

»»» October 2024

# IMPORTANT DATES FOR SMALL BUSINESS MARKETING



There are hundreds of unique holidays in the U.S. every year that can assist in marketing your small business and raising brand awareness.

## JANUARY

### INTERNATIONAL CREATIVITY MONTH

JANUARY 3RD:

MIND-BODY WELLNESS  
DAY

JANUARY 17TH:

CUSTOMER SERVICE DAY

3RD THURSDAY OF JAN:

GET TO KNOW YOUR  
CUSTOMERS DAY

## FEBRUARY

### BLACK HISTORY MONTH

FEBRUARY 14TH:

VALENTINES DAY

FEBRUARY 17TH:

LATTE DAY

3RD FRIDAY IN FEB:

CAREGIVERS DAY

## MARCH

### WOMEN'S HISTORY MONTH

1ST FRIDAY OF MARCH:

EMPLOYEE

APPRECIATION DAY

MARCH 15TH:

CONSUMER RIGHTS DAY

MARCH 29TH:

MOM & POPS BUSINESS  
OWNER DAY

## APRIL

### LAWN & GARDENING MONTH

1ST SATURDAY OF APRIL:

HANDMADE DAY

APRIL 22ND:

EARTH DAY

APRIL 27TH:

TELL A STORY DAY

## MAY

### NATIONAL SMALL BUSINESS MONTH

1ST WEEK OF MAY:

SMALL BUSINESS WEEK

MAY 6TH:

BEVERAGE DAY

MAY 30TH:

CREATIVITY DAY

## JUNE

### LGBTQIA+ PRIDE MONTH

JUNE 5TH:

WORLD ENVIRONMENT

DAY

JUNE 13TH:

SEWING DAY

JUNE 30TH:

SOCIAL MEDIA DAY

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## JULY

### SOCIAL WELLNESS MONTH

JULY 2ND:

MADE IN THE USA DAY

JULY 9TH:

FASHION DAY

JULY 15TH:

CLEAN BEAUTY DAY

## AUGUST

### BLACK OWNED BUSINESS MONTH

1ST WEEK IN AUGUST:

FARMERS MARKET

WEEK AUGUST 14TH:

FINANCIAL  
AWARENESS DAY

AUGUST 17:

NONPROFIT DAY &  
THRIFT SHOP DAY

## SEPTEMBER

### HISPANIC HERITAGE MONTH

SEPTEMBER 5TH:

INTERNATIONAL DAY  
OF CHARITY

SEPTEMBER 7TH:

BUY A BOOK DAY

SEPTEMBER 26TH:

NATIONAL FAMILY DAY

## OCTOBER

### CYBERSECURITY AWARENESS MONTH

1ST FRIDAY IN OCT:

WORLD SMILE DAY

OCTOBER 7TH:

INNER BEAUTY DAY

OCTOBER 16TH:

WORLD FOOD DAY

## NOVEMBER

### NATIVE AMERICAN HERITAGE MONTH

NOVEMBER 11TH:

VETERANS DAY

NOVEMBER 19TH:

WOMEN'S

ENTREPRENEURSHIP DAY

3RD TUESDAY OF NOV:

ENTREPRENEURS DAY

## DECEMBER

### WRITE A BUSINESS PLAN MONTH

DECEMBER 3RD:

MAKE A GIFT DAY

DECEMBER 26TH:

THANK YOU NOTE DAY

3RD FRIDAY OF DEC:

UGLY SWEATER DAY

Find Additional Resources & Marketing Dates Here:

• [NATIONWIDE](#)

• [NERDWALLET](#)

• [VCITA](#)

• [SWEET ROSE STUDIOS](#)