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# An SMS marketing calendar for the year: seasons, paydays, back to school and year end

SEO & Marketing

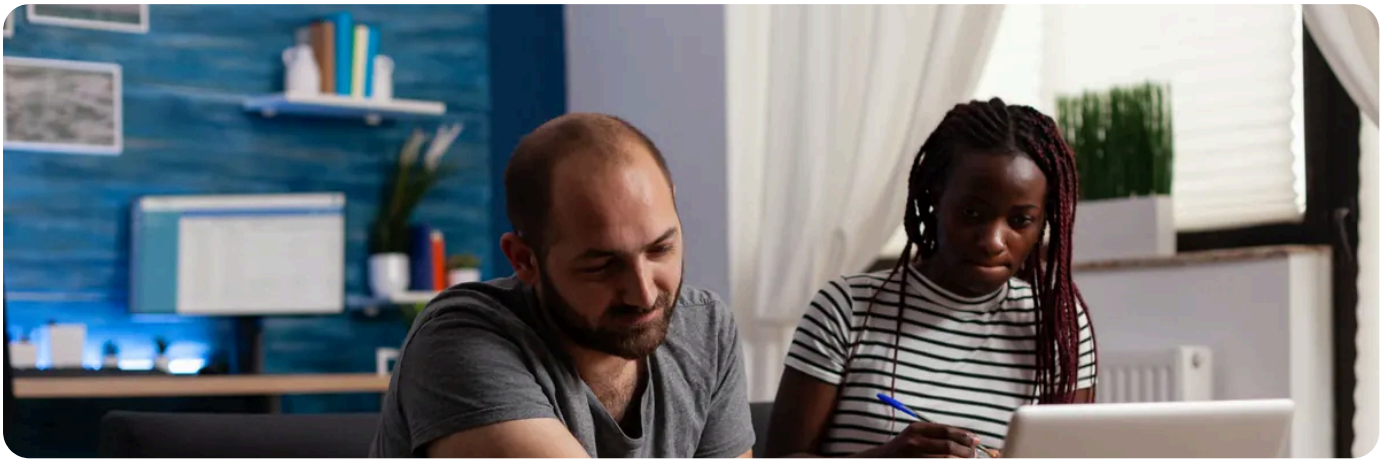
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# An SMS marketing calendar for the year: seasons, paydays, back to school and year end

SEO & Marketing Created on **November 13, 2026** 3 min read



**The short answer:** an SMS marketing calendar is a sheet with the year's campaigns, month by month: the **seasons** that matter to your business, **paydays**, **back to school**, special dates and the **end of the year**. With it, you write texts in good time, schedule campaigns in the SMS Center and avoid sending three offers in the same week.

## The seasons that matter to almost everyone

| Season | Campaign idea | Who benefits most |
|---|---|---|
| **Start of the year** | New goals, enrolments, "new year, new look" | Gyms, driving schools, training centres, salons |
| **Back to school** | School supplies, uniforms, tutoring, school transport | Stationers, clothing retailers, private schools, tutors |
| **Valentine's Day** | Dinner for two, flowers, gifts | Restaurants, bakeries, florists, perfumeries |
| **Women's Day, Mother's Day and Father's Day** | Gifts and experiences, on your country's dates | Retail, salons, restaurants |
| **Paydays** | Monthly shopping, offers at the end and start of the month | Supermarkets, grocers, retail in general |
| **Public holidays** | Special opening hours, plans for the day | Everyone: at the very least, announce your hours |
| **Black Friday** | One-day or weekend discounts, at the end of November | Retail, electronics, online sales |

| Season | Campaign idea | Who benefits most |
|---|---|---|
| **Christmas and year end** | Orders for the festivities, opening hours, gifts, hampers | Almost everyone |

## How to build your calendar

1. **Open a sheet with the 12 months** and mark the seasons that make sense for your business. You do not need to use all of them.
2. **Plan one or two campaigns a month at most** for each group, plus the occasions you cannot miss. See **how often to send**.
3. **For each campaign, note** the group, the offer, the deadline and the send date.
4. **Write the texts one or two weeks ahead**, send a test to your own phone and schedule them in the SMS Center. The best days and times are in **when to send**.
5. **At the end of each month, record the result** of each campaign. Next year, repeat the ones that worked and drop the rest.

## Credits for the busy season

Busy seasons such as the end of the year pack several campaigns into a few weeks. Add up the credits for all of them before you buy: the entire quantity is charged at the price of the tier it falls into, so a bigger purchase can lower the price per SMS. See **SMS credits and price tiers** and **whether credits expire**.

Examples for the most common seasons, with the parts in square brackets to replace with your own details:

| Season | Message |
|---|---|
| **Back to school** | `[COMPANY]: 10% off school supplies until the end of the month. Bring your school list! Opt out: [PHONE]` |
| **Payday** | `[COMPANY]: monthly basket with 5 essentials, this weekend only. Opt out: [PHONE]` |
| **Year end** | `[COMPANY]: order your year-end cake now. Orders until the 28th on [PHONE].` |

**Announce holiday opening hours even without an offer.**
A short message saying you close early saves customers a wasted trip, and they remember it.

**In busy seasons, every business is sending.**

Send a few days before your competitors, with a clear offer, instead of arriving on the day itself among dozens of messages.

RECOMMENDED

With your calendar ready, all that is left is scheduling. See SMS Marketing and the price tiers.

See the SMS Marketing page →

SEE ALSO

- How to plan an SMS marketing campaign: list, message, cost and timing →
- Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages →
- Best days and times to send marketing SMS, by type of business →
- How often to send marketing SMS without wearing out your list →
- SMS for events and launches: the invitation, the reminder and the last call →
- Birthday and loyalty SMS: rewarding regular customers without overdoing it →

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