

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
4 Independence Day Celebrate this holiday by sending a seasonal GIF highlighting a 24-hour flash sale.	5 National Bikini Day Help subscribers find their perfect fit by sharing product reviews for your top-selling swimwear.	6	7	8	9	10
11	12	13 National French Fry Day Offer subscribers free fries with every online and in-store order above a given dollar amount.	14	15 National Clean Beauty Day Give subscribers a sneak peek into the benefits of your most popular clean beauty products, or educate them on the importance of clean beauty.	16	17
18 National Ice Cream Day Share something sweet by offering subscribers 20% off.	19	20	21	22	23	24
25 Parents' Day Help subscribers celebrate their parental figures by sending a gift guide with recommendations for every interest.	26	27	28	29 National Lipstick Day Embrace this holiday by sharing an SMS-exclusive offer for makeup lovers to find their new favorite shade.	30	31
				Bonus tip: if you offer virtual try-on, let subscribers know how easy it is to see how the shades will look on them.		

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1 National Girlfriend Day, Sisters Day Help subscribers celebrate their loved ones by highlighting your best-selling gift sets (so they can take part in the fun, too).	2	3	4 National Chocolate Chip Cookie Day Sweeten your subscribers' day by offering them a free dessert with any purchase.	5	6	7
8 International Cat Day Help subscribers give their cats the VIP treatment by sending a BOGO deal on pet toys and treats.	9 National Book Lovers' Day If your brand doesn't sell books, share recommendations to help subscribers achieve their optimum reading environment—from comfy pillows to bubble bath supplies.	10	11	12 International Youth Day Highlight the young voices making a difference in the world, and let subscribers know you'll donate a portion of every sale to the organizations these leaders support.	13	14
Bonus tip: if you're an apparel brand, recommend products inspired by your subscriber's favorite literary characters (think: Daphne Bridgerton).						
15 National Relaxation Day Offer subscribers 15% off items that will help them achieve zen, including face masks, loungewear, and home linens.	16	17 National Non-Profit Day Share the organizations aligned to your brand's mission and help subscribers give back by donating a portion of the day's sales.	18	19	20	21
22	23	24	25	26 Women's Equality Day Women earn 84% of what men are paid in the United States, on average. Share what your brand is doing behind the scenes to promote women's equality—from highlighting women leaders to your company's mentorship programs.	27	28
29	30 National Beach Day Offer subscribers 10% off to stock up on beach essentials before the end of the summer, like swimwear, sunscreen, and sunglasses. Remind shoppers of their shipping options so they can get their items in time for Labor Day.	31	1	2	3	4

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29	30	31	1	2	3	4 National Wildlife Day Educate subscribers about the measures your brand is taking to be more eco-friendly—from the impact of your sustainable products to giving back to conservation organizations.
5	6 Labor Day Give subscribers early access to your Labor Day sale so they can shop their favorite items before anyone else. Include a GIF highlighting the limited-time nature of the sale.	7	8	9	10	11 National Make Your Bed Day Send a GIF featuring inspirational bedroom spaces and offer subscribers 10% off bedding. As an added bonus, invite subscribers to tag your brand in their Instagram pics once they've received their items.
12 Grandparents' Day Let subscribers know about your personalization and gift-wrapping options so they can surprise loved ones with gifts.	13	14	15	16	17	18
19	20	21 International Day of Peace, Gratitude Day Share the values and causes that matter to your brand, including how subscribers can get involved. Consider offering subscribers 10% off as a "thank you" for being a part of your brand's SMS program.	22 First Day of Fall Help subscribers get ready for chillier weather by highlighting new seasonal items like sweaters, boots, earth-toned cosmetics, and fall decor.	23	24	25 National Cooking Day Send subscribers a recipe to try out, and link to the items they'll need to enjoy their meal—from groceries to cookware and table settings.
26	27	28	29 National Coffee Day Embrace this playful holiday by offering subscribers a "perk," like free shipping or a gift with purchase.	30	1	2