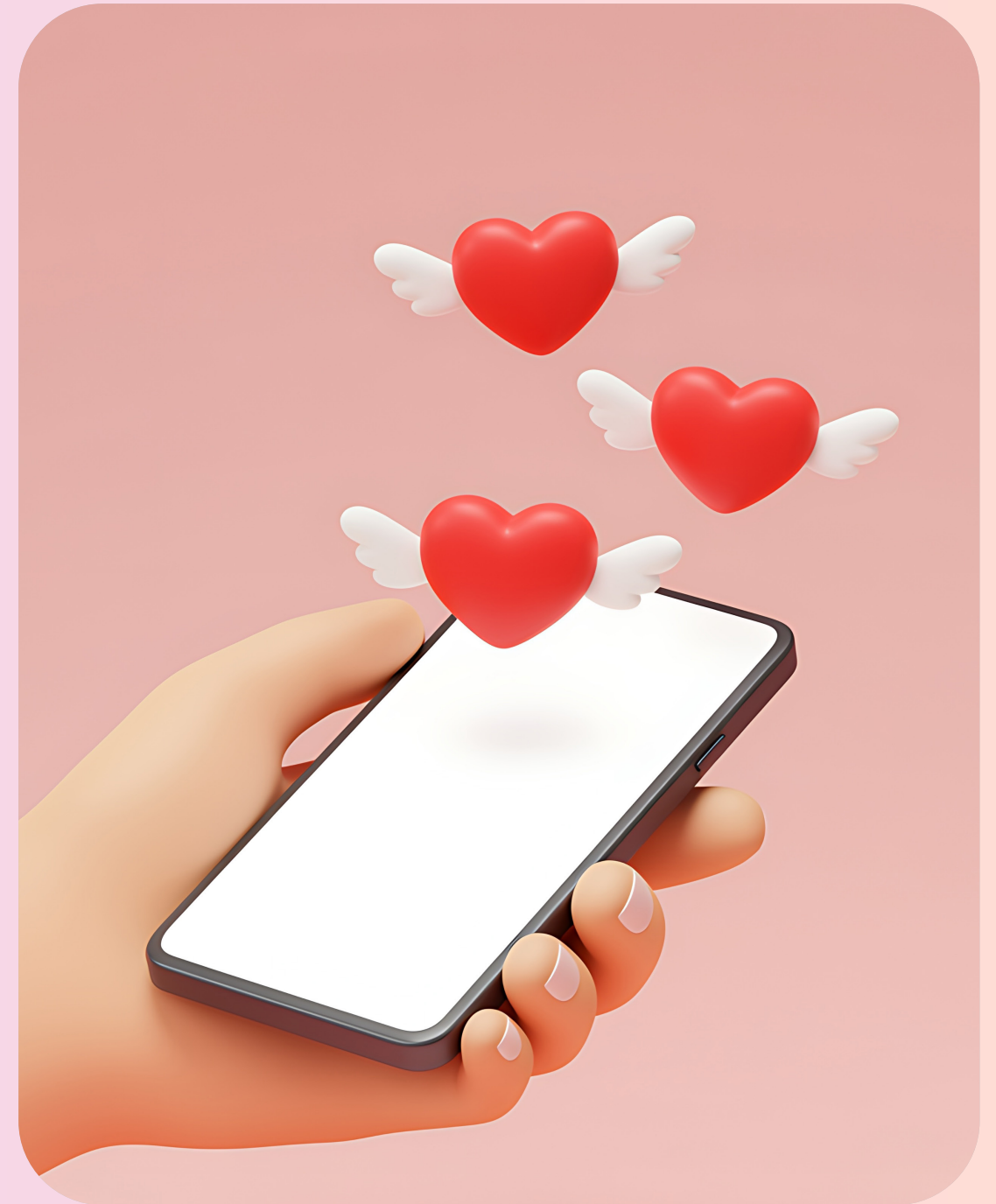




The Only Marketing Calendar You Need February 2026



February

THIS MONTH'S MARKETING MUST

Keep the search engine love growing strong with search engine optimization (SEO). SEO helps you rank on Google and get more traffic to your website, which can give your business a real boost.

QUICK TIPS

- ➔ Do some keyword research to make sure your website content contains the right keywords to drive organic traffic to your page.
- ➔ Test the links on your site to make sure they go to live pages instead of broken links with 404 errors.
- ➔ Read through the content on your site—does it make sense? Is it clear what your business does?

82% of Australians start their buying journey with online search.

Source: [Google Australia](#)



February

💡 MARKETING AND PROMOTION IDEAS

- ➔ Run a Valentine's Day sale or promotion to show your customers how much you value them.
- ➔ Send your customers your Valentine's Day promotion over email.
- ➔ To celebrate Lunar New Year, get your team together and celebrate with your favourite Chinese food and embrace the 3500 year old tradition.
- ➔ February is also Heart Disease Awareness month, so share resources on your social sites to educate your audience.

✉ EMAIL SUBJECT LINES

- ➔ Stop! February Offers Incoming
- ➔ [Name], February finds to buy ASAP!
- ➔ Super Savings for the last month of Summer
- ➔ Sweet deals for the month of Feb 💕💕
- ➔ Sweet savings for a sweet season 💕

Social Calendar Ideas

FEB 6

Waitangi Day

Waitangi Day is New Zealand's national day, commemorating the signing of the Treaty of Waitangi between the British Representatives and Maori Chiefs.

#WaitangiDay

FEB 17

Lunar New Year

The year of the Horse begins in Feb 2026 and we recommend celebrating the old tradition with some amazing Chinese food.

#SuperBowl2026

FEB 14

Valentine's Day

Post self-care tips. Help your followers feel included on this special day by giving them ideas to give themselves some TLC.

#ValentinesDay



February

#Chinese New Year

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04 World Cancer Day	05	06 Waitangi Day	07
08	09	10	11	12	13 National Apology Anniversary	14 Valentine's Day
15	16	17 Lunar New Year	18	19	20 World Day of Social Justice	21 International Mother Language Day
22	23	24	25	26	27	28