

# RAMADAN 2026 CALENDAR

The Founder's AI Marketing Playbook

gaurav.imapro.in  
Small Business Edition

## PHASE 1: THE WARM UP

FEB 01 - FEB 16

### GOAL: BUILD ANTICIPATION

Don't sell yet. Show "Behind the Scenes" of your stock preparation. Get people to join your email/WhatsApp waitlist.

#### CHATGPT PROMPT

"Write 3 teaser social media captions for [Product]. Focus on the theme of 'Getting your home ready for Ramadan'. End with a question."

## PHASE 2: FIRST 10 DAYS (MERCY)

FEB 17 - FEB 26

### GOAL: COMMUNITY UTILITY

Energy is high. Post content during **Suhoor (3 AM)**. Share recipes, dua lists, or tips relevant to your niche.

#### MANYCHAT AUTOMATION

"Auto-reply to anyone who comments 'Ramadan' with a link to our free [PDF/Guide/Discount Code]."

## PHASE 3: MIDDLE 10 DAYS (FORGIVENESS)

FEB 27 - MAR 08

### GOAL: BEAT THE SLUMP

Engagement drops here. Switch to short-form video (Reels/TikTok). Run a 24-hour "Pick-Me-Up" Flash Sale.

#### CAPCUT / VIDEO IDEA

"Create a 15-second script about 'The Mid-Ramadan Slump' and how [Product] helps you get energy back."

## PHASE 4: LAST 10 DAYS & EID

MAR 09 - MAR 18

### GOAL: URGENT SALES

This is the spending peak. Focus on "Gifting" and "Delivery Deadlines". Be aggressive with reminders.

#### AD COPY PROMPT

"Write an urgent SMS message: 'Last Chance for Eid Delivery. Order [Product] within 48 hours.' Use emojis."

Recommended Toolstack:

ChatGPT

Canva Magic

CapCut

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