

2022 Marketing Calendar

Use the list below of 2022 holidays and major events to plan your online marketing campaigns. For more ideas about how to plan your online marketing around these holidays, check out our [blog post](#).

January

Monthly Themes

New year, a fresh start
Building healthy habits
National Mentoring Month

Notes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 New Year's Day	2
3	4	5	6	7	8	9
10 Houseplant Appreciation Day	11	12	13	14 National Dress Up Your Pet Day	15	16
17 Martin Luther King Jr Day	18	19	20	21	22	23
24 National Compliment Day						
31 Memorial Day	25	26	27	28	29 National Puzzle Day	30

February

Monthly Themes

Black History Month

Notes

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

	1 Lunar New Year	2 Groundhog Day	3	4	5	6
7	8	9	10	11	12	13
14 Valentines Day	15 Singles Awareness Day	16	17	18	19	20
21 Presidents' Day	22	23	24	25	26	27
28						

Monthly Themes

Women's History Month

Notes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Mardi Gras	2 Ash Wednesday	3	4	5	6
7	8 International Women's Day	9	10	11	12	13 Daylight Savings (Begins at 2am)
14 Pi Day	15	16 Purim begins at sundown	17 St. Patrick's Day	18	19 Let's Laugh Day	20
21	22	23	24	25	26	27
28	29 National Mom & Pop Business Owners Day	30	31			

Monthly Themes

Autism Awareness Month

Notes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 April Fool's Day	2 World Autism Awareness Day	3
4	5	6	7	8	9	10 Siblings Day
11	12	13	14	15 Tax Day	16	17 Easter
18	19	20 "420" Day celebrating cannabis business and culture	21	22 Earth Day	23	24
25	26	27	28	29	30	

Monthly Themes

LGBTQ+ Pride Month

Notes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6 Drive-In Movie Day	7	8 Best Friends Day	9	10	11	12
13	14 Flag day	15	16	17	18 Juneteenth Independence Day	19 Father's day
20	21 June Solstice First Day of Summer	22	23	24	25	26
27	28	29	30			

Monthly Themes

National Ice Cream Month

Notes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 International Joke Day	2	3
4 4th of July AKA Independence Day	5	6	7	8	9	10
11	12	13	14	15	16	17 World Emoji Day Ice Cream Day
18	19	20 National Hot Dog Day	21	22	23	24
25	26	27	28	29	30	31

08 2022

August

Monthly Themes

Black Business Month

American Artists

Appreciation Month

Notes

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

1	2	3	4	5 International Beer Day	6	7
8	9 Book Lovers Day	10	11	12	13 Left Handers' day	14
15	16	17	18	19	20	21 Senior Citizen's Day
22	23	24	25	26	27	28
29	30 National Marshmallow Toasting Day	31				

September

Monthly Themes

National Latinx/Hispanic
Heritage Month
(runs from September 15
to October 15)

Notes

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

			1	2	3	4
5 Labor Day	6	7	8	9	10	11 Grandparents Day
12	13	14	15	16	17	18
19	20	21 International Day of Peace	22 September Equinox First Day of Autumn	23	24	25 Rosh Hashanah Begins at sundown
26	27	28	29	30		

Monthly Themes

Breast Cancer Awareness Month

Notes

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4 Yom Kippur <i>Begins at sundown</i>	5	6	7	8	9
10 Indigenous Peoples' Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24 Diwali	25	26	27	28	29 National Cat Day	30
31 Halloween						

November

Monthly Themes

“Movember” — Raising awareness for men’s health issues

Height of holiday preparations and shopping

Notes

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

	1	2	3	4	5	6	Daylight Savings (Ends at 2am)	
7	8	9	10	11 Veterans Day	12	13		
14	15	16	17	18	19	20		
21	22	23	24 Thanksgiving	25 Black Friday	26 Small Business Saturday	27		
28 Cyber Monday	29 Giving Tuesday	30						

December

Monthly Themes

Height of the holiday season

End-of-year fundraising

Notes

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 Hanukkah begins
19	20	21 Winter Solstice Shortest Day of the year	22	23	24 Christmas Eve	25 Christmas Day
Hanukkah ends Kwanzaa begins 26 Boxing Day	27	28	29	30	31 New Year's Eve	