



2026

Pet Business Marketing Content Calendar

Every pet awareness day mapped to actionable marketing ideas for groomers, dog walkers, pet sitters, and trainers. Pin it to your wall, plan your content, and never run out of post ideas.

~126
EVENTS

12
MONTHS

8
CATEGORIES

CATEGORIES

- Dogs
- Cats
- Breeds
- Welfare
- Industry
- Health
- Training
- Awareness

- January (16)
- February (12)
- March (14)
- April (17)
- May (10)
- June (10)
- July (7)
- August (10)
- September (8)
- October (11)
- November (6)
- December (5)

Tip: Pick 2-3 events per month that fit your business. You do not need to post about every single one. Consistency beats volume.

January

Training, Structure & Safety

16 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
All month	Walk Your Pet Month <small>Month-long</small>	Health	Share walking tips, promote dog walking packages, or run a "New Year, New Walks" challenge on social media.
All month	Train Your Dog Month <small>Month-long</small>	Training	Promote training sessions, share quick training tips on social media, or partner with a local trainer for cross-promotion.
2nd	National Pet Travel Safety Day	Health	Share pet travel safety tips. If you offer mobile services, highlight your safe transport practices.
2nd	Happy Mew Year for Cats Day	Cats	Post fun cat content, offer a "New Year Cat Groom" special, or share cat care resolutions.
6th	National Standard Poodle Day	Breeds	Showcase your Poodle grooming skills with before-and-after photos. Offer breed-specific grooming tips.
8th	National Labrador Retriever Day	Breeds	Feature Labrador clients on social media. Share breed-specific care and grooming advice.
9th	National Australian Shepherd Day	Breeds	Highlight Aussie Shepherd coat maintenance tips. Great content for double-coat grooming education.
11th	National Learn Your Name Day	Training	Share a quick video tip on teaching pets their name. Great engagement content for social media.
13th	National French Bulldog Day	Breeds	Feature Frenchie clients. Share breed-specific skincare and grooming tips for their unique coat.
14th	Dress Up Your Pet Day	Dogs	Run a "Best Dressed Pet" photo competition on social media. Offer bandana add-ons for grooming appointments.
15th	National American Eskimo Dog Day	Breeds	Share white coat maintenance tips. Perfect content for double-coat deshedding promotions.
17th	National Boxer Day	Breeds	Feature Boxer clients and share short coat grooming tips and skincare advice.
21st	Hug Your Puppy Day	Dogs	Share adorable puppy photos from your salon. Promote puppy introduction grooms or first groom packages.
22nd	Answer Your Cat's Questions Day	Cats	Create fun "Q&A with a cat" social media content. Great for engagement and showing personality.
24th	Change a Pet's Life Day	Welfare	Partner with a local rescue for cross-promotion. Offer discounted first grooms for newly adopted pets.
29th	Seeing Eye / Guide Dog Day	Welfare	Share educational content about service animals. Highlight your accessibility practices.

February

Health, Bonding & Dental

12 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
All month	Pet Dental Health Month Month-long	Health	Share dental health tips for pets. Promote teeth-cleaning add-ons or partner with a local vet for educational content.
All month	Spay & Neuter Awareness Month Month-long	Awareness	Share educational content about desexing benefits. Partner with local vets for cross-referrals.
All month	National Cat Health Month Month-long	Cats	Share cat health tips weekly. Promote cat grooming services and wellness checks.
3rd	International Golden Retriever Day	Breeds	Feature your Golden Retriever clients. Share coat care tips and deshedding service promotions.
3rd	Doggy Date Night	Dogs	Create a "Pamper Your Pup" Valentine's package. Run a couples-with-dogs photo contest.
Wk of 7th	Have a Heart for Chained Dogs Week Week-long	Welfare	Share educational content about responsible pet ownership. Support local animal welfare organisations.
14th	Pet Theft Awareness Day	Awareness	Share pet safety tips including microchipping, ID tags, and secure fencing advice.
Wk of 18th	National Justice for Animals Week Week-long	Welfare	Share information about animal welfare laws. Support local rescue organisations with cross-promotion.
20th	Love Your Pet Day	Dogs	Run a "Show Your Pet Love" social media campaign. Offer pamper packages or photo sessions.
22nd	Walking the Dog Day	Health	Promote dog walking services. Share your favourite local dog-walking routes and parks.
23rd	National Dog Biscuit Day	Dogs	Offer complimentary dog treats with grooms. Share homemade dog biscuit recipes on social media.
27th	World Spay Day	Awareness	Share statistics on pet overpopulation. Partner with local vets to promote desexing awareness.

March

Rescue, Working Dogs & Puppies

14 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
All month	Poison Prevention Awareness Month <small>Month-long</small>	Health	Share a series of posts about common pet poisons (chocolate, lilies, xylitol). Great educational content.
1st	National Welsh Corgi Day	Breeds	Feature Corgi clients with their distinctive coat styles. Share breed-specific grooming tips.
2nd	International Rescue Cat Day	Welfare	Partner with a local cat rescue. Offer discounted first grooms for newly adopted cats.
3rd	Tripawd Awareness Day	Awareness	Share stories of resilient three-legged pets. Highlight your accommodations for pets with special needs.
3rd	If Pets Had Thumbs Day	Dogs	Create fun, imaginative social media content. Great for engagement and showing your brand personality.
Wk of 4th	Professional Pet Sitters Week <small>Week-long</small>	Industry	If you offer sitting services, promote them. Cross-promote with local pet sitters for mutual referrals.
8th	International Akita Day	Breeds	Feature Akita clients and share double-coat grooming expertise and deshedding tips.
13th	K-9 Veterans Day	Welfare	Share stories of heroic working dogs. Offer discounts for service dog grooming.
15th	National Catio Day	Cats	Share catio inspiration photos. Great content for cat-loving clients and promoting indoor cat wellness.
17th	Saint Gertrude of Nivelles (Patron Saint of Cats)	Cats	Create themed cat content for the day. A unique angle for St Patrick's Day pet marketing.
20th	National Westie Day	Breeds	Showcase your Westie grooming expertise. Share hand-stripping and white coat care tips.
23rd	National Puppy Day	Dogs	Promote puppy introduction grooms and first groom packages. Share puppy care tips for new owners.
23rd	Cuddly Kitten Day	Cats	Share kitten content and promote kitten grooming introduction services.
25th	National Newfoundland Dog Day	Breeds	Feature Newfoundland clients. Highlight your large breed grooming capabilities and equipment.

April

Fitness, ID & Cruelty Prevention

17 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
All month	Prevention of Cruelty to Animals Month Month-long	Welfare	Share welfare content, support local rescues, and educate clients about recognising signs of neglect.
All month	Canine Fitness Month Month-long	Health	Share dog exercise tips and fitness routines. Promote active service add-ons like treadmill sessions.
All month	Heartworm Awareness Month Month-long	Health	Share heartworm prevention information. Cross-promote with local vets for health checks.
All month	National Adopt a Greyhound Month Month-long	Welfare	Partner with greyhound rescue organisations. Offer special first groom rates for adopted greyhounds.
1st	International Bull Terrier Day	Breeds	Feature Bull Terrier clients and share breed-specific skincare tips.
Wk of 1st	International Pooper Scooper Week Week-long	Awareness	Share humorous content about poop scooping. Promote your yard cleaning services if applicable.
4th	World Stray Animals Day	Welfare	Share information about local rescue organisations. Offer volunteer grooming for shelter animals.
6th	National Siamese Cat Day	Breeds	Feature Siamese cat clients and share breed-specific grooming tips for their sleek coat.
8th	National Dog Fighting Awareness Day	Welfare	Share educational content about recognising and reporting dog fighting. Support bully breed rescues.
10th	Hug Your Dog Day	Dogs	Encourage clients to share hugging photos with their dogs. Great user-generated content opportunity.
11th	National Pet Day	Dogs	Run a "Pet of the Year" vote or photo contest. Offer special Pet Day grooming packages.
Wk of 15th	National Pet ID Week Week-long	Awareness	Remind clients to update their pet's microchip details. Share ID tag importance and best practices.
21st	Bulldogs Are Beautiful Day	Breeds	Feature Bulldog clients. Share wrinkle cleaning and skincare tips specific to flat-faced breeds.
23rd	Lost Dog Awareness Day	Awareness	Share tips on preventing pet loss (ID tags, microchips, secure fencing). Create a shareable checklist.
25th	Hairball Awareness Day	Cats	Promote regular cat grooming as hairball prevention. Share deshedding service benefits for cats.
30th	Adopt a Shelter Pet Day	Welfare	Partner with local shelters. Offer free or discounted first grooms for newly adopted pets.
30th	International Guide Dog Day	Welfare	Share educational content about guide dogs. Highlight your service animal grooming experience.

May

Purebreds, Rescue & Pet Parents

10 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
1st	National Purebred Dog Day	Breeds	Feature your purebred clients and share breed-specific grooming expertise.
1st	International Samoyed Day	Breeds	Showcase Samoyed grooming transformations. Promote deshedding and double-coat maintenance services.
1st	International Doodle Dog Day	Breeds	Feature your Doodle grooming expertise. Share mat prevention tips and proper coat maintenance education.
3rd	Mayday for Mutts	Welfare	Celebrate the unique beauty of mixed-breed dogs. Share before-and-after groom transformations.
3rd	Specially-Abled Pets Day	Awareness	Share stories of specially-abled pets you care for. Highlight your accommodations for pets with special needs.
10th	National Dog Mom Day	Dogs	Run a "Dog Mum" appreciation campaign. Offer special Mother's Day weekend packages.
14th	International Chihuahua Appreciation Day	Breeds	Feature Chihuahua clients and share small breed grooming tips and dental care advice.
16th	World Dog Day	Dogs	Run a major social media campaign celebrating dogs. Offer special grooming deals for the day.
20th	National Rescue Dog Day	Welfare	Partner with rescue organisations. Share rescue success stories from your clients.
25th	International Cavalier King Charles Spaniel Day	Breeds	Feature Cavalier clients and share ear care and coat maintenance tips for this breed.

June

Workplace, Grooming & Memorials

10 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
1st	International Sheltie Day	Breeds	Showcase Sheltie grooming skills. Share double-coat care tips and deshedding service promotions.
2nd	National Greyhound Day	Breeds	Feature Greyhound clients. Share skincare tips for their thin coat and sensitive skin.
4th	International Corgi Day	Breeds	Feature Corgi clients. Run a "Corgi Appreciation" social media campaign.
4th	Hug Your Cat Day	Cats	Share cat bonding tips. Promote cat grooming services to keep them cuddly and mat-free.
10th	World Pet Memorial Day	Awareness	Create a respectful memorial post. Invite clients to share memories of their beloved pets.
12th	Peruvian Hairless Dog Day	Breeds	Share fun facts about unique breeds. Great content for breed education and showing your expertise.
16th	Missing Mutts Awareness Day	Awareness	Share tips on preventing pet loss. Offer to display "missing pet" flyers in your business.
21st	National Dachshund Day	Breeds	Feature Dachshund clients. Share both long-haired and short-haired Dachshund grooming tips.
21st	Dog Party Day	Dogs	Host a dog party event at your business. Offer party packages with special grooming and treats.
28th	World Day Against Pet Abandonment	Welfare	Share educational content about responsible pet ownership. Support local rescue organisations.

July

Safety, ID & Photography

7 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
1st	ID Your Pet Day	Awareness	Remind clients about microchipping and ID tags. Share a checklist for pet identification.
10th	National Kitten Day	Cats	Share adorable kitten content. Promote kitten grooming introduction services.
11th	All-American Pet Photo Day	Dogs	Run a pet photo contest on social media. Offer photo-worthy grooming packages.
15th	Pet Fire Safety Day	Health	Share pet fire safety tips including escape plans, window stickers, and fire-proofing advice.
21st	World Collie Day	Breeds	Feature Collie clients and showcase your long-coat grooming expertise.
26th	Dog Photography Day	Dogs	Offer "post-groom photo sessions." Partner with a local pet photographer for a special event.
31st	National Mutt Day	Welfare	Celebrate the unique beauty of mixed-breed dogs. Run a "Mutt Love" social media campaign.

August

Biggest Engagement Month

10 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
1st	DOGust (Universal Shelter Dog Birthday)	Welfare	Offer birthday grooming specials for rescue dogs. Donate a portion of proceeds to local shelters.
1st	National Yorkie Day	Breeds	Feature Yorkie clients and share their signature coat styling tips.
4th	Assistance Dog Day	Welfare	Share educational content about assistance dogs. Offer special rates for working dog grooming.
8th	International Cat Day	Cats	Run a major cat celebration campaign. Offer cat grooming specials and share cat care content.
10th	Spoil Your Dog Day	Dogs	Promote premium pamper packages. Offer luxury grooming upgrades and spa add-ons.
15th	Check the Chip Day	Awareness	Remind clients to update their microchip details. Check chip information during grooming appointments.
17th	Black Cat Appreciation Day	Cats	Feature your black cat clients. Share facts that debunk black cat superstitions.
22nd	Take Your Cat to the Vet Day	Cats	Partner with local vets for cross-promotion. Share cat health check reminders.
26th	International Dog Day	Dogs	Run your biggest dog-focused campaign of the year. Offer special deals and run engagement contests.
28th	Rainbow Bridge Remembrance Day	Awareness	Create a respectful memorial post. Invite clients to share memories with a dedicated hashtag.

September

Ownership, Walking & Rabies

8 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
All month	Responsible Dog Ownership Month <small>Month-long</small>	Awareness	Share a daily or weekly responsible ownership tip. Great content series for the whole month.
8th	Dog Walker Appreciation Day	Industry	Celebrate your dog walking team. Share testimonials and behind-the-scenes walking content.
14th	Hug Your Hound Day	Dogs	Feature hound breed clients. Share hound-specific grooming tips for their unique coats.
20th	AKC Responsible Dog Ownership Day	Awareness	Share comprehensive responsible ownership content. Partner with breed clubs for educational events.
23rd	Dogs in Politics Day	Dogs	Share fun facts about famous political dogs. Lighthearted and engaging social media content.
25th	National Schnauzer Day	Breeds	Feature Schnauzer clients with classic breed cuts. Share hand-stripping and clipping technique tips.
28th	World Rabies Day	Health	Share rabies vaccination information. Partner with vets for cross-promotion on vaccination importance.
30th	Puppy Mill Survivor Day	Welfare	Share adoption stories and support anti-puppy-mill advocacy. Promote ethical breeding practices.

October

Senior Pets, Obesity & Breeds

11 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
1st	National Black Dog Day	Welfare	Feature your black dog clients. Raise awareness that black dogs are often overlooked in shelters.
1st	Fire Pup Day	Dogs	Share fun facts about Dalmatians and fire station dogs. Great for engaging social media content.
4th	World Animal Day	Welfare	Support local animal welfare causes. Share how your business contributes to animal wellbeing.
7th	Poodle Day	Breeds	Showcase Poodle grooming artistry. Share different Poodle clip styles and coat care tips.
11th	Pet Obesity Awareness Day	Health	Share healthy weight tips for pets. Partner with vets for weight management education.
15th	National Pug Day	Breeds	Feature Pug clients and share wrinkle care, skincare, and breathing care tips for flat-faced breeds.
17th	National Fetch Day	Dogs	Share fetch photos and videos. Run a "Best Fetch Face" photo contest on social media.
21st	Pets for Veterans Day	Welfare	Offer discounts for veteran pet owners. Support organisations that pair veterans with pets.
24th	Pit Bull Awareness Day	Awareness	Feature Pit Bull clients with positive stories. Advocate for judging dogs by behaviour, not breed.
27th	Black Cat Day	Cats	Feature black cat clients. Share positive black cat stories and debunk superstitions.
28th	National Cat Day	Cats	Run a major cat celebration campaign. Offer cat grooming specials and adoption support.

November

Groomers, Health & Culture

6 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
1st	Pet Groomer Appreciation Day	Industry	Celebrate your grooming team! Share behind-the-scenes content and team spotlights.
1st	Cook for Your Pets Day	Health	Share pet-safe recipes. Create a "Cook for Your Pet" recipe card that clients can download.
7th	Canine Lymphoma Awareness Day	Health	Share information about early cancer detection signs in pets. Support canine cancer research.
14th	Kukur Tihar (Festival of Dogs)	Awareness	Share the beautiful story of Kukur Tihar. Celebrate the human-dog bond across cultures.
17th	Take a Hike with Your Dog Day	Dogs	Share your favourite local dog-friendly hiking trails. Promote post-hike bath and groom services.
26th	National Dog Show Day	Industry	Share your breed-standard grooming expertise. Post about famous dog shows and winning breeds.

December

Rescue, Vets & Giving

5 awareness days

DATE	EVENT	CATEGORY	MARKETING TIP
2nd	National Mutt Day	Welfare	Run a "Mutt Love" campaign. Offer adoption specials and partner with local shelters.
4th	Cookie Day (Pet Treats)	Dogs	Share pet-safe cookie recipes. Offer complimentary holiday treats with December grooms.
9th	International Veterinary Day	Industry	Thank your partner vets publicly. Cross-promote with local veterinary clinics.
10th	Animal Rights Day	Welfare	Share your commitment to ethical pet care. Highlight your welfare-first business practices.
15th	Cupcake Day (Pet Bakery Tie-ins)	Dogs	Partner with a pet bakery for cupcake-themed grooms. Offer holiday treat add-ons.

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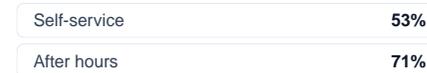
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- Behavioural notes



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WHO WE ARE

Pet industry professionals and experienced technologists

We run pet businesses ourselves. We have built and sold software to ASX-listed companies. We are dedicated to building the best possible platform for Australian pet businesses and their customers.

- **Frazer McLeod** • CEO • Ex-Woolworths (ASX: WOW), Hound Health co-founder
- **Mo Abed** • CTO • Built & sold platforms to ASX-listed Hipages (ASX: HPG)
- **Annika Le Rade** • Advisor • Animal science grad, pet business owner since 2018

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