

A photograph of two women in winter attire. The woman on the left is wearing a white knit hat with a pom-pom and a yellow sweater, holding a silver laptop. The woman on the right is wearing a grey knit hat with a pom-pom and a white sweater, leaning her head on the first woman's shoulder. The background is white with faint, large, rounded rectangular shapes.

**IMPORTANT DATES TO
INCORPORATE IN YOUR
CAMPAIGNS IN FEBRUARY**



Creative ideas used in the execution of digital marketing campaigns can attract new customers and help you increase your engagement. You, too, can use these opportunities to create campaigns in line with your brand identity. As Related Digital, we have created this guide for you that includes the important dates and themes of the month of February, like we do every month.



FEBRUARY 4th

WORLD CANCER DAY

Every year, around 14 million people around the world are diagnosed with cancer. It is every brand's and business' responsibility to raise awareness about this disease and support cancer patients all around the world. You can too create a campaign that underlines the importance of early diagnosis and treatment on the 4th of February this year. You can create informative content about Cancer Day activities to be distributed by email or publish a tasteful social media post on important platforms.



FEBRUARY 9th

WORLD PIZZA DAY

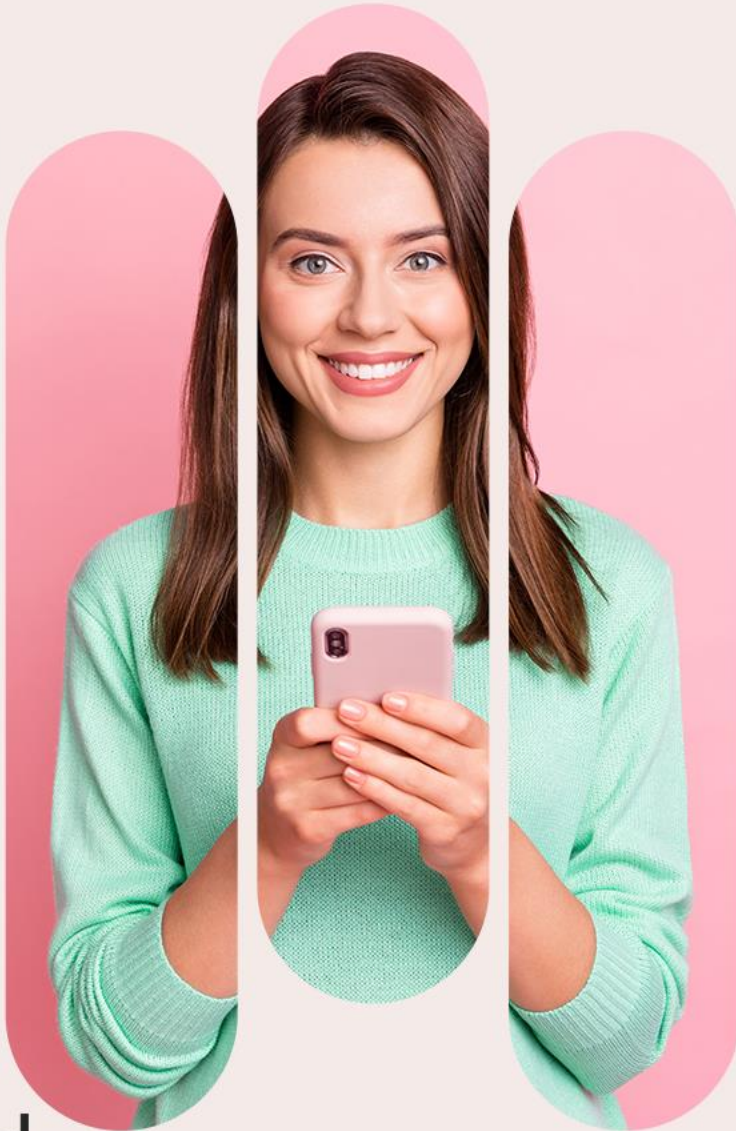
Every year on the 9th of February, people from all around the world celebrate the special World Pizza Day. Generally, restaurants and businesses in the food & drink industry use this day to offer promotions and sales to their customers but with a little creativity and effort, you can combine different concepts and utilize this day to reach out to new, potential customers.



FEBRUARY 14th

VALENTINE'S DAY

The most special day for all of the people who are in love is Valentine's Day and it's the perfect time frame to create marketing campaigns. With some tips and tricks, you can launch the best Valentine's Campaign ever and stand out among your competitors. Read [our guide](#) or [download our e-book](#) to learn about them!



FEBRUARY 15th

THE INVENTION OF TELEPHONE

It's still an ongoing debate if you want to know about the inventor of the modern telephone. But the day of the invention of the phone is known as the 15th of February – the day Graham Bell made the first phone call. This day is an amazing opportunity for cell phone servers, mobile device sellers, and tech stores. It's up to you to create smart campaigns.



MARCH 1st

WORLD CIVIL DEFENCE DAY

While not technically in February, we included this important day in our February guide. It is not easy to comprehend how defenseless we are before disaster strikes. To protect ourselves, we all need to be ready for natural disasters like earthquakes, floods, or everything else that has the potential to cause critical harm. That's why you can use your business platform to raise awareness.

OTHER INTEREST DAYS TO CELEBRATE IN FEBRUARY

Some of these days are surprising and funny even but we are positive that they are perfect for creating attractive campaigns to promote your brand and raise awareness.

FEBRUARY 1st
Car Insurance Day

FEBRUARY 5th
Chocolate Fondue Day

FEBRUARY 11th
Clean Your Computer Day

FEBRUARY 18th
World Whale Day

FEBRUARY 26th
Pistachio Day

FEBRUARY 2nd
Crepe Making Day

FEBRUARY 7th
Ballet Day

FEBRUARY 13th
Radio Day

FEBRUARY 21st
**International Mother
Language Day**

FEBRUARY 27th
Strawberry Day

FEBRUARY 3rd
Carrot Cake Day

FEBRUARY 8th
Opera Day

FEBRUARY 14th
Blood Donation Day

FEBRUARY 22nd
World Yoga Day

FEBRUARY 28th
Chocolate Souffle Day

FEBRUARY 4th
Wear Red Day
Lace Day

FEBRUARY 10th
**Umbrella
Day**

FEBRUARY 16th
Innovation Day

FEBRUARY 23rd
Tennis Day



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