Biz Butterfly MEDIA

2027

Small Business Marketing Calendar

Every holiday worth posting about, three ready-made post ideas a month, and a short to-do list to keep your Google profile and website working for you all year.

> **How to use it:** At the start of each month, pick one post idea for each week, tick off the to-do list, and mark the key dates you want to plan around.

From Cheri Stout · Biz Butterfly Media · bizbutterflymedia.com

January

FRESH START

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

KEY DATES

Jan 1 New Year's Day

Jan 18 Martin Luther King Jr. Day

All month Goal-setting season

POST IDEAS

- Share your top 3 goals for your customers this year
- Post a "year in review" of last year's best work
- Offer a January booking special to fill the slow weeks

TO-DO

- [ ] Update your Google profile hours and photos
- [ ] Check every page of your website still works
- [ ] Plan February's posts before the month starts

NOTES

February

SHOW THE LOVE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

KEY DATES

Feb 2 Groundhog Day

Feb 14 Valentine's Day

Feb 15 Presidents' Day

POST IDEAS

- "Why we love what we do" behind-the-scenes post
- Thank a loyal customer publicly (with permission)
- Share a customer review as a graphic

TO-DO

- [ ] Ask 5 happy customers for a Google review
- [ ] Reply to every review from January
- [ ] Refresh your cover photo

NOTES

March

SPRING FORWARD

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	**17**	18	19	**20**
21	22	23	24	25	26	27
28	29	30	31			

KEY DATES

Mar 14 Daylight saving time begins

Mar 17 St. Patrick's Day

Mar 20 First day of spring

Mar 28 Easter

POST IDEAS

- Spring cleaning tips from your industry
- "Lucky to have you" customer thank-you post
- Show a before-and-after of your work

TO-DO

- [ ] Spring-clean your website: update prices and photos
- [ ] Add a new service or FAQ to your site
- [ ] Post on your Google profile every week

NOTES

April

GROW

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	**15**	16	17
18	19	20	21	**22**	23	24
25	26	27	28	29	30	

KEY DATES

Apr 1 April Fools' Day (keep it light)

Apr 15 Tax Day

Apr 22 Earth Day

POST IDEAS

- Introduce yourself or a team member
- Share a quick how-to video or tip
- Spotlight a local business you love

TO-DO

- [ ] Check your Google profile Performance numbers
- [ ] Make sure your phone number is tappable on phones
- [ ] Plan your summer promotion

NOTES

May

SMALL BUSINESS MONTH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

KEY DATES

Early May National Small Business Week

May 9 Mother's Day

May 31 Memorial Day

POST IDEAS

- Tell the story of why you started your business
- Celebrate the moms on your team or customer list
- Memorial Day tribute post (no sales pitch)

TO-DO

- [ ] Collect 3 new reviews
- [ ] Update your About page
- [ ] Schedule June posts ahead of time

NOTES

June

SUMMER KICKOFF

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

KEY DATES

Jun 19 Juneteenth

Jun 20 Father's Day

Jun 21 First day of summer

POST IDEAS

- Share your summer hours or schedule
- "Day in the life" post or reel
- Answer the question customers ask most

TO-DO

- [ ] Mid-year check: what's working, what isn't
- [ ] Add fresh summer photos to Google
- [ ] Test your contact form and booking link

NOTES

July

CELEBRATE LOCAL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

KEY DATES

Jul 4 Independence Day

Jul 5 Holiday observed

Mid-July Christmas in July promos

POST IDEAS

- Fourth of July greeting post
- Show your town and why you love it
- Run a summer giveaway (not for reviews)

TO-DO

- [ ] Review your prices for the second half
- [ ] Check your website speed on a phone
- [ ] Plan back-to-school content

NOTES

August

BACK TO SCHOOL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

KEY DATES

Early Aug Back to school in Tennessee

All month Plan fall marketing

POST IDEAS

- Back-to-school tips or offers
- Share a customer success story
- Behind-the-scenes of a busy week

TO-DO

- [ ] Plan September to December now
- [ ] Update your Google services list
- [ ] Ask for reviews from summer customers

NOTES

September

BACK TO BUSINESS

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

KEY DATES

Sep 6 Labor Day

Sep 11 Patriot Day

Sep 23 First day of fall

POST IDEAS

- Thank workers in your industry on Labor Day
- Fall checklist from your industry
- Introduce a fall service or package

TO-DO

- [ ] Refresh website photos for fall
- [ ] Post on Google every week
- [ ] Check your Search Console for errors

NOTES

October

FALL FAVORITES

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

KEY DATES

Oct 11 Columbus Day / Indigenous Peoples' Day

Oct 31 Halloween

All month Plan holiday hours

POST IDEAS

- Fall photo or costume contest
- Customer favorites countdown
- Share a fun team or office photo

TO-DO

- [ ] Set holiday hours on Google
- [ ] Plan Black Friday and Small Business Saturday offers
- [ ] Order any holiday print materials

NOTES

November

GRATITUDE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

KEY DATES

Nov 7 Daylight saving time ends

Nov 11 Veterans Day

Nov 25 Thanksgiving

Nov 26 Black Friday

Nov 27 Small Business Saturday

Nov 29 Cyber Monday

Nov 30 Giving Tuesday

POST IDEAS

- Veterans Day thank-you post
- "What we're grateful for" post
- Small Business Saturday offer or shout-out

TO-DO

- [ ] Promote your holiday offers early in the month
- [ ] Thank every customer who left a review this year
- [ ] Plan December posts before Thanksgiving

NOTES

December

WRAP IT UP

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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KEY DATES

All month Holiday season

Dec 25 Christmas

Dec 31 New Year's Eve

POST IDEAS

- Holiday greeting from your team
- Year in review: your favorite projects
- Gift guide or holiday tips from your industry

TO-DO

- [ ] Update Google with Christmas and New Year hours
- [ ] Set goals and a content plan for next year
- [ ] Book time to plan January now

NOTES

Want this done for you?

Biz Butterfly Media writes and schedules your posts, keeps your Google Business Profile active, and builds websites that bring in calls, for small businesses in Tennessee and across the U.S.

- Website design and care plans
- Social media posts, done for you
- Google Business Profile management
- Business operations support

Cheri Stout
865-243-0962
cheri@bizbutterflymedia.com
www.bizbutterflymedia.com

Biz Butterfly MEDIA