

How to Build a 12-Month Marketing Calendar for a Dental Practice

A structured system for planning and scheduling monthly offers to keep dental practices consistently booked throughout the year.

Instead of reacting month-to-month, you build a full-year marketing plan in advance — ensuring consistent patient flow and predictable growth.

A dental practice without consistent patients does not stay stable. This system prevents that.

Example 12 Month Plan

- Month 1:** Discounted Teeth Whitening Offer
- Month 2:** Pre-Wedding Smile Consultation
- Month 3:** Invisalign Offer
- Month 4:** Dental Cleaning + Exam + X-Rays... (Only \$49)
- Month 5:** Sweepstakes/Contest/Raffle/Competition
- Month 6:** Orthodontics
- Month 7:** Teeth Whitening Program (5 Sessions) + X-Rays
- Month 8:** Dental Implants
- Month 9:** Oral Surgery
- Month 10:** Dentures
- Month 11:** Pediatric Dentistry
- Month 12:** Six Month Smiles (Clear Braces)

Each month rotates a focused offer to maintain demand and avoid stagnation.

Track performance monthly and refine based on results.

By following this system, you can identify which offers generate the highest return, double down on what performs best, and focus your marketing on the services that drive the most revenue.

Regards
Ivan

JANUARY 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	New Year's Week Hot Tea Month National Oatmeal Month National Soup Month Bean Day Step in a Puddle and Splash Your Friends Day Martin Luther King, Jr. Birthday Winnie the Pooh Day National Popcorn Day National Hugging Day National Blonde Brownie Day National Pie Day Compliment Day Chocolate Cake Day National Puzzle Day

JANUARY 2025

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

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FEBRUARY 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	American Hearth Month Canned Food Month Great American Pie Month National Cherry Month National Grapefruit Month Super Bowl Don't Cry Over Spilled Milk Day Make a Friend Day Plum Pudding Day National Gum Drop Day National Chocolate Mint Day Cherry Pie Day Love Your Pet Day National Tortilla Chip Day Polar Bear Day Public Sleeping Day

FEBRUARY 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Groundhog Day	3	4	5	6	7	8
9	10	11	12	13	14 Valentine's Day	15
16	17 Presidents' Day	18	19	20	21	22
23	24	25	26	27	28	

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MARCH 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	March Madness NCAA basketball Irish American Month National Peanut Month Red Cross Month Peanut Butter Lovers Day Employee Appreciation Day National Salesperson Day National Crown Roast of Pork Day Popcorn Lovers Day National Anthem Day National Potato Chip Day National Pi Day Poultry Day National Goof Off Day National Chocolate Covered Raisins Day National Clam on the Half Shell Day

MARCH 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Ramadan begins
2	3	4 Mardi Gras	5 Ash Wednesday	6	7	8
9 Daylight Saving	10	11	12	13	14	15
16	17 St. Patrick's Day	18	19	20 Vernal eq. (GMT)	21	22
23	24	25	26	27	28	29
30	31					

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APRIL 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	National Humor Month Keep America Beautiful Month Week 2: Garden Week Week 4: Administrative Assistants Children's Book Day National Peanut Butter and Jelly Day Caramel Popcorn Day Golfer's Day Scrabble Day National Eggs Benedict Day National Librarians Day Patriot's Day National Garlic Day National Jelly Bean Day National Prime Rib Day National Shrimp Scampi Day

APRIL 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	2	3	4	5
6	7	8	9	10	11	12
13 Passover	14	15 Taxes Due	16	17	18 Good Friday	19
20 Easter	21	22 Earth Day	23 Admin Assist Day	24	25	26
27	28	29	30			

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MAY 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	National Barbecue Month National Hamburger Month National Salad Month Week 1: Nurse's Week Mother Goose Day No Diet Day Eat What You Want Day National Chocolate Chip Day No Dirty Dishes Day National Waiters and Waitresses Day

MAY 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Cinco de Mayo	6	7	8	9	10
11 Mother's Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31

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MAY 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	National Barbecue Month National Hamburger Month National Salad Month Week 1: Nurse's Week Mother Goose Day No Diet Day Eat What You Want Day National Chocolate Chip Day No Dirty Dishes Day National Waiters and Waitresses Day

MAY 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Cinco de Mayo	6	7	8	9	10
11 Mother's Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31

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JUNE 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	Candy Month Charity Month National Fresh Fruit and Vegetables Month Turkey Lovers Month National Doughnut Day Applesauce Cake Day National Chocolate Ice Cream Day Donald Duck Day Iced Tea Day Flag Day Fresh Veggies Day Nursing Assistants Day Eat Your Vegetables Day Ice Cream Soda Day National Chocolate Éclair Day National Catfish Day

JUNE 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14 Flag Day
15 Father's Day	16	17	18	19 Juneteenth	20	21 June Solstice (GMT)
22	23	24	25	26	27	28
29	30					

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JULY 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	National Blueberry Month National Hot Dog Month National Ice Cream Month National Country Music Day National Fried Chicken Day Chocolate Day National Sugar Cookie Day National Ice Cream Day Tapioca Pudding Day Peach Ice Cream Day National Raspberry Cake Day National Junk Food Day Parent's Day National Hot Dog Day National Cheesecake Day National Father-in-Law Day

JULY 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		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 Parents' Day	28	29	30	31		

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AUGUST 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	National Catfish Month Peach Month Romance Awareness Month National Raspberry Cream Pie Day National Ice Cream Sandwich Day National Watermelon Day National Creamsicle Day National Tell a Joke Day More Herbs, Less Salt Day Toasted Marshmallow Day National Trail Mix Day

AUGUST 2025

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

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SEPTEMBER 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	Chicken Month Little League Month Honey Month Better Breakfast Month Cheese Pizza Day National Date Nut Bread Day Grandparent's Day Teddy Bear Day Chocolate Milk Shake Day Fortune Cookie Day National Peanut Day National Cream-Filled Donut Day Mexican Independence Day National Apple Dumpling Day National Butterscotch Pudding Day National Punch Day

SEPTEMBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labor Day	2	3	4	5	6
7 Grandparents Day	8	9	10	11 Patriot Day	12	13
14	15	16	17	18	19	20
21	22 Autumnal eq. (GMT)	23 Rosh Hashanah	24	25	26	27
28	29	30				

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OCTOBER 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	Apple Jack Month Cookie Month National Pizza Month National Vegetarian Month National Popcorn Popping Month National Angel Food Cake Day Cookbook Launch Day World Egg Day National Dessert Day Sweetest Day National Pumpkin Cheesecake Day National Nut Day World Pasta Day National Candy Corn Day Carve a Pumpkin Day

OCTOBER 2025

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

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NOVEMBER 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	Peanut Butter Lovers Month Deviled Egg Day Bittersweet Chocolate with Almonds Day Cook Something Bold Day Chicken Soup for the Soul Day Homemade Bread Day Black Friday Eat a Cranberry Day National Cashew Day

NOVEMBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Daylight Saving	3	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	27 Thanksgiving	28	29
30						

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DECEMBER 2025

CHOOSE AN OFFER THIS MONTH	EVENTS THIS MONTH
1.) Teeth Cleaning Offer 2.) Teeth Whitening Offer 3.) Cosmetic Dentistry Offer 4.) Dental Implants Offer 5.) Dentures Offer 6.) Invisalign Offer 7.) Meet the Dentist Offer 8.) Orthodontics Braces Offer 9.) Pediatric Dentistry Offer 10.) Root Canal Offer 11.) Periodontics Gum Health Offer 12.) Smile Makeover Offer 13.) Veneers Offer 14.) Wisdom Teeth Removal Offer 15.) Pre-Wedding Smile Offer 16.) Sweepstakes/Contest/Raffle/Competition	Eat a Red Apple Day National Fritters Day Santa's List Day National Cotton Candy Day Pearl Harbor Day National Brownie Day Ice Cream Day National Lemon Cupcake day National Chocolate Covered Anything Day National Maple Syrup Day Bake Cookies Day Oatmeal Muffin Day National Chocolate Day National Egg Nog Day National Pumpkin Pie Day National Fruitcake day

DECEMBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Hanukkah begins	15	16	17	18	19	20
21 Dec. Solstice (GMT)	22	23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa begins	27
28	29	30	31 New Year's Eve			

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