

# The Ultimate Holiday Marketing Guide For Dropshipping



**BONUS:** 2024 Holiday Marketing Calendar

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## Holiday Marketing is Essential for Your Dropshipping Business

Welcome to the thrilling world of dropshipping! Here, success is not just about having fantastic products — it's about crafting a marketing strategy that really sings. Picture your dropshipping store as a bright star in the vast online galaxy. To shine, you need more than just stellar products; you need a marketing plan that makes you stand out.

With ecommerce, the sky's the limit for growth and transformation, all achievable without breaking the bank or being a tech wizard. It's your ticket to extra income, being the captain of your own ship, and working from anywhere in the world.

Let's dive into some impressive stats to showcase the enormous potential of ecommerce.

- **\$211 billion** in holiday sales revenue generated in the US for 2022.
- **\$284 billion** in retail ecommerce sales generated in Q4 2023 alone.
- Consumers spend an average of **\$754** on holiday gifts and goods. On average, holiday shoppers in America spend **\$1,455** on everything from ugly sweaters to perfect gift ideas.
- Global -commerce sales for 2023 surpassed **\$6.5 trillion**.
- **87%** of shoppers research online before making a purchase.
- **65%** of customers state that holiday pricing is their primary purchasing influence.
- **70%** of consumers wait for holiday sales discounts before making purchases.
- Predictions indicate that **95%** of all shopping will be done online by 2040.

The fourth sales quarter of 2023, encompassing Thanksgiving, Hanukkah, Kwanzaa, and Christmas, witnessed record-breaking online shopper numbers, with retail ecommerce sales in the United States reaching approximately 284 billion U.S. dollars – the highest quarterly revenue in history.

The landscape of spending events has evolved beyond traditional holidays. With fierce competition, you need to target holidays and events throughout the year to successfully grow your online business.

*As we step into 2024, it's time to plan your holiday marketing strategy. To streamline the process for you, we've compiled a Holiday Marketing Calendar with a quick summary of dates and holidays, setting the stage for 2024 to be your most profitable year yet.*

A well-organized marketing strategy, including a Holiday Marketing Calendar, is key to reaching your target customers and marketing goals for specific events throughout the year. Organized marketers are 674% more likely to succeed in their campaigns. Let's explore the benefits a proper marketing calendar brings to your game:

- It keeps you well-organized, ensuring your marketing team stays up-to-date with upcoming campaigns, sales, and other marketing activities.
- Consistency, combined with set goals, ensures better work efficiency and results.
- Detailed planning includes key metrics surrounding campaigns, such as costs, social media posts, and content marketing plans.
- A well-planned strategy allows you to stay flexible and adapt to changes.

This comprehensive holiday marketing guide will provide you with the tools and information necessary to generate successful holiday marketing ideas and capitalize on the financial opportunities within online retail.

Let's embark on this journey together – it's time to get started!

## When to Prepare Your Marketing for the Holiday Season

Timing is everything, especially when it comes to holiday marketing. It's like preparing for a marathon; starting well in advance sets you up for a winning race.

Picture the winter holiday season, stretching from Thanksgiving to the New Year, as your prime time. Smart ecommerce stores begin their holiday marketing as early as October.

Think about it - millions of shoppers, ready to fill their carts with gifts and goodies. This is your chance to triple your profits, but only if you're prepared.

And hey, holidays aren't just about the end of the year. There's a whole calendar year filled with opportunities to connect with customers old and new. For instance, January's all about love, with Valentine's Day front and center.

**The best time to start planning for it? At least six weeks ahead. This gives you ample time to craft those perfect campaigns and promotions that will woo your customers.**

This is so you have enough time to plan and execute your campaigns, including Social Media campaigns, video content, newsletters, blog articles and upgrade your business product assortment together with main offers to make adjustments when needed. For example, you can be flexible enough to add some viral finds to your store or adapt memes for your socials!

Plus, creating content for SEO visibility should also be a part of your pre-Valentine's preparations. This may take up a lot of your time, but it will help you rank high in searches for related keywords, such as "gift ideas for Valentine's Day" and put your business ahead of the competition.

While others are looking for the perfect gifts for their loved ones and friends and spending their money, you should be thinking of driving all these people to your store.

The holiday season is a crucial time for ecommerce businesses when you can significantly increase your sales but only if you prepare your Holiday Marketing Strategy beforehand.

## How to Build a Holiday Marketing Strategy That Works

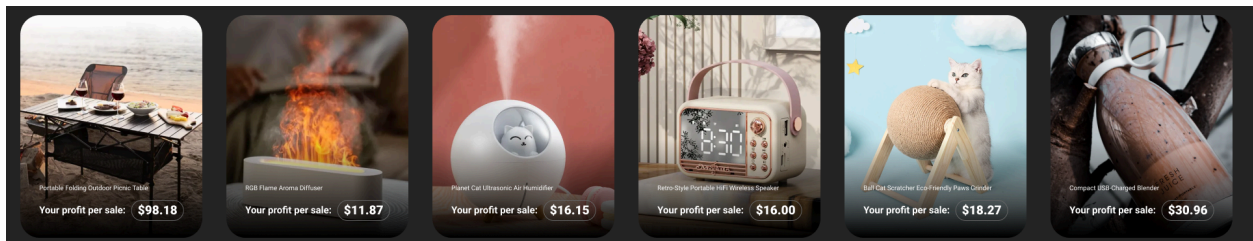
Ready to turbocharge your online sales? Center your strategy around products that are holiday favorites, watch your pre-holiday sales soar, and play around with flexible discount rates.

Get creative with your product catalog, and remember, our team is here to lend a helping hand.

To set realistic goals for the upcoming holiday promotions and launch a good holiday marketing campaign, decide which product categories to discount. Also, know what items to sell as your unique holiday products.

This is one of the most fun parts of preparing your online store for holiday spending and booming sales. Explore categories that thrive during the holidays and browse the vast selection of products in our Catalog or take advantage of our holiday packages. Think of what works best for your brand and add those items to your store within minutes.

Our team has done the heavy lifting for you by conducting deep market research to uncover products **with the highest profit potential for 2024**. This extensive product selection is designed to ensure your dropshipping success throughout the year.



Here's what you get with this Dropshipping Products Package of [1,000 Best-Sellers for 2024](#):

- A selection of the hottest products: We've handpicked 1,000 best-sellers that are set to dominate the market.
- High margin products: Our catalog is filled with items that offer not just high demand but also substantial profit margins.
- Tremendous growth potential: Each product is selected for its ability to drive growth and revenue in your store.

- The best new items of the season: Stay ahead of trends with products that are current, in-demand, and profitable.

Don't just follow the trends; set them. Craft a gift guide that sparks imagination and helps your customers to make the perfect choice. And remember, those post-holiday shoppers aren't looking for massive discounts right away. A thoughtful free shipping offer or a charming discount can be just as sweet.

A successful holiday marketing campaign takes effort, time, and patience. One thing's for sure – the benefits outweigh the time and effort you'll spend.

Develop amazing holiday campaign ideas to boost sales and increase your chance of making each quarter of the year profitable. Focus on early planning and execution. Implement various strategies and marketing channels, [including SEO](#), [social media platforms](#), [email marketing](#), and content creation.

85% of holiday shoppers prefer free shipping over fast shipping. As one of the main factors people consider, you need to implement it into your holiday promotions. From free products and free shipping to gift cards and exclusive deals, people will gladly interact with your brand and content to get something for free.

Preparation is key to running successful holiday marketing campaigns. Start early, make an action plan, and stick to it. If a great new idea pops up – write it down for consideration later.

# Holiday Marketing Checklist

## 1. Understanding Market Trends and Competitor Analysis

- **Stay Ahead with Market Research:** Leverage tools like ExplodingTopics to stay on top of current trends and popular content. This knowledge is vital to tailor your marketing approach.
- **Competitor Insights:** Investigate other businesses' holiday campaigns. Analyze their marketing channels and gather inspiration from their successful strategies.
- **Social Media Savvy:** Monitor emerging holiday trends on social media platforms. Adapt your strategy by understanding customer preferences in your niche.
- **Keyword Mastery:** Utilize tools like Google Trends, Ahrefs, and Semrush for high-ranking holiday keywords. Incorporate these into your content to boost holiday traffic.

Holiday planning matters. Define a campaign theme and launch holiday marketing content well in advance. There are infinite digital marketing tactics that can help you shape a great holiday marketing strategy.

## 2. Knowing Your Audience

- **Engage with Your Customers:** Use surveys, comments, and direct messages to grasp customer preferences. Personalized promotions lead to higher engagement and conversions.

Understanding key elements of your customer niche is one of the most essential steps before starting your holiday marketing campaign.

First, identify and organize your potential customers into groups based on their common characteristics – such as age, marital status, interests, and occupation. This information can make or break your campaign.

Your main goal is to get your target audience to remember your brand and its offers before the holiday shopping season begins.



### 3. Crafting a Content Calendar

- **Plan Ahead: Organize your content with a detailed schedule. This prevents last-minute rushes and maintains a cohesive message throughout the season.**

Create a diverse content calendar, including exclusive offers, product highlights, and holiday guides. Design early campaigns to blast all over social media platforms. Direct customers to your store landing pages with the best deals before any of your competitors have even thought of them.

From a [well-prepared website](#) to custom landing pages and optimized media channels, make sure that customers have a seamless experience to maximize engagement.

Targeted marketing efforts will pay off with a bigger brand reach and loyal customers. Strategically plan your sales and promotions and display them across multiple platforms to establish a cohesive identity and build a strong, trustworthy brand.

Unique offers and sales are holiday campaign ideas every business utilizes during the season. It's the main reason shoppers go to these stores in the first place – to score a special deal before the holidays.

Start preparing today – you'll thank yourself tomorrow!

### 4. Catering to All Types of Shoppers

- **Early Birds and Procrastinators: Create specific campaigns for both. Use social media to tease early shoppers and create urgency for the last-minute ones.**

You can plan your social media content for both early shoppers and last-minute shoppers. For the early birds, you can create teaser posts that feature your upcoming collection or promo bundles. You can also use these posts to remind them to shop early and get their gifts on time.

As for the last-minute shoppers, you can create and publish content for the days leading up to the event. This way, you can still reach the people who tend to forget about or procrastinate in buying gifts for their special someone. Try to make it fun and

lighthearted by creating humorous posts, or inject a bit of urgency by adding lines like “last-minute gifts are still worth it!”.

Reward loyal customers with special prices and deals during the holidays. Include this brilliant idea in your holiday marketing plan to generate customer satisfaction, drive more sales, and ensure long-term growth for your business.

Offer early access to your holiday promotions, exclusive deals, and one-of-a-kind discounts, encouraging people to shop with you and return for future purchases.

## 5. Maximizing Your Campaigns

- **Ad Strategies:** Utilize targeted ads on platforms like Facebook and Instagram. Offer enticing discounts and connect personally with your audience.
- **Cross-Marketing and Upselling:** Encourage impulse purchases by suggesting related products, enhancing customer experience and revenue.

Of course, ads are also important during the holiday season. Maximize your ad campaigns by targeting your specific audience and offering them discounts that they can't resist. This is also the best time to connect with your loyal followers on a more personal level and make them feel that they are truly being taken care of.

Let's look at the types of ads you can use for the holidays:

- *Search engine ads.* These are text and shopping ads on search results, with Google Ads taking the lead. They're displayed when a customer searches for something your store offers.
- *Social media ads.* Images, videos, carousels, or stories – these ads pop up on user feeds while scrolling through social media. This is a perfect way to reach potential customers during the holiday season.
- *Display ads.* These are banners and native ads displayed on your store page. They blend well with the rest of the content while showcasing your special deals.
- *Video ads.* Promote your products through videos and streams. Show them before, during, and after advertising your store's epic features, deals, and discounts.

If you have holiday-related posts that you want to get more visibility for, this is the best time to boost them on social media. If you have a Holiday collection and you want non-followers to take notice of it, you can create Facebook ads. You can target the correct audience and get them to check out your collection by showcasing your collection's pieces through a carousel post or an interactive video.

Paid advertising can make a huge difference to your dropshipping marketing and sales. Not only do ads make your products more visible, but they allow you to target a very specific audience of potential customers.

Promote and sell products that perform the best during the season. You can also target a specific audience by creating custom audiences based on age, gender, interests, income level, etc. This way, you can make sure that your content reaches the right people and drives more sales for your business.

The cost of acquiring new customers and generating new sales is a lot higher than upselling to existing customers. There's also a much better chance of selling to people who already trust your brand, than selling to a completely new audience.

Upselling and cross-marketing allow you to make the most of every dropshipping transaction. These processes encourage impulse buys, which can boost your revenue in a big way.

To do upselling or cross-selling for your dropshipping store, you should offer recommended products to customers before they check out. For example, if a customer adds a TV to their cart, a surround sound system and TV mount appear as recommended products. You could also offer a "customers who bought this product also like..." section to get your customers to buy more.

The customer has already decided to buy, so there's a good chance that they will be happy to increase their purchase.

## **6. Driving Organic and Retargeted Traffic**

- **Engage Organically:** Use hashtags and engaging content on platforms like TikTok and Pinterest.
- **Retarget Wisely:** Focus on visitors who haven't converted yet. Use targeted display ads to re-engage them.

When it comes to organic traffic, TikTok is also a great platform to utilize. You can post creative videos showcasing your collections and make use of the hashtag feature, which will help you reach a wider audience. You can also join existing trends to encourage people to check out the gifts that you have to offer this holiday or special event. For instance, you can post a satisfying video unboxing an order from your Holiday collection.

Days or weeks before the holiday, you can also leverage Pinterest to reach your target audience. Make sure to create boards that are related to this holiday and post images of your products as pins. This will help customers easily find what they are looking for and make them more likely to purchase from you.

Retargeting is when you display relevant ads and marketing content to visitors who have been on your site but haven't taken any action. These ads appear on other websites after visitors have left your store. After visitors have been retargeted, they should have a 70% better chance of becoming customers on your site.

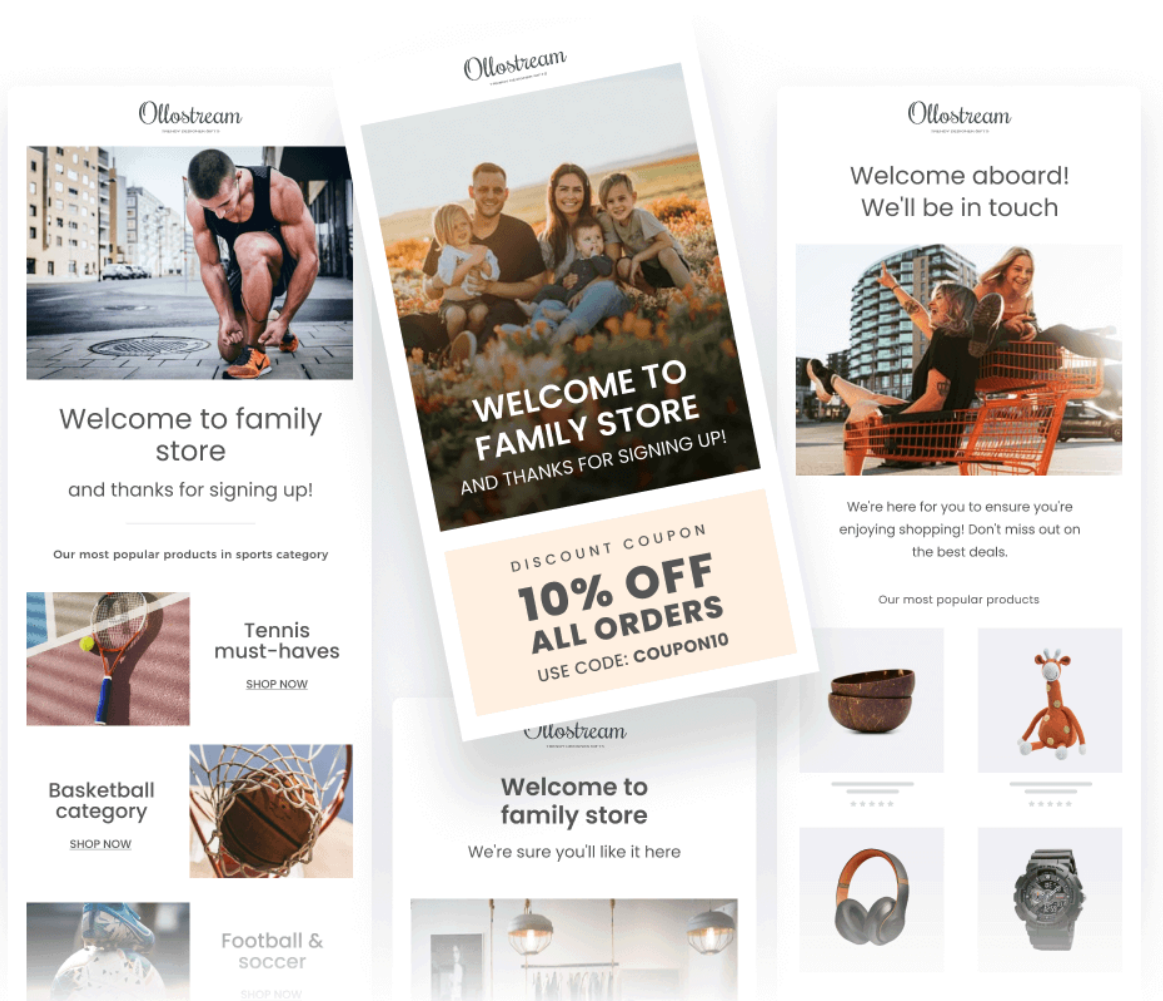
## **7. Effective Holiday Email Marketing Tips and Tricks**

- **Strategic Emailing:** Use a calendar to plan diverse email types. From promotional to informative, tailor each email to fit different segments of your audience.
- **Email Marketing Tools:** Utilize tools for automated responses and custom templates, making your campaigns more efficient and personalized.
- **Impactful Emails:** Use varied email types – from welcoming messages to countdown timers.

Email marketing drives direct engagement. Customers are more likely to return to your store if you offer them personalized value – timely holiday deals and discounts. Make sure to leverage holiday shopper enthusiasm by promoting coupons and big savings.

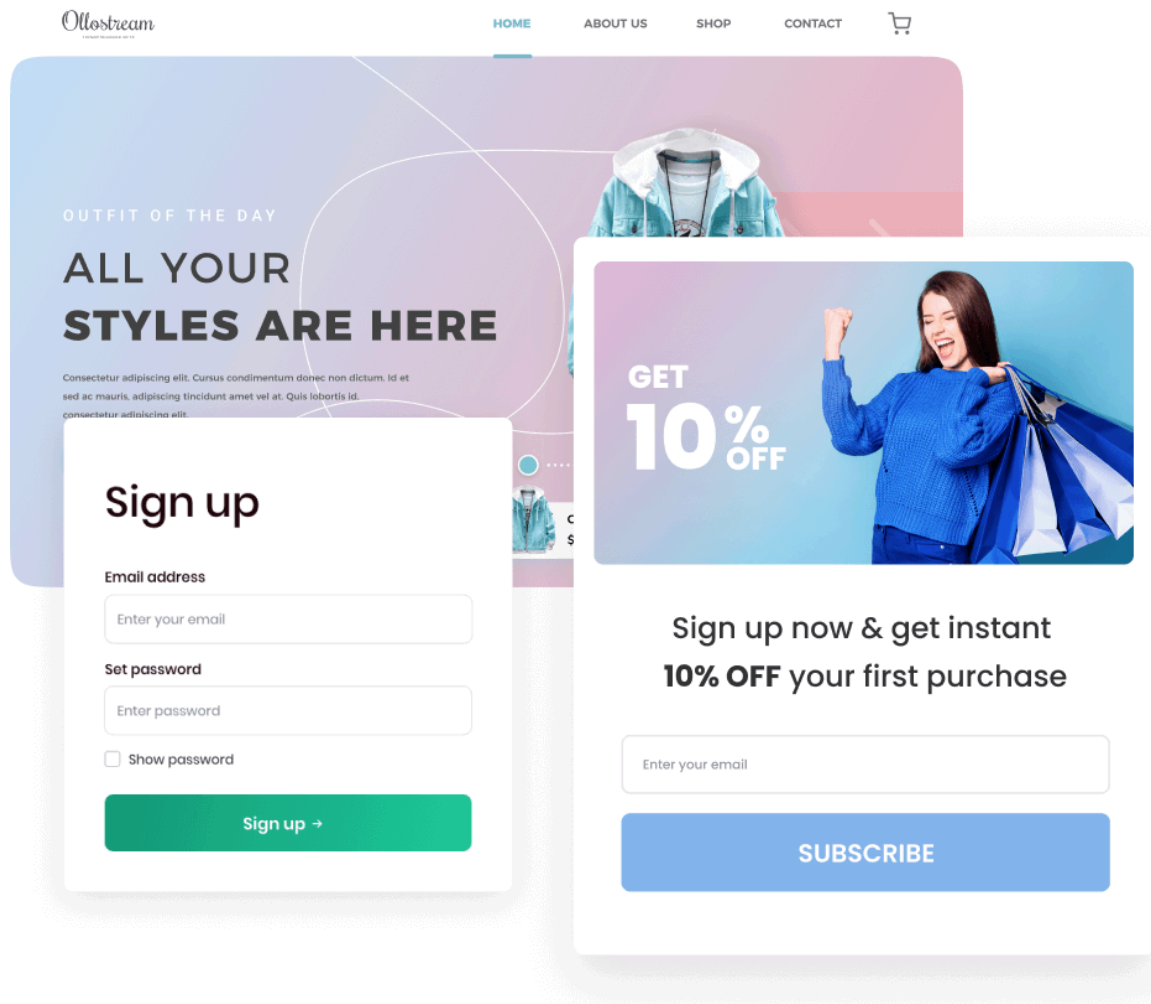
Set up an email subscription page to sign up new customers and consider incorporating some of these potential email types as part of your holiday marketing campaign.

Email marketing isn't just a trend – it's an insanely profitable channel that can help you drive significant revenue for your online store. So, let's see how you can make the most of this powerhouse. Email marketing offers a great return on investment. According to a study by Campaign Monitor, for every \$1 spent on email marketing, the average return on investment (ROI) is \$42.



If you aim to establish an email marketing strategy that generates profits effortlessly over the years, explore our [Email Marketing Setup Service](#):

- ★ We will configure a built-in signup form to channel email addresses into the subscribers list of the email marketing service (MailChimp).
- ★ Our special lead-generation system promptly collects your visitors' emails, initiating an immediate email campaign.
- ★ Additionally, we design and set up an irresistible popup on your site, offering an attractive discount in exchange for a customer's email address.
- ★ Compelling email copy re-engages your customers, bringing them back to your online store repeatedly.
- ★ Email series (follow-ups) trigger sales on autopilot; once set up, they continue to convert your shoppers for years!



Create an email marketing calendar to understand what types of emails to send out and when, all while keeping track of marketing metrics. Target specific customers or subscribers and enhance their experience with well-planned emails, mailing lists, and schedules.

## 8. SEO for the Holidays

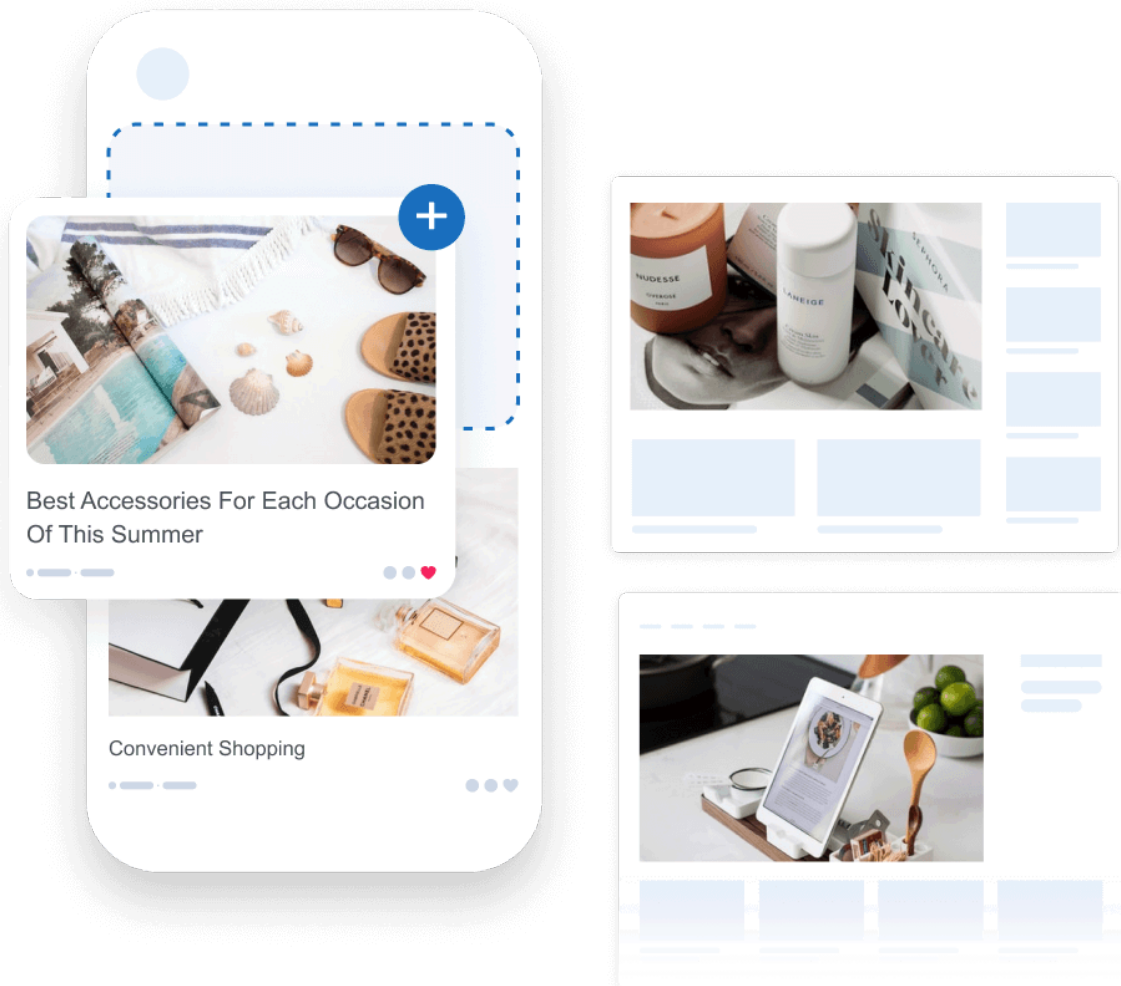
- **Keyword Optimization:** Incorporate seasonal keywords to enhance visibility.
- **Create Engaging Holiday Content:** Blogs, guides, and holiday-themed articles can drive traffic and improve your SEO.

By creating holiday content, your business provides additional value for seasonal customers and carries more potential search keywords. The added value and visibility



attract backlinks from other businesses, increasing website credibility and offering a competitive edge.

Make shopping easy for your customers with a holiday gift guide tailored to their needs. Take all your seasonal products and categorize them by possible choices people might look for. For example, gifts for him, gifts for her, gifts for kids, gifts for pets, or gifts for myself.



This is a fun and creative way to showcase your products, ease the shopping experience for your customers, and drive sales faster.

Use Google Analytics and other research tools to find relevant holiday-themed keywords. Add them to your content, titles, product descriptions, and headings to match user intent. This will increase the likelihood that customers will find your store or content organically.

## 9. Effective Use of Social Media

- **Goal-Oriented Campaigns:** Set clear objectives for your social media efforts, be it increasing sales or enhancing brand loyalty.
- **Influencer Collaboration:** Partner with influencers who align with your brand, utilizing their reach to boost your campaign.
- **Engagement and Personalization:** Interact authentically with your audience, and tailor content to their interests.

A social media marketing calendar helps you keep social media campaigns organized and well-planned. Keeping track of social media posts across multiple platforms is not easy, but with a social media calendar, you can get campaigns ready ahead of time, staying on top of deadlines and social media throughout the year.

Start by choosing the best channels for your dropshipping business, and focus on these. It's best to start small, focus on two or three channels, and give these channels the attention they deserve. For dropshipping, visual platforms like Pinterest and Instagram work well to highlight your products.

If you haven't yet created your Social Media Accounts yet, take advantage of our [Social Media Packages Service](#) to present your store to a 6 bln. audience. Get your business accounts professionally created and promoted – from launch and design to stunning content and advertising!

Create clear social media goals, and choose the platforms that best support this. Posting short video content on social media, like Instagram Reels or TikTok videos, is an excellent way to show your products in action. You should also try to gather as much user-generated content and social proof as possible. This will help your dropshipping brand to build up more credibility and trust. Working with brand ambassadors or influencers can be a good way to get this rolling.

Because of the dropshipping business model of not having any stock on hand, many sellers don't consider giveaways. However, **a well-organized giveaway** can help you to attract way more potential customers and traffic to your store.

There are many different types of social promotions that you can run. These include things like photo contests, hashtag contests, sweepstakes, and more. With the right type of contest, you could boost traffic to your store, increase social engagement or followers, promote a specific product, generate a bigger email marketing list, boost brand awareness, and more.

To run a successful giveaway, you need to choose a suitable prize. This should be one of the best-selling products that you offer to help you attract enough of the right



participants. Once the contest is over, you can send all of your entrants a discount code. This might result in a lot of conversions.



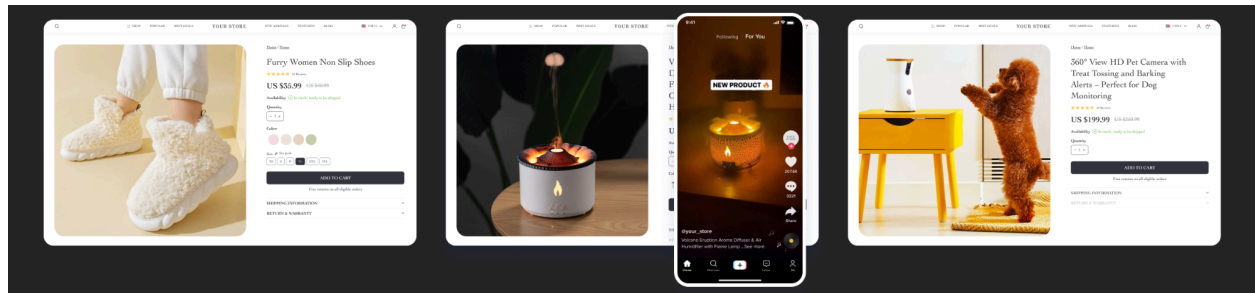
Therefore, offering unique promotions and coupons is the best encouragement. The coupon doesn't necessarily need to be of high value; however, a unique personalized coupon will make the customer feel special.

## 10. Leveraging Video and Blog Content

- **Video Marketing:** Showcase your products through engaging videos across various platforms, from unboxings to practical demonstrations.
- **Blogging:** Create content that resonates with your audience, driving traffic and enhancing your SEO efforts.

84% of consumers are convinced to buy a product after watching a brand's video. Video marketing is one of the most powerful ways to attract your audience's attention and get more people interested in what you sell.

We all felt tingly with the holiday spirit the second we saw the Coca-Cola trucks on TV with “Holidays are coming” playing in the background. Or the cute family of polar bears advertising the zesty beverage. These are only a few holiday promotion examples involving videos that have stuck with us for years. They’re cute, unique, and fun – the full holiday package.



You can use video to show how your products can be used in real life. Post videos of the products in use, create how-to videos, and use videos to offer a more realistic impression of what the product actually looks like. This will help to engage your audience and build trust. You can even get other content creators to unbox or review your products through videos.

We’ve analyzed the whole TikTok market to find tons of viral products to add to your store, get easily promoted and make huge profits. If you want to make money on hype with TikTok Bestsellers take a closer look at our [TikTok Dropshipping Products Package](#).

Here’s what you get:


- Up to 100 viral TikTok dropshipping products
- Product videos that trigger sales
- Ready-to-use marketing campaigns
- Personal 24/7 guidance

Your video can be shared on your social media channels, posted to your YouTube account, or used in ad campaigns. This will help you generate some important social proof.

**Combine these strategies to create a dynamic and successful holiday marketing campaign. Focus on early planning, understanding your audience, and using a mix of organic and paid efforts to maximize reach and engagement.**

Remember, the key is to start early, stay organized, and constantly adapt to your customers' evolving preferences. If your head is left spinning with ideas for holiday promotions, our work here is done. Any one of them is your key to a successful shopping season.

Good luck, and here's to a profitable holiday season!



**Need more details to make your choice?**

Schedule a free Marketing Consultation with our team!

## BONUS: 2024 Holiday Marketing Calendar

A detailed marketing calendar is a helpful tool that combines all your marketing efforts, plans, projects, tasks, and strategies in one place. It's the one source of information for you or your marketing team regarding all things planned for specific events on a weekly, monthly, quarterly, or yearly basis.

It will help you stay focused, and organized throughout all the marketing activities.

To properly execute a well-planned marketing campaign, add important dates and events to your marketing calendar. These dates will help you coordinate activities and create an organized marketing plan for every important occasion throughout the year.

*Keep in mind holidays (global and national), launch dates for new products, current trends, local events, and deadlines. Remember that people celebrate even the smallest things in life. If you include different special dates and events in your sales calendar, your chance of reaching a broader audience will be higher.*

And don't forget about seasonality, if it plays an important role in your business. It's important to keep seasonality in mind when planning marketing campaigns to prepare for them properly and not miss out.

**Once you've marked the marketing calendar with important dates and events and listed all your marketing activities, it's time to take action. Generate ideas, plan your content, set roles within the campaign, and, most importantly – set deadlines for everyone to meet.**

Think about the steps necessary for each activity and how long each of them will take. Plan every step of the project on your marketing calendar with precise deadlines to not miss a single thing.


Plan out what campaigns and channels you'll use, what type of content you'll need, and how long it will take. Deadlines keep everyone on their toes and on the same page, helping them reach set goals in an organized manner.

We'll highlight some of the most important events each month, so you don't have to. This way, you can focus on your marketing campaigns rather than research. **Stay on top of the Holidays all year long!**

Let's take a look at some important dates to keep in mind for each month of 2024.

# January

JANUARY



1	New Year's Day	21	World Snow Day
2	Science Fiction Day	22	National Cheesy Socks Day
13	Make Your Dream Come True Day	24	National Compliment Day
15	Martin Luther King Jr. Day 🇺🇸	26	Australia Day 🇦🇺
18	Get to Know Your Customers Day	26	National Spouse's Day

When the Christmas season is behind us, it's time to start the year by focusing on the next big event.

The week leading up to New Year's is a goldmine for marketers. Why not create a "New Year, New You" campaign featuring products that can help your customers stick to their resolutions? Timely flash sales or a resolution-related contest could add some zest to your campaign.

January is all about new beginnings and resolutions for people who've decided to embrace a change. Important dates like **New Year's Day** (January 1) or **Martin Luther King Jr. Day** (January 15) should be on your marketing calendar to not miss a chance on sales of epic products.

**Martin Luther King Jr. Day** is a federal holiday in the US, marking the birthday of Martin Luther King Jr., a spokesman for the Civil Rights Movement who fought for racial justice in the United States. To engage with your customers, as well as show your support and inclusivity, consider a marketing campaign and special offers celebrating kindness and equality.

No day to get to know your customers like, well, **Get to Know Your Customers Day** (January 18). It's held annually on the third Thursday of each quarter. Instead of communicating with your customers through offers and promos, on this day, let them take the stage. Engage your customers through interactive sessions, surveys, or social media polls, asking insightful questions about their preferences, needs, and experiences with your brand. Create open lines of communication where customers feel valued and heard, encouraging them to share their honest thoughts, feedback, and suggestions. Consider hosting a live Q&A session or a virtual meet-and-greet to foster a sense of community and belonging among your customers.


Besides Valentine's Day, **National Spouse's Day** (January 26) is the only other public holiday that reminds couples to appreciate one another by giving them flowers, gifts, and their time. Remind your customers to surprise their loved ones on this special day, and promote your products as gifts for the occasion.

[Australia Day](#) (January 26) celebrates the achievements of Australia throughout history. On this day, many Australians will enjoy BBQs, attend parades, performances, and fireworks, and join various contests. Mark this day on your holiday calendar to show love to your Australian audience by creating special Australia Day offers.

Pay attention to other events and holidays that you can use to engage with your audiences and offer special limited-time discounts or extra gifts during their purchase.

## February

FEBRUARY Black History Month



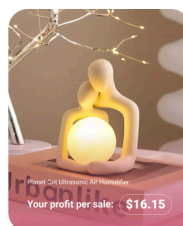
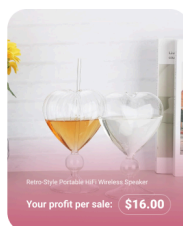
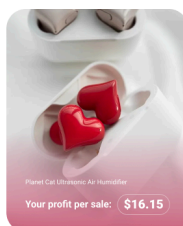
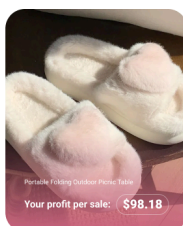
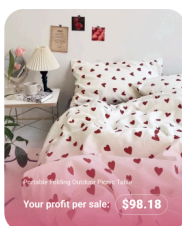
1 National Freedom Day 🇺🇸	15 National Flag of Canada Day (🇨🇦)
2 Groundhog Day 🇺🇸 (🔁)	15 Singles Awareness Day
4 Grammy Awards	16 Innovation Day
4 National Pizza Day	19 Family Day (🔁)
10 Chinese New Year 🇨🇳	19 Presidents' Day 🇺🇸
11 Super Bowl LVIII 🇺🇸	20 Love Your Pet Day
13 Galentine's Day	27 National Retro Day
14 Valentine's Day	

February is all about love. Love for each other, love of sports, and love of freedom. Circle your marketing calendars, because February is the perfect month to utilize national and worldwide events in your favor.

**Black History Month** originated in the US to commemorate achievements by African Americans in US history, but currently, it's celebrated all over the world. Use this month to show some love and support to your customers.

**Valentine's Day** is a celebration of love and romance. And even though people usually give romantic gifts on this day, you can encourage your audience to celebrate friendships and other meaningful relationships, too.

*Make sure that you have upgraded your store assortment with V-Day Bestsellers way before this holiday, created amazing articles in your blog with great gift ideas, and sent themed newsletters in late January. Plus, your customers and followers would be pleased if you didn't forget to share their love with them on this day.*



**Galentine's Day** ("Gal" + "Valentine") is the invention of Leslie Knope from the well-known TV show "Parks and Recreation." It's an unofficial holiday for gal pals to celebrate themselves and each other. It's celebrated a day before Valentine's Day. Even though Galentine's Day was created by a fictional character, it has become a part of the real world as well. The internet is full of Galentine's Day party ideas, so pick what best suits your brand values and treat your customers to a good Galentine's Day campaign or discount!

From **Freedom Day** (February 1) and **Superbowl Sunday** (February 11) to **Valentine's Day** (February 14), fill your marketing calendar with sales and promotions during the month of love of all things exciting.

Among some other events, there is **Groundhog Day**. Even though Groundhog Day (February 2) isn't an official holiday, it's a good opportunity to run fun promotions in your store.

**The Grammy Awards** (February 4) are a global music event that celebrates musical achievements of the past year. This year it's happening for the 66th time! The Grammys are a great opportunity to connect with your audience and grow your brand recognition. Start a conversation with your customers about who's going to win in certain categories or even run a little giveaway.

**The Super Bowl** (February 11) marks the culmination of each NFL season. For many, the annual championship game is the sporting event of the year. One in four Americans suggests the day after the Super Bowl should be declared a national holiday. You don't have to sell football-related products to target this event. Play around with the theme—share social media photos, offer a discount code, or let your audience know which team you're rooting for.




February 20 is **Family Day** in Canada. This day is a federal holiday when people celebrate the importance of family time for people and their local communities. It's not a huge spending occasion, yet it's an event you can use to communicate your brand values and celebrate by promoting some seasonal products for a cozy night with the family.

Every day is a day for loving your pet (duh!), but **February 20** gives your customers an official excuse to flood social media with pictures of their cute companions. Create a vibrant, interactive social media campaign—maybe a “Paws and Pose” photo contest where pet owners can share the cutest snaps of their furry friends. Offer exclusive discounts or freebies to the winners. By indulging in the universal love for pets, you not only increase customer interaction but also create a fun-loving atmosphere around your brand, making it memorable for pet lovers.

## March

MARCH



3	World Wildlife Day	20	International Day of Happiness
4	National Sons Day	20	First Day of Spring (↔)
8	International Women's Day	23	National Puppy Day
10	Mother's Day UK 🇬🇧	24	Easter (Holy Week - March 24–31)
10	Oscar Night	25	Holi Festival
14	Asian White Day	30	Holy Saturday 🇺🇸
17	St. Patrick's Day 🇮🇪 (↔) 🇺🇸	31	Easter Sunday
19	International Client's Day		

Put the lovey-dovey and sports stuff away for a while and appreciate all things green. March 3 marks **World Wildlife Day** when we appreciate Mother Nature in all her glory.

And speaking of empowering female figures, don't forget to circle March 8 on your marketing calendar for International Women's Day. International **Women's Day** celebrates women's equality and contributions to the world. If this message is important to your brand, be sure to celebrate it. Tell your story, share a friendly discount, or run a charity campaign to support local or international communities.

**Mother's Day** is widely celebrated all over the world. While the rest of the world celebrates in May, March 10 is the day the people in the UK send their mums a big bouquet of love.



**The Academy Awards** ceremony is one of the biggest events in the film industry. Use #Oscars2024 to talk about movies with your followers on social media, or share comments about the show to help you grow brand awareness.

In many Asian countries, women celebrate Valentine's Day by giving chocolates and handmade gifts to their boyfriends, teammates, and friends. A month later, on **March 14 (White Day)**, the men returned the gesture.

**St. Patrick's Day, on March 17**, is just around the corner. St. Patrick's Day creates a great opportunity for marketing campaigns and allows you to tap into a \$5.6 billion market. However, be cautious with your promos and don't overdo it—some think St. Patrick's Day is becoming too commercial and misrepresents the Irish.

And of course, don't forget to add to your store assortment **Spring** Collections as March 20 is officially the first day of Spring. This event marks the first day of astronomical spring in the Northern Hemisphere. Cheer up your sun-deprived customers with a promotion. This is also a great opportunity to draw attention to seasonal products.


And what would a month of celebrations be without a proper ending? Prepare your Easter collection, celebrating the beginning of Spring and all things holy for March 31. **Holy Week** in 2024 starts on Palm Sunday, March 24, and ends on Holy Saturday, March 30, with Easter Sunday following on March 31. Here's a quick rundown of the dates:

- Palm Sunday: March 24
- Holy Monday: March 25
- Holy Tuesday: March 26
- Holy Wednesday: March 27
- Maundy Thursday: March 28
- Good Friday: March 29
- Holy Saturday: March 30
- Easter Sunday: March 31

**Good Friday, Holy Saturday, Easter Sunday, and Easter Monday** commemorate the events leading up to the resurrection of Jesus Christ. Easter is often considered a more important Christian holiday than Christmas and it's not as commercial. However, with every passing year, business owners invest more time in preparing spring sales around Easter, offering special deals on seasonal decor, and home goods.

# April

APRIL



1

Easter Monday

1

April Fools' Day

7

World Health Day

10

National Sibling Day

10

Eid al-Fitr (April 10–12)

11

National Pet Day

12

Coachella Festival (April 12–19) 🇺🇸

14

National Gardening Day

15

Tax Day 🇺🇸

15

Patriots Day 🇺🇸

17

Get to Know Your Customers Day

21

National Tea Day

22

Earth Day

23

World Book Day

29

Good Friday

30

Honesty Day 🇺🇸

As the weather gets warmer in the second quarter of the year, we spend more time outdoors, making travel, festival, and wedding plans.

While that's a common scenario for people living in the Northern Hemisphere, people living in the South (like Australians) are gearing up for the winter. Pick your campaign themes wisely!

While this year's Easter celebration stretches into April as well, we all know there is one event that beats all others on **April 1**. The month starts with jokes, pranks, and hoaxes – ideal for epic memes on your socials. It's a golden opportunity to connect with your audience in a more informal, lighthearted manner. Utilize this day to not only showcase your brand's funny bone but to also create buzz around your products. Consider launching seemingly “outrageous” products with a twist, or advertise “unbelievable” deals that have a kernel of truth to them.

And, although we all know humor is the best medicine, the rest of April is dedicated to mental and physical health, marking April as the **stress awareness month**.

Celebrated worldwide, **Sibling Day** (April 10) honors the unique relationship among siblings. Like Mother's and Father's Day, Sibling Day is perfect for spoiling your brother or sister with gifts or an invitation to spend some quality time together.

**Eid al-Fitr** is a Muslim holiday (April 10–12) celebrated around the world that marks the end of the month-long fasting during Ramadan. On this day, create promotions around people coming together to enjoy meals.

Even though it's similar to Love Your Pet Day, **National Pet Day** (April 11) emphasizes supporting organizations that help animals in need. You can use National Pet Day as an opportunity to connect with your customers. Show the pets behind the brand or share

your thoughts on why this day matters to you. You can also market pet-themed products for your animal-loving customers or highlight organizations you wish to support.


The Coachella Festival, held from April 12 to 19, is one of the biggest, most famous, and profitable music festivals in the world. Held annually in California, it gathers many talented artists. If you sell items that can be marketed for festivals like these, prepare your store and offer some hot discounts!

In the end, when we've all had a good laugh and dedicated time for self-care, the whole world comes together and shows their care and appreciation for our planet on **Earth Day** (April 22). April is one of the most important months on your marketing calendar, as it is full of marketing opportunities from start to finish.

April is **National Decorating Month** and an ideal time to promote your home & living products. This is the time when people are keen on refreshing their living spaces, eager to infuse vibrancy and warmth into their homes after the long, dreary winter. Capitalize on this spirited month by highlighting your range of home & living products.

## May

MAY Mental Health Awareness Month



2	Brothers and Sisters Day	16	National Love a Tree Day 🇺🇸
3	National Space Day	20	Victoria Day 🇨🇦
4	Star Wars Day	17	World Meditation Day
5	Cinco de Mayo	27	Memorial Day
5	Space Day	29	National Flip Flop Day
9	Europe Day	30	National Creativity Day
12	Mothers' Day	31	National Smile Day

May marks the end of Spring and the beginning of summer fun, parties with **Cinco De Mayo** are just around the corner. May is all about flowers, love, and appreciation for all moms on **Mother's Day**.

In the US, **May is Mental Health Awareness Month**. Engage with your customers on social media to let them know what Mental Health Awareness Month means to you. It's a sensitive yet important topic, so share your feelings and let your customers know you're there for them.

**Brothers and Sisters Day** (May 2) is about connecting and celebrating the special bond brothers and sisters have. Be careful not to mistake this holiday with National Sibling Day, as Brothers and Sisters Day was created to particularly celebrate the

relationship between brothers and sisters. On this day, promote 2-for-1 deals, offer discounts, and ask your customers to share heartwarming stories about their brothers and sisters.

Gather your space-loving customers on May 3! **National Space Day** was created to promote science, technology, engineering, and math to inspire all of us in the pursuit of knowledge and progress. Follow in the footsteps of other brands to create hype around your products.

Don't forget about **Star Wars** fans on May 4. Kick it off with some fresh designs, Star Wars puns, or a Star Wars-themed email campaign. **May the 4th be with you!**

**Cinco de Mayo** (May 5) is celebrated in parts of Mexico and the United States to honor the Mexican Army victory over France in 1862. If this date is important to your target audience, with a bit of creativity, you can tailor holiday promotions to suit your business.

The idea for **Europe Day** (May 9) was brought to life by Robert Schuman, former French statesman and activist. This day celebrates peace and unity in Europe, mostly through political debates and events to raise awareness about the role and history of the European Union. To celebrate, promote Europe-themed designs, or launch a free shipping campaign to Europe.


While the UK celebrates **Mother's Day** in March, the rest of the world does it two months later. Just like in the UK, Mother's Day is an important holiday. In fact, it's the third biggest spending holiday in the US. This year, go the extra mile and put together heart-warming campaigns that celebrate the most important women in our lives—our moms. Remember that Mother's Day isn't celebrated on the same day around the world, so do your research before running promotions.

**Memorial Day** (May 27) is a federal holiday in the United States to remember and honor the people who lost their lives serving in the United States Armed Forces. Be cautious when creating campaigns around Memorial Day. Before you post that discount code or social media update, take a moment to re-evaluate the tone and nature of your promotion.

And, since we're starting the month off with celebrations, let's end it on a happy note with May 31 – **National Smile Day**. National Smile Day is a worldwide celebration of the universal symbol of happiness and positivity—a smile! This joyful day is a sweet opportunity to spread cheer and connect with your customers on a more personal level. It's the perfect occasion to host a smile-centric selfie contest, inviting your customers to flash their brightest smiles while featuring your products.

# June

JUNE Pride Month



2	National Doughnut Day	20	American Eagle Day
4	National Hug Your Cat Day	20	First Day of Summer
5	World Environment Day	21	International Yoga Day
8	National Best Friends Day 🇺🇸	21	National Selfie Day
9	International Children's Day	26	Glastonbury Festival (June 26–30) 🇬🇧
14	American Flag Day	30	Social Media Day 🇺🇸
16	Father's Day		
19	Juneteenth 🇺🇸		

While everybody dreams of a June Wedding, this month has a lot more to offer than that, as it marks the halfway point of 2024. June is **Pride Month**, an important event for your marketing calendar. It provides opportunities for great profits and brand awareness, allowing you to show support as an all-inclusive business.

There's no clear history behind **Best Friend Day** (June 8), but that doesn't stop the world from marking the occasion, and people celebrating their friends. A picnic in the park, a chat over coffee, or engraved "BFFs forever" jewelry are only a few ways your customers can surprise their besties.

**International Children's Day** (June 9) is all about protecting children's rights and fighting child labor. To show your support on this day, create a social media campaign and offer discounts for kid's toys.

**Flag Day** (June 14) commemorates the adoption of the US flag and appeals to the patriotic side of all Americans. This is the time to promote and offer discounts to your customers on anything red, white, and blue.

June 16 is **Father's Day** in the UK, USA, and Canada. Don't forget to show the same appreciation for father figures as you did for moms on Mother's Day. Even though Father's Day isn't as widespread as Mother's Day, it's still an event to remember and celebrate.


**Juneteenth** (also known as Freedom Day) celebrates the freedom of the last enslaved people in the US. When this date comes around, be mindful of who your target audience is and what campaigns you're running.

June 21 marks the beginning of **summer** in the Northern Hemisphere. It's a great time to promote summer products, but pay close attention to customer segmentation—in the Southern Hemisphere, June 21 is the beginning of winter.

**Yoga** is a physical, mental, and spiritual practice that originated in India and [took the Western world by storm](#). If you offer activewear or products that are related to yoga, June 21 is a day you won't want to miss.

## July

JULY



1	Canada Day	13	International Rock Day
4	Independence Day	17	World Emoji Day
5	National Bikini Day	18	Get to Know Your Customers Day
7	World Chocolate Day	26	Paris 2024 Olympics (Jul 26–Aug 11)
8	National Video Game Day	28	Parents' Day
9	Fashion Day	30	International Friendship Day
11	Amazon Prime Day (July 11–12)		

By this time, summer is in full swing and so are the joys that come with it—outdoor activities, traveling, sightseeing, you name it. By mid-summer, however, people are slowly preparing for the back-to-school season. If you sell back-to-school products, start working on your campaigns early.


July is an important month for all Americans around the world, with **Independence Day** and **Prime Day** all in one month. The 4th of July is probably the most important day in America when people celebrate their flag, freedom, and independence. So prepare your store for all things BBQ, eagles, stars, and stripes.

**Canadian Independence Day** is celebrated with country-wide events like parades, festivals, carnivals, fireworks, and maritime shows. Whether you're a Canadian yourself, or you have a customer base in Canada, July 1 is worth adding to your marketing calendar. Similar to Victoria Day, you could treat your customers with free shipping to Canada, or offer a celebratory coupon code.

End the month by appreciating relationships between people on **International Friendship Day** (July 30). This month is all about celebrating the things we have, including people, friendships, freedom, and Amazon Prime.

# August

AUGUST Back-To-School Season



1	National Girlfriends Day 🇺🇸	17	National Nonprofit Day
6	American Family Day	19	World Photography Day
8	International Cat Day	26	Summer Bank Holiday
9	National Book Lovers Day	26	International Dog Day
10	National Lazy Day		
11	Son and Daughter Day		
15	National Relaxation Day 🇺🇸		

August is the last month of summer for people to relax, enjoy some time off, and celebrate the NFL pre-season before busy September takes it all away.

From **back-to-school** promotions to **International Cat Day** (August 8), **National Lazy Day** (August 10), and **Relaxation Day** (August 15) – mark them all on your marketing calendar to not miss a thing. Create unique product designs and promotions for August events – there’s something for everyone.

**International Cat Day** (August 8) was created by the International Fund for Animal Welfare to raise awareness about cat adoption. No matter how tough we might think we are, all of us melt in the paws of our purring four-legged friends. If you’re a cat lover, consider bringing awareness to cat adoption—perhaps your customers have considered getting a new fluffy friend?

**Son and Daughter Day** (August 11) encourages parents and guardians to pause their busy routines and spend more time with their children. If parents are a part of your target audience, motivate them to treat their children with something special from your store.

Dogs are a man’s best friend, and they deserve their own day - **International Dog Day** (August 26). They give us unconditional love, and pleasant company, and sometimes make us wonder what happened to that pillow we bought last week. Are your customers dog or cat people? Engage with them to find out!


**Summer Bank Holiday** (August 26) is a public holiday that marks the end of summer. The weekend of the Summer Bank Holiday, there’s a lot going on: carnivals, dances, and parades. Celebrate the end of summer with some festive apparel or give your customers a nice discount. Note that the Summer Bank Holiday is celebrated on the last Monday of



August in England, Wales, and Northern Ireland, but Scotland celebrates on the first Monday of August.

## September

SEPTEMBER Hispanic Heritage Month



- 1 Father's Day 🇬🇧
- 2 Labor Day
- 8 National Grandparents Day
- 12 National Video Games Day 🇺🇸
- 21 Oktoberfest (Sept 21–Oct 6)
- 21 International Day of Peace
- 21 National Dance Day
- 23 First Day of Fall

Many ecommerce brands experience a significant spike in sales in the fourth quarter, which includes major shopping events like Black Friday, Cyber Monday, and the December holiday season. As you jumpstart your holiday preparations for Black Friday and Cyber Monday, remember that there are plenty of other fall spending events.

September starts with the new school year and **Labor Day** (September 2). This is typically a time for retailers to acknowledge the end of summer and the beginning of fall and epic deals. It's the perfect time to offer heavy discounts to clear out the last of your summer stock. So circle September red in your marketing calendar with quite a few exclamation marks.

While the rest of the world celebrates fatherhood on June 20, Australians mark September 4 on their calendars to send special thanks to their fathers. Promote your **Father's Day** products on your social media. Most social media platforms let you segment your audience by geographical location. By tuning into the Australian calendar and celebrating Father's Day in September, you not only meet the unique needs of your Australian customers but also extend the seasonality of your Father's Day collections, maximizing its reach and impact.

[National Hispanic Heritage Month](#) celebrates Hispanic and Latin American cultures in America. These four weeks are especially important for showing your support and celebrating customers who are a part of these communities.


Summer's out—the first day of fall means pumpkin-spice everything, and yes, getting your wardrobe **fall and winter** ready. If you have customers in the Northern Hemisphere, this is the time to start promoting your fall and winter collections.



The **AFL Grand Final** is more than just a game—it's a cultural phenomenon that unites football aficionados from every corner of Australia. It's a day steeped in excitement, camaraderie, and intense team spirit, making it an optimal time for ecommerce stores to connect with their Australian customer base and football enthusiasts worldwide.

## October

OCTOBER



1	International Coffee Day	17	Get to Know Your Customers Day 🇺🇸
1	World Vegetarian Day	26	National Make a Difference Day 🇺🇸
4	World Smile Day	31	Halloween
5	World Teachers' Day	31	Diwali (Oct 31–Nov 4)
10	World Mental Health Day		
14	Thanksgiving (флаг канады)		
16	Boss's Day		

October brings spooky opportunities for your marketing calendar with pumpkin-spiced lattes, Halloween, and all the hocus-pocus surrounding it. There are also other dates important for retailers.

For example, **World Teachers Day** (October 5) is a time when you can get creative with school supplies, and some heartfelt gifts the best knowledge guardians around the world can enjoy and appreciate.

**International Coffee Day** (October 1) celebrates the one drink that helps so many of us combat our inner Monday grouch. Engage with your audience by asking them to share photos of their favorite blends and offer them some themed products to enjoy this beloved beverage.

The North American Vegetarian Society established **World Vegetarian Day** in 1977. Many people nowadays are giving plant-based diets a go for the sake of variety or to reduce their meat intake for health, environmental, or ethical reasons. Consider creating some special promos on this day or share some veggie GIFs, or even recipes on social media to celebrate.

**Thanksgiving**, which is on October 14 in Canada, is a family holiday, when people give thanks for the past year. Families prepare special meals and dine together. It's a great time to thank your customers for trusting and supporting your business.


**National Make a Difference Day** (October 26) is celebrated in the US on the fourth Saturday in October. Started in 1992 by USA TODAY, National Make a Difference Day is dedicated to community service. This day is a good chance to show what causes your business cares about, contribute to them, and make a difference—even if it's just a small one.

**Halloween** (October 31) originated from an ancient Celtic festival in Ireland that marked the end of the annual harvest season and the coming of winter. Today, with its fun costumes, trick-or-treating, and festive decorations, Halloween is anything but serious. Use this day to [breathe some spooky into social media campaigns](#), run a special promotion on costumes or decorations, or share how your brand celebrates Halloween.

**Diwali** (October 31–November 4), or the Hindu Festival of Lights, is one of India's most popular holidays. Celebrated every autumn, it honors the victory of good over evil and light over dark. In preparation for Diwali, families spend days cleaning and decorating their homes. They also shop for new clothes and accessories to wear during the festival.

## November

NOVEMBER Native American Heritage Month



1	World Vegan Day	19	International Men's Day
5	United States Elections	28	Thanksgiving 🇺🇸 🇨🇦
5	Melbourne Cup 🇦🇺	29	Black Friday
11	Remembrance Day	30	Small Business Saturday
11	Single's Day		
11	Veterans Day 🇺🇸		
13	World Kindness Day		

November marks the official beginning of the Holiday season, making this one of the most important months for your marketing calendar and promotional campaigns. This month is all about celebrations and shopping sprees for upcoming holidays and early birds.

With **Thanksgiving** and **Black Friday** all in one month, you need to get your promotional ducks in a row for November 2024. Don't forget the smaller – but still important niche events throughout the month, like **Veterans Day** (November 11) or **World Kindness Day** (November 13).

[National Native American Heritage Month](#) is a celebration in the US to honor the culture, heritage, and contributions of Native Americans. If the US is your audience, show support, and be mindful of the promotions you post during November.

**World Vegan Day** (November 1) is not just a celebration of plant-based living, but it also represents a profound philosophy of compassion, environmental conservation, and kindness toward all living beings. If it relates to your brand, bring forth innovative, eco-conscious designs, and cruelty-free products to resonate with the vegan community.

**Melbourne Cup** (November 5) is an official holiday in Victoria, Australia when schools and many businesses are closed. On this day, Australia celebrates the most popular horse racing events. It's not just about the horses, though—this event is known for over-the-top fashion (and hats!). If the Australian market is on your radar, consider creating colorful promotions or launching festive products such as dresses, skirts, or sunny visors.

**Veterans Day** (November 11) honors and gives thanks to all military personnel who have served the US. It's a day to commemorate, not commercialize, so be mindful with your campaigns if you don't want them to turn into a PR nightmare.

**Remembrance Day** (November 11) in Canada, Australia, and the UK commemorates people who gave their lives in armed conflicts during World War I. Weeks before this day, many people wear red poppies pinned to their clothing as a symbol of remembrance. Once again, be extra sensitive when creating campaigns on public holidays like this.

**Singles' Day**, or Double 11, started as a student tradition in China in the mid-1990s. On this day, single friends would spend time together eating, going to movies, and shopping. However, November 11 took an unexpected and commercial turn in 2009 when one of the biggest ecommerce companies, Alibaba, decided to run its first Singles' Day sale. Fast forward to today, Double 11 is one of China's biggest annual spending events.

While not as commercial as Women's Day, **International Men's Day** (November 19) celebrates the achievements of boys and men in family, work, school, and other areas of life. International Men's Day is good for promoting or adding some best-selling men's products.


Celebrated nationally, **Thanksgiving** (November 28) originated as a harvest festival when the first pilgrims shared their food with Native Americans. Today, families and friends get together for a meal to give thanks for what they have. This day is a great

time to stop for a moment and appreciate what you have. Many businesses use this day to thank their customers for their loyalty.

**Black Friday** (November 29) is the shopping day after Thanksgiving that is known for great deals and the crowds that go bananas for them. As an ecommerce business owner, you can't afford to miss Black Friday. The earlier you start preparing your Black Friday marketing campaigns, the better.

## December

DECEMBER



2 Cyber Monday	21 Panic Saturday
4 National Sock Day	24 Christmas Eve
7 Hanukkah (Dec 7–15)	25 Christmas Day
9 Green Monday	26 Boxing Day
10 Human Rights Day	26 Kwanzaa (Dec 26–Jan 2)
14 National Free Shipping Day	29 Tick Tock Day
21 Winter Solstice	31 New Year's Eve

December highlights the busiest time of the year for ecommerce, as shopping is in full swing for last-minute Christmas gifts, holiday decorations, and celebration knick-knacks. The Monday after **Black Friday**, known as **Cyber Monday**, is the biggest online spending holiday to date. In recent years, people have been shopping more on Cyber Monday and retailers offer even bigger discounts than on Black Friday.

Create a marketing calendar for December campaigns to make this month's sales more merry than scary. Don't forget about other dates that are overshadowed by Christmas.

Keep in mind **Hanukkah**, also known as the Festival of Lights, which is celebrated by the Jewish community and lasts 8 days and nights.

**Green Monday** (December 9) is the second Monday in December and one of the busiest retail shopping days in the US. It's the day when shoppers realize they only have around 10 shipping days left before Christmas. That sense of urgency translates into online sales, as consumers rush to complete their holiday shopping lists.

Luke Knowles started the **National Free Shipping Day** (December 14) in 2008. He realized that promoting free shipping and guaranteed Christmas Day delivery would

encourage online shopping. The event was successful and became one of the top 10 highest-earning days in ecommerce during the holiday season that year. Join thousands of other ecommerce retailers in promoting National Free Shipping Day and see if you get more sales!

**Winter Solstice** (December 21) is the darkest day of the year, so make your posts and campaigns bright and welcoming to create positive vibes. Use hashtags like #WinterSolstice, #WinterSolstice2024, and #Winter2024.

The last Saturday before Christmas is called **Super Saturday** (or Panic Saturday), (December 21) is one of the biggest shopping days of the year. Although many shoppers will head to brick-and-mortar shops, this is a great time for online retailers to offer free shipping and promote “last chance” sales.

**Christmas Eve and Day** (December 24–25) mark a religious and cultural holiday for billions of people around the world who celebrate the birth of Jesus Christ. Christmas may be becoming more commercial every year, yet it’s still a family holiday, so base your marketing efforts on heart-warming ideas and wishes.

**Tick Tock Day** (December 29) reminds us that the end of the year is near and we should complete any unfinished business before the next year starts. Look back at what you’ve achieved and see if you can share some of your accomplishments with your audience!

**New Year’s Eve** (December 31) is the last day of the year and is usually celebrated with social gatherings and watching fireworks. It’s also the time to show off your fanciest party outfit. Businesses send New Year’s wishes to their customers, reflect on the past year, or run special promotions, usually on products that can be used in preparation for the event.

## JANUARY



- |                                   |                              |
|-----------------------------------|------------------------------|
| 1 New Year's Day                  | 21 World Snow Day            |
| 2 Science Fiction Day             | 22 National Cheesy Socks Day |
| 13 Make Your Dream Come True Day  | 24 National Compliment Day   |
| 15 Martin Luther King Jr. Day 🇺🇸  | 26 Australia Day 🇦🇺          |
| 18 Get to Know Your Customers Day | 26 National Spouse's Day     |

## FEBRUARY Black History Month



- |                           |                                    |
|---------------------------|------------------------------------|
| 1 National Freedom Day 🇺🇸 | 15 National Flag of Canada Day (↔) |
| 2 Groundhog Day 🇺🇸 (↔)    | 15 Singles Awareness Day           |
| 4 Grammy Awards           | 16 Innovation Day                  |
| 4 National Pizza Day      | 19 Family Day (↔)                  |
| 10 Chinese New Year 🇨🇳    | 19 Presidents' Day 🇺🇸              |
| 11 Super Bowl LVIII 🇺🇸    | 20 Love Your Pet Day               |
| 13 Galentine's Day        | 27 National Retro Day              |
| 14 Valentine's Day        |                                    |

## MARCH



- |                                |                                     |
|--------------------------------|-------------------------------------|
| 3 World Wildlife Day           | 20 International Day of Happiness   |
| 4 National Sons Day            | 20 First Day of Spring (↔)          |
| 8 International Women's Day    | 23 National Puppy Day               |
| 10 Mother's Day UK 🇬🇧          | 24 Easter (Holy Week - March 24-31) |
| 10 Oscar Night                 | 25 Holi Festival                    |
| 14 Asian White Day             | 30 Holy Saturday 🇺🇸                 |
| 17 St. Patrick's Day 🇮🇹 (↔) 🇺🇸 | 31 Easter Sunday                    |
| 19 International Client's Day  |                                     |

## APRIL



- |  |                                   |
|--|-----------------------------------|
| 1 Easter Monday                        | 15 Tax Day 🇺🇸                     |
| 1 April Fools' Day                     | 15 Patriots Day 🇺🇸                |
| 7 World Health Day                     | 17 Get to Know Your Customers Day |
| 10 National Sibling Day                | 21 National Tea Day               |
| 10 Eid al-Fitr (April 10-12)           | 22 Earth Day                      |
| 11 National Pet Day                    | 23 World Book Day                 |
| 12 Coachella Festival (April 12-19) 🇺🇸 | 29 Good Friday                    |
| 14 National Gardening Day              | 30 Honesty Day 🇺🇸                 |



## MAY Mental Health Awareness Month



- 2 Brothers and Sisters Day
- 3 National Space Day
- 4 Star Wars Day
- 5 Cinco de Mayo
- 5 Space Day
- 9 Europe Day
- 12 Mothers' Day
- 16 National Love a Tree Day 🇺🇸
- 20 Victoria Day 🇨🇦
- 17 World Meditation Day
- 27 Memorial Day
- 29 National Flip Flop Day
- 30 National Creativity Day
- 31 National Smile Day

## JUNE Pride Month



- 2 National Doughnut Day
- 4 National Hug Your Cat Day
- 5 World Environment Day
- 8 National Best Friends Day 🇺🇸
- 9 International Children's Day
- 14 American Flag Day
- 16 Father's Day
- 19 Juneteenth 🇺🇸
- 20 American Eagle Day
- 20 First Day of Summer
- 21 International Yoga Day
- 21 National Selfie Day
- 26 Glastonbury Festival (June 26–30) 🇬🇧
- 30 Social Media Day 🇺🇸

## JULY



- 1 Canada Day
- 4 Independence Day
- 5 National Bikini Day
- 7 World Chocolate Day
- 8 National Video Game Day
- 9 Fashion Day
- 11 Amazon Prime Day (July 11–12)
- 13 International Rock Day
- 17 World Emoji Day
- 18 Get to Know Your Customers Day
- 26 Paris 2024 Olympics (Jul 26–Aug 11)
- 28 Parents' Day
- 30 International Friendship Day

## AUGUST Back-To-School Season



- 1 National Girlfriends Day 🇺🇸
- 6 American Family Day
- 8 International Cat Day
- 9 National Book Lovers Day
- 10 National Lazy Day
- 11 Son and Daughter Day
- 15 National Relaxation Day 🇺🇸
- 17 National Nonprofit Day
- 19 World Photography Day
- 26 Summer Bank Holiday
- 26 International Dog Day

## SEPTEMBER Hispanic Heritage Month



- 1 Father's Day 🇬🇧
- 2 Labor Day
- 8 National Grandparents Day
- 12 National Video Games Day 🇺🇸
- 21 Oktoberfest (Sept 21–Oct 6)
- 21 International Day of Peace
- 21 National Dance Day
- 23 First Day of Fall

## OCTOBER



- 1 International Coffee Day
- 1 World Vegetarian Day
- 4 World Smile Day
- 5 World Teachers' Day
- 10 World Mental Health Day
- 14 Thanksgiving (флаг канады)
- 16 Boss's Day
- 17 Get to Know Your Customers Day 🇺🇸
- 26 National Make a Difference Day 🇺🇸
- 31 Halloween
- 31 Diwali (Oct 31–Nov 4)

## NOVEMBER Native American Heritage Month



- 1 World Vegan Day
- 5 United States Elections
- 5 Melbourne Cup 🇦🇺
- 11 Remembrance Day
- 11 Single's Day
- 11 Veterans Day 🇺🇸
- 13 World Kindness Day
- 19 International Men's Day
- 28 Thanksgiving 🇺🇸 🇧🇷
- 29 Black Friday
- 30 Small Business Saturday

## DECEMBER



- 2 Cyber Monday
- 4 National Sock Day
- 7 Hanukkah (Dec 7–15)
- 9 Green Monday
- 10 Human Rights Day
- 14 National Free Shipping Day
- 21 Winter Solstice
- 21 Panic Saturday
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 26 Kwanzaa (Dec 26–Jan 2)
- 29 Tick Tock Day
- 31 New Year's Eve