

February 2026 Marketing and Holiday Planning

Content Ideas for February

1.

Show Love and Appreciation

February is the perfect time to focus on customer appreciation and connection. Talk about how much you value your customers, collaborators, or community. Share stories of people who made a difference for you or your business, spotlight a loyal customer, or share what your team loves about what they do. You can also share a favorite recipe for cookies, hot chocolate, or another treat your readers can make for friends, neighbors, or coworkers. Include a little story about why it's meaningful to you or how you've seen someone's day brightened by a small homemade gesture.

2.

Encourage Random Acts of Kindness

Highlight a way your business gives back to the community, share a small kindness your team or customers participated in, or encourage your audience to do something unexpected for someone else. Or share a few easy-to-implement ways to show kindness, like leaving positive sticky notes for someone else to find, buying a coffee for the person behind you in line, or buying a small gift for someone just because. You could even create a mini challenge: "Perform one small act of kindness this week and share it with us."

3.

Highlight Local, Hidden Gems

February is a great time to shine a light on the special places in your community that people might not know about. You could highlight a small business, local artist, park, or weekend activity. Include a short story or a unique product that makes it memorable. Encourage your audience to share their favorites as well. And, since it's also Library Lovers Month, it's a great time to share unique events your local library is hosting, like book clubs or workshops.

February Holidays

- 01 National Freedom Day (US)
- 02 Groundhog Day (US/CA)
- 13 Galentine's Day (Global)
- 14 Valentine's Day (Global)
- 16 President's Day (US)
- 17 Random Acts of Kindness Day (Global)
- 17 Shrove Tuesday/Pancake Day (UK)
- 17 Chinese New Year/Lunar New Year (Global)
- 20 National Love Your Pet Day (US)
- 22 Be Humble Day (Global)
- 24 World Bartender Day

February Themes

- Library Lover's Month
- American Heart Month
- Black History Month
- International Friendship Month
- Declutter for a Cause Month
- Worldwide Renaissance of the Heart Month

6x

Personalization within emails generates six times higher transaction rates.

Source: [Forbes Advisor](#)

50%

of people say they buy from a marketing email at least once a month.

Source: [Forbes Advisor](#)