

CAR DEALERSHIP MARKETING CALENDAR

Plan the year in one meeting: give every month an inventory focus, the events and campaigns that support it, the channels, one owner and the number you will check at month end. Then use the weekly social rhythm to keep your pages active between events, and close each month with the review tab. Replace the sample entries with your own inventory, your market and your manufacturer or lender programs.

ANNUAL CALENDAR

Month	Inventory focus	Events and dates	Campaigns and offers	Channels	Owner	Month end check
January	Leftover prior model year units, aged used units	New Year sales weekend, Martin Luther King Jr. Day weekend	Year start clearance, tax refund season prep for special finance	Search, social, email to past customers		Aged units sold, leads by source
February	Affordable used units, special finance inventory	Tax refund season begins, Presidents Day weekend	Tax time down payment message, Presidents Day event	Social, search, texts to opted in leads		Credit applications started and finished
March	Spring best sellers, SUVs and trucks, RVs and boats for the season	Tax refunds continue, first day of spring, boat and RV show season	Spring trade-in drive, show follow-up campaign	Social, search, events, email		Trade-ins appraised, show leads worked
April	Family vehicles, convertibles, boats and towing setups	Tax filing deadline, Easter weekend, spring service season	Spring service to sales, payment led offers	Search, social, service drive		Service customers who bought
May	First car buyers, summer travel vehicles, boats and RVs	Graduation season, Mother's Day, Memorial Day weekend	Memorial Day sales event, graduate program offers	Search, social, Lead Page, texts, voicemail drops		Event appointments set and shown
June	Trucks, towing, road trip ready units	Father's Day, start of summer, quarter end	Truck month, quarter end push	Social video, search, email		Quarter units against goal

Month	Inventory focus	Events and dates	Campaigns and offers	Channels	Owner	Month end check
July	Outgoing model year, summer inventory	Fourth of July weekend, model year changeover begins for many brands	Fourth of July event, early model year clearance	Search, social, Lead Page, texts		Outgoing units sold, days in stock
August	Outgoing model year, commuter cars, back to school picks	Back to school season, model year changeover	Model year clearance, student and family offers	Search, social, email to service customers		Clearance units sold, cost per sold unit
September	Final outgoing units, new model year arrivals	Labor Day weekend, quarter end, fall begins	Labor Day sales event, new model year arrivals	Search, social, Lead Page, texts, voicemail drops		Event results by channel
October	AWD, 4x4 and trucks ahead of winter, boat and RV off season deals	Fall service season, Halloween community event	Winter ready offers, community sponsorship	Social, community, service drive		Community event leads worked
November	Gift ready vehicles, year end inventory	Veterans Day, Thanksgiving weekend, Black Friday	Veterans thank you offer, Black Friday weekend event	Search, social, email, texts		Holiday event appointments shown
December	Year end inventory, business buyers	Holiday season, year end, New Year's Eve	Year end sales event, holiday gift message, plan the next year	Search, social, email, texts to past customers		Year against goal, next year plan approved

SOCIAL RHYTHM

Day	Post type	Example	Format	Owner	Notes
Monday	Fresh arrivals	Three units that arrived over the weekend, real photos from your lot	Carousel or image ad		
Tuesday	Delivery day	A happy customer with their new vehicle, posted with their permission	Photo		Get permission in writing

Day	Post type	Example	Format	Owner	Notes
Wednesday	Walkaround	A salesperson shows one unit in under a minute	Vertical video		Caption every video
Thursday	Buyer tip	How a trade-in is valued, what to bring to a test drive, financing basics	Image or short video		No rates or payments
Friday	Weekend reason	This weekend's event, offer or new arrival worth a visit	Image ad or GIF		Match the website and the ads
Saturday	Behind the scenes	Service bay, detail shop, the team getting ready for a busy day	Stories or short video		
Sunday	Community	A local team, a charity, a review from a real customer	Photo or text post		
Monthly	Staff spotlight	One salesperson or technician, in their own words	Video or photo		
Monthly	Service to sales	Why a service customer might trade now	Image		

EVENT PLANNER

Step	When	What to do	Owner	Done
1	Six weeks before	Pick the event, the inventory focus and the offer. Confirm any manufacturer or lender program terms.		
2	Five weeks before	Build the event landing page and its form. Set the campaign selections and the media budget.		
3	Four weeks before	Make the creative: image ads, GIF ads, video reels and the in store signs.		
4	Three weeks before	Write the texts, emails and voicemail drop scripts for past customers and open leads who agreed to hear from you.		
5	Two weeks before	Schedule the messages, brief the team, set the floor schedule and the lead assignment rules for the event days.		
6	Event week	Post daily, answer every lead within minutes, confirm every appointment the day before.		
7	After the event	Follow up every unsold lead, then review leads, appointments, shows and units sold by channel.		

MONTHLY REVIEW

Metric	Where to find it	Target	Actual	Decision
Leads by source	CRM reports, by lead source			
Time to first response	CRM activity report			
Appointments set	CRM calendar and reports			
Appointments shown	CRM calendar and reports			
Units sold by source	CRM reports and the sales board			
Cost per sold unit by channel	Media spend divided by units sold			
Social posts published against plan	Social Rhythm tab			
Aged units over your limit	Inventory list			
Next month changes	This meeting			

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