


September 2021

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6 Labor Day (US and Canada), Read a Book Day	7 Freshmen scavenger hunt sign up promotion – social media and email	8	9	10 Freshmen scavenger hunt reminder/video encouraging sign up – social media	11 National Grandparents Day
12	13 Freshmen scavenger hunt – social media and email Positive Thinking Day, Roald Dahl Day	14	15 Make a Hat Day	16 Final reminder – Last day to sign up for the freshmen scavenger hunt – social media, text	17 Freshmen scavenger hunt	18
19 Talk Like a Pirate Day	20 Midnight markdown promotion	21	22 Fall Equinox	23 Midnight markdown promotion	24	25
26	27	28 Midnight markdown promotion Ask a Stupid Question Day	29	30 Midnight markdown promotion Midnight markdown	1	2
3	4	September is: Hispanic Heritage Month (Sept. 15 - Oct. 15)		 Add your store's important dates <i>Some suggestions to include this month are:</i> Add/drop dates, returns deadline.		

October 2021

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 International Coffee Day	2
3	4	5	6 Mad Hatter Day	7	8	9
10 Columbus Day/Indigenous People's Day	11 Thanksgiving (Canada)	12	13	14	15 Boss's Day	16 Dictionary Day
17	18	19	20	21 Halloween event promotion	22	23
24	25 Halloween event promotion	26 Howl at the Moon Day and Night	27	28	29 Halloween event promotion	30 Halloween event promotion
31 Halloween	1	October is: National Disability Employment Awareness Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> Celebrate Homecoming with a Week of Savings, homecoming promotions, faculty adoption requests.		

November 2021

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Author's Day	2 12 days of holiday sale promotion — social media and email Election Day	3	4	5 12 days of holiday sale promotion — social media	6 Daylight savings time ends
7	8	9 Tongue Twister Day	10 12 days of holiday sale promotion — social media	11 Veterans Day (US), Remembrance Day (Canada)	12 12 days of holiday sale promotion — social media 12 days of holiday promotions	13 12 days of holiday sale promotion — social media World Kindness Day
14	15 12 days of holiday sale promotion — social media	16 12 days of holiday sale promotion — social media	17 12 days of holiday sale promotion — social media	18 12 days of holiday sale promotion — social media	19 12 days of holiday sale promotion — social media	20 12 days of holiday sale promotion — social media
21 12 days of holiday sale promotion — social media World Hello Day	22 12 days of holiday sale promotion — social media	23 12 days of holiday sale promotion — social media	24 12 days of holiday sale promotion — social media	25 Thanksgiving	26 Black Friday	27
28 Cyber Monday Hanukkah (first day)	29	30	1	2	3	4
5	6	November is: Native American Heritage Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> Rental quotes, next term ordering, starting your ordering bin, budgeting.		

December 2021

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3 Make a Gift Day	4
5 Day of the Ninja	6	7 Letter Writing Day	8	9	10	11
12	13	14	15	16	17	18
19	20	21 December Solstice, Ugly Sweater Day	22	23	24	25 Christmas Day
26 Kwanzaa (first day)	27	28	29	30	31 New Year's Eve	1
2	3			 <p>Add your store's important dates Some suggestions to include this month are: Rental return reminders, buyback marketing, finals, buyback/rental return event, shipping buyback cartons.</p>		

January 2022

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 New Year's Day
2 Science Fiction Day	3	4 Trivia Day	5 Course material ordering reminder and/or distribution options	6	7	8
9	10	11	12	13	14	15
16	17 MLK Jr. Day/Civil Rights Day	18 Thesaurus Day	19 National Popcorn Day	20 What's your New Year's anti-resolution sale event promotion — social media and email	21 Squirrel Appreciation Day	22
23	24	25 What's your New Year's anti-resolution sale event promotion — social media	26	27 Chocolate Cake Day	28 What's your New Year's anti-resolution sale event promotion — social media What's your New Year's anti-resolution sale event	29 Puzzle Day
30	31	January is: National Mentoring Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> When students return to campus, rush, add/drop date, returns deadline, orientation, ASAP orders, free shipping, order receiving.		

February 2022

'21-22 College Store Marketing Content Calendar

CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 Chinese New Year (Year of the Tiger)	2 Flash sale promotion – social media and email Groundhog's Day flash sale	3	4 World Cancer Day, National Wear Red Day	5 World Nutella Day
6 Eat Ice Cream for Breakfast Day	7	8	9	10	11 National Make a Friend Day, Lincoln's Birthday	12
13 Super Bowl	14 Valentine's Day	15	16	17 Random Act of Kindness Day	18	19
20 Love Your Pet Day	21 President's Day	22	23	24	25	26
27	28	1	2	3	4	5
6	7	February is: Black History Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> Faculty adoption requests.		

March 2022

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	1 Mardi Gras, World Compliment Day	2 Ash Wednesday, Read Across America	3 World Book Day	4 Employee Appreciation Day, March Forth and Do Something Day	5
6	7 St. Patrick's Day scavenger hunt sign up and promotion – social, email, text	8 International Women's Day	9 St. Patrick's Day scavenger hunt sign up and promotion – social	10	11	12
13 Daylight Savings Time starts	14 St. Patrick's Day scavenger hunt sign up and promotion – social, email, text Pi Day	15	16 St. Patrick's Day scavenger hunt last call – social	17 St. Patrick's Day scavenger hunt	18 Awkward Moments Day	19
20 First Day of Spring	21	22	23	24	25	26
27	28 Advertise April flash sales – email, social media	29 April flash sales – social	30 Take a Walk in a Park Day	31 April flash sales reminders Bunsen Burner Day	1	2
3	4	<div style="border: 1px dashed black; padding: 5px;"> <p>March is:</p> <p>Women's History Month</p> </div>		 <p>Add your store's important dates Some suggestions to include this month are: Faculty adoption reminders, spring break.</p>		

April 2022

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 April Fool's Day flash sale	2 Start of Ramadan
3	4	5 National Tartan Day reminder — email and social	6 National Tartan Day flash sale	7	8	9
10 Siblings Day	11 National Pet Day	12 National Library Workers Day, Grilled Cheese Day	13 Scrabble Day	14 Look Up at the Sky Day	15	16
17 Easter	18	19 Bicycle Day	20 Look Alike Day	21	22 Earth Day sale — email, social media Earth Day — green item of the week sale	23 Take a Chance Day
24	25	26 Pretzel Day	27	28	29	30
1	2	April is: Arab American Heritage Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> Rental quotes, next term ordering, starting your summer ordering bin.		

May 2022

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 May Day	2 Advertise Friday the 13th flash sale — email, social media	3	4 Star Wars Day	5 Friday the 13th flash sale — social Cinco de Mayo	6 National Nurses Day	7 Kentucky Derby
8 Mother's Day	9 Lost Sock Memorial Day	10 Friday the 13th flash sale reminder — email and social	11 National Eat What You Want Day	12	13 Friday the 13th flash sale	14 Dance Like a Chicken Day
15	16	17 World Baking Day	18	19	20	21 Armed Forces Day, Talk Like Yoda Day
22	23	24	25	26	27	28
29	30 Memorial Day	31	1	2	3	4
5	6	May is: Asian Pacific American History Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> Graduation, rental return reminders, buyback marketing, finals, buyback/rental return event, shipping buyback cartons, reminders for students to order textbooks for summer term.		

June 2022

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 Say Something Nice Day	2	3	4 National Donut Day
5	6 D-Day	7	8	9	10 Best Friend's Day	11
12	13	14 Flag Day	15 Nature Photography Day	16	17	18
19 Juneteenth, Father's Day	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	<div style="border: 1px dashed black; padding: 5px;"> <p>June is:</p> <p>Pride Month</p> </div>		 <p>Add your store's important dates Some suggestions to include this month are: Summer term start date, starting your fall bin and store inventory.</p>		

July 2022

'21-22 College Store Marketing Content Calendar


CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 Canada Day	2
3 Compliment Your Mirror Day	4 Independence Day (US)	5	6	7	8 Video Games Day	9
10	11	12 Promote summer sidewalk sale — email and social media	13 Promote summer sidewalk sale — social media	14 Promote summer sidewalk sale — social media Dog days of summer sidewalk sale (on-campus and online)	15 Promote summer sidewalk sale — social media Dog days of summer sidewalk sale (on-campus and online)	16
17 World Emoji Day	18	19	20	21	22	23
24 Parents Day	25	26	27	28	29	30
31 Uncommon Musical Instrument Day	1	July is: Disability Pride Month			 Add your store's important dates <i>Some suggestions to include this month are:</i> Planning your marketing calendar for the upcoming year.	

August 2022

'21-22 College Store Marketing Content Calendar

CALENDAR KEY:	
Marketing	
Sales and events	
Celebrations	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Sister's Day	2 Course material ordering reminder and/or distribution options	3	4	5	6
7	8	9 Book Lover's Day	10	11	12 Middle Child Day	13 Left Hander's Day
14	15 Relaxation Day	16	17	18	19 World Photo Day	20
21	22	23	24	25	26 Women's Equality Day	27
28	29	30	31 Eat Outside Day	1	2	3
4	5	August is: National Immunization Awareness Month		 Add your store's important dates <i>Some suggestions to include this month are:</i> Free shipping, ASAP orders, order receiving, new student orientation, back to school (rush).		