

What is calendar marketing?

Last updated July 1, 2026

Calendar marketing is the practice of placing your brand's events, reminders, and promotions directly into your customers' personal calendar apps - Google Calendar, Apple Calendar, Outlook, and others - as a dedicated marketing channel.

The core idea

Your customers already live in their calendars. It's where they plan their days, decide what gets their time, and get reminded of what's coming up. Calendar marketing puts your brand in that space - not just in their inbox.

A customer who adds your event to their calendar has done something meaningfully different from opening an email. They've claimed a slot in their schedule. Your brand shows up in their calendar every day until the event, and their device fires a reminder at exactly the right moment.

What calendar marketing looks like in practice

- A fitness studio offering a subscription calendar so members always have the latest class schedule synced to their phone
- An e-commerce brand adding "Save the date" links to product launch emails so followers block the time before a limited drop
- A B2B SaaS company including an Add to Calendar button on every webinar registration confirmation

Calendar marketing vs. a marketing calendar

These are easily confused. A **marketing calendar** is an internal planning tool - your team's schedule of campaigns. **Calendar marketing** is an outward-facing strategy - putting your events in your customers' calendars. One is for your team. The other is for your audience.

Why it's growing

Email open rates fluctuate. Social media reach is algorithm-dependent. Calendar marketing reaches a different, more personal surface that's checked daily - with no unsubscribe decay and no algorithm between you and your audience.

[← Back to Calendar Marketing](#)

In this category

- What is calendar marketing?
- What is the difference between calendar marketing and a marketing calendar?
- Does calendar marketing actually improve event attendance?
- Why do people register for events and then not show up?
- Should I add an Add to Calendar button to my event confirmation page?
- Are calendar reminders better than SMS reminders?
- Can I use AddEvent for lead generation?

Menu



Carefully crafted by your friends at
© 2026 AddEvent Inc



Menu

Solutions

[Share events](#)

[Online RSVP form](#)

[Subscription calendars](#)

[Embeddable calendar](#)

[Dynamic Add to
Calendar](#)

[Analytics](#)

Resources

[Help Center](#)

[FAQ](#)

[Documentation](#)

[Blog](#)

[Integrations](#)

[Updates](#)

[Contact](#)

Company

[About Us](#)

[In the News](#)

[Jobs](#)

[Pricing](#)

[Trust Center & Legal](#)

[Affiliate](#)