cancer Day</i>	5	6	7	8
9 <i>National Pizza Day</i>	10	11	12	13	14 <i>Valentine's Day</i>	15
16	17 <i>Family Day</i>	18	19	20 <i>Love Your Pet Day</i>	21	22
23	24	25	26	27	28	

PRO TIP Listen to your customers: Feedback is gold! Ask for reviews, run surveys, and be responsive to complaints.

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MARCH 2025

NATIONAL NUTRITION MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 <i>National Pancake Day</i>	5	6 <i>National Dentist's Day</i>	7 <i>Employee Appreciation Day</i>	8
9	10	11	12	13	14	15
16	17 <i>St. Patrick's Day</i>	18	19	20 <i>First Day of Spring</i>	21	22
23	24	25	26	27	28	29
30	31					<i>National Mom and Pop Business Owners Day</i>

PRO TIP Build a strong online presence: A professional website and active social media are essential in today's world.

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APRIL 2025

ORAL HEALTH MONTH / LAWN AND GARDEN MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>April Fools' Day</i>	2	3	4	5 <i>National Deep Dish Pizza Day</i>
6	7	8	9	10	11 <i>National Pet Day</i>	12
13	14	15	16	17	18 <i>Good Friday</i>	19
20	21 <i>Easter Monday</i>	22 <i>Earth Day</i>	23	24 <i>Take Our Daughters and Sons to Work Day</i>	25	26
27	28	29	30			

PRO TIP Network, network, network: Connect with other businesses and potential customers in your community.

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MAY 2025

WOMEN'S HEALTH MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 <i>Small Business Week</i>	5	6	7 <i>National Packaging Design Day</i>	8	9	10
11 <i>Mother's Day</i>	12	13	14	15	16 <i>National Pizza Party Day</i>	17
18	19 <i>Victoria Day</i>	20	21	22	23	24
25 <i>National Wine Day</i>	26	27	28	29 <i>National Golf Day</i>	30	31

PRO TIP Stay organized: Use tools and systems to manage your time, finances, and customer information efficiently.

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JUNE 2025

MEN'S HEALTH MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6 <i>National Eyewear Day</i>	7 <i>National Health & Fitness Day</i>
8	9	10	11	12	13	14
15 <i>Father's Day</i>	16	17	18	19	20	21 <i>First Day of Summer</i>
22 <i>National HVAC Day</i>	23	24 <i>St. Jean Baptiste Day</i>	25	26	27 <i>PTSD Awareness Day</i>	28
29	30					

PRO TIP Offer excellent customer service: Go the extra mile to make your customers feel valued and appreciated.

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JULY 2025

INDEPENDENT RETAILER MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>Canada Day</i>	2	3	4	5
6 <i>National Fried Chicken Day</i>	7	8	9	10	11	12
13	14	15 <i>National Pet Fire Safety Day</i>	16	17 <i>Get to know your Customers Day</i>	18	19
20 <i>National Ice Cream Day</i>	21	22	23	24	25	26
27	28	29 <i>National Chicken Wing Day</i>	30	31		

PRO TIP Don't be afraid to experiment: Try new marketing strategies, products, or services to see what works best.

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AUGUST 2025

FAMILY FUN MONTH / BLACK BUSINESS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 <i>Civic Holiday</i>	5	6	7	8	9
10	11	12	13	14	15 <i>National Relaxation Day</i>	16
17 <i>National Nonprofit Day</i>	18	19	20	21	22	23
24 <i>National Waffle Day</i>	25	26 <i>National Dog Day</i>	27	28	29	30
31					<i>National Holistic Pet Day</i>	

PRO TIP Track your progress: Monitor your key metrics (sales, website traffic, etc.) to measure your success.

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SEPTEMBER 2025

SELF IMPROVEMENT MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>Labour Day</i>	2	3	4	5 <i>National Cheese Pizza Day</i>	6
7	8	9	10	11	12	13
14	15	16	17	18 <i>National Cheeseburger Day</i>	19	20
21 <i>World Gratitude Day</i>	22	23	24	25	26	27 <i>National Family Fitness and Health Day</i>
28	29	30				

PRO TIP Delegate tasks: Don't try to do everything yourself! Hire help or outsource tasks when needed.

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OCTOBER 2025

BREAST CANCER AWARENESS MONTH / CYBER SECURITY MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>National Coffee Day</i>	2	3	4 <i>National Taco Day</i>
5	6	7	8	9	10 <i>World Mental Health Day</i>	11
12	13 <i>Thanksgiving</i>	14	15	16 <i>Boss's Day</i>	17	18
19	20 <i>National Day on Writing</i>	21	22	23	24	25
26	27	28	29 <i>National Cat Day</i>	30	31 <i>Halloween</i>	

PRO TIP Celebrate your wins: Acknowledge your accomplishments and those of your team to stay motivated.

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NOVEMBER 2025

ENTREPRENEURSHIP MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 <i>World Vegan Day</i>
2	3 <i>National Sandwich Day</i>	4	5	6	7	8
9	10	11 <i>Remembrance Day</i>	12	13 <i>World Kindness Day</i>	14	15
16 <i>National Fast Food Day</i>	17	18	19	20	21	22
23	24	25	26	27 <i>Thanksgiving</i>	28 <i>Black Friday</i>	29 <i>Small Business Saturday</i>
30						

PRO TIP Continuously learn: Stay updated on industry trends and best practices to keep your business competitive.

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DECEMBER 2025

NATIONAL WRITE A BUSINESS PLAN MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>Cyber Monday</i>	2 <i>Giving Tuesday</i>	3	4	5	6
7	8 <i>Green Monday</i>	9	10	11	12	13
14	15	16	17 <i>Maple Syrup Day</i>	18	19	20
21	22	23	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26	27
28	29	30	31 <i>New Years Eve</i>			

PRO TIP Take care of yourself: Running a business is demanding. Prioritize your well-being to avoid burnout.

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