

# Seasonal Marketing Calendar Q1 2025



29 Jan

## Chinese New Year

- Celebrate with themed visuals and facts about the Year of the Snake.
- #ChineseNewYear #YearOfTheSnake #LunarNewYear
- Red and gold visuals, traditional Chinese decor

14 Feb

## Valentine's Day

- "Share the Love" campaign or customer appreciation post.
- #ValentinesDay #Love #ShareTheLove #BeMine
- Romantic visuals, heart-themed graphics



28 Feb - 30 Mar (estimated)

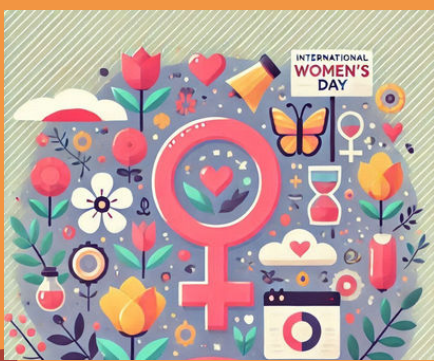
## The Holy Month of Ramadan

- Wish those who are fasting Ramadan Mubarak.
- #Ramadan #RamadanKareem #RamadanMubarak
- Crescent moon, lantern visuals, calm and peaceful scenes

7 Mar

## Employee Appreciation Day

- Employee spotlights or "behind-the-scenes" stories.
- #EmployeeAppreciation #Teamwork #ThankYouTeam
- Behind-the-scenes shots or video clips of the team



8 Mar

## International Women's Day

- Celebrate women's achievements and share company, industry, or country inclusivity stats.
- #WomensDay #IWD2025 #EmpowerHer #WomenInBusiness
- Visuals showing inclusivity numbers, team photos

14 Mar

## Festival of Holi

- Embrace the festival of colours with vibrant visuals and joy.
- #Holi2025 #FestivalOfColours #CelebrateUnity
- Colour powder effects, people celebrating in colour



20 Mar

## Persian New Year (Nowruz)

- Post about renewal and growth with spring themes.
- #Nowruz #PersianNewYear #SpringRenewal
- Floral, spring visuals, bright colours

30 Mar

## Mother's Day

- Gift guides, user-generated content with mum tributes, giveaways for mother-themed products
- #MothersDay, #LoveMom
- Heartwarming mom-child stories, product bundles for mums

