

GLOBAL MARKETER'S CALENDAR **'23**

830+ international occasions for you
to plan your marketing campaigns around



Not your average marketing calendar

This Global Marketer's Calendar is your one-of-a-kind assistant **for year-round marketing.**

Inside, you'll find:

- › **Monthly spreads** with over 830 various holidays, remembrances, and events to plan your sales and marketing campaigns around
- › **Downloadable ICS file** for you to effortlessly sync the global marketer's calendar with your Google or Apple calendars in one click
- › **Inspirations for dedicated marketing campaigns** you could be running for the most important days of the year
- › **Actionable tips and advice** from the GetResponse experts
- › **Plenty of space** to include your own important dates and note down inspirations as you move through the year

Diversity-driven inclusion

We wanted the Global Marketer's Calendar to feature as many important dates and celebrations as possible, yet we also needed to keep an eye on the prize.

That's why you'll find the Calendar includes some of the **major observances and festivities for global communities**, as well as popular marketing-oriented events.

We also made sure to leave some substantial space for you to add those celebrations that may be essential to you and your customers' culture, lifestyle, or niche!

Who is it for?

Thanks to its versatility and saturation, this Calendar will **prove invaluable** to:

- › Marketers of all shapes and sizes
- › Sales managers and business developers
- › HR and Employee Branding specialists
- › Solo entrepreneurs and team leads

How can you use it?

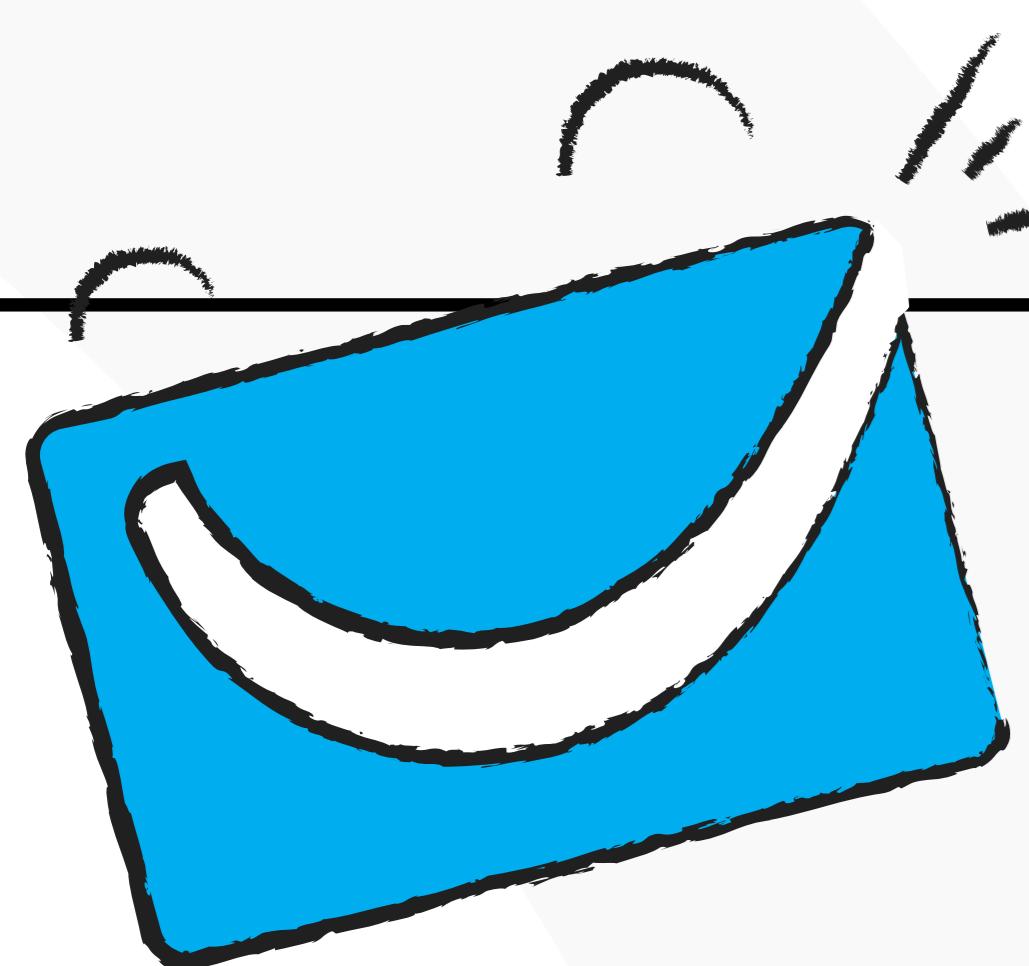
We don't want to limit your own creativity, so let's just say that there are **plenty of ways** this Calendar could come in handy:

- › Build and grow your marketing contact list
 - › Plan your email and SMS marketing communications
 - › Map out the sales and marketing touchpoints for 2023
 - › Organize team building events and grow community connections within your company
- And also...
- › Learn when *not* to send communications
 - › Speak up on the issues that really matter
 - › Recognize your TA's cultural, spiritual, and ethnical diversity
 - › And connect with your audience on a brand new level

We suggest using the **digital PDF version**, but we also made sure to keep the **printable version** as eco-friendly as possible so that you could use it as a typical yearly planner!

Access the Calendar at any time and plan your campaigns even more effectively – synchronize the holidays with your Google or Apple calendar in a few clicks with the **ICS file**.

[ADD CELEBRATIONS TO YOUR CALENDAR](#)



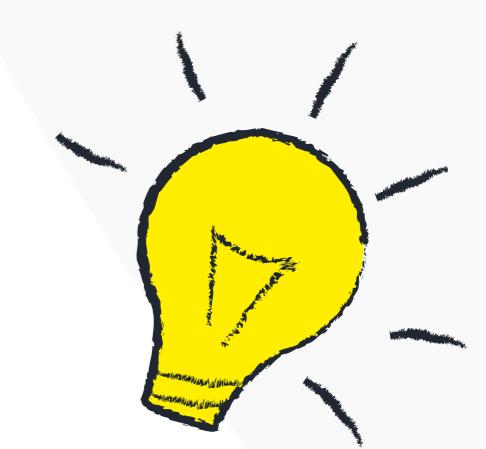
**The calendar is created by
GetResponse**

Our online marketing platform dedicated to email marketing automation solutions has been on the market for over 20 years and is used by businesses in more than 180 countries in 26 languages. At GetResponse, we know what it takes to make your marketing presence outstanding – and we want our customers to do the same.



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How can you use the Global Marketer's Calendar?

Plan ahead of time	Build a holiday product offer	Offer holiday-driven discounts and special deals	Create lead magnets	Decorate your physical store and/or website
Personalize even further	Create niche segments based on cultural/religious/lifestyle metrics	Personalize your offer based on your customers' interests	Set up a marketing automation cycle	Build dedicated landing pages
Improve communications	Do not disturb your contacts during religious events	Inform them of the latest deals via web pushes	Stay mindful and respectful in your communications	Send in-app communications
	Engage with your audience on social media	Re-engage dormant or inactive contacts	Partner up with influencers and affiliates	Set automated SMS on holidays
Bet on content marketing	Record a podcast	Host a webinar	Record a holiday-driven video for promotion	Write a holiday-centered blog post
	Send a holiday/cause-themed email	Personalize your newsletter content	Monitor and join in on seasonal trends on TikTok and reels	Localize your content for dedicated markets with culture in mind
Get involved	Support your local NGO or NCO	Organize a dedicated offline or online event	Make your communications more inclusive	Donate to and involve with a selected charity
Personalize even further	Improve internal communications	Celebrate cultural diversity of your staff	Organize a themed team building event	Plan vacations and company gifts

... And so much more – we give you the cheat sheet, **but you make the magic happen!**



Master online marketing with GetResponse for free!

Check out these opportunities to grow your online



And put it all to practice – right away, for free!

Get your business online with the GetResponse free-forever plan and learn on the go!

[Learn More](#)

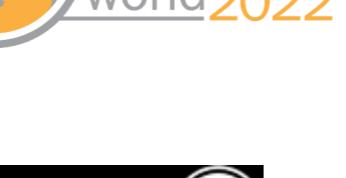
2023 in a nutshell

23 Dates You Can't Miss In 2023

New Year's Day	January 1
Chinese New Year (Year Of The Rabbit)	January 22
Valentine's Day	February 14
International Women's Day	March 8
St Patrick's Day	March 17
Ramadan	March 23 - April 21
Pesach	April 6
Easter Sunday	April 9
Orthodox Easter	April 16
Mother's Day	May 14
LGBTQ+ Pride Month	June (Whole Month)
Independence Day (U.S.)	July 4
Back To School (Differs Per School/Area)	September 1
Labor Day (U.S.)	September 4
Halloween	October 31
Movember	November (Whole Month)
Thanksgiving (U.S.)	November 23
Black Friday	November 24
Cyber Monday	November 27
Hanukkah	December 7-15
Christmas Day	December 25
Boxing Day	December 26
New Year's Eve	December 31



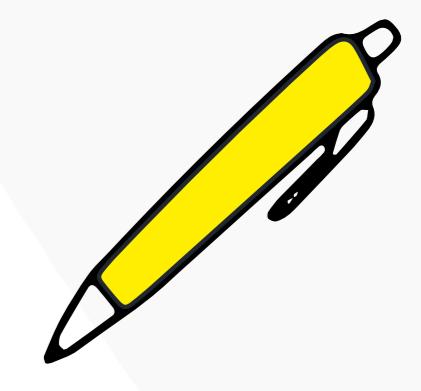
15 Noteworthy Marketing Conferences Around The World

	Social Media Marketing World	March 13-15	San Diego
	Smx Munich	March 15-16	Munich, Germany
	Leadscon	March 21-23	Las Vegas, Nv
	Adworld	March 29-30	Online
	E-Marketing Paris	March 28-30	Paris, France
	Lead Generation World	May 8-9	London, UK
	Social Media Week	June 21-22	Lima, Oh
	Growth Marketing Summit	June 22	Frankfurt, Germany
	Mozcon	August 7-9	Seattle
	Inbound	September 5-8	Boston, Ma
	Traffic And Conversion Summit	September 12-14	San Diego
	Dreamforce	September 12-14	San Francisco, Ca
	Content Marketing World	September 26-29	Washington D.C.
	B2b Forum	October 4-6	Boston, Ma
	Web Summit	November 13-16	Lisbon, Portugal

Bank holidays & days off around the world*

United States Federal Holidays	Canada Statutory Holidays	United Kingdom Bank Holidays	Australia National Public Holidays	Your Days Of Significance
New Year's Day	New Year's Day	New Year's Day	New Year's Day
New Year's Day (In Lieu)	Family Day	New Year's Day (In Lieu)	New Year Holiday
Martin L King Jr. Day	Good Friday	Good Friday	Australia Day
President's Day	Easter Sunday	Easter Sunday	Good Friday
Easter Sunday	Easter Monday	Easter Monday	Day Following Good Friday
Mother's Day	Mother's Day	Early May Bank Holiday	Easter Sunday
Memorial Day	Victoria's Day	Bank Holiday For The Coronation Of King Charles III	Easter Monday
Father's Day	Aboriginal Day	Spring Bank Holiday	Anzac Day
Juneteenth (In Lieu)	Canada Day	Summer Bank Holiday	Queen's Birthday
Independence Day	Civic Holiday	Christmas Day	Christmas Day
Labor Day (U.S.)	Labour Day (U.S.)	Boxing Day	Boxing Day
Cabrini Day	National Day For Truth And Reconciliation		
Columbus Day	Thanksgiving		
Us Indigenous People's Day	Remembrance Day		
Veterans Day	Christmas Day		
Thanksgiving (U.S.)	Boxing Day		
Day After Thanksgiving			

* Some of the holidays on the list are state regulated. Please verify it for your dedicated location.



Monthly celebrations and observances (January to June)

January

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04
05	06	07	08	09	10	11

- › Start Of Q1
- › Veganuary
- › Dry January
- › Get Organized Month
- › Celebration Of Life Month
- › Poverty Awareness Month
- › Financial Wellness Month
- › International Brain Teaser Month
- › International Creativity Month
- Learn To Ski And Snowboard Month

February

S	M	T	W	T	F	S
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	01	02	03	04
05	06	07	08	09	10	11

- › Black History Month
- › Ethnic Equality Month
- › Youth Leadership Month
- › International Month Of Black Women In The Arts
- National Cancer Prevention Month

March

S	M	T	W	T	F	S
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	01
02	03	04	05	06	07	08

- › Gender Equality Month
- › Academy Awards Month
- › Red Cross Month
- › Employee Spirit Month
- National Social Work Month

April

S	M	T	W	T	F	S
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05

- › Start Of Q2
- › Celebrate Diversity Month
- › Earth Month
- › International Customer Loyalty Month
- › Stress Awareness Month
- › Workplace Conflict Awareness Month
- › Multicultural Communication Month
- › Autism Acceptance Month
- › Defeat Diabetes Month
- Sexual Assault Awareness Month

May

S	M	T	W	T	F	S
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10

- › Asian American And Pacific Islanders Heritage Month
- › Be Kind To Animals Month
- › Better Sleep Month
- › Jewish American Heritage Month
- › Clean Air Month
- › Creative Beginnings Month
- › Family Wellness Month
- › Leaders Of Tomorrow Month

June

S	M	T	W	T	F	S
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01
02	03	04	05	06	07	08

- › Pride Month
- › Children's Awareness Month
- › Effective Communications Month
- › Audiobook Appreciation Month
- › Alzheimer's And Brain Awareness Month
- › Beautiful In Your Skin Month
- › Caribbean-American Heritage Month

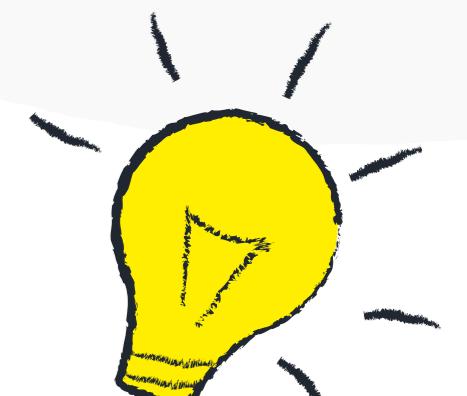
Monthly campaign example

During the month of May we recognize and celebrate Asian Americans, Pacific Islanders, and Jewish Americans.

Not only is it your chance to show some love to your customers' segments that may check these boxes, it's also a great time to **educate your subscribers** about the meaning behind these observances.

Here are some of the ways you could participate in and continue the April theme of celebrating diversity:

- › Dedicate a week to a specific group and **share your knowledge** about their culture and traditions
- › Communicate to your customers and your employees why it's important to **recognize cultural and ethnic minorities**
- › Use your company's budget to **support one or several groups** via a dedicated NGO/NCO



Monthly celebrations and observances (July to December)

July

S	M	T	W	T	F	S
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05

- › Start Of Q3
- › International Women With Alopecia Month
- › Uv Safety Awareness Month
- › South Asian Heritage Month

August

S	M	T	W	T	F	S
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	01	02
03	04	05	06	07	08	09

- › Back To School Month (U.S.)
- › Family Fun Month (U.S.)
- › Summer Sun Safety Month

September

S	M	T	W	T	F	S
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
01	02	03	04	05	06	07

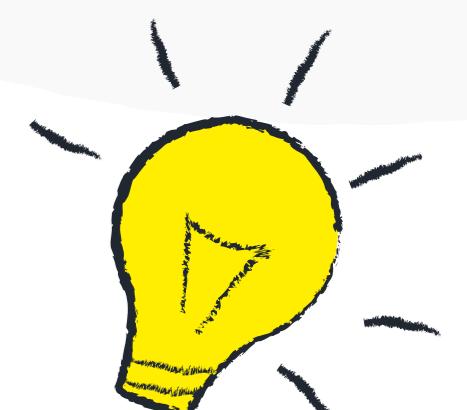
- › Global Company Culture Month
- › Hispanic Heritage Month
- › Organic September
- › Better Breakfast Month
- › World Candle Month
- › World Fun Fair Month
- › Self Improvement Month
- › Sexual Health Month

Monthly campaign example

September is Global Company Culture Month, which makes it a perfect time to invest in your internal communications and work on team spirit.

Here are some of the events and initiatives you could organize to **help everyone feel a part of the organization**:

- › Run a **feedback survey** to learn what you can improve as a company
- › Launch an **employee recognition program** via Slack, CultureAmp, or similar solutions to raise spirits
- › Organize an **online or offline team building** event to work on your cultural values
- › If you work for a global enterprise, encourage departments from different countries to share their experiences and **unite as one big brand**



October

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04
05	06	07	08	09	10	11

- › Start Of Q2
- › International Walk To School Month
- › LGBTQ+ History Month
- › Blindness Awareness Month
- › Emotional Wellness Month
- › Dyslexia Awareness Month
- › Fair Trade Month
- › Family History Month
- › Financial Planning Month
- › Healthy Lung Month
- › Museums And Galleries Month
- › World Menopause Month

November

S	M	T	W	T	F	S
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02
03	04	05	06	07	08	09

- › Movember
- › Small Business Month
- › Indian Heritage Month (U.S.)

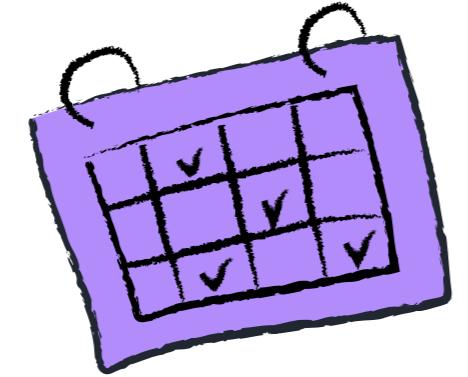
December

S	M	T	W	T	F	S
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

- › Universal Human Rights Month
- › Month Of Giving
- › HIV/AIDS Awareness Month
- › National Volunteers Month
- › National Write A Business Plan Month

Seasonal marketing campaign inspirations for every occasion

For running a smashing seasonal marketing campaign

[LEARN MORE](#)

For a perfect holiday email marketing campaign

[LEARN MORE](#)

For Valentine's Day email templates and ideas

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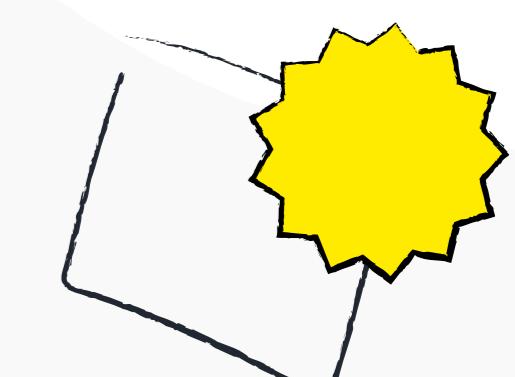
For spooky Halloween templates

[LEARN MORE](#)

For heartfelt Thanksgiving communications

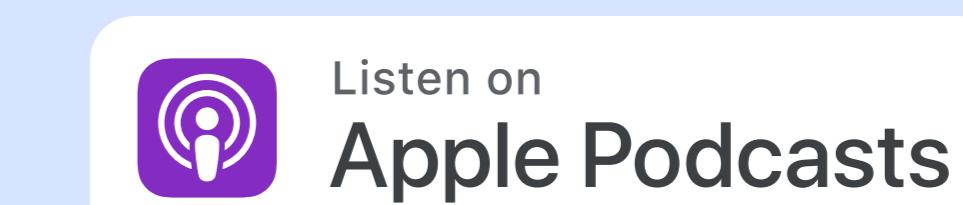
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For effective Cyber Weekend tips for B2B companies

[LEARN MORE](#)

Operation
Automation

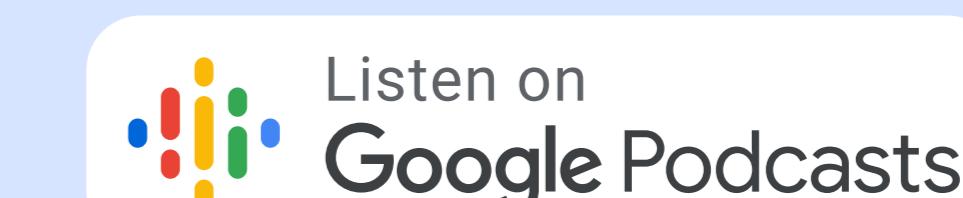
Tune in for interviews with the industry's best marketing experts and learn how to **do marketing better in your own time** with Operation: Automation



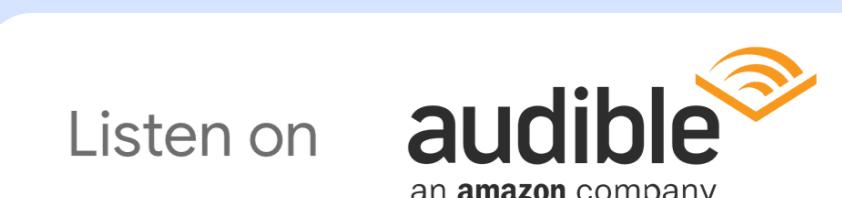
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January 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 New Year's Day International Public Domain Day Polar Bear Plunge Day National Hangover Day	02 Day After New Year's Day World Introvert Day Motivation And Inspiration Day National Science Fiction Day	03 Woman Rock Day	04 World Braille Day World Hypnotism Day	05 National Screenwriters Day National Bird Day	06 Epiphany (Catholic) Day Of Los Reyes / Three Kings Day (Christian) Orthodox Christmas Eve"	07 Orthodox Christmas Day Mahayana New Year (Buddhist)
08 World Typing Day Home Office Safety And Security Week Universal Letter Writing Week	09 Balloon Ascension Day (U.S.) National Clean Your Desk Day	10 National Cut Your Energy Costs Day National Houseplant Appreciation Day National Shareholders Day National Obesity Awareness Week	11 Remembrance Day (Commonwealth) Stick To Your New Year's Resolution Day National Youth Day	12 Chocolate Day National Pizza Day	13 Friday The 13th Lohri (Hindu) National Sticker Day	14 Orthodox New Year (Old New Year) Organize Your Home Day National Dress Up Your Pet Day
15 Tai Pongal (Hindu) World Religion Day World Snow Day"	16 Blue Monday Tu Bishvat (Jewish) Martin L. King Jr. Day Civil Rights Day	17 Customer Service Day	18 Museum Selfie Day National Thesaurus Day	19	20 International Day Of Acceptance International Fetish Day Take A Walk Outdoors Day National Coffee Break Day	21 Mariachi Day Spring Festival Golden Week (Chinese) National Huggin Day
22 Lunar New Year Spring Festival (Chinese) Tet Eve (Vietnam) Celebration Of Life Day Roe Vs. Wade Day Children's Week	23 Better Business Communication Day Community Manager Appreciation Day National Pie Day	24 International Day Of Education Belly Laugh Day National Compliment Day Data Privacy Week	25 Vasant Panchami (Hindu)	26 International Environmental Education Day	27 International Holocaust Remembrance Day	28 International Lego Day International Reducing CO2 Emissions Day Global Community Engagement Day Pop Art Day Data Privacy Day
29 World Leprosy Day National Puzzle Day	30 National Storytelling Week	31 Grammy Awards International Zebra Day	01	02	03	04
05	06	07	08	09	10	11

February 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01	02	03	04
			Abolition Of Slavery Day World Hijab Day Imbolc (Pagan) Hula In The Coola Day (Hawaii) National Freedom Day National Patient Recognition Week	Groundhog Day World Wetlands Day		World Cancer Day National Hemp Day National Eat Ice Cream For Breakfast Day
05	06	07	08	09	10	11
	Floating Lanterns Festival (Chinese) Maghi Purnima (Hindu) Tourism Day Pay Your Bills Week	Oatmeal Monday National Frozen Yogurt Day Freelance Writers Appreciation Week Heart Failure Awareness Week International Networking Week	National Boy Scout Day National Kite-Flying Day	Chocolate Day National Pizza Day	International Winter Bike To Work Day Valentismas National Flannel Day	International Day Of Women And Girls In Science Global Movie Day Satisfied Staying Single Day White T-Shirt Day National Entrepreneurship Week National Hero Week
12	13	14	15	16	17	18
		International Condom Day Galentine's Day Kiss Day Self-Love Day"	Valentine's Day Parinirvana (Buddhist) National Flag Day (Canada)	Fat Thursday (Christian)	Rio Carnival No One Eats Alone Day World Human Spirit Day	Isra And Mi'raj (Muslim) Maha Shivaratri (Hindu) Pluto Day
19	20	21	22	23	24	25
		National Justice For Animals Week World Day Of Social Justice President's Day (U.S.) No Politics Day Maslenitsa Week / National Pancake Week (Orthodox)	Mardi Gras (Christian) National Pancake Day	World Thinking Day Digital Learning Day World Understanding And Peace Day	Bartender Appreciation Day	
26	27	28	01	02	03	04
05	06	07	08	09	10	11

March 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
29	30	31	01	02	03	04	
			> World Compliment Day > World Candle Day > Zero Descrimination Day > Self-Injury Awareness Day > Plan A Solo Vacation Day	> International Rescue Cat Day > World Teen Mental Wellness Day	> World Wildlife Conservation Day > 33 Flavors Day > National Dress In Blue Day	> World Engineer Day	
05	06	07	08	09	10	11	
	> International Open Data Day > Clean Up Australia Day	> Dentist's Day > National Procrastination Week > Women Of Aviation Worldwide Week	> Purim (Jewish) > Dolyatra (Hindu)	> International Women's Day > Holi (Hindu) > National Proofreading Day		> National Promposal Day	
12	13	14	15	16	17	18	
	> 95th Academy Awards > World Day Against Cyber Censorship > Daylight Saving Time Starts (U.S.) > Aztec New Year	> Commonwealth Day	> International Ask A Question Day > National Organize Your Home Office Day	> Mid-Lent (Christian)	> Freedom Of Information Day > National Panda Day > European-Wide Action Week Against Racism	> St Patrick's Day > World Sleep Day	> Global Recycling Day > English Tourism Week
19	20	21	22	23	24	25	
	> National Justice For Animals Week	> World Day Of Social Justice > President's Day (U.S.) > No Politics Day > Maslenitsa Week / National Pancake Week (Orthodox)	> International Day For The Elimination Of Racial Discrimination > Astrology Day > Twitter Day > International Color Day	> Start Of Ramadan (Muslim)		> Earth Hour	
26	27	28	29	30	31	01	
				> Ram Navami (Hindu)	> Transgender Day Of Visibility National Prom Day		
02	03	04	05	06	07	08	

How to excel in B2B marketing

Not your average marketing calendar

This year, we want to prove that B2B marketing doesn't have to be stiff and boring. Instead, it's time to spice up your B2B efforts!

Here are the **5 essential tips for your B2B campaigns' success:**

1. **Including a lead magnet in your exit popup** can increase your conversions 2-3 times!
2. Build nurturing cycles that aim to educate your leads, not just to sell your product. Invest in unique high-quality content that will make your potential clients want to come back for more.
3. **Segment your leads based** on their level of engagement with your content and communications. **Adjust your content** according to this segmentation.
4. **Use webinars as lead magnets** – on average, educational videos perform 20% better than written materials.
5. **Try out new formats** for your lead magnets. Instead of uploading another ebook, offer something fresh:
 - a free consultation
 - an analytical report
 - a usable template
 - a calculator
 - an on-demand webinar, etc.

CMO at GetResponse – Ola Korczynska

Short-term employer branding campaign example

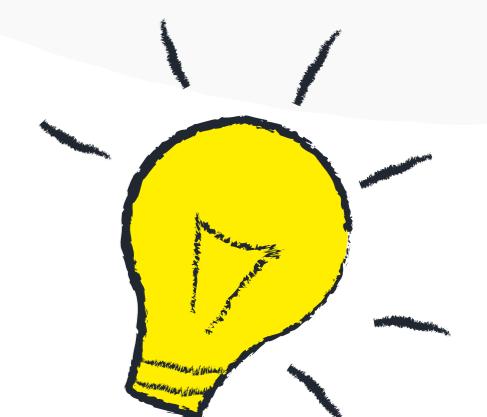
There is a certain period between the winter holidays and Easter when most of us get some room to breathe a little. That's a perfect time for some team building!

March 1 is World Compliment Day. And it so happens that **compliments and recognition are among the top drivers of employee motivation** across organizations.

Here are some ideas on how you could leverage this occasion to **bring your teams a little bit closer together:**

- › Organize **an online ice breaker** where each team member has to compliment a colleague for one of their most recent accomplishments at least once
- › Get together and **celebrate your company's successes** (bonus points if you prepare in advance and gather some specific data to present)
- › Prepare in advance and **send out automated personalized compliments via email or Slack** to all employees in the morning
- › **Set up an anonymous (virtual) box** for people to compliment each other in advance and share the love on a Wednesday afternoon

Everyone is guaranteed to come back in a great mood with more motivation to get things done – praise will do that to people!



April 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01 ➤ April Fools' Day
02 ➤ International Children's Book Day ➤ World Autism Awareness Day ➤ National DIY Day ➤ Nature Day	03 ➤ 404 Day ➤ Mahavir Jayanti (Jainism) ➤ National Student Employment Week	04 ➤ Passover (Jewish) ➤ Qingming Festival (Chinese) ➤ Day Of Hope ➤ National Self Care Day ➤ National Walking Day	05 ➤ Army Day (U.S.) ➤ Theravada New Year (Buddhist) ➤ National Employee Benefits Day	06 ➤ Good Friday (Western Christianity) ➤ World Health Day ➤ Motherhood And Beauty Day ➤ Public Television Day ➤ Walk To Work Day	07 ➤ Easter Saturday (Western Christianity) ➤ World Pageant Day	08 ➤ Easter Sunday (Western Christianity)
09 ➤ Easter (Western Christianity) ➤ Palm Sunday (Orthodox)	10 ➤ Easter Monday (Christian) ➤ Global Work From Home Day ➤ Dyngus Day (Catholic) ➤ National Farm Animals Day	11 ➤ World Parkinson's Day	12 ➤ International Day For Human Space Flight ➤ International Day Of Pink	13 ➤ International Plant Appreciation Day ➤ Last Day Of Passover (Jewish) ➤ Songkran Water Festival (Thai) ➤ National Scrabble Day	14 ➤ Americas Day ➤ Orthodox Good Friday ➤ Vaisakhi (Hindu-Sikh) ➤ National Donate A Book Day ➤ Coachella Valley Music & Arts Festival Opening	15 ➤ Universal Day Of Culture ➤ Micro-Volunteering Day ➤ Tax Day (U.S.)
16 ➤ Orthodox Easter Day ➤ Save The Elephant Day ➤ National Orchid Day	17 ➤ International Dark Sky Week ➤ Orthodox Easter Monday ➤ National Freelance Business Week	18 ➤ International Day For Monuments And Sites ➤ Piñata Day (U.S.) ➤ Cleaning For A Reason Day	19 ➤ Wear PJs To Work Day	20 ➤ Volunteer Recognition Day ➤ 420 ➤ Chinese Language Day	21 ➤ National Tea Day	22 ➤ April Showers Day ➤ Earth Day ➤ Eid Al-Fitr (Muslim)
23 ➤ World Book And Copyright Day ➤ International Creator Day ➤ London Marathon ➤ Movie Theater Day ➤ Shakespeare Day ➤ Spanish Language Day	24 ➤ Action Day For Tolerance And Respect Between People ➤ International Day Of Multilateralism And Diplomacy For Peace ➤ Allergy Awareness Week ➤ World Immunization Week	25	26 ➤ World Intellectual Property Day ➤ Secretaries' Day ➤ Get Organized Day ➤ Alien Day ➤ International Chernobyl Disaster Remembrance Day ➤ National No Make Up Day	27 ➤ World Design Day ➤ Marine Mammal Rescue Day	28 ➤ Occupational Safety & Health Day ➤ Workers Memorial Day ➤ National Superhero Day	29 ➤ International Astronomy Day ➤ International Dance Day ➤ Day Of Trees ➤ National Pool Opening Day (U.S.)
30 ➤ Walpurgis Night (Europe And Scandinavia)	31	01	02	03	04	05

May 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 May Day CSS Reboot Day Labour And Agriculture Day Melanoma Monday School Principals' Day Screen Free Week	02 International Harry Potter Day World Asthma Day World Tuna Day Baby Day	03 Equal Pay Day World Press Freedom Day	04 Anti-Bullying Day World Password Day Greenery Day Star Wars Day / May The 4th Be With You Day Red Cross Week	05 Europe Day Buddha Purnima/Vesak (Buddhist) Cinco De Mayo Museum Lover's Day Nail Day World Portuguese Language Day The Biggest Week In American Birding	06 World Fair Trade Day International Drone Day Kentucky Derby Beer-Pong Day Free Comic Book Day No-Diet Day
07 World Laughter Day National Pet Week National Tourism Week	08 Free Trade Day No Socks Day Victory Day (Europe) White Lotus Day World Ovarian Cancer Day World Red Cross And Red Crescent Day Sign Language Week	09 Mental Illness Awareness Week	10 National Night Shift Workers Day	11	12 International Nurses Day UN Global Road Safety Week	13 Stay Up All Night Day Tulip Day
14 Mother's Day National Women's Health Week	15 International Family Day Bring Flowers To Someone Day Bike To Work Week Learning At Work Week National Vegetarian Week Dementia Awareness Week	16 International Day Of Light Drawing Day Waiter's Day National Law Week	17 International Day Against Homophobia, Transphobia And Biphobia	18 International Museum Day Global Accessibility Awareness Day World AIDS Vaccine Day	19 World Famiy Doctor Day National Bike To Work Day Virtual Assistant's Day	20 Culture Freedom Day Flower Day National Rescue Dog Day
21 World Day For Cultural Diversity For Dialogue And Development International Tea Day Eat More Fruit And Vegetables Day World Meditation Day International AIDS Candlelight Memorial World Baking Day	22 Bitcoin Pizza Day International Day For Biological Diversity Harvey Milk Day World Sherlock Holmes Day Water Saving Week	23 World Turtle Day	24 International Women's Day For Peace And Disarmament World Schizophrenia Awareness Day National Epilepsy Week	25 Geek Pride Day African Liberation Day International Week Of Solidarity With The Peoples Of Non-Self-Governing Territories	26 Carb Day European Neighbors' Day World Dracula Day World Lindy Hop Day World Red Head Day	27
28 Amnesty International Day International Day Of Action On Women's Health World Hunger Day	29 Decoration Day Memorial Day (U.S.) Spring Bank Holiday (UK) National BBQ Week (U.S.)	30	31 Web Designer Day World No Tobacco Day Otter Day Autonomous Vehicle Day	01	02	03
04	05	06	07	08	09	10

June 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01	02	03
				International Children's Day Dare Day	American Indian Citizenship Day National Donut Day	
04	05	06	07	08	09	10
	World Environment Day June Bank Holiday (UK) International Day For The Fight Against Illegal, Unreported, And Unregulated Fishing		Global Running Day International Supply Chain Professionals Day	Corpus Christi (Catholic) National Best Friends Day		
11	12	13	14	15	16	17
	Race Unity Day Valentine's Day (Brazil) Loving Day	International Community Association Managers Day	Flag Day (U.S.)		International Day Of The African Child	
18	19	20	21	22	23	24
Father's Day (U.S.) International Picnic Day	International Box Day Juneteenth (U.S.) Learning Disability Week	World Productivity Day International Surfing Day Rath Yatra (Hindu) Refugee Week	June Solstice International Day Of Yoga World Day Of Music Canada's National Indigenous Peoples Day	Dragon Boat Festival (Chinese) Glastonbury Festival (UK)	International Olympic Day UN Public Service Day Women In Engineering Day	International Fairy Day Midsummer Day (Pagan)
25	26	27	28	29	30	01
	Haji (Muslim) National Barcode Day	Day Of Arafah (Muslim) National Bingo Day National HIV Testing Day National PTSD Awareness Day	Eid Al-Adha (Muslim)	International Day Of The Tropics	Social Media Day Asteroid Day	
02	03	04	05	06	07	08

How to automate your ecommerce marketing

Not your average marketing calendar

We all know personalization is key to ecommerce campaigns' success. But sometimes there's simply not enough time and data to personalize every single message.

Make sure your ecommerce communications will always work, no matter if you have 100 daily visitors or 10,000.

Rely on marketing automation and send out personalized communications via a variety of channels like email, SMS, and/or web push notifications.

This way, you can make sure that all your messages get delivered to the right people at the right time. Even better, the content they'll receive will be guaranteed to match their expectations and interests.

The good news is that most of the marketing automation cycles that will allow you to do all that don't have to be complex. Just make sure they include important events, such as:

- Store visit
- Cart abandonment
- Client's birthday

From here, you need to make sure that each event is assigned a specific follow-up action (such as email is sent, or web push is triggered) and you're good to go!

Head of Content at GetResponse – Michal Leszczynski

Short-term marketing campaign example

Say you're running a store. By the way, this example works equally well for online and offline stores 😊

Q2 is definitely less busy than Q4 and more active than Q1, but that's why your customers are going to be more likely to purchase something.

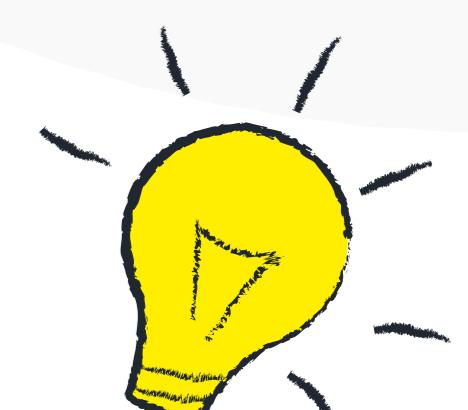
Of course, your competition doesn't sleep and you need to stand out from all the pre-Summer offers that are going to bombard your loyal clients.

Global Marketer's Calendar to the rescue! You scan through Q2 and notice that Saturday, **May 13, is the Stay Up All Night Day**. It makes **a perfect opportunity for a night sale!**

Now, all you need to care of are the details:

- Use marketing automation so that **the discount works only during the night hours** (e.g. from 11 PM to 4 AM)
- Don't forget about your customers' time zones – **use local times** for everyone!
- **Send out an email** to your most loyal customer segment in advance to give them an upper hand during the sale
- **Turn on web push notifications** when the Night Sale begins so that people have a chance to participate spontaneously

Voila! You've just turned another Saturday into a special event!



July 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01 Canada Day Clean Beaches Week
02 World UFO Day Special Recreation For The Disabled Day NAIDOC (Australia)	03 Air Conditioning Appreciation Day Asalha Puja (Buddhist)	04 Independence Day (U.S.)	05	06 Kupala Night (Pagan)	07 World Chocolate Day Tell The Truth Day	08 Video Game Day
09 Fashion Day	10 Global Energy Independence Day	11 World Population Day All American Pet Photo Day	12	13 Embrace Your Geekness Day International Rock Day	14 International Non-Binary People's Day Shark Awareness Day	15 Developmental Disability Professionals Day
16 AI Appreciation Day	17 World Emoji Day World Day For International Justice Coral Reef Awareness Week	18 Islamic New Year (Muslim)	19 Al-Hijra (Muslim)	20 International Chess Day Women's Union Establishment Day World Jump Day	21 San Diego Comic Con	22
23 Panafest Parents' Day	24 International Self-Care Day	25	26	27 Cross-Atlantic Communication Day	28 World Nature Conservation Day	29
30 International Day Of Friendship Paperback Book Day Share A Hug Day	31 International Lifeguard Appreciation Day National Avocado Day	01	02	03	04	05

August 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	01 International Childfree Day August Moon Festival (Chinese) Start Up Day Across America Woman Astronomers Day World Wide Web Day Planner Day Spider-Man Day	02 Buddhist Lent	03 Clean Your Floors Day	04	05 Blogger Day
06 American Family Day Cycle To Work Day (UK) International Assistance Dog Week	07 Digital Nomad Day International Cat Day	08 International Day Of The World's Indigenous People Co-Working Day Elvis Week	09 Vlogging Day World Lion Day Update Your Bio Day	10	11	12 International Youth Day Garage Sale Day (U.S.)
13 Women's And Family Day International Lefthanders Day Obon Festival (Japan)	14 World Caligraphy Day	15 Baby Boomers Recognition Day	16 Hawaiian Shirt Day Lord Krishna's Birthday (Hindu)	17 International Bow Day International Geocaching Day International Homeless Animals Day	18	19
20 World Folklore Day	21 Cheap Flight Day Slavery Remembrance Day	22 World Folklore Day	23 Individual Rights Day	24 Slinky Day Ullambana (Buddhist)	25	26 Women's Equality Day
27 International Lottery Day Social Justice Sunday Burning Man Festival (U.S.)	28 Late Summer Bank Holiday (UK)	29 World Distance Learning Day International Day For People Of African Descent La Tomatina (Spain) Ganesh Chaturthi (Hindu) Eat Outside Day	30 Ullambana (Buddhist)	31 World Distance Learning Day International Day For People Of African Descent La Tomatina (Spain) Ganesh Chaturthi (Hindu) Eat Outside Day	01	02
03	04	05	06	07	08	09

September 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01	02
					<ul style="list-style-type: none"> › World Letter Writing Day › Building And Code Staff Appreciation Day › School Starts (Eastern Europe) 	<ul style="list-style-type: none"> › World Beard Day › World Coconut Day › Calendar Adjustment Day › Pierce Your Ears Day
03	04	05	06	07	08	09
<ul style="list-style-type: none"> › U.S. Bowling League Day › Housekeepers Week › National Doodle Day 	<ul style="list-style-type: none"> › Labor Day (U.S.) › Eat An Extra Dessert Day › National Wildlife Day › Migraine Awareness Week 	<ul style="list-style-type: none"> › International Day Of Charity 	<ul style="list-style-type: none"> › Global Talent Acquisition Day › Janmashtami (Hindu) › Fight Procrastination Day › National Read A Book Day 	<ul style="list-style-type: none"> › International Day Of Clean Air › Buy A Book Day › Google Commemoration Day › Superhuman Day 	<ul style="list-style-type: none"> › International Literacy Day › World Physical Therapy Day › Actors' Day 	<ul style="list-style-type: none"> › International Sudoku Day › European Heritage Days › German Language Day › Teddy Bear Day › Wonderful Weirdos Day › Emergency Services Day (UK)
10	11	12	13	14	15	16
<ul style="list-style-type: none"> › World Suicide Prevention Day › Grandparents Day (U.S.) › Swap Ideas Day › White Balloon Day 		<ul style="list-style-type: none"> › National Day Of Encouragement › National Video Games Day 	<ul style="list-style-type: none"> › International Programmers' Day › Positive Thinking Day 		<ul style="list-style-type: none"> › International Day Of Democracy › International Dot Day › Rosh Hashanah (Jewish) › National Online Learning Day 	<ul style="list-style-type: none"> › Oktoberfest Starts › International Day For The Preservation Of The Ozone Layer › International Eat An Apple Day › World Barber Day › European Mobility Week
17	18	19	20	21	22	23
<ul style="list-style-type: none"> › World Patient Safety Day 	<ul style="list-style-type: none"> › Global Company Culture Day › International Week Of Happiness At Work 	<ul style="list-style-type: none"> › Ganesh Chaturthi (Hindu) › Recycle Awareness Week 	<ul style="list-style-type: none"> › International NFT Day › National IT Professionals Day 	<ul style="list-style-type: none"> › International Day Of Peace › World Alzheimer's Day › World Gratitude Day › Mini Golf Day 	<ul style="list-style-type: none"> › American Business Women's Day › American Indian Day › World Car-Free Day 	<ul style="list-style-type: none"> › Celebrate Bisexuality Day › Fall Equinox › First Day Of Autumn › International Day Of Sign Languages
24	25	26	27	28	29	30
<ul style="list-style-type: none"> › World Bollywood Day › World Day Of The Deaf 	<ul style="list-style-type: none"> › Binge Day › Research Administrator Day 	<ul style="list-style-type: none"> › European Day Of Languages › HR Professional Day › International Day For The Total Elimination Of Nuclear Weapons › World Day Of Migrants And Refugees 	<ul style="list-style-type: none"> › Ancestor Appreciation Day › World Tourism Day › The Prophet's Birthday (Muslim) 	<ul style="list-style-type: none"> › International Day For Universal Access To Information › Ask A Stupid Question Day 	<ul style="list-style-type: none"> › International Day Of Awareness Of Food Loss And Waste › Mid-Autumn Moon Festival (Chinese) › World's Biggest Coffee Morning › World Heart Day › Sukkot (Jewish) 	<ul style="list-style-type: none"> › International Podcast Day › International Translation Day
01	02	03	04	05	06	07

How to get the most out of contact segmentation

Segmentation seems to be on every marketer's mind these days, but only a few really know how to segment and personalize effectively.

Let's change that, with these 3 simple tips of advice on **how to get started with segmentation and manage it the right way**:

1. When asking for an email address, make sure to **ask the subscriber for their preferences** (such as types of content they'd like to receive or types of service they are most likely to be interested in)
2. Don't forget **to mark your contacts as active or inactive** as you're sending your campaigns via various communication channels
3. **Assign tags and use dynamic segments** whenever a contact completes a desired action like visiting a dedicated landing page, interacting with a specific product category, or attending one of your webinars

These practices help you in many ways:

- **Improve your list hygiene** (you'll have to remove the inactive contacts regularly)
- **Get to know your contacts** (you'll access it through the data from the forms submitted or on-site behavior analysis)
- **Increase conversions from all your marketing channels** (you'll send personalized content based on the users' needs)

Senior Business Developer Executive at GetResponse – Slawomir Sulikowski

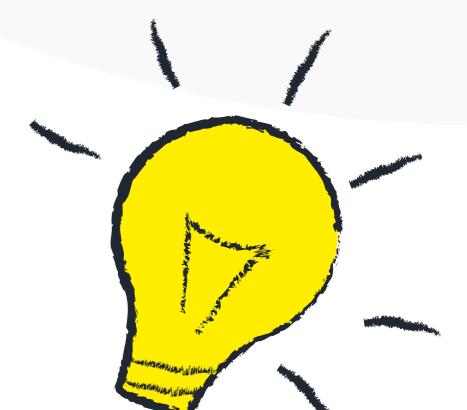
Short-term cause-driven campaign example

Q3 may be the slowest season for marketers, but it's one of the best times to **actually do some good for the world!**

Here are just a few examples of how you could get involved:

- **July 28 is World Nature Conservation Day** – A great day to spread the importance of remaining environmentally friendly, promote some sustainable product from your offer, or remind your team that they can go hiking to the nearest national park in their area this weekend.
- **August 19 is International Homeless Animals Day** – You can use this opportunity to organize a fundraiser for a local shelter or gather some invaluable supplies and take them to the organizations that take care of homeless cats and dogs.
- **August 26 is Women's Equality Day** – Which also makes it a perfect time to recognize all the amazing professionals around you who identify as a woman.

Summer can be full of fun and relaxing activities, but with this Calendar you can also **make a difference. One day at a time.**



October 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 › International Coffee Day › International Day For Older Persons › International Music Day › CD Player Day	02 › International Day Of Non-Violence › World Architecture Day › World Farm Animals Day	03 › Buy British Day (UK) › Mean Girls' Day › National Boyfriend Day	04 › International Walk To School Day › Improve Your Office Day › World Space Week	05 › World Teachers' Day	06 › Inbox Zero Day › Manufacturing Day	07 › World Card Making Day › Bookshop Day
08 › World Octopus Day	09 › Canadian Thanksgiving › Columbus Day (U.S.) › International Day Of Respect For Cultural Diversity › World Post Day › Indigenous Peoples' Day (U.S.) › National Online Bank Day	10 › World Inclusion Day › World Mental Health Day › World Homeless Day › National Cake Decorating Day	11 › Emergency Nurses Day	12 › World Arthritis Day	13 › International Day For Disaster Reduction › International Skeptics Day	14
15 › World Students' Day › International Day Of Rural Women › Vijayadashami (Hindu) › National Aesthetician Day	16 › Global Cat Day › Dictionary Day › National Boss's Day	17 › International Day For The Eradication Of Poverty › National Clean Your Virtual Desktop Day › National Black Poetry Day	18	19 › Conflict Resolution Day › Evaluate Your Life Day	20 › Talent Transformation Day › World Statistics Day › Information Overload Day › International Chefs Day	21
22 › International Caps Lock Day	23 › Chung Yeung Festival (Chinese)	24 › World Development Information Day › Dashain (Hindu) › Global Media And Information Literacy Week	25	26	27 › World Day For Audiovisual Heritage › National Black Cat Day › National Mentoring Day	28 › International Animation Day › National Immigrants Day (U.S.)
29	30 › Daylight Saving Time Ends (Europe) › October Bank Holiday (UK) › National Checklist Day	31 › Halloween	01	02	03	04
05	06	07	08	09	10	11

November 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01 All Saint's Day (Western Christianity) World Vegan Day National Stress Awareness Day	02 Day Of The Dead (Mexico) Project Management Day World Ballet Day	03 Cliche Day Culture Day (Japan) Smart Home Day	04
05 Guy Fawke's Night (UK) World Tsunami Awareness Day Zero Tasking Day	06 Daylight Saving Ends (U.S.) Dear Santa Letter Week	07 National Book Award Week National Recycling Week	08 Yi Peng Lantern Festival (Thai)	09 World Freedom Day	10 World Quality Day World Usability Day International Accounting Day World Immunisation Day	11 Singles' Day (Chinese) Veterans Day (U.S.)
12 Diwali (Hindu)	13 Enterprise Week Global Entrepreneurship Week International Fraud Awareness Week Anti-Bullying Week (UK)	14 National Pickle Day	15	16 International Day For Tolerance	17 International Students Day Social Enterprise Day Use Less Stuff Day	18
19 International Men's Day Women Entrepreneurship Day	20 Future Teachers Of America Day Black Consciousness Day Transgender Day Of Remembrance National Game & Puzzle Week	21 World Television Days	22	23 American Thanksgiving	24 Black Friday Buy Nothing Day	25 Native American Indian Heritage Day Small Business Saturday
26	27 Cyber Monday	28 Giving Tuesday	29	30 International Computer Security Day National Personal Space Day	01	02
03	04	05	06	07	08	09

December 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01	02
					<ul style="list-style-type: none">> World AIDS Day> International Sweater Vestival> National Christmas Lights Day	<ul style="list-style-type: none">> International Day For The Abolition Of Slavery> World Computer Literacy Day> Candle Day> National Skip School Day (U.S.)> Tree Dressing Day
03	04	05	06	07	08	09
<ul style="list-style-type: none">> International Day Of Persons With Disabilities	<ul style="list-style-type: none">> International Day Of Banks> Santa's List Day	<ul style="list-style-type: none">> International Volunteer Day> World Soil Day	<ul style="list-style-type: none">> Saint Nicholas Day (Western Christianity)	<ul style="list-style-type: none">> Start Of Hanukkah (Jewish)	<ul style="list-style-type: none">> Bodhi Day (Buddhist)> National Salesperson Day> National Blue Collar Day> Lost And Found Day	<ul style="list-style-type: none">> Christmas Card Day> International Anti-Corruption Day
10	11	12	13	14	15	16
<ul style="list-style-type: none">> International Human Rights Day> Worldwide Candle Lighting Day	<ul style="list-style-type: none">> International Mountain Day> UNICEF Day For Change> National App Day	<ul style="list-style-type: none">> Gingerbread Decorating Day> Choral Day		<ul style="list-style-type: none">> National Free Shipping Day	<ul style="list-style-type: none">> Ugly Sweater Day> End Of Hanukkah (Jewish)	<ul style="list-style-type: none">> The Start Of Las Posadas (Mexico)
17	18	19	20	21	22	23
<ul style="list-style-type: none">> Canadian Maple Syrup Day	<ul style="list-style-type: none">> International Migrants Day> Arabic Language Day	<ul style="list-style-type: none">> Saint Nicholas Day (Eastern Christianity)		<ul style="list-style-type: none">> Winter Solstice / Yule (Pagan)		<ul style="list-style-type: none">> Festivus
24	25	26	27	28	29	30
<ul style="list-style-type: none">> Christmas Eve (Western Christianity)> The End Of Las Posadas	<ul style="list-style-type: none">> Christmas Day (Western Christianity)	<ul style="list-style-type: none">> Boxing Day> Kwanzaa (U.S.)	<ul style="list-style-type: none">> International Day Of Epidemic Preparedness			
31	01	02	03	04	05	06
<ul style="list-style-type: none">> New Year's Eve> World Peace Meditation Day						

How to improve your internal communications

We want this year's edition of the Global Marketer's Calendar to be useful not only for your external campaigns and marketing communications, but also for your organization as a whole.

That's why it's paramount to **remember internal communications and employer branding strategies:**

"Non-typical holidays prove invaluable for internal communications and organizational culture of your business. It's pretty simple!"

The good news is that most of the marketing automation cycles that will allow you to do all that don't have to be complex. Just make sure they include important events, such as:

- › **Establish the fundamentals** you'd like to spread across your organization. Otherwise, your call-to-action may not work quite as planned
- › Spend an extra minute **selecting the best tools and tone of voice** that will help you get the message across
- › Just like in your external communications, make sure the **content you're sending out is relevant and interesting** to the recipients. Especially if you work in a big multicultural company, segmentation may be the way to go!

Change Manager at GetResponse – Dorota Jaworska

Short-term content marketing campaign example

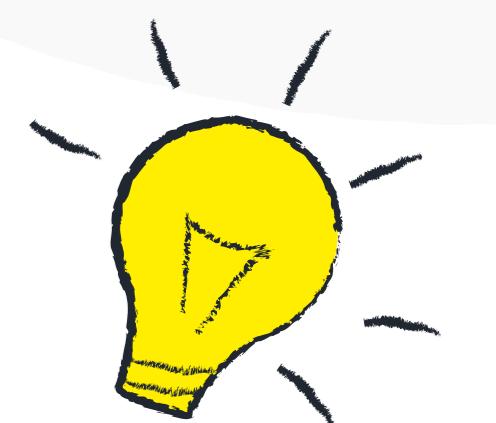
Say you're sending newsletters every Tuesday for a US based ecommerce company, but you also have a strong presence in Europe and Asia.

Your audience must be tired of "Last minute deals" and "Pumpkin craze" style emails. Why not provide them with some human value instead?

For example, you could notice that Monday, **November 6 is when daylight savings time ends in the US**, meaning one extra hour for any activities. Or, **Wednesday Nov. 8 is Yi Peng festival in Thailand**.

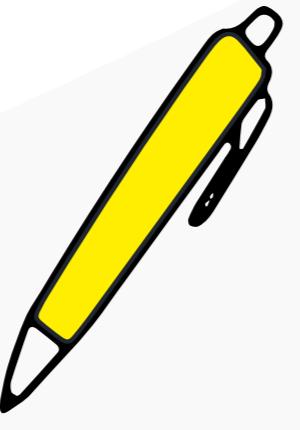
Use that in your fresh newsletter! But use it wisely:

- › The daylight-savings bit is only relevant to contacts based in the US-, while only the people of Thai decent will care about the Lantern festival. **Segment your recipients** via location and/or culture to avoid confusion
- › **Make sure your subject line is on point:** "1 extra hour for shopping today, Jane" or "Are you ready for Yi Peng?" sounds way better than "Your weekly company newsletter is here"
- › Try to **have some relevant content** prepared for the occasion (e.g. Lantern-themed products for your Thai subscribers) to maintain the theme of the issue



Step-by-step setup

- Choose the special occasion
 - Brainstorm ideas
 - Set SMART goals
 - Identify the target audience
 - Select marketing channels
 - Prepare the creatives
 - Build a dedicated LP
 - Set up conversion tracking
 - Launch the campaign
 - Monitor its performance
 - Optimize your campaign
 - Finish the campaign
 - Analyze the results
 - Present the conclusions
 - Move on to the next event



Priorities

- The figure consists of seven panels arranged vertically. Each panel contains a set of small gray dots arranged in a roughly circular pattern. The dots are positioned such that they appear to follow a path that curves upwards and to the right across the panels. In the first panel, the dots are at the top left. By the last panel, they have moved to the bottom right. The background is white, and each panel is preceded by a black square icon.

Outcomes

Conversions

Hours spent

Revenue

Assets

- Promo banner
 - Email template
 - Landing page
 - UTM

Notes



Important dates

- • • • • Start of the campaign
 - • • • • End of the campaign
 - • • • • All creatives to be delivered by

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Scale your operations

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