

# MARKETING CALENDAR 2022

If you run a business you know how important it is to plan promotions and product launches in advance of upcoming holiday and shopping events. Whether you are publishing books on Amazon KDP, running an Etsy shop or selling print on demand items, it is important to know what kind of products to offer at certain times of the year.

This marketing calendar includes all key sales dates so you know what to prepare for months in advance. These are by no means all holiday events and they can vary from country to country. Research each one before deciding on your product. And don't forget to use hashtags for your social media promotions.

Find inspiration for niche ideas or start making products that target specific events .  
Make 2022 your best year yet.

























# DECEMBER

4th December – National Cookie Day  
14th December – Christmas Jumper Day  
21st December – Winter Solstice  
25th December – Christmas Day  
26th December – Boxing Day  
28th December – Bank Holiday  
31st December – New Year's Eve

Great month for retailers as shopping for Christmas gifts is in full swing until mid month. Expect a fall in sales during the holiday period, but this should be your best month!

SUN	MON	TUE	WED	THU	FRI	SAT