

# UK Marketing Calendar for 2018



**START**

**26 DECEMBER 2018**  
**Boxing Day**  
 Time to promote as your sale kicks in right after Xmas!

**31 DECEMBER 2018**  
**New Year's Eve & Hogmanay**  
 Ce-le-brate good times, come on!

**EARLY JANUARY 2018**  
 Launch your **New Year** promotions & help to clear left-over stock!

**25 JANUARY 2018**  
**Burns Night**  
 Promote your event & any special menu

**25 DECEMBER 2018**  
**Xmas Day**  
 Prepare your promotions well for this and end the year well!

**Pre-Plan Your Marketing & Hit the Ground Running!**  
 Use this infographic to plan ahead so you have your design, artwork, printing and all marketing communications ready *well* ahead of time.

**14 FEBRUARY 2018**  
**Valentine's Day**  
 Events, gifts, menus & more to promote

**30 NOVEMBER 2018**  
**St Andrew's Day**  
 Consider a Scottish theme!

**More Key Dates Mean More Chances to Profit!**  
 Be well prepared for important shopping days like Black Friday, Cyber Monday and bank holidays. This quick-reference calendar of such dates will allow you to plan your marketing for these, stay focused and maximise your return on investment. Don't miss a single opportunity this year!

**16 FEBRUARY 2018**  
**Chinese New Year**  
 Promote your events & special menus etc.

**26 NOVEMBER 2018**  
**Cyber Monday**  
 Capitalise on the busiest Monday of the shopping year!

**1 MARCH 2018**  
**St David's Day**  
 Get your Welsh themed promotions ready!

**23 NOVEMBER 2018**  
**Black Friday**  
 The busiest shopping Friday of the Year - don't miss out on extra sales!

**Theme Your Events for Even More Opportunities!**  
 Try theming your promotions & sales messages on key dates like Halloween and Valentine's Day. You'll score maximum impact and really resonate with customers. Great too for establishments that serve food and drink or run events. You'll soon be fully booked and getting great word-of-mouth referrals to boot.

**11 MARCH 2018**  
**Mother's Day**  
 Gifts, special offers & special menus to promote for mums everywhere

**5 NOVEMBER 2018**  
**Guy Fawke's Night**  
 Launch your promotions with a BANG!

**Perfectly Pitched Marketing Messages & Gorgeous Graphics!**  
 Let your target audience know about your offer, product or event in the *best possible way*. Carefully craft your sales messages and use beautifully designed graphics — the combination is a marketing force to be reckoned with. Getting it right means prospects will soon be turning into valuable new customers.

**17 MARCH 2018**  
**St Patrick's Day**  
 Consider an Irish theme for your promotion!

**31 OCTOBER 2018**  
**Halloween**  
 Get your spooky graphics & scary headlines ready!

**Say it with High Quality, Cost-Effective Printing!**  
 Whether your marketing campaigns need brochures, flyers, catalogues, posters, in-store displays, banners or promotional give-aways, make sure you get the *quality* right as well as the price. Balancing the two cost-effectively is key to maximising your return on investment. Southside Print is highly capable in this area, so get in touch for a no-obligation price and free advice — for the best possible results.

**30 MARCH - 2 APRIL 2018**  
**Good Friday & Easter**  
 Bank Holiday weekend sale?

**6 & 27 AUGUST 2018**  
**Summer Bank Holidays**  
 It's time to promote your sale or offers!

**Spring Bank Holiday**  
 Time to promote your sale or offers!

**1 APRIL 2018**  
**April Fools' Day & Easter Sunday**  
 Theme your promo's!

**17 JUNE 2018**  
**Father's Day**  
 Gifts, special offers & special menus to promote for dads everywhere

**19 MAY 2018**  
**Prince Harry & Meghan's wedding**  
 + FA Cup Final

**7 MAY 2018**  
**May Day**  
 & the Start of the May Bank Holiday Weekend: run a sale?

**22 APRIL 2018**  
**Earth Day**  
 Consider an eco theme for your marketing

**28 MAY 2018**  
**Spring Bank Holiday**  
 Time to promote your sale or offers!

**23 APRIL 2018**  
**St George's Day**  
 Let loose your dragon-themed marketing!

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