

# Grow Revenue with a Well-Planned

## ≡ PROMOTIONAL CALENDAR ≡

Every art materials retailer has a marketing/promotional plan for the year. Some of these plans are more formal – and more successful than others – because the managers and staff of those stores take the time to plan and strategize.

Special events and promotions draw attention to your store, create excitement and, when properly developed, boost the bottom line. An orchestrated promotion can have a significant impact on product demand and sales.

On the next page is a month-by-month list of potential promotion events NAMTA has compiled for you.

Discuss these opportunities with your staff and don't forget to add local events to this list. Think about demos and classes that could tie in. Speak with your reps and suppliers.

By planning several of these exciting events each year, you're giving customers a reason to return to the store on a regular basis.

Here are a few things to keep in mind while growing your revenue this year:

- Choose a promotion that fits your target audience and goals.
- Maintain a calendar of all planned and actual promotional events.
- Don't forget to add local community events.
- Think about whether you need to purchase extra inventory for special events.
- Try to schedule events far enough in advance to create an effective promotion.
- Create a folder for each event to maintain records and review the final results.



# 2018 PROMOTIONAL CALENDAR FOR ART MATERIALS RETAILERS

Dates and observances to help you plan your 2018 marketing events!

## January

INTERNATIONAL CREATIVITY MONTH  
NATIONAL MENTORING MONTH  
HOBBY MONTH

- 1 New Year's Day
- 2 Science Fiction Day
- 14 National Dress Up Your Pet Day
- 15 Martin Luther King Jr. Day
- 19 Paul Cezanne Birthday
- 31 Inspire Your Heart With Art Day



## February

BLACK HISTORY MONTH

- 2 Groundhog Day
- 4 Super Bowl
- 8 Boy Scout Day
- 11 National Inventors Day
- 13 Courir de Mardi Gras – Fat Tuesday
- 14 Valentine's Day
- 19 Presidents' Day & George Washington Birthday
- 20 Ansel Adams Birthday



## March

WOMEN'S HISTORY MONTH  
AMERICAN RED CROSS MONTH  
YOUTH ART MONTH

- 6 Michelangelo's Birthday
- 12 Girl Scouts Day
- 12-13 Arts Advocacy Day – Americans for the Arts
- 17 Saint Patrick's Day
- 20 First Day of Spring
- 30 Vincent Van Gogh Birthday



## April

CELEBRATE DIVERSITY MONTH  
POETRY MONTH

- 1 April Fool's Day
- 8 Draw a Bird Day
- 14 Slow Arts Day
- 15 Leonardo DaVinci Birthday
- 22 Earth Day



## May

NAT'L MILITARY APPRECIATION MONTH

- 4 Star Wars Day
- 5 Cartoonists Day
- 5 Cinco de Mayo
- 7-11 National Teacher Appreciation Week
- 13 Mother's Day
- 15 Chocolate Chip Cookie Day
- 21 Victoria Day (Canada)
- 28 Memorial Day



## June

NATIONAL CANDY MONTH

- 5 World Environment Day
- 14 Flag Day (US)
- 17 Father's Day
- 18 National Spurge Day
- 21 First Day of Summer



## July

NATIONAL HOT DOG MONTH  
NATIONAL ICE CREAM MONTH

- 1 Canada Day
- 4 Fourth of July (US)
- 15 Rembrandt's Birthday
- 22 Parents Day



## August

BACK TO SCHOOL SEASON  
AMERICAN ADVENTURES MONTH  
HAPPINESS HAPPENS MONTH

- 6 Andy Warhol Birthday



## September

NATIONAL COUPON MONTH  
NFL SEASON BEGINS

- 3 Labor Day
- 9-15 National Arts in Education Week
- 9 Grandparent's Day
- 22 First Day of Autumn
- 29 International Coffee Day



## October

NAT'L ARTS AND HUMANITIES MONTH  
NATIONAL APPLE MONTH  
NATIONAL PIZZA MONTH

- 5 World Teachers Day
- 8 Thanksgiving Day (Canada)
- 16 Boss's Day
- 25 International Artists Day
- 25 Pablo Picasso Birthday
- 29 Bob Ross Birthday
- 31 Halloween



## November

HOLIDAY SEASON BEGINS  
PEANUT BUTTER LOVERS MONTH

- 11 Remembrance Day (Canada)
- 11 Veterans Day
- 22 Thanksgiving Day
- 23 Black Friday
- 24 Toulouse-Lautrec Birthday
- 24 Small Business Saturday
- 28 Giving Tuesday



## December

NATIONAL TIE MONTH  
SAFE TOYS AND GIFTS MONTH

- 2-10 Hanukkah
- 21 First Day of Winter
- 25 Christmas
- 26-Jan.1 Kwanzaa
- 26 Boxing Day (Canada)

