



# 2026 Marketing Calendar

Your Year Full of Dental Marketing Ideas on One Handy Calendar

# We Have Your 2026 Marketing Plan Covered

Scrambling to come up with campaign ideas each month? We've got you covered. With this 12-month content calendar, you'll always have fresh ideas to keep patients engaged and your schedule full year-round.

# Quick Tips

- For any dental marketing campaign, be intentional with the patients you're targeting. Some campaigns will resonate more with specific groups than others.
- Repurpose your best content. You can turn one topic into a blog post, social post, newsletter blurb, and quick video.
- You don't have to post on every social media channel. Pick the ones where you get the most engagement and where your ideal patients are to share content.
- Keep your team in the loop. Share your marketing calendar with the front desk and clinical team. When everyone knows what's coming up, it's easier to promote consistently across the board.
- Use your patient engagement system to build and schedule out your campaigns. Many of them have templates you can use as a starting point, instead of building them from scratch.

Never run out of ideas again. Download our Ultimate Marketing Calendar for more fresh content ideas so you'll always have something engaging to share with your patients. [www.revenuewell.com/article/12-month-dental-marketing-calendar](http://www.revenuewell.com/article/12-month-dental-marketing-calendar)

# January



## Theme:

**Planning for the New Year**

## Website Content:

What does your dental insurance cover?

## Social Media:

Carousel: Healthy oral habits to add to your routine (e.g., floss regularly or cut back on sugary foods)

## Newsletter:

Help your patients set their oral health goals for the year (e.g., whiter teeth or fewer cavities).

## Email:

Schedule your first cleaning of the year.

# January 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Martin Luther King Jr. Day	20	21	22	23	24
25	26	27	28	29	30	31

# February



## Theme:

**Gum Disease  
Awareness Month**

## Website Content:

How do implants  
and bridges work?

## Social Media:

Carousel: How to  
improve gum health

## \*Set Up and Launch Google Ads:

Keyword to target  
"teeth whitening  
near me" & highlight  
promo details in  
the ad copy and  
landing pages

## Newsletter:

Gum disease  
prevention and  
treatment options

## Email:

Gum health  
self-check & invite to  
book a routine  
checkup.

\*For paid social and Google Ads, it's best to start promoting your "seasonal" campaigns a month before launching to see positive results. When promoting "seasonal" campaigns, avoid advertising them near a major holiday (e.g. Thanksgiving).

# February 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 First Day of Black History Month	2 Groundhog Day	3	4	5	6	7
8	9	10	11	12	13	14 Valentine's Day
15	16 Presidents' Day (Regional Holiday)	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7

# March

## Theme:

**Spring Clean Your Smile**

## Website Content:

Do's and don'ts of teeth whitening

## Social Media:

Video: How the teeth whitening process works

## Newsletter:

How to maintain your teeth after whitening them?

## Email:

Special offer or spotlight on whitening consultations

# March 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 First Day of Women's History Month	2	3	4	5	6	7
8 Daylight Savings Time starts	9	10	11	12	13	14
15	16	17 St. Patrick's Day	18	19	20 First Day of Spring	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

# April



## Theme:

**Oral Cancer  
Awareness Month**

## Website Content:

What to expect during oral cancer screenings?

## Social Media:

Infographic: Risk factors of oral cancer

## Newsletter:

Why oral cancer screenings matter & FAQs

## Email:

Encourage patients to add a screening to their next cleaning appointment.

# April 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5 Easter	6	7	8	9	10	11
12	13	14	15 Tax Day	16	17	18
19	20	21	22 Earth Day	23	24	25
26	27	28	29	30	1	2

# May



## Theme:

**Oral Health for the Entire Family**

## Website Content:

How often should each family member see the dentist?

## Social Media:

Video: How to teach your kid(s) about brushing and flossing

## \*Set Up and Launch Paid Social:

School's out! Book your child's teeth cleaning before summer is in full swing.

## Newsletter:

When is it time to get your wisdom teeth removed and how to prep for it?

## Email:

Invite families to schedule back-to-back appointments for convenience.

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# May 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 First Day of Asian Pacific American Heritage Month	2
3	4	5 Cinco de Mayo	6	7	8	9
10 Mother's Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Memorial Day					

# June



## Theme:

**Freshen Up for Summer**

## Website Content:

Five summer foods and drinks that are bad for sensitive teeth

## Social Media:

Carousel: Braces and retainer care

## \*Set Up and Launch Google Ads:

Keyword to target "Invisalign near me" & highlight promo details in the ad copy and landing pages

## Newsletter:

Are braces or Invisalign right for you?

## Email:

Hygiene tips & reminder to book pre-vacation cleanings

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# June 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 First Day of LGBTQ+ Pride Month	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19 Juneteenth	20
21 First Day of Summer Father's Day	22	23	24	25	26	27
28	29	30	1	2	3	4

# July



## Theme:

**Back-to-School**

## Website Content:

Healthy lunchtime snacks

## Social Media:

Video: Benefits of Invisalign or braces

## Newsletter:

Back-to-school checklist for healthy smiles (e.g., replace toothbrush, floss daily, and clean mouth guard)

## Email:

Reminder to book kids' appointments before schedules fill

# July 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4 Independence Day
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

# August



## Theme:

**Mouth Guard  
Protection**

## Website Content:

Which sports do you need mouth guards for?

## Social Media:

Infographic:  
Mouth guard care tips

## Newsletter:

Custom vs. store-bought mouth guards

## Email:

Book a custom mouth guard before school sports start.

# August 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# September



## Theme:

**Healthy Habits  
for Life**

## Website Content:

Four signs of tooth decay you shouldn't ignore

## Social Media:

Video: Brushing and flossing techniques

## \*Set Up and Launch Google Ads:

Keyword to target "Dentist near me" & highlight the message "use your expiring benefits" in the ad copy and landing pages

## Newsletter:

Five recommended habits for better oral health

## Email:

Time to book your fall cleaning

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# September 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7 Labor Day	8	9	10	11	12
13	14	15 First Day of Hispanic Heritage Month	16	17	18	19
20	21	22 First Day of Fall	23	24	25	26
27	28	29	30	1	2	3

# October



## Theme:

### Expiring Benefits Reminder

## Website Content:

What treatments qualify for FSA and HSA?

## Social Media:

Carousel: Expiring benefits countdown and examples of what treatments are covered

### \*Set Up and Launch Paid Social:

Use your benefits before they renew in the new year.

## Newsletter:

How to find out what's left in your FSA or HSA?

## Email:

Use it or lose it! Don't let your unused benefits go to waste.

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# October 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12 Indigenous Peoples' Day	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

# November



## Theme:

**Healthy Holiday  
Season**

## Website Content:

Five holiday foods  
and drinks that are  
bad for the teeth

## Social Media:

Carousel:  
Six holiday gifts  
dentists  
recommend for  
healthy smiles

## Newsletter:

Five healthy  
holiday snacks for  
your oral health

## Email:

Appointments filling  
before the holidays

# November 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Daylight Savings Time ends First Day of Native American Heritage Month	2	3 Election Day	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Day	27 Native American Heritage Day	28
29	30	1	2	3	4	5

# December



## Theme:

**Last Call for  
Unused Funds**

## Website Content:

What can your  
expiring benefits  
be used for?

## Social Media:

Post: Flex  
spending account  
reminder

## Newsletter:

General holiday  
message and  
reminder about  
using expiring  
benefits

## Email:

Last chance to use  
2026 benefits before  
they expire.

# December 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1 Giving Tuesday	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day	26
27	28	29	30	31 New Year's Eve	1	2

