





# RAMADAN 2026 CALENDAR

The Founder's AI Marketing Playbook

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Small Business Edition

<b>PHASE 1: THE WARM UP</b>	<b>FEB 01 - FEB 16</b>
<p><b>GOAL: BUILD ANTICIPATION</b></p> <p>Don't sell yet. Show "Behind the Scenes" of your stock preparation. Get people to join your email/WhatsApp waitlist.</p>	<p> <b>CHATGPT PROMPT</b></p> <p>"Write 3 teaser social media captions for [Product]. Focus on the theme of 'Getting your home ready for Ramadan'. End with a question."</p>
<b>PHASE 2: FIRST 10 DAYS (MERCY)</b>	<b>FEB 17 - FEB 26</b>
<p><b>GOAL: COMMUNITY UTILITY</b></p> <p>Energy is high. Post content during <b>Suhoor (3 AM)</b>. Share recipes, dua lists, or tips relevant to your niche.</p>	<p> <b>MANYCHAT AUTOMATION</b></p> <p>"Auto-reply to anyone who comments 'Ramadan' with a link to our free [PDF/Guide/Discount Code]."</p>
<b>PHASE 3: MIDDLE 10 DAYS (FORGIVENESS)</b>	<b>FEB 27 - MAR 08</b>
<p><b>GOAL: BEAT THE SLUMP</b></p> <p>Engagement drops here. Switch to short-form video (Reels/TikTok). Run a 24-hour "Pick-Me-Up" Flash Sale.</p>	<p> <b>CAPCUT / VIDEO IDEA</b></p> <p>"Create a 15-second script about 'The Mid-Ramadan Slump' and how [Product] helps you get energy back."</p>
<b>PHASE 4: LAST 10 DAYS &amp; EID</b>	<b>MAR 09 - MAR 18</b>
<p><b>GOAL: URGENT SALES</b></p> <p>This is the spending peak. Focus on "Gifting" and "Delivery Deadlines". Be aggressive with reminders.</p>	<p> <b>AD COPY PROMPT</b></p> <p>"Write an urgent SMS message: 'Last Chance for Eid Delivery. Order [Product] within 48 hours.' Use emojis."</p>

Recommended Toolstack:

ChatGPT

Canva Magic

CapCut

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