

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JANUARY 2024

DAY >>>

1. New Year's Day

New year, same you adding new books to your TBR stack! What's the first book you'll read this year?

Receive an indie bookstore gift card over the holidays? Kick off the new year by purchasing a new book...or two...or three.



Want to read more in the New Year? Ask your local booksellers for recommendations! 🗣️

5. National Bird Day

A little bird told us you were looking for your next read... 🐦 #NationalBirdDay



TIP: Host local Audubon/naturalist groups and serve bird-themed snacks and drinks, like bird-shaped cookies, "tweet" tea, and "bird seed" trail mix.

13. National Sticker Day

Stay hydrated and stylish with our stickers for your water bottles!

#NationalStickerDay

TIP: Host a contest to design a new sticker marketing your bookstore!

18. Get To Know Your Customers Day

You know what's great about booksellers? We get to know our customers EVERY day to find the best book recommendations for them. 🗣️

20. National Hot Chocolate Day

Wrap your hands around a warm cup of hot chocolate and cozy up with a good book! 🍷 What's your go-to book for a chilly winter's day?



2. National Science Fiction Day

It's #ScienceFictionDay! Imagine a future full of possibilities! What's your favorite science fiction novel? 🚀



4. National Trivia Day

It's National Trivia Day!

Q: Where can you find bookseller-curated books, new authors, and a place that supports your community?

A: Indie Bookstores!

TIP: Partner with a local restaurant or bar for a book-themed trivia event with fun prizes!

13. National Vision Board Day

Celebrate #NationalVisionBoardDay with us and start crafting your literary dreams. What's on your reading list for the year? Share your bookish goals and visions! 🗣️

TIP: Create your store's vision board for the year curated with books that match what you envision.

16. Book Publishers Day

This #BookPublishersDay, we're celebrating the incredible teams behind the books we love. A big shoutout to all the publishers who keep our shelves full of literary treasures. 📖

20. National Coffee Break Day

On #NationalCoffeeBreakDay, we're raising our mugs to all the book lovers out there. Let the aroma of fresh pages and freshly brewed coffee fill your day. What's your coffee of choice? ☕

21. World Religion Day

There are approximately 4,200 religions around the world. Today, and every day, let's celebrate the commonality of the faiths of the world. 🌍

4. World Braille Day

Did you know that Braille is an alphabet that can be used to write almost any language?



TIP: Think about accessible forms of communication in your store, such as signs and computers.

12. National Hot Tea Day

The classic pairing: hot tea and a new book 🍵 What's your favorite tea to drink when reading? 🗣️

TIP: Partner with a local tea house or shop that sells tea for a book-themed afternoon tea or tasting. If your store carries tea, reach out to your tea vendor to do a special promotion or event.

15. MLK Day / Civil Rights Day

This MLK Day, may we all honor the legacy of Dr. King through community, civic action, and reflection.

18. National Thesaurus Day

Synonyms for "book":

Tome
Volume
Work
Novel
Copy
Edition

Basically, more ways to say you need a new book!

27. International Holocaust Remembrance Day

The UN designated January 27 as International Holocaust Remembrance Day to honor the six million Jewish victims of the Holocaust and millions of other victims of Nazism, and to develop educational programs to help prevent future genocides.