

2026

MARKETING CALENDAR

JANUARY

2026

FRESH START, FRESH PAINT

January is about resolutions, self-care, cozy vibes, and kicking off the year with creativity.

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SCHEDULE SOCIAL MEDIA CONTENT IN ADVANCE:

Plan posts about the "Fresh Start, Fresh Paint" campaign 2-3 weeks ahead. Use a social media scheduling tool to maintain consistency even on your busiest days.

KEY PROMOTION IDEAS

- **New Year, New Mug:**
Promote mugs with inspirational words, affirmations, or “word of the year.”
- **Vision Plate Workshop:**
Paint plates/tiles to display personal or family goals.
- **Winter Warmth**
Discount: 10% off hot cocoa mugs or bowls all month.
- **Self-Care Saturdays:**
Position pottery painting as relaxation and mental wellness.

SOCIAL MEDIA

- **Instagram Story Ideas:**
 - Week 1, Poll: “What’s your word of the year?” Overlay examples painted on pottery.
 - Behind-the-scenes: Staff picking their own motivational word mugs
 - Week 2, Quiz: “Which project would you paint first? (Vision plate vs. Mug vs. Bowl)”
 - Customer spotlight: Share a time-lapse of someone painting a January project.
 - Week 3, Poll: Sticker: “Tap to add your resolution!” Share responses.
 - Share UGC (user-generated content): Ask followers to tag the studio with their “fresh start” pieces.
 - Week 4, Quick tip reel: “How to paint bold lettering for your word of the year.”

EMAIL MARKETING:

- **Email #1 (early January):**
 - Subject line: Start 2026 with Creativity!
 - Highlight theme : “New Year, New Mug” and promote your vision plate workshop. Include photos of sample projects.
- **Email #2 (mid-January):**
 - Subject line: Beat the Winter Blues – Paint with Us!
 - Focus on self-care, cozy vibes, and stress relief. Feature mugs, bowls, and self-care Saturdays. Include link to book tables.

IN-STUDIO EVENTS:

- **New Year Kickoff Party**
(early Jan) Paint, cocoa bar, affirmations station
- **Family Vision Board Day**
(mid-Jan) Families paint plates/tiles with goals.
- **Winter Blues Night** (late Jan) Music, tea/cocoa, focus on relaxing painting.



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LOCAL PARTNERSHIP IDEA:

- **Yoga or Wellness Studio:**
Cross-promote “Paint + Meditate” night.
- **Coffee Shops:** Partner on “New Year, New Mug” with coffee gift card bundles.
- **Libraries:** Offer a goal-setting tile project with their January reading challenges.

MARKETING TIPS:

- **Promote self-care and experiences** (trending over “stuff”).
- **Use AI design tools** (like Canva’s AI text-to-graphic) to speed up content creation.
- **Leverage TikTok/Reels trends** for time-lapse “before and after” pottery glow-ups.
- **Keep calls-to-action simple:** “Book a table now.” “Reserve your spot today.”
- **Use Hashtags:** Suggested January hashtags: #NewYearNewCreations #FreshStartFreshPaint #PotteryGoals #PaintYourOwnPottery #StudioSelfCare #PotteryVibes

BONUS IDEAS:

- **Create a January challenge**
Customers who paint 3+ pieces this month get entered into a prize drawing.
- **Offer “Bring a Friend, Free Glaze”** coupon to encourage new visitors.
- **Run a social challenge** Share your “Word of the Year” mug and tag the studio to win a gift card.



FEBRUARY

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MADE WITH LOVE

Celebrate love, friendship, and community through pottery. Highlight Valentine's Day, Galentine's Day, and kindness/connection themes throughout the month.

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FEBRUARY

KEY PROMOTION IDEAS

- **Couples & Friends Specials:**
“Paint with Someone You Love” BOGO studio fee or discounted couple’s package.
- **Galentine’s Day Event:**
Special night for friends with wine, desserts, and pottery.
- **Random Acts of Kindness Week** (Feb 9–15): Encourage customers to paint gifts for friends, teachers, or healthcare workers. Offer a discount for painting something to gift.
- **Winter Warm-Up:** Promote cozy pottery like mugs, bowls, and soup crocks with hot chocolate or tea.

SOCIAL MEDIA & EMAIL MARKETING:

- **Instagram Story Ideas:**
 - Week 1:
 - Poll: “Which mug would you paint – Heart Mug or XO Mug?”
 - Staff intro: Share team members’ favorite pottery pieces for Valentine’s.
 - Week 2:
 - Behind-the-scenes: Galentine’s event prep (tables set up, glaze choices).
 - Quiz: “What color symbolizes love for you?” (Red, Pink, Purple, etc.).
 - Week 3:
 - Time-lapse: A couple of friends painting together.
 - Interactive: “Tag a friend you’d love to paint with!”
 - Week 4:
 - “What are you painting this weekend?” with user-generated responses.

EMAIL MARKETING:

- **Email 1 (Early February):**
 - Subject line: “Love Is in the Air (and on the Pottery Table)”
 - Highlight Valentine’s/Galentine’s events, couples’ packages, and February promotions.
 - CTA: “Reserve your table before it fills up!”
- **Email 2 (Mid-February):**
 - Subject line: “Spread a Little Kindness with Pottery”
 - Feature easy gift ideas: mugs, mini plates, jewelry dishes, or teacher appreciation gifts.
 - Remind customers to book now for spring break camps (great lead-in to March promotions).



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IN-STUDIO EVENTS:

- **Feb 8–14: Valentine's & Galentine's Week:** Themed nights with snacks, music, and pottery keepsakes.
- **Feb 20: Kindness Night:** Customers paint pieces to donate (partner with a shelter, school, or hospital).
- **Winter Warm-Up Weekend (Feb 22–23)**
 - Promote cozy pottery: mugs, soup bowls, and cocoa sets.
 - Offer complimentary hot chocolate bar or tea station.
 - Great family-friendly activity to keep customers painting when the weather is chilly.
- **Self-Love Saturday (Feb 15 or Feb 22)**
 - Market this as a solo or group event for customers who want to focus on relaxation and creativity.
 - Include journaling prompts (customers paint a “gratitude plate” or “affirmation mug”).
 - Partner with a local yoga or wellness instructor for a short intro session before painting.

LOCAL PARTNERSHIP IDEA:

- **Florists:** Pair fresh flowers with painted vases.
- **Bakeries/Cafés:** Cross-promote with chocolate-dipped strawberries or cupcakes for Galentine's/Valentine's events.
- **Wellness Studios:** Partner for a “Self-Love Saturday” with yoga and pottery.

MARKETING TIPS:

- Push reservations early for Valentine's week – promote by late January.
- Use reels and TikTok-style content showing couples laughing/painting for relatability.
- Bundle offers (pottery + wine/dessert) to increase per-ticket sales.
- **Use Hashtags:** Suggested February hashtags:
#ValentinesDayPottery
#PaintLove #GalentinesDay
#PotteryDateNight
#PYOPLove
#HandmadeWithLove

BONUS IDEAS:

- **Photo Booth:** Set up a heart-themed backdrop for guests to snap pics. Share on social media.
- **Staff Favorites Reel:** Each staff member shares their favorite Valentine's pottery idea.
- **Love Notes in the Studio:** Create a “love wall” where customers can write sweet notes or messages on small paper hearts and display them in your studio. This adds a personal, feel-good element and encourages more foot traffic during February.



MARCH

2026

LUCKY TO BE CREATIVE

Celebrate luck, growth, and creativity with St. Patrick's Day, spring break, and welcoming warmer weather. March is a great month to highlight family fun, kids' camps, and fresh seasonal designs.

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KEY PROMOTION IDEAS

- **Lucky Charms Collection:** Discount or bundle on shamrocks, rainbows, leprechauns, and gold coin-inspired pottery.
- **Family Fun Day:** Promote group discounts (family paints together, save 10%).
- **Spring Break Camp Push:** Market early and keep spots limited for urgency.
- **Bring the Green:** 10% off if customers wear green to paint during St. Patrick's week.
- **Mug Madness:** Tie into basketball season – “Paint Your Game Day Mug” with free popcorn during events.

SOCIAL MEDIA

- Week 1 – Spring Kickoff
 - Poll: “Which spring icon should we paint – Bunny or Flower?”
 - Behind-the-scenes: staff prepping St. Patrick's bisque pieces.
- Week 2 – St. Patrick's Hype
 - Quiz: “How many shamrocks are hidden in our studio today?” (customers have to visit to find out).
 - Story template: “I'm lucky because...” – encourage followers to share.
- Week 3 – Spring Break Fun
 - Timelapse: kids' camp in action or sneak peek of a project.
 - Poll: “Would you rather paint mugs or bowls on break?”
- Week 4 – March Madness
 - Countdown: “Game Day Mug Event starts in 3...2...1!”
 - Ask: “What's your favorite game-day snack to eat out of your pottery?”

EMAIL MARKETING:

- Email 1 (Early March):
 - Subject Line: “Get Lucky with Creativity This March”
 - Promote St. Patrick's events, “wear green” promotion, and early spring break registration.
 - Include photos of themed pottery (rainbows, shamrocks, mugs).
- Email 2 (Mid-Late March):
 - Subject Line: “Spring Break Fun Starts Here”
 - Focus on spring break camps, family paint days, and special hours.
 - Include urgency: “Limited seats left!”



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IN-STUDIO EVENTS:

- **Shamrock Saturday (March 14)**
 - Customers paint shamrock and rainbow-themed pottery.
 - Hide paper shamrocks around the studio – kids who find one get a free small bisque piece or glaze upgrade.
- **St. Patrick's Day Party (March 17)**
 - Wear green for 10% off.
 - Free gold coin chocolate at each table.
 - Offer themed projects: rainbow mugs, lucky horseshoes, shamrock plates.
- **Family Spring Break Paint Week (Mid-March, aligned with local school schedules)**
 - Open extended hours.
 - Daily "theme days" (Mug Monday, Tile Tuesday, Figurine Friday).
 - Add snacks or bundle pricing for groups.
- **March Madness Paint Night (Late March)**
 - Guests paint game-day bowls, chip-and-dip platters, or mugs while watching games in studio or following along with updates.
 - Free popcorn or soda included.
- **Bunny Trail Preview (March 29–30)**
 - Sneak peek of April/Easter projects.
 - Families can pre-paint bunnies, baskets, or egg plates.

MARKETING TIPS:

- Push spring break registration early (late February through early March).
- Lean into FOMO by showing filled camps/tables on social media.
- Use lots of green and gold color palettes in graphics.
- **Encourage user-generated content:** "Share your lucky creation and tag us for a chance to win!"
- **Use Hashtags:** Suggested March hashtags: #LuckyToBeCreative #ShamrockAndRoll #PYOPPottery #PotteryRainbow #SpringBreakFun #MarchMadnessMugs

BONUS IDEAS:

- **"Pot of Gold" Contest:** Hide golden tickets in bisque pieces; winners get a discount or free studio fee.
- **Social Media Challenge:** "Show us your lucky charm!" (customers post pottery or real-life charms).
- **March Loyalty Punch Card:** Paint 3 times this month, get a free studio fee in April.
- **Community Outreach:** Host a paint-to-donate event for local nonprofits (e.g., bowls for soup kitchens).



APRIL

2026

BLOOM WITH CREATIVITY

Celebrate growth, color, and family togetherness. April is all about Easter, spring blooms, Earth Day, and getting ready for Mother's Day gifts.

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KEY PROMOTION IDEAS

- **Hop Into Easter:** Promote bunny figurines, egg plates, and pastel glazes leading up to Easter Sunday (April 5, 2026).
- **Passover:** Begins April 2nd
- **Bloom Specials:** Offer discounts or bundles on flower-shaped pottery and garden items (planters, birdhouses).
- **Earth Day Event:** Highlight eco-conscious creations (paint reusable mugs, dishes, or planters).
- **Mother's Day Pre-Orders:** Launch early marketing for May 10 – push handprint pottery, personalized gifts, or “Paint for Mom” specials.

SOCIAL MEDIA

- **Week 1 – Spring Kickoff**
 - Poll: “Would you rather paint bunnies or flowers?”
 - Behind-the-scenes: prepping Easter pottery displays.
- **Week 2 – Easter Hype**
 - Countdown to Easter Sunday with a different Easter project each day.
 - Interactive quiz: “How many eggs are hidden in the studio?”
- **Week 3 – Earth Day Awareness**
 - Share a timelapse of painting planters or mugs with “green” messages.
 - Ask followers: “What pottery piece would you paint for Earth Day?”
- **Week 4 – Mother's Day Teaser**
 - Post a sneak peek of “gift ideas for mom.”
 - Poll: “Would your mom love flowers or coffee mugs?”

IN-STUDIO EVENTS:

- **Easter Paint Parties (April 1-5)**
 - Egg painting, bunny figurines, and themed family workshops.
 - Add an Easter egg hunt around the studio with small prizes (glaze upgrade, free studio fee).
- **Kids' Spring Break Tie-Over (Early April, depending on school calendars)**
 - “Paint Your Own Easter Basket” with small bisque add-ons like chicks, carrots, and mini eggs.
 - Shorter, kid-friendly sessions during the day.
- **Earth Day Celebration (April 22)**
 - Paint-a-Planter: customers decorate pots for flowers or herbs.
 - Offer a seed packet with each planter.
 - Optional: partner with a local garden shop or conservation group.
- **Moms & Memories Workshop (April 26-30)**
 - Encourage kids (with parents) to paint gifts early for Mother's Day.
 - Projects: handprint plates, jewelry trays, or vases.
- **Adult Night – Spring Fling**
 - Themed night with bright glazes, floral stencils, and pastel cocktails/mocktails.
 - Perfect for groups of friends who want to celebrate spring.



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EMAIL MARKETING:

- **Email 1 (Early April):**
 - Subject Line: “Hop Into Easter Fun”
 - Feature Easter projects, family events, and spring pottery ideas.
 - CTA: “Reserve your Easter table now before spots fill up!”
- **Email 2 (Late April):**
 - Subject Line: “The Perfect Handmade Gift for Mom”
 - Promote Mother’s Day projects (handprints, jewelry dishes, personalized mugs).
 - Include a booking link for a “Paint for Mom” event or preorder gift option.

LOCAL PARTNERSHIP IDEA:

- **Florists:** Pair painted vases with flower arrangements for Mother’s Day.
- **Garden Centers:** Cross-promote “paint your own planter” events.
- **Coffee Shops:** Partner for Mother’s Day – coffee mug + coffee gift card bundle.
- **Preschools/Daycares:** Offer “handprint pottery projects” as class activities for Mother’s Day.

MARKETING TIPS:

- Push Easter promotions early (by late March) since Easter falls in early April 2026.
- Highlight “experience over stuff” in messaging: families making memories, not just buying pottery.
- Use bright pastel visuals across all channels.
- Build urgency for Mother’s Day gifts – “Make it by April 30 to guarantee it’s ready in time.”
- **Use Hashtags:** Suggested April hashtags:
 - #BloomWithCreativity
 - #HoppyPottery
 - #SpringPaintingFun
 - #EarthDayCreativity
 - #HandmadeForMom
 - #PYOPStudio

BONUS IDEAS:

- **Photo Wall:** Easter or spring-themed backdrop for family photos.
- **Handprint Week:** Dedicate a week to handprint keepsakes – parents love the convenience.
- **“Bloom Board” Challenge:** Encourage customers to paint a flower tile, then create a large community art wall in the studio.



MAY

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MADE WITH LOVE

May is about honoring moms, teachers, and graduates, while also celebrating the start of summer. Focus on gifts, milestones, and meaningful keepsakes.

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KEY PROMOTION IDEAS

- **Mother's Day Gifts (May 10, 2026):** Push handprints, vases, jewelry dishes, mugs, and "Paint for Mom" events. Guarantee kiln deadlines (cut-off around May 5-7).
- **Teacher Appreciation (May 4-8):** Encourage students to create personalized mugs, pencil holders, or plaques for teachers.
- **Graduation Keepsakes:** Market autograph plates, signature frames, and memory mugs.
- **Memorial Day (May 25):** Run patriotic promotions – red/white/blue pottery, serving platters for cookouts.
- **Summer Kickoff:** Start teasing summer camps & kids' programs. Offer early-bird registration discounts.

SOCIAL MEDIA

- **Week 1 – Teacher Appreciation**
 - Poll: "Best teacher gift – Mug or Plate?"
 - Story template: "Thanks, Teacher!" where followers tag teachers they appreciate.
- **Week 2 – Mother's Day Push**
 - Countdown: "X days until Mother's Day – still time to paint the perfect gift!"
 - Staff picks: Share favorite "gifts for mom" pottery pieces.
- **Week 3 – Graduation Season**
 - Quiz: "What would you paint for a graduate – Plate or mug?"
 - Share a reel of signature/autograph plates being painted.
- **Week 4 – Memorial Day & Summer Kickoff**
 - Poll: "Which would you paint for BBQ season – Serving Platter or Pitcher?"
 - Sneak peek: Summer camp projects (time-lapse of a kid-friendly design).

IN-STUDIO EVENTS:

- **1. Handprint Week (May 1-7)**
 - Dedicated week for handprint projects before Mother's Day.
 - Offer predesigned templates (butterflies, flowers, "I ❤️ Mom" messages).
- **2. Teacher Appreciation Paint Night (Early May)**
 - Families come in to paint teacher gifts.
 - Provide quick projects that can be finished in 1-1.5 hours.
- **3. Mother's Day Weekend (May 9-10)**
 - Family sessions with brunch snacks or mimosas (if your studio allows).
 - "Paint with Mom" – free studio fee or discount for moms painting with kids.
- **4. Graduation Keepsake Event (Mid-May)**
 - Feature autograph plates and signature platters.
 - Provide metallic pens for signing after glazing.
- **5. Memorial Day Patriotic Paint (May 24-25)**
 - Focus on BBQ and picnic pottery (platters, chip & dip bowls).
 - Offer red/white/blue stencil kits for easy designs.



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EMAIL MARKETING:

- **Email 1 (Early May):**
 - Subject Line: “Paint the Perfect Gift for Mom”
 - Highlight handprints, vases, and other Mother’s Day projects.
 - Stress kiln deadlines – “Paint by May 5th to guarantee pick-up before Mother’s Day.”
- **Email 2 (Mid-Late May):**
 - Subject Line: “Celebrate Teachers, Grads, & Summer Fun”
 - Promote teacher gift ideas, graduation autograph plates, and Memorial Day pottery.
 - Include call-to-action for summer camp early-bird registration.

LOCAL PARTNERSHIP IDEA:

- **Flower Shops:** Pair painted vases with floral bouquets for Mother’s Day.
- **Schools/PTAs:** Promote teacher gift nights and graduation keepsakes.
- **Cafés:** Partner for a mug + gift card bundle for teachers or grads.
- **Veterans Groups:** Team up for Memorial Day, donating a portion of sales to support local organizations.

MARKETING TIPS:

- **Deadlines are everything:** Clearly promote “paint by this date” for guaranteed pick-up before Mother’s Day & graduations.
- **Push gift ability:** Remind customers pottery is personal, lasting, and meaningful.
- **Maximize May foot traffic:** Every guest who comes for gifts should be invited to book summer camps or future events.
- **Bundle sales:** Promote “3 teacher gifts for \$XX” or “2 mugs + 1 plate package.”
- **Use Hashtags:** Suggested May hashtags: #MadeWithLove
#HandmadeForMom
#TeacherAppreciationGifts
#GraduationMemories
#MemorialDayPottery
#SummerKickoff

BONUS IDEAS:

- **Gift Card Promotion:** “Buy a \$25 gift card, get \$5 free” for Mother’s Day & graduation.
- **VIP Teacher Discount:** Teachers get a discount all month long if they show ID.
- **Photo Wall:** Graduation cap & gown photo booth or “Mom & Me” Mother’s Day photo spot.
- **Social Challenge:** “Post your teacher or mom gift pottery with #MadeWithLove for a chance to win a free studio fee.”
- **Summer Camp Teaser Bags:** Give families who paint in May a camp info flyer and small goody bag.



JUNE

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KICK OFF SUMMER!

Focus on Father's Day, Summer Camp launches, and family-friendly summer fun. Highlight pottery as both a creative outlet and a memory-making activity.

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KEY PROMOTION IDEAS

- **Father's Day Gifts (June 21, 2026):** Promote "DIY Dad" projects – mugs, grilling platters, steins, and sports-themed pottery.
- **Summer Camps:** Push early-bird sign-ups for July and August; showcase camp themes (animals, under the sea, superheroes).
- **School's Out / Family Bonding:** Position studio visits as the perfect boredom-buster for kids at home.
- **Travel Season Tie-In:** Market "Memory Makers" projects – family platters, vacation keepsakes, or travel mugs.

SOCIAL MEDIA

- **Week 1 (Father's Day Build-Up):**
 - Poll: "What's Dad's drink of choice—coffee or beer?" (pair with mugs/steins).
 - Countdown to Father's Day pick-up deadlines.
 - BTS of kids painting "Best Dad Ever" projects.
- **Week 2 (Summer Kickoff):**
 - Reel: "Top 3 boredom busters in the studio."
 - Quiz: "What's your summer camp spirit animal?"
 - Story sticker: "Tag your summer crew!"
- **Week 3 (Camp Spotlight):**
 - Camp theme sneak peek (show supply boxes).
 - Camper UGC: kids showing off past projects.
 - Poll: "Would you rather paint a shark or a unicorn?"
- **Week 4 (Vacation Keepsakes):**
 - Showcase: Travel mugs and plates with "beachy" designs.
 - Sticker: "Dream vacation – mountains or beach?"
 - Highlight: Families painting together before trips.

EMAIL MARKETING:

- **Email 1: "Celebrate Dad with Handmade Memories" (send June 3–5)**
 - Promote Father's Day gift projects and workshops.
 - Emphasize urgency: "Paint by June 14 for Father's Day pickup."
- **Bundle idea: Dad + kid date night.**
- **Email 2: "School's Out, Fun Is In!" (send June 17–19)**
 - Spotlight summer camp sign-ups.
 - Push drop-in family painting days.
 - Highlight "vacation pottery" for keepsakes.

IN-STUDIO EVENTS:

- **Dad's Day Workshop (early June):** Kids paint mugs, platters, or grilling plates. Add doughnuts and coffee to sweeten the event.
- **Father's Day "Dad & Me" Night (mid-June):** Bonding event with pizza + pottery.
- **Summer Kickoff Bash (June 1 weekend):** Music, popsicles, photo booth, and pottery painting.
- **Camp Sneak Peek Day:** Let kids try mini-projects from your summer camp themes.



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LOCAL PARTNERSHIP IDEA:

- **Barbershops / Breweries:**
Cross-promote steins, beer mugs, and “Dad’s Day” events.
- **Schools/PTAs:** Partner for “last day of school” painting parties or fundraiser platters.
- **Ice Cream Shops:** Trade promotions—free scoop coupon with camp registration.
- **Sports Teams:** Partner with youth leagues for “team pottery nights.”

MARKETING TIPS:

- Set deadlines clearly for Father’s Day pottery pickup.
- Use video storytelling – show kids painting gifts for Dad to boost emotional engagement.
- Promote camps weekly until full (show limited spots).
- Trending Hashtags: #FathersDayGift
#DadsDayOut #SummerCampFun
#SchoolsOut #FamilyFun
#PaintYourOwnPottery

BONUS IDEAS:

- **Gift Card Push:** “Last-minute Father’s Day solution: a gift card for a creative day together!”
- **Camp Loyalty Program:** Offer \$10 off a future visit when parents sign kids up for camp.
- **Patio Pottery:** Host an outdoor painting day with cold lemonade/iced tea.
- **Social Media Challenge:** Launch a “Paint with Dad” photo contest – winner gets a free family pass.



JULY

2026

STARS, STRIPES, AND SUMMER FUN

Focus on patriotic holidays, midsummer boredom busters, and family togetherness. Showcase pottery as a creative, cool way to beat the heat.

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JULY

KEY PROMOTION IDEAS

- **Fourth of July (July 4, 2026 – Saturday):** Push red/white/blue pottery–star plates, flag platters, BBQ trays, and drinkware.
- **Family Fun Month (all July):** Market “beat the heat” painting sessions as indoor family fun.
- **Vacation Keepsakes:** Encourage families to paint travel mugs, memory platters, or souvenir-style pieces.
- **Christmas in July:** Fun mid-month promotion – ornaments, holiday platters, and discounted gift card sales.
- **Summer Camps Continue:** Promote any remaining July/August spots – “Last chance to sign up!”

SOCIAL MEDIA

- **Week 1 (July 1–7 – Fourth of July):**
 - Poll: “Hot dogs or burgers?” (pair with platters).
 - Countdown sticker for July 4 pickup deadlines.
 - Reel: Painting star-spangled pottery.
- **Week 2 (July 8–14 – Family Fun):**
 - Sticker: “Beat the heat with us!”
 - Kids painting bowls/mugs for summer ice cream.
 - Quiz: “Which summer treat are you?”
- **Week 3 (July 15–21 – Christmas in July):**
 - UGC: Customers painting ornaments.
 - Poll: “Are you Team X or Team X?”
 - Highlight: Gift card promo “stocking stuffer in July.”
- **Week 4 (July 22–31 – Travel/Vacation Keepsakes):**
 - Showcase: “Paint your vacation memories” (beachy pieces, summer mugs).
 - Sticker: “Beach or mountains?”
 - Reel: Families painting together before leaving on trips.

IN-STUDIO EVENTS:

- **Star-Spangled Paint Party (July 2–3):**
Paint patriotic pottery + festive snacks.
- **Family Ice Cream Bowl Night (July 10–12):** Each guest paints a custom bowl, free ice cream included.
- **Christmas in July Workshop (July 18):**
Ornament painting, holiday music, and optional “snow cones.”
- **Summer Movie & Pottery Night (July 24–25):** Play a family-friendly movie, and let guests paint popcorn bowls.
- **Vacation Keepsake Day (July 30):**
Families paint a memory plate together before the back-to-school rush begins.



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JULY

EMAIL MARKETING

- **Email 1: “Red, White, & Paint!” (send June 26–28)**
 - Showcase patriotic pottery.
 - Promote July 4 deadlines for pick-up.
 - Event plug: “Star-Spangled Paint Night.”
- **Email 2: “Christmas in July” (send July 14–16)**
 - Spotlight ornaments and platters.
 - Limited-time gift card deal (e.g., buy \$25, get \$5 free).
 - Tie-in summer camps: “Only a few seats left!”

LOCAL PARTNERSHIP IDEA:

- **Ice Cream Shops:** Co-host a “Paint a Bowl, Get a Scoop” promo.
- **Community Pools / Parks:** Sponsor “Family Fun Nights” with studio coupons.
- **Travel Agencies / Camps:** Offer small discounts for families showing camp sign-up confirmation.
- **Toy Stores / Kids Boutiques:** Partner for cross-promos leading into back-to-school.

MARKETING TIPS:

- Use urgency language for July 4 and camp sign-ups (“Final week to register!”).
- Repurpose Christmas in July photos in December ads.
- Keep events short + cool (indoor AC, cold drinks).
- **Trending Hashtags:**
 - #FourthOfJulyFun
 - #StarsAndStripes
 - #FamilyFunMonth
 - #ChristmasInJuly
 - #PaintYourOwnPottery
 - #SummerVibes

BONUS IDEAS:

- **Firework Discount:** Customers wearing red/white/blue get \$5 off.
- **Christmas in July Contest:** Share an ornament photo for a chance to win a holiday platter in December.
- **Cool Down Giveaway:** Enter guests to win a summer “Family Fun Basket” (water balloons, popsicles, painting gift card).
- **Patriotic Pottery Display:** Fill your shelves with pre-painted samples (flags, stars, fireworks) to inspire impulse painters.



AUGUST

2026

BACK TO SCHOOL AND SQUEEZE THE LAST DROP OF SUMMER

Highlight back-to-school excitement, teacher appreciation,
and family bonding before fall routines set in.

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AUGUST

KEY PROMOTION IDEAS

- **Back-to-School Keepsakes:**
Kids paint pencil holders, snack plates, or “first day” memory tiles.
- **Teacher Gifts / Appreciation:**
Market mugs, desk organizers, and platters as perfect teacher gifts.
- **End-of-Summer Bucket List:**
Position painting as a “must-do” before school starts.
- **College Send-Offs:** Promote dorm pottery – mugs, bowls, name plates, or inspirational quote pieces.
- **Late-Summer Camps & Workshops:** Last call for themed mini-camps or one-day workshops.

SOCIAL MEDIA & EMAIL MARKETING:

- **Week 1 (Aug 1–7 – Back-to-School Kickoff):**
 - Poll: “Are you Team Early Bird or Team Last Minute?”
 - BTS: Kids painting pencil cups & snack trays.
 - Countdown: “Last week of summer camps!”
- **Week 2 (Aug 8–14 – Teacher Gifts):**
 - Quiz: “Which teacher are you most thankful for?”
 - Showcase: Easy teacher gift ideas (mugs/platters).
 - Reel: “3 teacher gift ideas you can paint this weekend.”
- **Week 3 (Aug 15–21 – Family Bonding):**
 - Story sticker: “One last family day before school starts”
 - Reel: Family painting together.
 - Poll: “Would you rather paint as a family or solo?”
- **Week 4 (Aug 22–31 – College Send-Offs / First Day Memories):**
 - Showcase: Dorm pottery (bowls, mugs).
 - Story idea: Customers share pics of “First Day” tiles or handprints.
 - Poll: “Who’s ready for fall? / Not me yet”

IN-STUDIO EVENTS:

- **Back-to-School Bash (early August):** Kids paint pencil holders or snack plates; add popsicles/juice boxes.
- **Teacher Gift Night (mid-August):** Adults-only evening painting mugs/platters for educators.
- **Family Paint Night (Aug 16–18):** Celebrate the end of summer with family specials (discounted group rates).
- **College Bound Workshop (Aug 22–24):** Teens paint dorm pottery with inspirational quotes.
- **First Day Handprint Tiles (Aug 30–31):** Families create annual keepsakes.



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AUGUST

LOCAL PARTNERSHIP IDEA:

- **Schools/PTAs:** Offer “back-to-school” fundraiser platters or coupons in PTA newsletters.
- **Daycares/Preschools:** Partner on “first day handprint” projects.
- **Local Coffee Shops:** Cross-promote teacher mugs with free coffee coupons.
- **Colleges/Universities:** Partner with student organizations for dorm pottery nights.

EMAIL MARKETING

- **Email 1: “Make Back-to-School Extra Special” (send Aug 5–7)**
 - Promote keepsake projects: pencil holders, snack plates, memory tiles.
 - Highlight “teacher gift ideas” with sample images.
 - Call to Action: “Book your back-to-school painting session today!”
- **Email 2: “One Last Summer Splash” (send Aug 18–20)**
 - Focus on family bonding before school.
 - Showcase college send-off/dorm-friendly projects.
 - Reminder of August events & “last chance” for summer camps.

MARKETING TIPS:

- Showcase “limited-time” projects with pickup deadlines (teachers need gifts by first week of school).
- Lean on nostalgia: handprints, memory tiles, and family bonding resonate.
- Promote weekday traffic with after-school specials.
- **Trending Hashtags:**
#BackToSchoolFun
#TeacherGifts
#FamilyMemories #DormDecor
#SchoolDays
#PaintYourOwnPottery

BONUS IDEAS:

- **First Day Photo Station:** Create a chalkboard sign backdrop for families to snap pics after painting.
- **Teacher Giveaway:** Customers nominate a favorite teacher to win a custom platter.
- **Dorm Survival Kit Bundle:** Pair a painted mug or bowl with hot cocoa packets or ramen for a fun upsell.
- **Countdown Calendar:** Post “30 days of painting projects before school starts” on social media.



SEPTEMBER

2026

FALLING INTO CREATIVITY

Highlight cozy fall vibes, Grandparents Day, and back-to-routine projects. Position the studio as the perfect creative outlet now that school is back in session.

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KEY PROMOTION IDEAS

- **Grandparents Day (Sept 13, 2026):** Promote handprint plates, mugs, or memory projects as heartfelt gifts.
- **Fall Kick-Off Projects:** Pumpkins, leaf bowls, and autumn glazes to inspire cozy decorating.
- **Back-to-Routine Fun:** After-school pottery clubs, family paint nights, and weekday specials.
- **Self-Care & Creativity:** Market pottery as stress relief for busy parents (pair with fall tea/coffee pieces).
- **Early Halloween Tease:** Showcase spooky season projects (ghosts, candy bowls) to start pre-orders.

SOCIAL MEDIA

- **Week 1 (Sept 1–6 – Fall Kick-Off):**
 - Poll: “Pumpkin spice or apple cider?”
 - Reel: Show glazes in cozy fall tones.
 - Countdown: “Fall pottery is here!”
- **Week 2 (Sept 7–13 – Grandparents Day):**
 - Story poll: “Who’s your #1 cheerleader – Grandma or Grandpa?”
 - Showcase handprint/keepsake plates.
 - Reel: Kids painting gifts for grandparents.
- **Week 3 (Sept 14–20 – Back-to-Routine):**
 - Sticker: “After-school activity idea!”
 - BTS: Small group of kids painting together.
 - Reel: Family paint night highlights.
- **Week 4 (Sept 21–30 – Spooky Sneak Peek):**
 - Poll: “Cute or Spooky?”
 - Showcase Halloween candy bowls + figurines.
 - Countdown: “Halloween pottery drops Oct 1!”

IN-STUDIO EVENTS:

- **Grandparents Day Workshop (Sept 12–13):** Families paint together – handprint plates, mugs, or coasters.
- **Pumpkin Palooza (mid-Sept):** Guests paint pumpkins, gourds, and leaf bowls. Add cider and donuts for cozy vibes.
- **After-School Paint Club (weekly):** Drop-in painting for kids; parents get a break.
- **Ladies’ Night: Sip & Glaze (Sept 19–20):** Fall mugs and platters paired with BYOB or local coffee tasting.
- **Spooky Sneak Peek Night (Sept 26):** Launch Halloween pottery with a mini-party and glow-in-the-dark paints.

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SEPTEMBER



EMAIL MARKETING

- **Email 1: “Celebrate Grandparents with Handmade Love” (send Sept 4–6)**
 - Promote keepsake projects with handprints.
 - Call to action: “Paint by Sept 10 for gifts ready by the 13th.”
 - Optional event plug: “Family Grandparents Day Workshop.”
- **Email 2: “Fall Into Pottery” (send Sept 16–18)**
 - Showcase cozy fall designs and glazes.
 - Push after-school and family events.
 - Tease Halloween pottery coming in October.

LOCAL PARTNERSHIP IDEA:

- **Schools/PTAs:**
Promote after-school clubs or “art nights.”
- **Senior Centers:** Team up for group trips to paint fall projects.
- **Coffee Shops:** Cross-promote fall mugs with pumpkin spice drinks.
- **Bakeries:** Partner for cider and donut bundles during fall pottery events.

MARKETING TIPS:

- Use urgency for Grandparents Day gifts – set pickup deadlines.
- Showcase cozy vibes with warm, moody photography.
- Use reels to preview Halloween pottery early to get customers booking ahead.
- **Trending Hashtags:**
 - #FallIntoPottery
 - #GrandparentsDay
 - #CozyCreativity
 - #PumpkinSpiceSeason
 - #HandmadeWithLove
 - #PaintYourOwnPottery

BONUS IDEAS:

- **Grandparents Giveaway:**
Customers nominate a grandparent for a chance to win a free pottery set.
- **“First Day of Fall” Special (Sept 22):** Discount or free cider for painters that day.
- **Fall Family Pass:** Sell a bundle for 3–5 studio visits at a discount.
- **Spooky Shelf Display:** Fill shelves with pre-painted ghosts/pumpkins to inspire early Halloween shoppers.

OCTOBER

2026

SPOOKY SEASON AND PYOP DAY

October is one of the strongest studio months of the year. Halloween pottery + the annual Paint Your Own Pottery Day (Saturday, October 17) = huge opportunities for traffic, sales, and community engagement.

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KEY PROMOTION IDEAS

- **Halloween Pottery:**
Ghosts, pumpkins, candy bowls, tealight holders, haunted houses, and “cute spooky” figurines.
- **Paint Your Own Pottery Day (Oct 17):** National industry holiday – celebrate with in-studio specials, local press, and social media buzz.
- **Fall Decor Projects:** Leaf platters, fall mugs, harvest bowls (for those who prefer cozy over spooky).
- **Family and Kids Events:**
Trick-or-treat painting sessions, costume parties, and story-time tie-ins.
- **Adult Nights:** “Boo-ze & Brushes” evenings with glow-in-the-dark paint or BYOB.

SOCIAL MEDIA & EMAIL MARKETING:

- **Week 1 (Oct 1–7 – Spooky Kick-Off):**
 - Poll: “Spooky or Cute?”
 - Reel: Glow-in-the-dark paint demo.
 - Story sticker: “Drop your favorite Halloween candy.”
- **Week 2 (Oct 8–14 – Fall Decor and Cozy Vibes):**
 - Showcase fall mugs, platters, and harvest bowls.
 - Reel: “3 Cozy Projects to Paint This Fall.”
 - Sticker: “Pumpkin spice or apple cider?”
- **Week 3 (Oct 15–21 – PYOP Day, Oct 17):**
 - Countdown to PYOP Day.
 - Poll: “Will you be painting with us this weekend? Yes/Absolutely!”
 - Reel: Staff inviting the community to celebrate PYOP Day.
- **Week 4 (Oct 22–31 – Halloween Finale):**
 - Costume contest teaser.
 - Showcase candy bowls, trick-or-treat platters.
 - Reel: Customers painting in costume.
 - Poll: “Best Halloween movie? *Hocus Pocus* or *Ghostbusters*?”

EMAIL MARKETING

- **Email 1: “Spooky Season Has Arrived!” (send Oct 2–4)**
 - Showcase Halloween pottery and glow-in-the-dark paints.
 - Promote kids/family Halloween workshops.
 - Early reminder of PYOP Day coming mid-month.
- **Email 2: “Join Us for Paint Your Own Pottery Day!” (send Oct 12–14)**
 - Explain PYOP Day (national holiday for our industry).
 - Promote studio specials and events.
 - Call to action: “Reserve your spot today!”

IN-STUDIO EVENTS:

- **Glow Party (Oct 4–6):** Glow-in-the-dark paints under blacklights.
- **Pumpkin Painting Weekend (Oct 10–12):** Families paint pumpkin figurines and leaf bowls.
- **Paint Your Own Pottery Day Celebration (Oct 17):**
 - Special discounts (BOGO, % off studio fees).
 - Freebie giveaways (mini tiles, stickers).
 - Partner with local press for awareness.
- **Boo-ze & Brushes (Oct 18–20):** Adults paint Halloween decor with cocktails/mocktails.
- **Costume Party & Trick-or-Treat Night (Oct 25–27):** Kids paint candy bowls, win costume contest prizes.

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OCTOBER

LOCAL PARTNERSHIP IDEA:

- **Elementary Schools:**
Trick-or-treat tie-ins
or flyer distribution
for family events.
- **Bakeries/Candy
Shops:** Team up for
“Paint & Treat” nights.
- **Local
Breweries/Wineries:**
Co-host Boo-ze &
Brushes events.
- **Community
Centers/News
Outlets:** Promote
PYOP Day as a
national holiday.

MARKETING TIPS:

- Make PYOP Day your biggest
awareness push – go heavy on
stories, reels, and tagging
CCSA/industry hashtags.
- Display finished spooky samples
prominently for impulse projects.
- Use countdown stickers for both
PYOP Day and Halloween project
deadlines (for kiln timing).
- **Trending Hashtags:**
#PYOPDay2026 #SpookySeason
#HalloweenPottery #FamilyFun
#PaintYourOwnPottery
#FallVibes

BONUS IDEAS:

- **PYOP Day Giveaway:** Customers
entered into a raffle for free pottery
or studio gift cards.
- **Social Media Challenge:** “Show us
your spooky pottery!” Winner gets
free holiday project in November.
- **Trick-or-Treat Tokens:** Kids who visit
in costume get a free small bisque
piece (tile/ornament).
- **Spooky Selfie Station:** Photo booth
with cobwebs and props, branded
hashtag.



NOVEMBER

2026

GRATITUDE AND GIFTING

Focus on Thanksgiving gatherings, handmade holiday gift prep, and leveraging Small Business Saturday (November 28, 2026).

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NOVEMBER



KEY PROMOTION IDEAS

- **Thanksgiving Platters and Serving Ware:**

“Gobble Til You Wobble” plates, personalized turkey platters, pie dishes.

- **Gratitude Projects:**

“I’m Thankful For...” mugs, pumpkins, or plaques.

- **Holiday Gift Kickoff:**

Start promoting ornaments and gift-making early in the month.

- **Small Business**

- **Saturday Specials:**

Limited-time deals, gift card promos, or VIP painting sessions.

- **Friendsgiving Nights:**

Adult-focused evenings with snacks, cider, and pottery.

SOCIAL MEDIA

- **Week 1 (Nov 1–7):**

- Poll: “Pumpkin spice still going strong? YES / NO.”
- Time-lapse of painting a Thanksgiving platter.
- Sticker: Countdown to Small Biz Saturday.

- **Week 2 (Nov 8–14):**

- Story Q: “What’s your go-to side dish for Thanksgiving?”
- Behind-the-scenes: staff prepping holiday ornament samples.
- Reel: “Top 3 pottery gifts you can paint in under 2 hours.”

- **Week 3 (Nov 15–21):**

- Story poll: “Are you painting gifts this year? YES / NOT YET”
- Feature customer photos of pie plates, turkey platters, or family keepsakes.
- Share a “holiday gift menu” story highlight.

- **Week 4 (Nov 22–30):**

- Story countdown to Small Biz Saturday.
- Day-of: live updates, behind-the-scenes energy, limited-time deal stickers.
- Post-Thanksgiving: “Tired of shopping? Paint & relax with us this weekend.”

IN-STUDIO EVENTS:

- **Family Thanksgiving Keepsake**

Workshop: Create handprint turkeys or platters together.

- **Friendsgiving Paint Night:** BYOB

style, with festive snacks.

- **Holiday Gift Kickoff Party:**

Ornament painting launch with cocoa and cookies.

- **Small Biz Saturday Specials:** First

25 guests get a free ornament with purchase, or double loyalty points.

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NOVEMBER

LOCAL PARTNERSHIP IDEA:

- Collaborate with local bakeries or coffee shops for pie and platter bundles.
- Partner with schools or PTOs for gratitude projects as fundraisers.
- Work with the chamber of commerce or local markets to cross-promote Small Biz Saturday.
- Team up with a florist: “Paint a vase, get a discount on your holiday bouquet.”

EMAIL MARKETING

- **Email 1 (early November):**
“**Paint the Perfect Thanksgiving Table**”
- Showcase platters, pie dishes, and centerpieces.
- Promote Friendsgiving painting nights.
- Call-to-action: “Reserve your spot before the turkey’s gone!”
- **Email 2 (week of Nov 24):**
“**Small Business Saturday – Shop Local, Paint Local**”
- Highlight exclusive deals for Nov 28.
- Push gift cards and ornaments as easy, meaningful presents.
- Bonus: Include “Paint after Thanksgiving” events for families.

MARKETING TIPS:

- **Tips:**
 - Lean into local love messaging around Small Business Saturday.
 - Use countdowns to build urgency before Thanksgiving and SBS.
 - Show how pottery = meaningful, handmade, non-Amazon gifts.
- **Hashtags:**
#GratitudeAndGlaze
#HandmadeForTheHolidays
#SmallBizSaturday
#ShopLocalArt
#PaintAndGiveThanks
#MadeWithLove

BONUS IDEAS:

- **Gratitude Wall:** Customers write what they’re thankful for and add it to an in-studio display.
- **VIP Holiday Kickoff Night:**
Exclusive after-hours ornament event for email subscribers or loyalty members.
- **Ornament Advent Countdown:** Launch a 25-ornament painting challenge leading into December.
- **Community Giving:** Host a canned food drive in exchange for a painting discount.



DECEMBER

2026

HANDMADE HOLIDAYS – THE GIFT OF MEMORIES

Focus on gift-making, family traditions, and finishing the year strong with creative experiences.

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KEY PROMOTION IDEAS

- **Gift Certificates:** Push last-minute gift card sales (perfect for procrastinators).
- **Holiday Gift-Making Workshops:** Ornaments, personalized mugs, “cookies for Santa” plates.
- **Family Memory Keepsakes:** Group platters with handprints, signature ornaments, or “family tree” projects.
- **New Year’s Eve at Noon:** Family-friendly countdown with pottery painting, sparkling cider, and confetti.
- **Memberships for 2027:** Launch early bird memberships as a holiday gift option.

SOCIAL MEDIA

- **Week 1 (Dec 1–7):**
 - Story poll: “Are you Team traditional or Team modern holiday decor?”
 - Behind-the-scenes: staff painting ornaments.
 - Countdown sticker: “12 Days of Handmade Gifts start soon!”
- **Week 2 (Dec 8–14):**
 - Reel of “Top 5 Gifts You Can Make in a Studio Visit.”
 - Story question: “Who’s the hardest person on your list to shop for?”
 - Feature kids’ holiday creations.
- **Week 3 (Dec 15–21):**
 - Story poll: “Last-minute gift stress? Paint a gift / Still shopping online.”
 - Demo video: How fast you can paint and pick up a piece.
 - Show your “Gift Card Station” set up.
- **Week 4 (Dec 22–31):**
 - Story Q&A: “What’s your 2027 creative resolution?”
 - Family New Year’s Eve prep at the studio.
 - Thank you/recap story with a collage of 2026 highlights.

EMAIL MARKETING

- **Email 1 (early December): “Holiday Handmade Gift Guide”**
 - Showcase top 5 projects (ornaments, mugs, platters).
 - Call-to-action: Book your table or order a to-go kit.
- **Email 2 (mid-late December): “Last-Minute Gifts that Mean the Most”**
 - Push gift cards and memberships.
 - Highlight easy same-day gift options.
 - Bonus: Add a “paint after Christmas” promotion for relaxation days.

IN-STUDIO EVENTS:

- **Santa’s Workshop**
Weekends: Stations for kids to paint gifts, wrap them, and make handmade tags.
- **Cookies & Cocoa Night:**
Families paint cookie plates while enjoying hot cocoa.
- **Ugly Sweater Paint Party:**
Discount for guests who wear festive sweaters.
- **New Year’s Eve “Noon Countdown”:** Paint, party hats, cider toast, confetti drop at noon.

2026

DECEMBER

LOCAL PARTNERSHIP IDEA:

- **Partner with local bakeries:** Bundle painted cookie plates with cookie decorating kits.
- **Team up with toy stores or boutiques:** Sell “paint a gift” gift cards as add-ons.
- **Collaborate with charities:** Host a donation drive for toys or coats in exchange for a studio coupon.

MARKETING TIPS:

- **Emphasize Holiday Cheer:** Use festive imagery and warm, cheerful messaging throughout December. Promote holiday-themed projects and gift-making options to capture the holiday spirit.
- **Encourage Early Gift-Making:** Start promoting gift-making specials and holiday pottery early in the month to capture customers who are planning ahead. Offer discounts on bulk orders or gift bundles to drive sales.
- **Use Hashtags:** Suggested December hashtags:
#HolidayPottery
#FestiveCreations
#NewYearsPrep #GiftMaking
#YearEndReflections

BONUS IDEAS:

- **12 Days of Deals (Dec 13–24):** Daily small promos on ornaments, mugs, gift cards.
- **Photo Booth Corner:** With festive props for family photos.
- **VIP Holiday Night:** Early access shopping and painting night for loyal customers.
- **Year-in-Review Post:** Thank customers for being part of your creative community.



2026

SUMMER CAMP MARKETING

1. DEFINE OBJECTIVES

- **Increase Awareness:** Make schools, daycares, churches, parents, and community organizations aware of your summer camp and field trip offerings.
- **Boost Enrollment:** Drive sign-ups for summer camps and field trips.
- **Build Partnerships:** Establish relationships with schools and local organizations to encourage repeat business.

2. TARGET AUDIENCE:

- **Schools:** Elementary and middle schools, after-school programs.
- **Parents:** Families looking for summer childcare and educational opportunities for their children.
- **Community Organizations:** Youth centers, daycare centers, and local community groups.

3. KEY MESSAGING:

- **Summer Camps:** Highlight fun, creativity, and skill-building. Emphasize unique aspects of your camp, such as hands-on pottery projects, art education, and social activities.
- **Field Trips:** Focus on educational value, creativity, and team-building. Promote the benefits of hands-on learning and creative expression through pottery.



2026

SUMMER CAMP MARKETING

4. PROMOTIONAL STRATEGIES:

A. Digital Marketing:

- **Website:**

- Create a dedicated page for summer camps and field trips with detailed information, schedules, and pricing. Include a clear call-to-action (CTA) for inquiries and bookings.
- Optimize the page for SEO with keywords related to summer camps, field trips, and pottery, clay, fused glass, painting, and other art activities.

- **Social Media:**

- **Facebook:** Share engaging posts about summer camp activities, field trip benefits, and testimonials from previous participants. Use Facebook Ads targeting parents and local schools.
- **Instagram:** Post vibrant photos and videos showcasing summer camp projects, field trip highlights, and behind-the-scenes glimpses. Use stories and reels to capture attention.
- **LinkedIn:** Connect with local schools and organizations. Share posts about the educational benefits of pottery and highlight any partnerships or success stories.

- **Email Marketing:**

- **Schools:** Send targeted emails to PTO leaders, school administrators and teachers. Include information about how your program aligns with educational goals and offer special rates for group bookings. Lean into the fundraiser aspect with the PTO leaders.
- **Parents:** Develop an email campaign for your existing customer base and local community. Highlight camp features, early bird discounts, and registration deadlines.

B. Traditional Marketing:

- **Flyers and Brochures:**

- Design eye-catching flyers and brochures with information about summer camps and field trips. Distribute these at local schools, community centers, libraries, and family-friendly businesses.

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SUMMER CAMP MARKETING

5. Measurement and Evaluation:

- **Track Enrollment:** Monitor sign-ups for summer camps and field trips to evaluate the effectiveness of your marketing efforts.
- **Analyze Engagement:** Review social media and email marketing metrics to assess engagement levels and adjust strategies as needed.
- **Collect Feedback:** Gather feedback from schools, parents, and participants to improve future marketing efforts and program offerings.

SOCIAL MEDIA IDEAS

1. Visual Content:

- **Photos and Videos:** Share high-quality images and videos showcasing past summer camps and field trips. Highlight kids engaged in activities, completed projects, and happy moments.
- **Behind-the-Scenes:** Post behind-the-scenes content showing how the camps and field trips are prepared. Include staff preparing materials, setting up spaces, or interacting with kids.

2. Engaging Posts:

- **Camp Highlights:** Create posts featuring different aspects of your camp, such as special projects, guest instructors, or unique activities. Use carousel posts on Instagram to showcase multiple highlights in one post.
- **Testimonials:** Share quotes or short video testimonials from past participants and their parents. This helps build trust and credibility.
- **Countdowns and Reminders:** Use countdown stickers or reminder posts to build anticipation for upcoming camps and registration deadlines.

3. Interactive Content:

- **Polls and Questions:** Use Instagram Stories or Facebook polls to ask followers what types of camp activities they're most excited about or to vote on themes for upcoming camps.

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SUMMER CAMP MARKETING

- **Direct Mail:**

- Send postcards or newsletters to local families and schools promoting your summer camps and field trips. Include incentives like early registration discounts or referral bonuses.

- **Local Media:**

- Reach out to local newspapers, magazines, and radio stations to feature your summer camps and field trips. Offer to provide a guest article or interview about the benefits of creative summer programs.

4. Partnerships and Outreach:

- **School Partnerships:**

- Contact local schools to set up informational meetings or presentations. Bring in painted samples of field trip options.
- Create a special partnership package with discounted rates or added benefits for schools that book multiple field trips or summer camp sessions.

- **Community Organizations:**

- Partner with youth centers, daycare centers, and community groups to offer exclusive group rates or co-host events. Attend local community events and fairs to promote camps and field trips. Research if your city hosts summer expos where you can rent a booth.

- **Referral Programs:**

- Implement a referral program where existing customers receive discounts or incentives for referring new families or schools to your summer camps and field trips.

5. Events and Open Houses:

- **Open House Events:**

- Host open house events where parents, schools, and community organizations can tour your studio, meet your team, and learn more about your summer camps and field trips. Offer special incentives for attendees who sign up on the spot.

- **Trial Workshops:**

- Offer free or low-cost trial workshops for schools and community groups to experience your program firsthand. Use these sessions as an opportunity to demonstrate the value and fun of your summer camps and field trips.

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SUMMER CAMP MARKETING

- **Contests and Giveaways:** Run a contest where followers share their favorite summer camp memories or tag friends who might be interested in attending. Offer a free camp session or discount as a prize.

6. Live Streams and Q&As:

- **Live Tours:** Host a live tour of your studio or camp facilities, showing what kids will experience. Answer questions from viewers in real-time.
- **Q&A Sessions:** Conduct live Q&A sessions where parents and schools can ask questions about the camp or field trips. Address common concerns and provide detailed information.

7. Partnerships and Collaborations:

- **Influencers and Local Figures:** Collaborate with local influencers or community figures to promote your camps and field trips. Have them share their experiences or participate in a workshop.
- **School and Community Shares:** Partner with local schools and community organizations to share your posts on their channels, reaching a broader audience.

EMAIL STRATEGIES

1. Segmented Campaigns:

- **Targeted Emails:** Segment your email list to send targeted messages to different groups, such as current customers, past participants, and local schools. Customize content based on their interests and past interactions.

2. Compelling Subject Lines:

- **Catchy and Relevant:** Use engaging subject lines to grab attention. Examples: "Unlock Summer Fun with Our Exciting Camps!" or "Book Your Spot Now: Unforgettable Field Trips Await!"

3. Informative Content:

- **Detailed Information:** Include comprehensive details about your summer camps and field trips, such as dates, activities, pricing, and registration links. Provide answers to frequently asked questions on the sign-up web page.

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SUMMER CAMP MARKETING

- **Visuals and Highlights:** Use images and graphics to make your emails visually appealing. Highlight key aspects of your programs, such as unique activities or special guests.

4. Early Bird and Special Offers:

- **Exclusive Discounts:** Offer early bird discounts or special promotions to email subscribers. Use phrases like “Early Bird Special: Save 20% on Summer Camps!” or “Exclusive Offer: Book Your Field Trip Now and Save!”

5. Testimonials and Success Stories:

- **Showcase Feedback:** Include testimonials and success stories from previous participants. Add quotes, photos, or video links to illustrate the positive experiences of past attendees.

6. Calls-to-Action (CTAs):

- **Clear and Direct:** Use strong CTAs to drive action. Examples: "Register Now," "Learn More," "Book Your Spot," or "Contact Us for More Info." Ensure CTAs are prominently placed and easy to find.

7. Follow-Up Sequences:

- **Reminder Emails:** Send follow-up emails to remind parents and schools about registration deadlines, special offers, or upcoming events.
- **Confirmation and Thank You:** After registration, send confirmation emails thanking them for signing up and providing additional details about what to expect.

8. Personalized Touches:

- **Personalized Greetings:** Use the recipient’s name and personalize content based on their interests or previous interactions. For example, "Hi [Name], We’re excited to offer you our new summer camp program!"