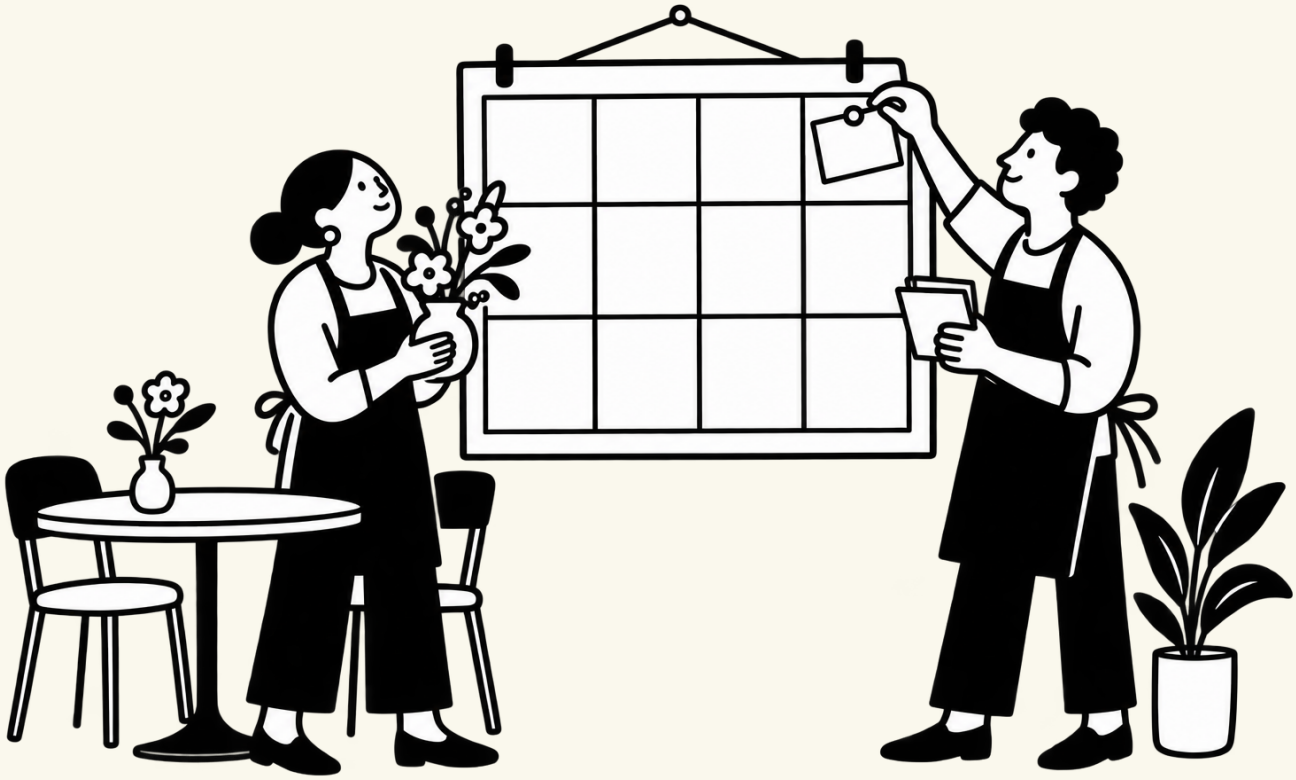
Seasonal Marketing Calendar

A reusable 12-month campaign planning and content system



PRACTICAL GUIDE / WORKED EXAMPLES / EDITABLE TEMPLATES

Tools for independent restaurant owners and managers

Start with one practical change

For restaurant owners who want a manageable year of relevant campaigns rather than last-minute holiday posts. This undated planner contains editable monthly ideas, briefs, captions and production checks. Adapt it to your country, climate, community and opening schedule. It does not update automatically or include a promise of future updates. All campaign examples are hypothetical.

Inside this toolkit

1. Build the calendar around your operation
2. Verify dates and choose relevant occasions
3. Work backward from the launch
4. Turn one idea into a useful content set
5. Review the season and improve the next plan

Make the templates your own

Read the short guide, work through the example, and choose the forms you need. The printable forms follow the guide. The companion Word file lets you change instructions, add your restaurant name, and replace every blank or bracket before use. Duplicate a clean copy for each new shift, campaign, employee, or event.

The companion Excel workbook contains editable inputs and live formulas or planning fields. Read its instructions before changing values. Its hypothetical examples may use a more detailed set of assumptions than the guide. Use consistent units and cost definitions, and never treat contribution as full accounting profit.

Edition October 2026. Examples are original and hypothetical. This is an operating resource, not legal, employment, accounting, or food-safety advice. Confirm location-specific requirements and get qualified review where needed.

Build the calendar around your operation

Begin with the restaurant’s real rhythm. Mark busy periods, quiet service windows, closures, staff leave, supplier constraints and menu changes. Marketing should support a service you can deliver, not create demand at a time you already struggle to fulfill orders.

- Review at least the available comparable sales history. Separate typical demand from unusual events, major price changes and closures.
- Choose a practical objective for each month: fill a quiet service, explain a new menu, support pickup or improve advance bookings. One primary objective is enough.
- Use the monthly starter ideas as prompts, not a required sequence. Move warm-weather, cold-weather and school-related ideas to match local conditions.
- Leave space for operational updates and unexpected changes. You do not need a promotion for every observance or a new offer every week.

Hypothetical example: a restaurant routinely fills Friday dinner but has room on Tuesday. Its seasonal dish campaign points guests toward Tuesday reservations. A second campaign aimed at Friday would compete with demand it already has.

Complete the year in pencil, the next quarter in outline and the next month in detail. Assign one calendar owner who checks that menus, service capacity and public information agree before any campaign begins.

Verify dates and choose relevant occasions

A reusable calendar cannot verify next year’s holidays, school terms, sporting fixtures or festival dates for you. Check each chosen occasion with its organizer or another authoritative local source. Record the source, date checked and whether plans are confirmed or tentative.

- Prioritize occasions connected to your actual guests. Ask what practical dining need the event creates: earlier meals, group orders, pickup, visitors or changed operating hours.
- Treat cultural and religious occasions respectfully. Avoid stereotypes, unsupported claims of authenticity or promotional language that trivializes the occasion.
- Check whether event names, logos, photographs or music require permission. Do not imply sponsorship, affiliation or an official partnership that does not exist.
- Confirm whether roads, parking, opening hours or suppliers will be affected. A relevant service update may be more helpful than a discount.

Hypothetical verification entry: “[Local theatre matinee], [date/time], confirmed on organizer website [URL], checked [date]. Our kitchen can offer pickup until [time].” If the event moves, update every affected channel and staff brief.

For Google Business Profile, offers and events have specific date/time fields, and submitted posts can remain pending or be rejected. Check the public status rather than treating scheduling as proof of visibility. Source 1. Recheck current channel rules before each launch.

Work backward from the launch

Use a production timeline sized to the campaign. A simple menu reminder may need only a short check; a limited menu or group-order service needs more lead time. The schedule below is a planning example, not a universal deadline.

When	Decision or output	Gate before next step
4 weeks before	Choose occasion, audience and service capacity	Kitchen and manager agree
3 weeks before	Cost offer and verify dates/conditions	Economics and fulfillment approved
2 weeks before	Photograph, write and build links	Assets accurate and rights checked
1 week before	Test order/reservation path and brief staff	End-to-end test passes
Launch and during	Publish, verify public view and monitor	Stop or correct errors quickly
After close	Remove expired content and review results	Commitments and findings recorded

Hypothetical campaign: a limited pickup menu needs packaging samples, a test order and a quantity cap before any caption is scheduled. If the supplier cannot confirm the key ingredient, delay the promise or use a verified alternative.

Keep one approved brief as the source for dates, prices and conditions. Copying from an old social caption is a common way to publish last year’s hours or an expired offer.

Turn one idea into a useful content set

One campaign can produce several distinct messages without repeating the same sales line. Show what is available, explain the practical details, demonstrate the product and remind guests of a real deadline. Each piece should answer a different question.

- Announcement: what is new, who it suits and when it is available. Include the main terms and one next action.
- Detail: show a real dish, portion, packaging or process. Explain a relevant feature without unsupported health or environmental claims.
- Planning help: publish booking, ordering, collection, access or special-hours information. Keep it aligned with the live destination.
- Reminder: use only a genuine cutoff or current availability. Do not invent scarcity, imply a sold-out risk you cannot support or keep “last chance” running indefinitely.

Hypothetical set: one dish photo announces a seasonal menu; a second post shows pickup packaging; a third explains the verified order deadline. The team reuses approved facts, but changes the visual and purpose of each piece.

Use email or SMS only for appropriately opted-in marketing audiences, with tested unsubscribe tools and provider-approved settings. Do not turn order-status contacts into a seasonal mailing list. Twilio’s messaging policy and U.S. FTC email guidance are starting references, not complete global compliance advice. Sources 2-3.

Make content usable without sound, add accurate captions to video where possible and describe important visual information in the channel’s accessibility fields.

Review the season and improve the next plan

Choose the primary measure before launch. A reservation campaign should track completed reservations or covers where measurable, not just impressions. An ordering campaign should track completed eligible orders. Keep attention metrics separate from commercial outcomes.

- Record campaign-coded net sales, direct costs, campaign costs, fulfillment issues and guest questions. Note the exact period and which channels could be measured.
- Compare relevant periods, accounting for closures, weather, local events, staffing and price changes. Different weekdays or holiday patterns can make a comparison misleading.
- Distinguish attributed transactions from additional transactions caused by the campaign. Codes, links and guest recollection do not establish the counterfactual.
- Record what to repeat, change or stop. Archive final assets with their dates and terms so an expired graphic is not accidentally reused.

Hypothetical review: a campaign generated 24 code-tagged pickup orders. That is a useful observed count, not proof of 24 extra orders. Six guests asked where to collect, so the next campaign improves collection instructions before increasing its budget.

At month end, review the next six weeks: verify dates, adjust capacity and assign missing assets. At quarter end, revisit the broader calendar. At year end, duplicate the blank planner and recheck every external date; do not simply change the year on old promotions.

Template 1. January-June campaign calendar

Planning year: [year] | Location/climate: [place] | Owner: [name]. Starter themes below are optional. Replace them with occasions relevant to your guests. Enter verified dates, not assumed holiday dates.

Month	Starter idea to adapt	Local date / evidence	Goal / channel	Owner / launch
January	Easy return-to-routine meals	[occasion] [date / source]	[goal/channel]	[name/date]
February	A shared meal or small gathering	[occasion] [date / source]	[goal/channel]	[name/date]
March	Introduce a seasonal ingredient	[occasion] [date / source]	[goal/channel]	[name/date]
April	Explain a new menu or service	[occasion] [date / source]	[goal/channel]	[name/date]
May	Convenient group pickup	[occasion] [date / source]	[goal/channel]	[name/date]
June	Show a neighborhood favorite	[occasion] [date / source]	[goal/channel]	[name/date]

- Closures, peak dates and staffing limits: [dates/constraints].
- Quarter-one campaign budget ceiling: [amount/currency].
- Quarter-two campaign budget ceiling: [amount/currency].
- Date verification owner and next review: [name/date].
- Campaigns deliberately skipped and why: [capacity/relevance/cost].

Template 2. July-December campaign calendar

Use the same year, location and objective definitions as the first half. Shift weather-related themes to your actual season. Confirm local school and event dates rather than importing another region’s calendar.

Month	Starter idea to adapt	Local date / evidence	Goal / channel	Owner / launch
July	Make pickup or dine-in easier	[occasion] [date / source]	[goal/channel]	[name/date]
August	Test a neighborhood partnership	[occasion] [date / source]	[goal/channel]	[name/date]
September	Support a changing weekly routine	[occasion] [date / source]	[goal/channel]	[name/date]
October	Tell a seasonal menu story	[occasion] [date / source]	[goal/channel]	[name/date]
November	Plan ahead for group meals	[occasion] [date / source]	[goal/channel]	[name/date]
December	Publish clear booking and special hours	[occasion] [date / source]	[goal/channel]	[name/date]

- Closures, peak dates and staffing limits: [dates/constraints].
- Quarter-three campaign budget ceiling: [amount/currency].
- Quarter-four campaign budget ceiling: [amount/currency].
- Next year’s dates requiring fresh verification: [list].
- Owner of expired-content cleanup: [name/date].

Template 3. One-page campaign brief

Campaign name: [name] | Owner: [name] | Objective: [one outcome] | Guest occasion: [specific need] | Launch / end: [dates and times].

Brief field	Approved answer
Guest promise	[what is available; no unverified claims]
Offer and material terms	[items, price, eligibility, dates, limits]
Operational capacity	[maximum orders/covers; staff and stock]
Primary action and destination	[order/reserve/menu; tested URL]
Channels and audience	[organic channels; opted-in list if used]
Budget and cost assumptions	[amount/currency; included costs]
Primary measure and baseline	[definition; comparison period]
Pause / contingency plan	[trigger; who updates guests/channels]

Date evidence: [official source URL and checked date]. Approval: [kitchen] [operations] [marketing/owner]. Missing decision that blocks launch: [decision or none]. Review date: [date].

Template 4. Adaptable seasonal captions

Replace every bracket and check the live menu, availability and terms. These are draft structures, not permission to make unsupported claims or send unsolicited messages.

Announcement: “[Seasonal item/menu] is available at [restaurant] from [start] to [end]. Expect [accurate ingredient/portion detail]. [Main conditions]. See the menu or book here: [link].”

Practical planning: “Planning [occasion]? Our [pickup/reservation] option works like this: [one or two steps]. Order/book by [real cutoff] for [service dates]. [Availability or quantity limits]. Details: [link].”

Behind the dish: “Meet [item]. We prepare it with [verified process/ingredient detail] and serve it with [actual accompaniment]. Available [times/dates]. Current menu: [link].”

Honest reminder: “A reminder that [offer/menu] ends [verified date/time]. [Qualifying terms]. If it suits your plans, [action/link].” Delete the deadline line if no real cutoff exists.

Hours update: “Our hours on [date] are [hours], with [pickup/dine-in differences]. [Normal service resumes date, if verified]. Check details at [link].”

For opted-in email, add the required sender/footer/unsubscribe details. For SMS, use the provider’s approved sender and opt-out format. Do not copy a social caption into a message without checking those requirements.

Template 5. Asset and approval tracker

Campaign: [name] | Approved fact sheet: [file/link] | Asset folder: [link]. One current version prevents mismatched dates, prices and conditions.

Asset	Purpose / destination	Owner / due	Approval / status
Main dish photo	[menu/social/listing]	[name/date]	[rights/accuracy/status]
Vertical short video	[process/practical detail]	[name/date]	[captions/audio/status]
Offer graphic	[dates/terms/channel]	[name/date]	[facts checked/status]
Landing page or menu	[customer action]	[name/date]	[mobile test/status]
Email or SMS copy	[opted-in audience]	[name/date]	[consent/footer/status]
Staff briefing	[redemption/fulfillment]	[name/date]	[team trained/status]

- Files with an expiry or removal date: [file/date/owner].
- People, photography, music and logo permissions checked: [records].
- Accessibility checks: [captions, readable text, useful image descriptions].
- Final approved versions: [links].
- Blocked asset and fallback: [issue; safe alternative].

Template 6. Launch, close and results checklist

- Before launch: [ ] official dates verified [ ] menu/stock confirmed [ ] economics approved [ ] terms visible [ ] mobile link tested [ ] staff briefed [ ] rights checked [ ] audience permissions checked.
- On launch: [ ] public post/page visible [ ] date/time zone correct [ ] actual order/reservation test passed [ ] inquiries routed to owner.
- During: [ ] stock/capacity monitored [ ] changes logged [ ] errors corrected [ ] no false urgency or unavailable offer left live.
- At close: [ ] expired content removed or clearly marked [ ] outstanding guest commitments handled [ ] assets archived [ ] results reviewed.

Result	Value	What it means
Primary completed action	[count]	[definition and period]
Attributed net sales / costs	[amounts]	[what is included/excluded]
Service issues / guest questions	[count/themes]	[operational lesson]
Comparison and confounders	[baseline/changes]	[limits on causal claims]

Keep: [action]. Change: [one improvement]. Stop: [low-value activity]. Next campaign owner and decision date: [name/date].

Sources and use notes

Official reference sources were checked during preparation in October 2026. Numbered source mentions in the guide refer to the entries below. Original worksheets, examples, and calculations are 63Labs planning tools, not material endorsed by these organizations.

1. Google Business Profile: Create and manage posts

Offer/event date fields and public post statuses. Platform interfaces and policies can change. Checked 23 October 2026.

https://support.google.com/business/answer/7342169?hl=en

2. Twilio Messaging Policy

Provider rules for marketing consent, sender identification and opt-out. Checked 23 October 2026.

https://www.twilio.com/en-us/legal/messaging-policy

3. FTC: CAN-SPAM Act compliance guide for business

U.S. commercial-email requirements. Local requirements and other providers may differ. Checked 23 October 2026.

https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business

Before use

Replace hypothetical values with verified restaurant data. Confirm responsibilities, approval limits, dates, offer terms, and local requirements. Do not send drafts, promise prices, or change operating procedures until the appropriate owner has approved them. The pack does not include legal contracts or ongoing updates.