

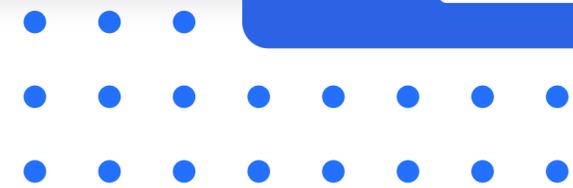
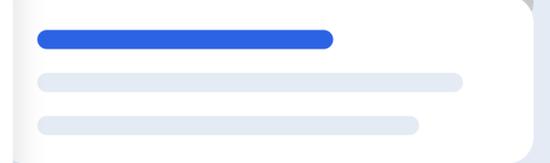
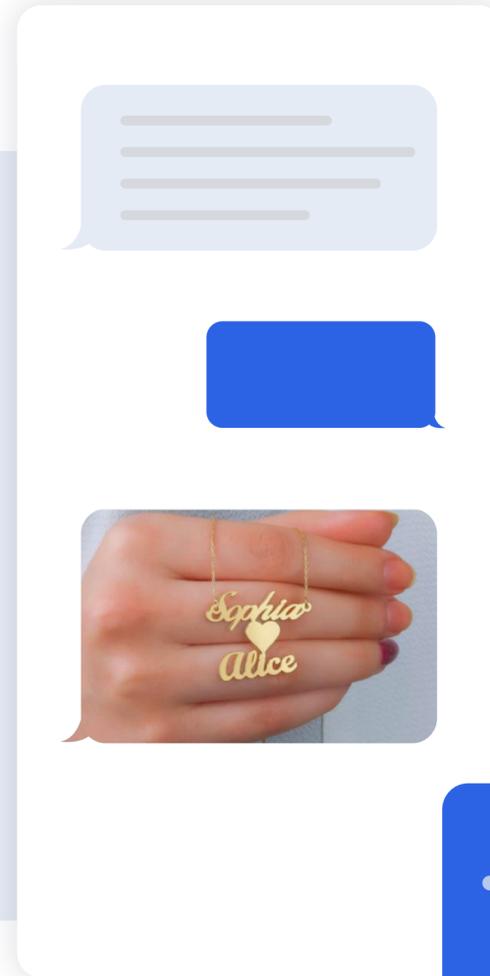
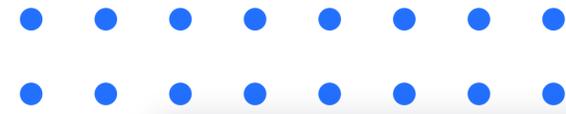
# SMS Marketing

# MAY 2022 CALENDAR

## SMS MARKETING STRATEGY

Want to put together an engaging SMS marketing calendar for May? We've made it super easy for you. We've put together ideas and SMS templates that you can easily copy, tweak to suit your brand/ business and send.

Then, send using TxtCart!



**May 1st**



## **Global Love Day**

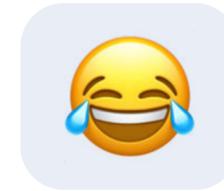
Celebrated on May 1, Global Love Day is dedicated to spreading the message of love and peace. The day encourages unity and celebrates humanity through unconditional love. It's a great opportunity for ecommerce brands to shower love on their customers through SMS marketing campaigns.

It's Global Love Day. Why not celebrate it by sharing your love. Join us in showing love by donating gifts to underprivileged kids. Shop from our site today, and we'll send a small gift on your behalf to children supported by (add foundation name).  
Thank you!

Hi Meg, on this Global Love Day, why not send a sweet surprise to your loved ones. We curated a special gifts edit you can shop from.  
Shop here: (link)

We love to see you smile!  
Here's a 20% discount on all  
the items in your wishlist for  
the next 24 hours.  
Shop now: [shoplink.com/](https://shoplink.com/)

**May 1st**



## **World Laughter Day**

(First Sunday in May)

The first Sunday of May is celebrated as World Laughter Day. It aims to raise awareness about the importance of laughter and its healing benefits as well as to encourage a feeling of friendship. For ecommerce stores, it's a good day to make customers laugh and smile.

**May 5th**



## **World Password Day**

The first Thursday in May is celebrated as World Password Day. It is meant to foster good password habits that help keep our online lives secure. As an online brand, you can encourage your customers to keep their customer account credentials safe and secure.

Hey (First name), it's World Password Day. It's a good day to change and secure your password to your customer account on (add site url)

It's World Password Day, (First name). When's the last time you changed your passwords? Always keep your password secure.

Hey (First name), on this International No Diet Day, we encourage you to spread the message of body acceptance. What is more, enjoy a 10% off on all food products on our site today.

It's International No Diet Day today! Let's help each other to appreciate our bodies, no matter what. To celebrate this day, we're giving a 15% off on clothing across our site. Shop now: [\(add link\)](#)

**May 6th**



## **International No Diet Day**

International No Diet Day is an annual day that celebrates all body types, body acceptance and body shape and size diversity. On this day, you can spread awareness and this good message to your customers via an SMS campaign.

**May 14th**



## World Fair Trade Day

World Fair Trade Day is celebrated on the second Saturday in May. It celebrates the fight against poverty, exploitation, and climate change. The day aims at working towards sustainable development and fair trade practices. You can spread awareness about this day via SMS campaigns.

(Brand name): It's World Fair Trade Day. Join us in supporting fair practices by buying only from conscious brands that follow best practices to pay fairly to producers and laborers. Read and share this article: (add link)

Let's shop fairly, (First name). On World Fair Trade Day, the least we could do is ensure we buy products from brands that support best practices towards economically marginalized farmers, producers, and workers. Spread the message.

Hey (First name), it's International Day of Families today and we're sure you want to do something special for your loved ones. So here's a 10% off on our gifting section. You can choose gifts for all your family members from this section. Shop: (add link)

It's International Day of Families, (First name). Are you ready to surprise your family members? We've curated a special family gifting edit on (site URL). Shop and unlock 15% discount at checkout.

**May 15th**



## International Day of Families

The International Day of Families is celebrated on May 15th every year. It observes the importance of families. For ecommerce brands, it's a good opportunity to run marketing campaigns. Here are some ideas:

**May 15th**



## World Baking Day

(Third Sunday in May)

World Baking Day is celebrated to enjoy baking and bakery products. If you're an online food store, it's a great opportunity for you to run SMS marketing campaigns. Here are a few SMS marketing templates to get you started.

Heya (First name)! Whether you love baking or only eating baked goodies, we have you sorted. On World Baking Day, enjoy a 15% off on our bakery section and baking essentials. Only today! Shop now: (add link)

It's World Baking Day, (first name)! Would you like to explore our bakery section? Enjoy a discount upto 25% off only today. Hurry! Stocks running out. Shop: (add link)

Hey (First name), it's International Museum Day today and we've put together a list of fashion museums from all over the world. Read here: (add link)

Here's a list of some of the weirdest and most interesting museums in the world that you must visit. Read here: (add link)

**May 18th**



## **International Museum Day**

International Museum Day celebrates museums all over the world and the importance of museums. While ecommerce retail brands may not have anything to do with museums, it's an opportunity to run campaigns and engage customers.

**May 20th**



## **World Bee Day**

One of the most important creatures on planet earth is bees. If you are an environment conscious brand, you must spread the message about the importance of protecting bees. You can do so by running SMS campaigns.

Hey (First name), wondering what you could do on World Bee Day to do your bit to save the environment? You can do a simple yet important thing – share this article with your friends and family. Read here: (add link)

Hey (First name), on World Bee Day, we've launched a special bee themed edit of t-shirts for him and her. Check it out here. Order today and avail a 15% off. Shop: (add link)

Hey (First name), on International Tea Day, we're sharing an article about the importance of sustainable production and consumption of tea and raising awareness of its importance in fighting hunger. Read here: (add link)

It's International Tea Day, (First name)! And we're giving away tea samples with every order above \$100. Shop today and get your tea samples. Shop now: (add link)

**May 21st**



## **International Tea Day**

International Tea Day promotes collective actions to implement activities in favor of the sustainable production and consumption of tea and raise awareness of its importance in fighting hunger and poverty. Use your SMS list to spread awareness.

**May 22nd**



## **International Being You Day**

A day that urges people to celebrate who they truly are without caring about what society wants you to be or trying to be perfect – International Being You Day. You can run creative SMS marketing campaigns for your Shopify store around this day.

Hiya (First name), everyday is your day, but today is special – it's International Being You Day. So be you, buy what you like, wear, eat, read what you like. Check out our store for a 20% discount site wide. So that you can buy whatever you want and be you.

Hey (First name), it's International Being You Day and you can make your loved ones happy by gifting them their favorite products. We're running a 15% off across our site. Only today. Shop now: (add link)

On this International Plastic Free Day, let us make a promise to reduce plastic waste, recycle, and reuse. Read this article about plastic waste impact. (Add link)

Hey (First name), it's International Plastic Free Day today. We wanted you to know that we never use plastic bags and keep the use of plastic to a minimum. We've been following this practice for the last decade.

**May 15th**



## **International Plastic Free Day**

International Plastic Free Day is observed to bring attention to the amount of plastic that people use everyday. The observation of this day aims to urge people to cut down the use of plastic. If you're an environment friendly brand, you should run an SMS campaign to spread the message.

**May 22nd**



## **World No Tobacco Day**

World No Tobacco Day is observed to spread awareness of the harm and deadly effects of using tobacco. As a brand that cares about health, you can do your bit by spreading the message through a simple SMS campaign.

(Brand name): It's World No Tobacco Day today. Read this article to know the hazards of using tobacco. And share it with your loved ones. Read here: (add link)

On this World Tobacco Day, let's do our bit by spreading awareness about the deadly effects of using tobacco and urge our loved ones to stay away from it. Say no to tobacco.

# Ready to get started with your SMS marketing campaigns?

If you're looking to spruce up your SMS marketing calendar, you're in the right place.

With TxtCart, you can set up an SMS marketing campaign for your Shopify store in minutes!

*Install TxtCart on your Shopify store today!*