

2023-24

VINK
MARKETING
CALENDAR

Canada

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VINK

MARKETING STUDIO

WHAT ARE THE
IMPORTANT DAYS?

MAY
23



Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 14** Mother's Day
- 22** Victoria Day

WHAT YOU NEED
TO DO?

MAY 23

14 Mother's Day

Share posts celebrating mothers, motherhood, and gift ideas for moms.

22 Victoria Day

Share posts about the unofficial start of the summer season in Canada, outdoor activities, and promotions related to the long weekend.

WHAT ARE THE
IMPORTANT DAYS?

JUNE
23



Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

21 Indigenous Peoples Day
Indigenous History **Month**

WHAT YOU NEED
TO DO?

JUNE
23

21 Indigenous Peoples Day

Share posts celebrating Indigenous cultures, traditions, and events happening in Canada.

Indigenous History Month

Share posts honoring Indigenous peoples, their cultures, and contributions to Canada.

WHAT ARE THE
IMPORTANT DAYS?

JULY
23



Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

1 Canada Day

16 National Ice Cream Day

WHAT YOU NEED
TO DO?

JULY
23

1 Canada Day

Share posts celebrating Canada's birthday, and promotions related to events or festivities.

16 National Ice Cream Day

Share posts about ice cream, summer treats, and promotions related to the day.

WHAT ARE THE IMPORTANT DAYS?

AUG 23



Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

6 National Friendship Day

14 Back to School

WHAT YOU NEED
TO DO?

AUWG 23

6 National Friendship Day

Share posts about friendship, togetherness, and promotions related to the day.

14 National Ice Cream Day

Share posts related to back-to-school season, educational tips, and promotions for students and parents in Canada.

WHAT ARE THE
IMPORTANT DAYS?

SEP
23



Mo Tu We Th Fr Sa Su

					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

4 Labour Day

29 National Coffee Day

WHAT YOU NEED
TO DO?

SEP
23

4 Labour Day

Share posts honoring the contributions of workers, labor rights, & promotions related to the holiday.

29 National Coffee Day

Share posts about coffee, caffeine, and promotions related to the day.

WHAT ARE THE
IMPORTANT DAYS?

OCT
23



Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

31 Halloween

Breast Cancer Awareness **Month**

WHAT YOU NEED
TO DO?

OCT
23

31 Halloween

Share posts about costumes, decorations, and promotions related to Halloween.

Breast Cancer Awareness

Share posts raising awareness about breast cancer, supporting survivors, and promoting related events or fundraisers in Canada.

WHAT ARE THE
IMPORTANT DAYS?

NOW
23



Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

11 Remembrance Day

23 Thanksgiving

WHAT YOU NEED
TO DO?

NOW 23

11 Remembrance Day

Share posts honoring veterans, patriotism, and promoting Remembrance Day events in Canada.

23 Thanksgiving

Share posts expressing gratitude, thankfulness, and promotions related to Thanksgiving in Canada.

WHAT ARE THE
IMPORTANT DAYS?

DEC
23



Mo Tu We Th Fr Sa Su

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

7 Hanukkah

25 Christmas

WHAT YOU NEED
TO DO?

DEC 23

7 Hanukkah

Share posts about Hanukkah traditions, celebrations, & promotions related to the holiday.

25 Christmas

Share posts about holiday traditions, gift ideas, and promotions related to Christmas in Canada.

HAPPY
New Year

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NEED MORE?
SCAN ME!

WHAT ARE THE IMPORTANT DAYS?

JAN 24



Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1 New Year's Day
National Mentoring **Month**

WHAT YOU NEED
TO DO?

JAN 24

1 New Year's Day

Share New Year's wishes, resolutions, & promotions specific to your business or target audience in Canada.

National Mentoring Month

Highlight the importance of mentorship and share stories or tips from mentors.

WHAT ARE THE
IMPORTANT DAYS?

FEB
24



Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

9 National Pizza Day

14 Valentine's Day

WHAT YOU NEED
TO DO?

FEB 24

9 National Pizza Day

Share posts related to pizza, such as fun facts, polls, or promotions.

14 Valentine's Day

Share love-themed posts, gift ideas, and promotions for Valentine's Day.

WHAT ARE THE
IMPORTANT DAYS?

MAR
24



Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 8** International Women's Day
- 20** Spring Equinox

WHAT YOU NEED
TO DO?

MAR 24+

8 International Women's Day

Celebrate women's achievements, empowering messages, and promote gender equality.

20 Spring Equinox

Share posts related to the arrival of spring, such as gardening tips, outdoor activities, and seasonal promotions.

WHAT ARE THE
IMPORTANT DAYS?

APR
24



Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 10** National Volunteer Week
- 22** Earth Day

WHAT YOU NEED
TO DO?

AAPR 24+

10 National Volunteer Week

Highlight the importance of volunteering, volunteer stories, and promote volunteer opportunities.

22 Earth Day

Promote environmental awareness, sustainability, and eco-friendly practices.