



2025/2026

# K20 Education Marketing Calendar



# Your Go-To Guide for Education Marketing Success

**Staying ahead in education marketing means keeping up with industry trends while maintaining a strong focus on your goals. That's why we've created this marketing calendar—kicking off in June 2025 with the ISTE+ASCD annual conference, a key event on the future of learning and professional development—to help you navigate key moments and plan strategic, high-impact campaigns.**

Inside, you'll find:



Major education events to look out for



Monthly marketing solutions to keep your strategy on track

Think of this as your roadmap for smarter marketing—helping you align with industry shifts, adapt to seasonal opportunities, and stay focused on what drives results.

Looking for more ways to amplify your brand? Let's talk about how our events, webinars, awards, and custom content can support your success.

## **Aaron Lawrence**

VP of Sales, Education

[aaron.lawrence@futureb2b.com](mailto:aaron.lawrence@futureb2b.com)



# June '25



## Stay ahead with SmartBrief's Marketing Resources

Your go-to hub for **free tools, best practices, case studies, and expert insights** designed to drive engagement and results. Explore **original content, top-performing ad examples, and turnkey solutions** tailored for marketers looking to optimize their strategy.

[futureb2b.com/resources](https://futureb2b.com/resources)

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 Juneteenth	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
ISTE+ ASCD Annual Conference   San Antonio, TX					Independence Day (US)	

# July '25



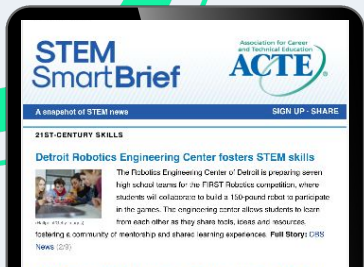
"The team at Future that oversees ASCD SmartBrief is phenomenal. They maintain close contact with us, proactively reporting on the success of our program and making the process seamless. We've been impressed by how well this channel engages hard-to-reach audiences, such as district and school administrators. The leads we've generated have been of high quality, resulting in strong conversion rates and an excellent ROI. This has become one of our best programs for reaching key decision-makers and driving success."

**WENDY GUERIN**

Director of Marketing, EPS Learning

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
<u>ISTE+ ASCD Annual Conference   San Antonio, TX</u>					Independence Day (US)	
6	7	8	9	10	11	12
					<u>Untied by NAESP + NASSP   Seattle, WA</u>	
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

# August '25



## Get in Front of Decision-Makers with SmartBrief Newsletter Advertising as school returns

Reach your ideal audience with SmartBrief's targeted newsletter advertising. Whether you want to sponsor a single newsletter or engage an audience segment across multiple publications, our first-party reader profile data ensures your message lands with the right professionals.

- Above-the-fold takeovers for high visibility
- Targeted impressions that drive engagement
- Newsletter sign-ups that capture key data

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1 Back to School Month	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19 <a href="#">Future B2B AI Impact Webinar - The Future of AI in Marketing</a>	20	21	22	23
24	25	26	27	28	29	30
31	1 Labor Day	2	3	4	5	6

# September '25



## Boost Lead Generation with SmartBrief Webinars

Webinars are key to engaging new audiences and nurturing relationships. SmartBrief offers a complete solution to help you reach your goals:

- **Lead Guarantees:** Get the leads you need.
- **Content Support:** Assistance with topics and pre-recording options.
- **White Glove Service:** We handle everything—promotion, registration, and day-of tasks.
- **Professional Moderation:** Seamless event management.
- **Exclusive Reporting:** Post-webinar lead insights.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 Labor Day	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18 <a href="#">Future B2B AI Impact Webinar - The Next Chapter in Education</a>	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

# October '25



## Amplify Your Campaign with SmartBrief's Social Media Reach

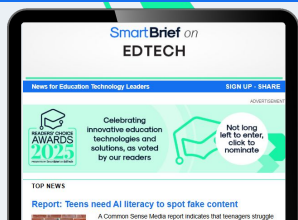
Extend your campaign with SmartBrief's highly engaged social audience.

- **EXCLUSIVE ACCESS** – Reach qualified professionals by matching email addresses with social media profiles.
- **TARGET CUSTOMERS** – Deliver your message throughout the day as your audience browses their preferred platforms.
- **TREMENDOUS ENGAGEMENT** – Drive engagement with sponsored and promoted posts across Facebook/Instagram, X, Pinterest, and LinkedIn.
- **OPTIMIZE YOUR MESSAGE** – Automatically optimize creative and placements for maximum impact and engagement.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Indigenous Peoples Day				AASL National Conference   St Louis, MO		
			NCTM 2025 Annual Meeting & Exposition   Atlanta, GA			
19	20	21	22	23	24	25
26	27	28	29	30	31	1



# November '25



## Promote Your Brand with SmartBrief's Exclusive Sends

Maximize your brand's visibility and engagement through SmartBrief's exclusive send opportunities. Choose from three high-impact options to reach your ideal audience:

- **SPOTLIGHT** – Feature your brand in a dedicated email to your target audience.
- **DEDICATED SEND** – Deliver your content directly to a specific SmartBrief list.
- **SPECIAL REPORT** – Share an in-depth branded report with the SmartBrief network.

No matter your goal, SmartBrief's exclusive sends offer an unparalleled opportunity to share your message with the right people at the right time.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20 <a href="#">ACTFL 2025   New Orleans, LA</a>	<a href="#">NCTE 2025 Annual Convention   Denver, CO</a>	
				<a href="#">NAEYC Annual Conference   Orlando, FL</a>		
23 <a href="#">ACTFL 2025</a>	24	25	26	27	28	29
<a href="#">NCTE 2025</a>				Thanksgiving		
30	1	2	3	4	5	6



# December '25



"hand2mind has trusted the SmartStudio team to develop co-branded white paper content for several years. Their editorial and design departments have consistently delivered engaging, impactful assets that feature our unique product offerings and contextualize them for decision-makers."

**TYLER MCMURRAY**

**Marketing Manager - Brand Communications, hand2mind**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1	2	3	4	5	6
					NCSS Annual Conference   Washington, DC	
7	8	9	10	11	12	13
		ACTE's CareerTech Vision 2025   Nashville, TN				
14	15	16	17	18	19	20
21	22	23	24	25	26	27
				Christmas Day		
28	29	30	31	1	2	3
				New Years Day		

# January '26



## Turn Your Data Into Engaging Visual Stories

Transform complex data into compelling visuals with SmartBrief's custom infographics.

Whether you need a quick visual snapshot or a deeper data narrative, we'll design high-impact content that aligns with your **brand guidelines** and marketing goals.

- **Mini Infographic** – 3 sections, 3 data points per section
- **Standard Infographic** – 5 sections, 3 data points per section

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 New Years Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
FETC   Orlando, FL						
18	19 Martin Luther King Day	20	21	22	23	24
25	26	27	28	29	30	31
						TCEA   San Antonio, TX

# February '26



## Career and Technical Education (CTE) Awareness month

SmartBrief can support the promotion of your CTE pathways with tailored pieces that showcase your company's initiatives:

- **Sponsored Article:** Create a thought-leadership piece to highlight your strengths.
- **Video Q&A:** Engage your audience with a dynamic video discussion on CTE led by an editorial expert.

Let's create content that resonates and drives results.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 CTE Awareness Month	2	3	4	5	6	7
<a href="#">TCEA   San Antonio, TX</a>						
8	9	10	11	12	13	14 Valentine's Day
				<a href="#">AASA National Conference on Education   Nashville, TN</a>		
15	16 President's Day	17	18	19	20	21
			<a href="#">DLAC Ignite 2026   Sacramento, CA</a>			
22	23	24	25	26	27	28

# March '26



## Enhance engagement with SmartBrief's native advertising:

- **VIDEO-TEXT ADS** – Combine video and text to capture attention and drive action. Only SmartBrief offers video integration within news briefs for maximum impact.
- **FEATURED CONTENT** – Position your brand as a thought leader with sponsored sections showcasing blog posts, research, and infographics to build trust and engage leads.

Whether you're aiming to increase brand visibility or nurture leads, SmartBrief's native advertising options give you the tools to make an impact.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
TBC <a href="#">NSTA 2026 - TBA (Usually in March)</a>	2	3	4	5	6	7
8	9	10	11	12	13	14
			<a href="#">CEC 2026 Convention &amp; Expo   Salt Lake City, UT</a>			
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

# April '26



## Boost Your Brand with SmartBrief's Custom Whitepapers

Engage decision-makers with expertly crafted content:

- **Custom Whitepaper:** Collaborate with an expert to create content that addresses industry challenges and highlights your thought leadership.
- **SmartFocus:** Use our turnkey, co-branded solution to align your messaging with trusted expertise.
- **Executive Summary:** Summarize key points from your events or long-form content for quick, impactful insights.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	CoSN 2026   Chicago, IL					
19	20	21	22	23	24	25
26	27	28	29	30	1	2

# May '26



## MENTAL HEALTH AWARENESS MONTH

### Mental Health Awareness Month

Create meaningful and impactful campaigns with sensitive, inclusive, and respectful messaging to reflect your organization's core values as a supporter of mental health initiatives.



SmartBrief can help support you with our extensive distribution network to amplify your campaign and drive meaningful action.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1 Mental Health Awareness Month	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	1	2	3	4	5	6