



The Only Marketing Calendar You Need January 2026



January

THIS MONTH'S MARKETING MUST

Get a head start this year, by getting found on Google and other top search engines! Think about Search Ads as an initial boost to your marketing as they show up at the top of Google and Bing for relevant queries. These ads drive traffic and customers to your website and begin collecting leads right away.

QUICK TIPS

- ➔ Run local PPC ads to capture searchers looking for your products or services in your area.
- ➔ Use the right [PPC keywords](#) to build your strategy.
- ➔ Try Performance Max to take advantage of Google and Microsoft's AI-powered campaign type that runs across Google and Microsoft properties.

70% Aussies use search to research & paid ads help them find the right businesses.

Source: [Google Australia, Consumer Insights](#)



January

💡 MARKETING AND PROMOTION IDEAS

- ➔ Run a 26% off sale to celebrate the year 2026.
- ➔ Make New Year's resolutions for your business, and if applicable, share them with your customers on social media or through email marketing.
- ➔ Host or attend a blood drive as a company—January is National Blood Drive month.
- ➔ Write a holiday round-up post for your company blog or social sites—include pictures of how you and your team celebrated.

✉ EMAIL SUBJECT LINES

- ➔ Bringing you cheer for the New Year 🌟
- ➔ Fresh Starts Happen Here — Your January Update
- ➔ Don't Let These January Deals Melt Over!
- ➔ It's Summer savings ❄️
- ➔ 5 Ways to Make This Your Best Year Yet

Social Calendar Ideas

JAN 4

National Trivia Day

Post a poll with a fun or interesting fact to boost engagement with your audience. Bonus points if the trivia question relates to your business or industry!

#NationalTriviaDay

JAN 12

Australian Open Starts

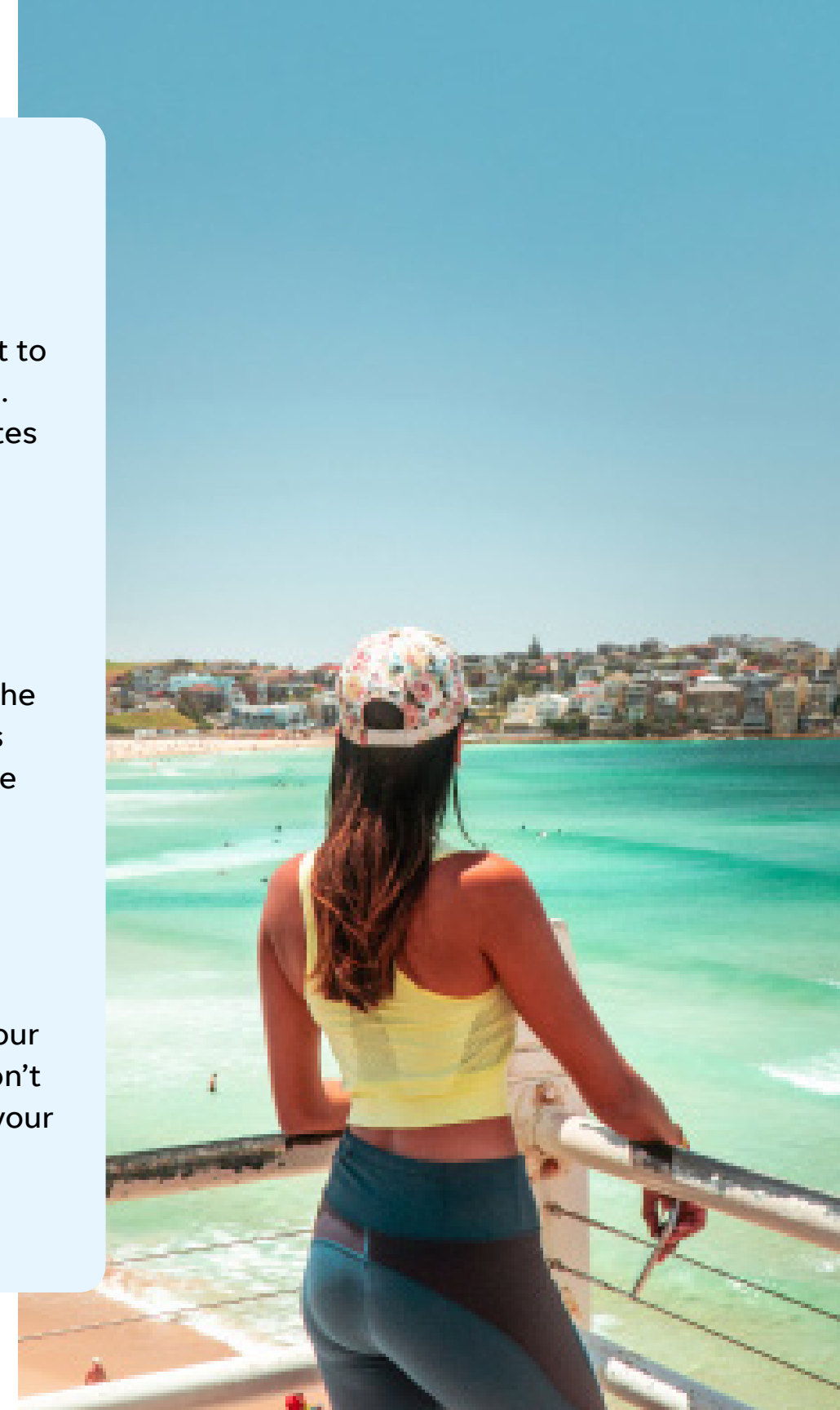
Post something a social media about the Australian Open and ask your followers who they're supporting this year. Maybe take it a step further and inform your followers who you're supporting too.

#AustralianOpenStarts

JAN 26

Australia Day Celebrate this wishing your audience a Happy Australia Day and don't forget to share your working hours to your client.

#AusDay



January

#Veganuary

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				01 New Year's Day	02 Swiss Cheese Day	03
04 National Trivia Day	05	06	07	08	09	10
11	12 Australian Open Starts	13	14	15	16	17
18	19	20 The International Day of Acceptance	21	22	23	24 International Day of Education
25 Opposite Day	26 Australia Day	27	28	29	30	31 National Hot Chocolate Day