

2024 Content Calendar Assistant

**A Tactical & Strategic Content Planning Tool
from Oracle Digital Experience Agency**



Need content ideas?

Want to avoid faux pas?

To help you improve your content planning, our Content Calendar Assistant is organized by quarter, month, and week.

- By **quarter** because that's how big themes and seasons are planned.
- By **month** because that's how we tend to think about content creation.
- And by **week** because that's how we plan out our campaign creation.

While not exhaustive, the messaging themes, monthly observances, and weekly and daily events listed in this guide are extensive and will help you gain a high-level view of trends throughout the year.

To Get the Most from This Guide...

Start by identifying major tentpole and seasonal events for your content calendar that last weeks or even months, whether those are global, national, or brand events. Next, look at minor events that generally involve campaigns that last anywhere from a single day up to a week or so.

After that, you'll want to check your planned campaigns against other events that are happening—both those that could be in conflict and those that present opportunities. And lastly, avoid overfilling your content calendar. You'll want to have space for ad hoc and contingency campaigns.

Those are the highpoints, but here's [in-depth advice on filling your content calendar](#).

We hope our Content Calendar Assistant proves handy year-round as you plan and then adjust your campaign planning so you can make the most of 2024. And, of course, if you'd like help, we're always here for you. Just talk to your Oracle account manager, [visit us online](#), or reach out to us at OracleAgency_us@Oracle.com.

First Quarter 2024

Digital Marketing Content Strategy Checklist

- ☐ Create a new annual [content calendar](#) and tentatively place your tentpole events. Pay attention to the periods during the year when you might need extra help with campaigns and plan to secure more internal or external resources.
- ☐ Conduct a [holiday post-mortem](#), including reviewing your overall performance and A/B test results, as well as documenting learnings, ideas, top performers, and missed opportunities to revisit in Q3 before the next holiday season.
- ☐ Mark important dates in January, February, and March. Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- ☐ Review last year's Q1 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- ☐ Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of March. Include reminders and resends.
- ☐ Gather existing content that could be leveraged this quarter. Include a mix of educational and promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- ☐ Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- ☐ Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- ☐ Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- ☐ Plot out about 80% of your campaigns, leaving 20% flex capacity for quick-turn additions.
- ☐ Plan to [review some of your automated campaigns](#), and potentially launch new ones.
- ☐ In **February**, document test results from January and review your plan for March, incorporating any relevant results.
- ☐ In **March**, document test results from February, review overall performance for the quarter, and create a plan for Q2.
- ☐ For more guidance regarding what to focus on over the next few months, check out our first quarter [Holiday Marketing Quarterly](#).

January 2024

Common Messaging Themes

- Resolutions, reflections, goals, and habits
- Spend those gift cards
- Get ready for the Big Game (non-trademark infringing code for Super Bowl)
- Valentine's Day (starting mid-month)
- Winter apparel and gear
- Escape the cold to somewhere warm
- Stay cozy at home
- Awards season begins (e.g., Oscars, Golden Globes)
- New semester begins for students
- Insurance coverage resets
- Peak of flu season and sick day comfort

US Monthly Observances

- Dry January
- National Hobby Month
- National Birth Defects Prevention Month
- National Mentoring Month

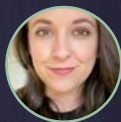
"If your audience includes people in both the northern and southern hemispheres, make sure you are able to segment your season-related messaging so it's relevant. Your customers in Australia might have something to say about winter messaging while they are relaxing in the summer sun on the beach."



Clint Kaiser

Head of Analytic & Strategic Services,
Oracle Digital Experience Agency

"In the spirit of new beginnings and goal-setting, write a letter to customers giving them a glimpse at what they can expect from your business in 2024. How are you planning to evolve or double down on your values? Invite them to respond, reply, or follow along and start a conversation."



Kelly Moran

Senior Art Director for Copy,
Oracle Digital Experience Agency

"I absolutely adore pizza! When you're fortunate enough to enjoy a whole week of celebration, you can create messages for each day, such as, 'Hey there, it's Friday. (You've earned some 🍕)'—a subject line borrowed from Lou Malnati's. Additionally, when it comes to other food-centered festivities, consider what pairs well, like popcorn and a fantastic movie."

Patrick Colalillo
Creative Director,
Oracle Digital Experience Agency



Week 1

⚠️ 6 weeks to Valentine's Day

- 01** MO 🍷 **New Year's Day** (federal holiday), 110th Rose Bowl Game
- 02** TU Science Fiction Day
- 03** WE Fruitcake Toss Day, Drinking Straw Day
- 04** TH Trivia Day, World Hypnotism Day, World Braille Day
- 05** FR Twelfth Night, Bird Day, Whipped Cream Day
- 06** SA Cuddle Up Day, Bean Day

Week 2

Hunt for Happiness Week

- 07** SU Golden Globe Awards, Orthodox Christmas
- 08** MO Bubble Bath Day, Gluten-Free Day, World Typing Day
- 09** TU CES (ends 1/12), Word Nerd Day
- 10** WE Cut Your Energy Costs Day
- 11** TH Milk Day, Reverse Manhattanhenge
- 12** FR Pharmacist Day, Hot Tea Day, Quitters Day
- 13** SA Korean American Day, Rubber Ducky Day

Week 3

Pizza Week / Home Office Safety and Security Week / Letter Writing Week

- 14** SU NRF Retail's Big Show (ends 1/16), Critics' Choice Awards, Dress Up Your Pet Day, Organize Your Home Day
- 15** MO 🗣️ **Martin Luther King Jr. Day** (federal holiday), 75th Emmy Awards, Bagel Day, Hat Day
- 16** TU Religious Freedom Day
- 17** WE Ditch New Years Resolutions Day
- 18** TH Sundance Film Festival begin (ends 1/28), Gourmet Coffee Day
- 19** FR Popcorn Day
- 20** SA Cheese Lover's Day, Use Your Gift Card Day, Penguin Day

Week 4

Data Privacy Week

- 21** SU Aquarius season begins, World Snow Day, Sweatpants Day
- 22** MO Polka Dot Day
- 23** TU Pie Day
- 24** WE Peanut Butter Day, Compliment Day
- 25** TH Opposite Day
- 26** FR National Spouses Day, Green Juice Day
- 27** SA Holocaust Remembrance Day, Chocolate Cake Day

Week 5

Meat Week / Tax Identity Theft Week

- 28** SU Bible Day, Data Privacy Day, LEGO Day
- 29** MO Corn Chip Day, Puzzle Day
- 30** TU Croissant Day, Plan for Vacation Day
- 31** WE Backward Day, Hot Chocolate Day

February 2024

Common Messaging Themes

- Celebrating Black history
- Diversity, equity, and inclusion
- The Big Game (and halftime show!) is the most-watched event in the US
- Gifts and date ideas for Valentine's Day and Galentine's Day
- Major moments and looks from Fall-Winter Fashion Week
- Get ready for spring—garden, patio, apparel
- NBA All-Star game and Grammy winners
- Self-care for the doldrums of winter

US Monthly Observances

- Black History Month
- American Heart Month
- National Cancer Prevention Month

"In the spirit of inclusivity, it's always nice to acknowledge global holidays—plus, it gives you an opportunity to segment and personalize your messages. For example, identifying those in your audience who celebrate the Lunar New Year allows you to not only send promotional messages about it beforehand, but also to suppress messages to them during it when they tend to be out of office for a couple of weeks to celebrate."

Peggy Sehorn

Expert Consultant, Technical Manager,
Oracle Digital Experience Agency



"You can create excitement about products or encourage use without a hard sell. For example, for a food industry client, we promoted Grammy watch party recipes. This allowed us to show off use cases rather than plastering discounted condiments throughout the campaign."



Meghan Flynn

Designer,
Oracle Digital Experience Agency

*"The rarity of Leap Day has long inspired marketers to get creative. Brands tend to use one of **five historical Leap Day messaging themes**, such as it being an extra day, being a transition into something new, and every conceivable use of the number 29."*

Chad S. White

Head of Research,
Oracle Digital Experience Agency



Week 5

World Interfaith Harmony Week

01 TH National Freedom Day, Optimist Day

02 FR Groundhog Day, Wear Red Day

03 SA NHL All-Star Game

Week 6

04 SU The Grammy Awards, 20th anniversary of Facebook's founding, World Cancer Day, Rosa Parks Day

05 MO Nutella Day

06 TU Chopsticks Day

07 WE World Read Aloud Day, Periodic Table Day, National Girls & Women in Sports Day

08 TH Kite Flying Day

09 FR NY Fashion Week (ends 2/11), Rio Carnival (ends 2/17), Pizza Day

10 SA Lunar New Year, Umbrella Day

Week 7

National Secondhand Wardrobe Week

11 SU Super Bowl LVIII, Autism Sunday, Thomas Edison's Birthday, International Day of Women and Girls in Science

12 MO Football Hangover Day, International Epilepsy Day

13 TU Mardi Gras, Galentine's Day, Cheddar Day, Pancake Day

14 WE **Valentine's Day**, Ash Wednesday, Organ Donor Day

15 TH Singles Awareness Day, International Childhood Cancer Day

16 FR Caregivers Day, Almond Day

17 SA Random Acts of Kindness Day

Week 8

6 weeks to Easter

18 SU NBA All-Star Game, Daytona 500, Drink Wine Day

19 MO **President's Day** (federal holiday), Pisces season begins

20 TU Love Your Pet Day, Muffin Day

21 WE Ash Wednesday, Lent (ends 4/6)

22 TH Chili Day

23 FR Olivia Rodrigo's world tour begins, Skip the Straw Day, Banana Bread Day

24 SA Tortilla Chip Day

Week 9

25 SU Clam Chowder Day

26 MO Pistachio Day, Letter to Our Elders Day

27 TU International Polar Bear Day, Pokémon Day, Strawberry Day, World Spay Day

28 WE Floral Design Day

29 TH Leap Day, Rare Disease Day

March 2024

Common Messaging Themes

- Spotlight on women business owners, designers, influencers, etc.
- Last days of winter, first days of spring
- Spring break for some students
- Spring cleaning & organization
- Spring B2B conference season begins
- Tax prep
- Make summer plans

US Monthly Observances

- Women's History Month
- National Craft Month

"After the monumental success of the Barbie movie in 2023, National Barbie Day might have much more buzz this year. But don't forget it's also Women's History Month in March. This is the perfect time to take two very different approaches, depending on the style and substance of your brand, as well as your understanding of your target audience."

Scott Multer

Executive Creative Director,
Oracle Digital Experience Agency



"With spring break, spring cleaning, new seasonal trends, and more, spring is full of content ideas not tied directly to a holiday. Introduce new products and lean into spring themes like travel, warm weather, and reorganization."



Katie Anderson

Senior Designer,
Oracle Digital Experience Agency

"If your audience is likely to follow award shows and other live events, leave room to capitalize on viral moments or red-carpet looks in your campaigns. Something as simple as a subject line referencing a new meme from the night can draw attention when delivered promptly."

Kelly Moran

Senior Art Director for Copy,
Oracle Digital Experience Agency



Week 9

01 FR Paris Fashion Week (ends 3/3), Employee Appreciation Day, Zero Discrimination Day

02 SA Read Across America Day, World Teen Mental Wellness Day

Week 10

⚠️ 6 weeks to Tax Day / Telecommuter Appreciation Week / Consumer Protection Week

03 SU World Wildlife Day, Global Day of Unplugging begins

04 MO World Obesity Day, Grammar Day, World Tennis Day

05 TU Super Tuesday, Cheese Doodle Day

06 WE Dress Day, Oreo Cookie Day, Frozen Food Day, Dentist's Day

07 TH Be Heard Day, Cereal Day

08 FR SXSW (ends 3/16), International Women's Day, Proofreading Day

09 SA Barbie Day

Week 11

Termite Awareness Week

10 SU Ramadan (ends 4/8), 96th Academy Awards, Mario Day, Daylight Savings Time begins

11 MO 311 Day, Napping Day

12 TU Girl Scout Day

13 WE Jewel Day

14 TH Pi Day, World Kidney Day, Children's Craft Day, Potato Chip Day

15 FR *Dune: Part Two* premiere, World Consumer Rights Day, World Sleep Day

16 SA NAACP Image Awards, Corndog Day, Panda Day, Quilting Day, Freedom of Information Day

Week 12

Agriculture Week / Introverts Week

17 SU 🍀 St. Patrick's Day

18 MO Global Recycling Day

19 TU Spring Equinox, Aries season begins, Persian New Year, March Madness NCAA tournament (ends 4/8)

20 WE World Flour Day

21 TH World Poetry Day, Fragrance Day, Single Parent Day

22 FR World Water Day, Goof Off Day

23 SA Purim begins, Earth Hour, Chip and Dip Day, Puppy Day

Week 13

Cleaning Week

24 SU Palm Sunday, Cocktail Day, Cheesecake Day

25 MO Holi, Medal of Honor Day, Tolkien Reading Day, Waffle Day

26 TU American Diabetes Association Alert Day, Spinach Day, Epilepsy Awareness Day

27 WE World Theatre Day, Scribble Day

28 TH MLB Opening Night (in US), World Piano Day

29 FR Good Friday, Mom and Pop Business Owners Day

30 SA Virtual Vacation Day, Doctors Day, Take a Walk in the Park Day

Week 14

31 SU 🐰 Easter Day, International Transgender Day of Visibility, César Chávez Day, Crayon Day, Prom Day

Second Quarter 2024

Digital Marketing Content Strategy Checklist

- ☐ Mark important dates in April, May, and June on your [content calendar](#). Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- ☐ Review last year's Q2 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- ☐ Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of June. Include reminders and resends.
- ☐ Gather existing content that could be leveraged this quarter. Include a mix of educational and promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- ☐ Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- ☐ Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- ☐ Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- ☐ Plot out about 80% of your campaigns and leave 20% flex capacity for quick-turn additions.
- ☐ Plan to [review some of your automated campaigns](#), and potentially launch new ones.
- ☐ In **May**, document test results from April and review your plan for June, incorporating any relevant results.
- ☐ In **June**, document test results from May, review overall performance for the quarter, and create a plan for Q3.
- ☐ For more guidance regarding what to focus on over the next few months, check out our second quarter [Holiday Marketing Quarterly](#).

April 2024

Common Messaging Themes

- Gifts for Mom
- Spring cleaning and organization
- Gardening, lawn care, and patios
- Summer apparel and swimwear
- Prom season, graduations, and weddings
- Sustainability and environmental awareness
- Tax prep and how to spend or save your return
- Coachella and start of festival season

US Monthly Observances

- National Alcohol Awareness Month
- National Financial Literacy Month
- National Garden Month

"Tax-related messaging isn't limited to March and April. For financial, accounting, and tax services companies, there are occasions to talk to your customers about taxes throughout the year, especially at year-end."



Peggy Sehorn

Expert Consultant, Technical Manager,
Oracle Digital Experience Agency

"April Fools' Day is the hardest day of the year to be funny because the bar is so high. If you feel compelled to participate in this minefield of a holiday, avoid humor that puts others down or even humor where you put yourself down. Instead, be more positive and empathetic and find ways to laugh with others or laugh at yourself."

Chad S. White

Head of Research,
Oracle Digital Experience Agency



"Update seasonal copy and imagery in your campaigns, but be sure they suit audiences in all regions—or, even better, segment your list accordingly. It might be T-shirt time in some states while others are still below 50 degrees."



Kelly Moran

Senior Art Director for Copy,
Oracle Digital Experience Agency

Week 14

⚠️ 6 weeks to Mother's Day / Public Health Week

- 01 MO April Fools' Day
- 02 TU World Autism Awareness Day, Peanut Butter and Jelly Day
- 03 WE World Party Day, Walking Day
- 04 TH School Librarian Day, Burrito Day
- 05 FR Caramel Day
- 06 SA Handmade Day, Student-Athlete Day

Week 15

Student Employment Week

- 07 SU CMT Music Awards, Beer Day, World Health Day
- 08 MO PGA Masters (ends 4/14), solar eclipse, Zoo Lovers Day
- 09 TU Eid al-Fitr begins, Unicorn Day
- 10 WE Siblings Day, Farm Animals Day
- 11 TH Pet Day
- 12 FR Coachella (ends 4/21), Only Child Day, Grilled Cheese Sandwich Day
- 13 SA Peach Cobbler Day, Scrabble Day

Week 16

- 14 SU Gardening Day, Dolphin Day, Pecan Day
- 15 MO 🇺🇸 Tax Day, TED 2024 (ends 4/19), World Art Day
- 16 TU Wear Your Pajamas to Work Day
- 17 WE Haiku Poetry Day, Banana Day
- 18 TH High Five Day, International Day for Monuments and Sites
- 19 FR Taurus season begins, Clean Out Your Medicine Cabinet Day, Garlic Day
- 20 SA NBA Playoffs begin, 420 Day, Record Store Day, 25th anniversary of Columbine HS massacre

Week 17

National Park Week / World Immunization Week (4/24-30)

- 21 SU John Muir Day
- 22 MO 🌍 Earth Day, Passover (ends 4/30)
- 23 TU Picnic Day, World Book Night
- 24 WE Bucket List Day, Administrative Professionals' Day, Stop Food Waste Day
- 25 TH NFL Draft (ends 4/27), World Penguin Day, DNA Day, Take Our Daughters and Sons to Work Day
- 26 FR Arbor Day, Stagecoach Festival (ends 4/28), Pretzel Day
- 27 SA Pool Opening Day, World Veterinary Day

Week 18

- 28 SU Pet Parents Day, Superhero Day, Global Pay It Forward Day
- 29 MO International Dance Day, Zipper Day, Astronomy Day (spring)
- 30 TU Hairstylist Appreciation Day, Raisin Day

May 2024

Common Messaging Themes

- Last chance for gifts for Mom
- Gifts for Dad, especially after Mother's Day
- End of school year and graduations
- Start of wedding season
- Summer apparel, sandals, and swimwear
- Outdoor sports and recreation
- BBQ, grilling, ice cream, and other summer foods
- Peak of home buying season
- Start of allergy season

US Monthly Observances

- Asian American and Pacific Islander Heritage Month
- Jewish American Heritage Month
- National Military Appreciation Month
- National Mental Health Awareness Month
- National Wildfire Awareness Month

"National Teacher Appreciation Day offers opportunities for both B2B and B2C brands to acknowledge those individuals who provide an essential and noble service for our society. Whatever your goal is, speaking from the heart and ensuring your message feels authentic will help build loyalty. Backing that message up with a truly competitive discount will ensure your message of thanks feels genuine."

Scott Multer

Executive Creative Director,
Oracle Digital Experience Agency



"For occasions like Mother's Day, Father's Day, and back to school, we recommend you allow subscribers to snooze these campaigns with a click in the first message or two, if not before you start sending them. This emphatic gesture respects subscribers who have lost parents or children, and helps you reduce opt-outs."



Jeannine Pine

Senior Director of Agency Services,
Oracle Digital Experience Agency

"While the culture has moved toward expecting sales and promotions for Memorial Day weekend, it can be a delicate balance to still honor and show gratitude to the military personnel who have lost their lives. In some cases, this has resulted in some brands sending two campaigns that day."

Nick Cantu

Creative Director,
Oracle Digital Experience Agency



Week 18

- 01** WE Met Gala Ball, May Day, Law Day, Mother Goose Day
- 02** TH Life Insurance Day, World Password Day, World Tuna Day
- 03** FR *Deadpool 3* premiere, World Press Freedom Day, Space Day, Paranormal Day
- 04** SA Star Wars Day, Free Comic Book Day, Kentucky Derby, Fitness Day

Week 19

⚠️ 6 weeks to Father's Day / Small Business Week / Pet Week

- 05** SU Cinco de Mayo, Cartoonists Day, Lemonade Day
- 06** MO The Met Gala, Nurses Day
- 07** TU Teacher Appreciation Day, Tourism Day
- 08** WE V-E Day
- 09** TH Lost Sock Memorial Day
- 10** FR Golf Day, Shrimp Day
- 11** SA Westminster Dog Show (ends 5/14), World Fair Trade Day, Babysitter's Day

Week 20

Police Week / Women's Health Week

- 12** SU 🌸 **Mother's Day**, Limerick Day
- 13** MO Women's Checkup Day, Apple Pie Day
- 14** TU Cannes Film Festival (ends 5/25), Dance Like a Chicken Day
- 15** WE Chocolate Chip Day, International Day of Families
- 16** TH Global Accessibility Awareness Day, Classic Movie Day, Barbecue Day, Piercing Day
- 17** FR World Baking Day, NASCAR Day, Pizza Party Day, Endangered Species Day
- 18** SA Preakness Stakes, Armed Forces Day, Int'l Museum Day

Week 21

- 19** SU Devil's Food Cake Day
- 20** MO Gemini season begins, Streaming Day, World Bee Day, International Red Sneakers Day
- 21** TU World Day for Cultural Diversity, Waitstaff Day
- 22** WE Buy a Musical Instrument Day, World Goth Day, Solitaire Day
- 23** TH Vesak, Lucky Penny Day, Taffy Day
- 24** FR Road Trip Day, Brother's Day, Scavenger Hunt Day, Cooler Day
- 25** SA International Plastic-Free Day, Geek Pride Day, Wine Day

Week 22

- 26** SU Indianapolis 500, Paper Airplane Day
- 27** MO 🇺🇸 **Memorial Day** (federal holiday), Sunscreen Day, Grape Day
- 28** TU Hamburger Day, Brisket Day
- 29** WE 529 Day, Paperclip Day, Int'l Day of United Nations Peacekeepers
- 30** TH Creativity Day, Water a Flower Day
- 31** FR World Parrot Day, Autonomous Vehicle Day

June 2024

Common Messaging Themes

- Last days of spring, first days of summer
- Spotlight on LGBTQ+ business owners, influencers, etc.
- Dads and grads
- Home improvement projects
- Summer playlists and blockbuster movies
- Camping, RVing, and summer travel
- Outdoor sports, grilling, and other activities
- Summer apparel, sandals, and swimwear
- Outdoor sports and recreation
- BBQ, grilling, ice cream, and other summer foods
- Sunblock, sunglasses, and other sun protection
- Peak of wedding and anniversary season

US Monthly Observances

- Pride Month
- Atlantic hurricane season begins (ends 11/30)

*"With severe weather events occurring more frequently, the beginning of hurricane season is a good time to review your **crisis messaging template** to ensure that you can respond quickly in the event of a disaster that affects your business or your audience."*



Chad S. White
Head of Research,
Oracle Digital Experience Agency

"While the summer is full of fun like BBQs, swimming, and traveling, it can also be a major shift in schedules and daily life for families with school-aged children. For many of our retail and entertainment partners, we often play up the idea of keeping kids entertained so parents get a little peace and quiet."



Nick Cantu
Creative Director,
Oracle Digital Experience Agency

"For holidays like this, I always try to come up with something slightly unexpected. Mother's and Father's Day marketing is filled with cliché imagery, so moving past stereotypes will instantly elevate your work."

Meghan Flynn
Designer,
Oracle Digital Experience Agency



Week 22

- 01 SA** World Milk Day, World Reef Awareness Day, Trails Day, Go Barefoot Day

Week 23

Fishing & Boating Week / International Clothesline Week

- 02 SU** Rotisserie Chicken Day
03 MO World Bicycle Day, Egg Day
04 TU Cheese Day
05 WE Cancer Survivors Day, Running Day, Veggie Burger Day, World Environment Day
06 TH NBA Finals begins, 80th anniversary of D-Day, Eyewear Day, Higher Education Day
07 FR Doughnut Day, World Food Safety Day
08 SA Belmont Stakes, World Oceans Day, Best Friends Day, Outlet Shopping Day

Week 24

Men's Health Week

- 09 SU** Children's Day
10 MO US Open Golf (ends 6/16), Egg Roll Day, Herbs and Spices Day
11 TU Shavuot (ends 6/13), Corn on the Cob Day, Forklift Safety Day
12 WE Loving Day, World Softball Day
13 TH Weed Your Garden Day, Sewing Machine Day
14 FR Bonnaroo Festival (ends 6/16), Flag Day, *Inside Out 2* premiere, National Movie Night, World Blood Donor Day
15 SA Global Wind Day, Nature Photography Day, Int'l Surfing Day

Week 25

Animal Rights Awareness Week

- 16 SU** 🏰 **Father's Day**, World Sea Turtle Day, Turkey Lovers' Day
17 MO Mascot Day, World Croc Day, Eat Your Vegetables Day
18 TU International Sushi Day, Splurge Day, Go Fishing Day
19 WE ❤️ **Juneteenth** (federal holiday), Watch Day
20 TH Summer Solstice, Cancer season begins, World Productivity Day, World Refugee Day
21 FR International Day of Yoga, International T-Shirt Day, Selfie Day, Take Your Dog to Work Day
22 SA World Rainforest Day, World Giraffe Day, Kissing Day, Summersgiving

Week 26

- 23 SU** Hydration Day, Pink Day
24 MO Patch Day, International Fairy Day, Swim a Lap Day
25 TU Global Beatles Day, Catfish Day
26 WE Coconut Day
27 TH Sunglasses Day, Pineapple Day, Onion Day, Ice Cream Cake Day
28 FR International Body Piercing Day, Insurance Awareness Day
29 SA Tour de France (ends 7/21), National Flip Flop Day, Camera Day, Waffle Iron Day

Week 27

- 30 SU** Social Media Day, International Asteroid Day

Third Quarter 2024

Digital Marketing Content Strategy Checklist

- ☐ Conduct a mid-year check-in. Determine which messages haven't had enough air time and get them back on the calendar.
- ☐ Mark important dates in July, August, and September on your [content calendar](#). Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- ☐ Review last year's Q3 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- ☐ Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of September. Include reminders and resends.
- ☐ Gather existing content that could be leveraged this quarter. Include a mix of educational and promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- ☐ Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- ☐ Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- ☐ Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- ☐ Plot out about 80% of your campaigns and leave 20% flex capacity for quick-turn additions.
- ☐ Plan to [review some of your automated campaigns](#), and potentially launch new ones.
- ☐ As you start to sketch out your Q4 plans, be sure to review your [holiday post-mortem](#) so you can build on your past successes and avoid repeating past failures.
- ☐ In **August**, document test results from July and review your plan for September, incorporating any relevant results.
- ☐ In **September**, document test results from August, review overall performance for the quarter, and create a plan for Q4.
- ☐ For more guidance regarding what to focus on over the next few months, check out our third quarter [Holiday Marketing Quarterly](#).

July 2024

Common Messaging Themes

- Summer Olympics in Paris, going for gold, Team USA
- Air conditioning, staying cool, dog days of summer
- Camping, RVing, and summer travel
- Outdoor sports, grilling, and other activities
- Summer apparel, sandals, and swimwear
- Outdoor sports and recreation
- BBQ, grilling, ice cream, and other summer foods
- Sunblock, sunglasses, and other sun protection
- Home improvement projects
- Back to school and back to college
- Christmas in July

US Monthly Observances

- Independent Retailer Month
- National Culinary Arts Month
- National Grilling Month
- National Picnic Month

"One in every five students has a learning disability like ADHD or dyslexia, and many of those students are anxious about the new school year. Brands can help ease that transition by including imagery of students using assistive technology like headphones, pencil grips, and wiggle seats. Parents will appreciate info about specialty school supplies that can be hard to find."



Sarah Gallardo

Lead Email Developer,
Oracle Digital Experience Agency

"Tap into the Olympics buzz, even if sports aren't particularly relevant to your business or audience. Think of angles that are more on-brand, like the '____ is my Olympics' meme or a Paris-inspired campaign."

Kelly Moran

Senior Art Director for Copy,
Oracle Digital Experience Agency



"Slower summer months are a great time to work on stretch projects that might be more out of the box than normal. Doing spec work like this shows your creativity and the summer months allow for more back and forth for conceiving."



Meghan Flynn

Designer,
Oracle Digital Experience Agency

Week 27

- 01 MO** Creative Ice Cream Flavors Day, Canada Day, Postal Worker Day
- 02 TU** World UFO Day, Wildland Firefighter Day
- 03 WE** *Despicable Me 4* premiere, International Plastic Bag Free Day, Eat Your Beans Day
- 04 TH** 🇺🇸 **Independence Day** (federal holiday), Caesar Salad Day, Alice in Wonderland Day
- 05 FR** Bikini Day, Graham Cracker Day, Workaholics Day
- 06 SA** Day of Rock 'n' Roll, Fried Chicken Day

Week 28

- 07 SU** World Chocolate Day, Dive Bar Day, Macaroni Day
- 08 MO** Raspberry Day, Freezer Pop Day
- 09 TU** Sugar Cookie Day, Cow Appreciation Day
- 10 WE** Global Energy Independence Day, Chronic Disease Day, Kitten Day
- 11 TH** World Population Day, Blueberry Muffin Day
- 12 FR** French Fry Day, World Kebab Day, Simplicity Day, Pecan Pie Day
- 13 SA** International Skinny Dip Day, Embrace Your Geekness Day

Week 29

- 14 SU** Bastille Day, Mac & Cheese Day, Nude Day
- 15 MO** Republican National Convention (ends 7/18), Give Something Away Day
- 16 TU** MLB All-Star Game, World Snake Day
- 17 WE** World Emoji Day, Tattoo Day, Lottery Day, Hot Dog Day
- 18 TH** Nelson Mandela Int'l Day, Tropical Fruit Day, Caviar Day, Sour Candy Day
- 19 FR** Global Hug Your Kids Day, International Retainer Day
- 20 SA** Moon Day, Lollipop Day, Fortune Cookie Day, Int'l Chess Day

Week 30

⚠️ 6 weeks until Labor Day

- 21 SU** Junk Food Day, Ice Cream Day
- 22 MO** Leo season begins, Mango Day, Hammock Day
- 23 TU** Gorgeous Grandma Day
- 24 WE** International Self-Care Day, Drive-Thru Day, Cousins Day
- 25 TH** Comic-Con (ends 7/28), Hire a Veteran Day, Intern Day, Wine and Cheese Day
- 26 FR** 🏆 **Summer Olympics** (ends 8/11), Aunt and Uncle's Day, Bagelfest Day, Disability Independence Day
- 27 SA** Day of the Cowboy

Week 31

- 28 SU** World Conservation Day, Milk Chocolate Day, Parent's Day, Waterpark Day
- 29 MO** Lipstick Day, Chicken Wing Day, Lasagna Day
- 30 TU** Int'l Day of Friendship, Cheesecake Day, Whistleblower Day
- 31 WE** Avocado Day, Mutt Day

August 2024

Common Messaging Themes

- Back to school and back to college
- Olympic medal counts
- Dog days of summer
- Last-minute vacations
- Fall apparel and denim
- Most common month for birthdays
- Home improvement projects
- Fairs and farmers markets
- Women's World Cup

US Monthly Observances

- Black Business Month
- Motorsports Awareness Month
- National Wellness Month

"Back-to-school marketing can be grating when it's too brash—and can even be triggering for students who dread the transition. Avoid high-pressure language, banish exclamation marks, and keep copy and imagery lighthearted. If your promotions are scheduled to begin long before school starts, consider acknowledging that (e.g., The Not Quite Back to School Sale)."



Jack Clemens

Senior Copywriter,
Oracle Digital Experience Agency

"While working with a large motorcycling and lifestyle brand, we created an extensive content plan around Sturgis. We started with messages to build awareness and excitement to encourage attendance, then progressed to travel hacks and event highlights for those attending. During and after, we encouraged the sharing of photos and experiences on social media to continue the experience and build enthusiasm for next year."

Nick Cantu

Creative Director,
Oracle Digital Experience Agency



"Returning to campuses and classrooms is about more than academic learning. It's also about having the confidence to try new experiences and meet new people. Having that confidence might involve everything from looking your best with apparel and beauty products to feeling your best with health and home products."



Indrajeet Kumar

Practice Manager,
Oracle Digital Experience Agency

Week 31

World Breastfeeding Week

- 01 TH** Lollapalooza (ends 8/4), Wisconsin State Fair (ends 8/11), World Lung Cancer Day
- 02 FR** Sturgis Motorcycle Rally (ends 8/11), International Beer Day, Ice Cream Sandwich Day
- 03 SA** Watermelon Day, Sandcastle Day, International Hangover Day, Mustard Day

Week 32

Farmers Market Week

- 04 SU** Sisters Day, Friendship Day, Chocolate Chip Cookie Day
- 05 MO** Oyster Day, Underwear Day
- 06 TU** Fresh Breath Day, Night Out Day
- 07 WE** Purple Heart Day, Lighthouse Day
- 08 TH** Iowa State Fair (ends 8/18), Global Sleep Under the Stars Night, Pickleball Day
- 09 FR** Book Lovers Day, International Coworking Day, Veep Day
- 10 SA** World Lion Day, S'mores Day, Bowling Day, Shapewear Day, Garage Sale Day

Week 33

Elvis Week

- 11 SU** Play in the Sand Day, Son's and Daughter's Day
- 12 MO** International Youth Day, World Elephant Day, Vinyl Record Day
- 13 TU** International Lefthanders Day, Filet Mignon Day
- 14 WE** World Lizard Day, Creamsicle Day
- 15 TH** Leathercraft Day, Lemon Meringue Pie Day, Relaxation Day
- 16 FR** Roller Coaster Day, Tell a Joke Day, Rum Day
- 17 SA** Nonprofit Day, Thrift Shop Day, World Honey Bee Day

Week 34

Aviation Week / Management Training Week

- 18 SU** Mail Order Catalog Day, Fajita Day
- 19 MO** Democratic National Convention (ends 8/22), Potato Day, World Photography Day, International Bow Day, Aviation Day
- 20 TU** Radio Day, World Mosquito Day
- 21 WE** Senior Citizens Day
- 22 TH** Minnesota State Fair (ends 9/2), Virgo season begins, World Plant Milk Day, Bao Day
- 23 FR** Ride the Wind Day, Sponge Cake Day
- 24 SA** Waffle Day, Peach Pie Day

Week 35

- 25 SU** Burning Man (ends 9/2), Secondhand Wardrobe Day
- 26 MO** US Open Tennis (ends 9/8), Women's Equality Day, Dog Day, *Captain America: Brave New World* premiere
- 27 TU** World Rock Paper Scissors Day
- 28 WE** Red Wine Day, Bow Tie Day, Rainbow Bridge Remembrance Day
- 29 TH** Lemon Juice Day, Chop Suey Day
- 30 FR** Beach Day, Grief Awareness Day, Toasted Marshmallow Day, College Colors Day
- 31 SA** FIFA Women's World Cup (ends 9/22), Eat Outside Day

September 2024

Common Messaging Themes

- Last days of summer and first days of fall
- Fall apparel and denim
- Fall sports and NFL and college football seasons kickoff
- Halloween décor and costumes
- Christmas décor and early gift buying
- Pumpkin-spice everything
- Fall B2B conference season begins
- Earth, Wind & Fire
- Oktoberfest
- Farmers markets and fairs
- The return of Fall TV

US Monthly Observances

- Hispanic Heritage Month (9/15-10/15)
- Baby Safety Month
- National Preparedness Month

"When you lack a suitable web destination to accompany an event, which is often the case with live broadcast events, consider implementing an Add to calendar call-to-action. People are far more likely to tune in or participate if they receive a reminder. Additionally, within the event notes, you can include useful links to related content or merchandise from you, your partners, or event sponsors."



Patrick Colalillo
Creative Director,
Oracle Digital Experience Agency

"School Picture Day is the perfect subject for a fun, creative campaign. It's something almost all US audiences can immediately relate to, and evokes both nostalgia and the urge to prepare. Spend 15 minutes brainstorming around your brand's relationship to School Picture Day and I'm sure the final product will be worth hanging on the fridge."

Kelly Moran

Senior Art Director for Copy,
Oracle Digital Experience Agency



"While B2B marketing and advertising tends to take a backseat from Halloween to New Year due to the deluge of B2C messaging, September and October are generally strong months to build B2B mindshare and deal momentum going into the year-end and Q1 buying seasons. The fall conference season adds to this opportunity, whether your company is hosting its own show or it's sponsoring or exhibiting at others."



Scott Multer
Executive Creative Director,
Oracle Digital Experience Agency

Week 36

- 01** SU World Letter Writing Day
- 02** MO **Labor Day** (federal holiday), V-J Day, Hummingbird Day, World Coconut Day
- 03** TU Cinema Day
- 04** WE World Sexual Health Day, Wildlife Day
- 05** TH Cheese Pizza Day, Day of Charity
- 06** FR *Beetlejuice 2* premiere, Read a Book Day
- 07** SA Tailgating Day, Beer Lover's Day, International Bacon Day, World Beard Day

Week 37

Suicide Prevention Week / Truck Driver Appreciation Week

- 08** SU Grandparent's Day, Star Trek Day
- 09** MO Oracle CloudWorld (ends 9/12), Teddy Bear Day
- 10** TU World Suicide Prevention Day
- 11** WE Patriot Day
- 12** TH School Picture Day, Video Games Day
- 13** FR The Big E (ends 9/29), Friday the 13th, Peanut Day, Kids Take Over the Kitchen Day
- 14** SA World First Aid Day, Live Creative Day

Week 38

6 weeks to Halloween / Farm Safety & Health Week

- 15** SU Int'l Day of Democracy, Online Learning Day, Greenpeace Day
- 16** MO 100 days until Christmas, Guacamole Day, Working Parents Day
- 17** TU Voter Registration Day, Constitution Day, Citizenship Day, IT Professionals Day
- 18** WE World Bamboo Day
- 19** TH Talk Like a Pirate Day
- 20** FR Tradesmen Day, POW/MIA Recognition Day, Fried Rice Day
- 21** SA Oktoberfest (ends 10/6), International Coastal Cleanup Day, International Day of Peace

Week 39

International Deaf Week

- 22** SU Autumn Equinox, Libra season begins, Car Free Day, World Rivers Day, Astronomy Day (fall)
- 23** MO Celebrate Bisexuality Day
- 24** TU Punctuation Day
- 25** WE Women's Health & Fitness Day, Quesadilla Day, Lobster Day, One-Hit Wonder Day
- 26** TH World Contraception Day, Johnny Appleseed Day
- 27** FR Day of Forgiveness, World Maritime Day, Scarf Day
- 28** SA Hunting and Fishing Day, Family Health and Fitness Day USA, Save Your Photos Day

Week 40

National Fall Foliage Week

- 29** SU Texas State Fair (ends 10/22), World Heart Day, Coffee Day
- 30** MO International Podcast Day, Chewing Gum Day



Fourth Quarter 2024

Digital Marketing Content Strategy Checklist

- ☐ Mark important dates in October, November, and December on your [content calendar](#). Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- ☐ Review last year's Q4 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- ☐ Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of December. Include reminders and resends.
- ☐ Gather existing content that could be leveraged this quarter. Include a mix of educational and promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- ☐ Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- ☐ Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- ☐ Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- ☐ Plot out about 80% of your campaigns and leave 20% flex capacity for quick-turn additions.
- ☐ Plan to [review some of your automated campaigns](#), and potentially launch new ones.
- ☐ In **November**, document test results from October and review your plan for December, incorporating any relevant results.
- ☐ In **December**, document test results from November, review overall performance for the quarter, and create a plan for Q1.
- ☐ For more guidance regarding what to focus on over the next few months, check out our fourth quarter [Holiday Marketing Quarterly](#).



October 2024

Common Messaging Themes

- Halloween décor, costumes, and candy
- • Christmas décor and early holiday gift buying
- Getting home guest-ready for holidays
- Hosting, cookware, cooking appliances, and recipes
- Winter apparel, coats, and boots
- NBA season tipoff
- Pumpkin-spice everything
- Start of flu season
- Scary movie marathons
- Peak leaf peeping season
- Collecting new customer reviews in preparation for the holidays

US Monthly Observances

- Breast Cancer Awareness Month
- LGBT History Month
- Tackling Hunger Month
- Adopt a Shelter Dog Month
- Filipino American History Month

"If the holidays are a peak season for your business, October through early November is the time to emphasize and reiterate your core brand values. Help customers remember why they trust and relate to you so the decision to buy from you is easy."



Kelly Moran

Senior Art Director for Copy,
Oracle Digital Experience Agency

"The holidays are a key period for most retailers and often last-minute pivots need to occur in order to respond to market conditions or how your customers are reacting to your communications. Having a Plan B or 'backpocket' campaigns on the ready helps teams to be nimble with less stress."



Anna Pfeiffer

Director of Strategic Services
Oracle Digital Experience Agency

"Like some other federal holidays, Indigenous People's Day and Columbus Day aren't typically promoted directly. Instead, remind your subscribers to take advantage of the holiday weekend to move things on their to-do list to their done-did list. For example, if you have DIY segments in your audience, leverage the long weekend to promote project ideas with links to shop everything they need to get it done."

Lauren Gannon

VP Creative,
Oracle Digital Experience Agency



Week 40

- 01** TU Pumpkin Spice Day, International Vegetarian Day, Hair Day, Green City Day
- 02** WE Rosh Hashanah (ends 10/4), Fried Scallops Day, Custodial Worker's Recognition Day
- 03** TH Boyfriend Day, World Temperance Day
- 04** FR Austin City Limits (ends 10/13), *Joker: Folie à Deux* premiere, Golf Lover's Day, Taco Day, Manufacturing Day
- 05** SA World Teachers' Day

Week 41

⚠️ 6 weeks to Thanksgiving & Black Friday / Mental Illness Awareness Week / National Fire Prevention Week

- 06** SU Coaches Day, Plus Size Appreciation Day, Noodle Day
- 07** MO **Indigenous People's Day, Columbus Day** (federal holiday), Child Health Day
- 08** TU International Off-Road Day, International Octopus Day
- 09** WE Stop Bullying Day
- 10** TH World Mental Health Day, Handbag Day, World Sight Day, World Homeless Day
- 11** FR Yom Kippur begins, Coming Out Day
- 12** SA Farmer's Day, World Arthritis Day, I Love Yarn Day, Chess Day, Universal Music Day

Week 42

- 13** SU No Bra Day
- 14** MO Dessert Day
- 15** TU Pregnancy and Infant Loss Awareness Day
- 16** WE Sukkot (ends 10/23), World Food Day, Sports Day, Bra Day, Boss's Day
- 17** TH Pasta Day, Get Smart About Credit Day
- 18** FR Mammography Day, No Beard Day
- 19** SA World Singing Day

Week 43

Magic Week (begins on 10/25) / Collegiate Alcohol Awareness Week / Teen Driver Safety Week

- 20** SU International Chefs Day
- 21** MO International Nacho Day, Apple Day, Back to the Future Day
- 22** TU Scorpio season begins, Nut Day
- 23** WE Horror Movie Day, TV Talk Show Host Day, Mole Day
- 24** TH United Nations Day, Food Day
- 25** FR World Pasta Day, Greasy Food Day, International Artist's Day, Frankenstein Friday
- 26** SA Pumpkin Day, Breadstick Day

Week 44

- 27** SU Civics Day, Mother-in-Law Day, American Beer Day
- 28** MO First Responders Day, Chocolate Day, Int'l Animation Day
- 29** TU World Stroke Day, Oatmeal Day, Cat Day
- 30** WE Candy Corn Day
- 31** TH 🍊 **Halloween**, Doorbell Day, Knock Knock Joke Day, Magic Day, World Savings Day

November 2024

Common Messaging Themes

- Black Friday and Cyber Monday deals, holiday gift buying, gift guides, and Christmas décor
- Holiday hosting, cookware, cooking appliances, and recipes
- Winter apparel, coats, and boots
- Winter sports and college basketball season tipoff
- Indigenous history
- Holiday playlists & movie marathons
- Family traditions
- Seasonal crafts
- Benefits open enrollment season

US Monthly Observances

- Native American Heritage Month
- Movember
- Vegan Month

"Thanksgiving weekend is when we hit full holiday promotion mode, with the year's highest email volumes and email revenue per day. It's more important than ever to have a thoughtful plan to cut through the noise and stand out in the inbox. While bigger discounts is one common way, also consider featuring your most popular products, personalization at the category level, and targeted resends—all while keeping your messaging as simple and clear as possible."



Nick Cantu

Creative Director,
Oracle Digital Experience Agency

"Many brands use Black Friday in their subject lines early in November, but our research shows **it's most effective at the beginning of Black Friday week**. It tends to hurt performance when used after Black Friday. Use of Cyber Monday in subject lines follows a similar, if more condensed pattern, with it working best during the Saturday and Sunday before."

Tommy Hummel

Analytics Manager for Analytic & Strategic Services,
Oracle Digital Experience Agency



Week 44

- 01 FR** Diwali, Day of the Dead, World Vegan Day, Jersey Friday, Author's Day, Cinnamon Day
- 02 SA** World Ballet Day, Deviled Egg Day, Bison Day

Week 45

- 03 SU** Daylight Savings Time ends, Sandwich Day, World Jellyfish Day
- 04 MO** Job Action Day, Candy Day
- 05 TU** 🗳️ **Election Day**, Donut Day, World Tsunami Awareness Day
- 06 WE** Stress Awareness Day, Nachos Day, Saxophone Day
- 07 TH** Non-Fiction Day
- 08 FR** Cappuccino Day
- 09 SA** World Freedom Day, World Adoption Day

Week 46

- ⚠️ 6 weeks to Christmas / Transgender Awareness Week (begins 10/13) / Dear Santa Letter Week / Int'l Fraud Awareness Week
- 10 SU** Civic Pride Day, International Tongue Twister Day
- 11 MO** 🌟 **Veterans Day** (federal holiday), Singles Day
- 12 TU** Chicken Soup for the Soul Day
- 13 WE** World Kindness Day
- 14 TH** World Diabetes Day, Family PJ Day, Pickle Day
- 15 FR** Clean Out Your Refrigerator Day, America Recycles Day
- 16 SA** International Day for Tolerance, Fast Food Day

Week 47

- ⚠️ 6 weeks to New Year's Eve / Bible Week / National Book Awards Week / Hunger & Homeless Awareness Week
- 17 SU** Butter Day, International Students' Day, Homemade Bread Day, Take a Hike Day
- 18 MO** Princess Day, Mickey Mouse Birthday
- 19 TU** Carbonated Beverage With Caffeine Day, World Toilet Day
- 20 WE** World Children's Day, Future Teachers of America Day, Transgender Day of Remembrance
- 21 TH** Sagittarius season begins, World Television Day, Stuffing Day, Great American Smokeout, Gingerbread Cookie Day
- 22 FR** *Gladiator 2* premiere, Cranberry Relish Day
- 23 SA** Adoption Day, Fibonacci Day, Espresso Day, Cashew Day

Week 48

Game and Puzzle Week

- 24 SU** Sardines Day
- 25 MO** Shopping Reminder Day
- 26 TU** Cake Day
- 27 WE** *Wicked Part 1* premiere, Jukebox Day
- 28 TH** 🍷 **Thanksgiving** (federal holiday), French Toast Day, Macy's Thanksgiving Day Parade, Red Planet Day
- 29 FR** 🛍️ **Black Friday**, Native American Heritage Day, Flossing Day, Square Dancing Day
- 30 SA** Small Business Saturday, Computer Security Day

December 2024

Common Messaging Themes

- Holiday gift buying, gift guides, stocking stuffers, gift cards, and last-minute gifts
- “12 Days of Christmas” and “8 days of gifting”
- Advent calendars, holiday sweaters, festive staples
- Supporting small businesses
- Best-selling, back-in-stock, almost sold-out items
- Shop by price, gifts for every budget
- Loyalty/referral programs and rewards
- Flexible payment options, price match guarantees, and financing
- Order-by deadlines, shipping options, & curbside pickup and BOPIS
- Winter apparel, coats, and boots
- Holiday playlists & movie marathons
- Family traditions
- Winter break for students and time off from work
- New Year’s party hosting and outfits
- End-of-year charitable giving
- Year in review

US Monthly Observances

- National Human Rights Month
- National Write a Business Plan Month

“Note that Cyber Monday is in December this year, not November. That will throw off your Nov and Dec year-over-year comparisons if you’re not using the 4-5-4 calendar. Rolling time periods can also give you accurate comparisons, such as looking at the Thanksgiving-to-Cyber Monday or Thanksgiving-to-Green Monday time periods year over year.”

JT Capps

Strategic Director of Analytic & Strategic Services,
Oracle Digital Experience Agency



“I love a gift roundup for different archetypes of people you would buy gifts for, such as For Mom and For the home chef. Not only does it make for easy shopping for your customer, but it is holiday-agnostic, applying to Christmas, Hanukkah, Kwanzaa, and other celebrations (except Festivus).”



Meghan Flynn

Designer,
Oracle Digital Experience Agency

*“People with disabilities have been a long-ignored demographic. Let your subscribers know that you see them on this holiday and every day by **making your emails accessible**.”*

Sarah Gallardo

Lead Email Developer,
Oracle Digital Experience Agency



Week 49

⚠️ 6 weeks to Martin Luther King, Jr. Day / Influenza Vaccination Week

- 01** SU World AIDS Day, Rosa Parks Day, Secondhand Sunday, Antarctica Day
- 02** MO 📺 **Cyber Monday**, Special Education Day
- 03** TU Giving Tuesday, International Day of Persons with Disabilities
- 04** WE Package Protection Day, Wildlife Conservation Day, Sock Day, Cookie Day
- 05** TH Krampusnacht, International Ninja Day, Bathtub Party Day
- 06** FR Faux Fur Friday, Bartender Day, Microwave Oven Day
- 07** SA International Civil Aviation Day, Cotton Candy Day, Pearl Harbor Remembrance Day

Week 50

- 08** SU Bodhi Day, World Choral Day, Brownie Day
- 09** MO Green Monday, Christmas Card Day, Pastry Day, World Techno Day
- 10** TU Nobel Prize Day (winners announced in October)
- 11** WE App Day, Stretching Day, International Mountain Day
- 12** TH Gingerbread House Day, Poinsettia Day
- 13** FR *The Lord of the Rings: The War of the Rohirrim* premiere, Friday the 13th, Salesperson Day, Violin Day, Cocoa Day
- 14** SA Monkey Day

Week 51

Gluten-Free Baking Week

- 15** SU International Tea Day, Bill of Rights Day
- 16** MO Las Posadas (ends 12/24), Chocolate-Covered Anything Day
- 17** TU Maple Syrup Day, Wright Brothers Day
- 18** WE Twin Day, International Migrants Day
- 19** TH Re-gifting Day, Hard Candy Day
- 20** FR Ugly Christmas Sweater Day, Go Caroling Day, Underdog Day, Cupcake Day
- 21** SA Winter Solstice, Capricorn season begins, Yule, Flashlight Day, Crossword Puzzle Day

Week 52

- 22** SU National Cookie Exchange Day, Short Person Day
- 23** MO Festivus, National Roots Day
- 24** TU Christmas Eve, National Eggnog Day
- 25** WE 🌲 **Christmas Day** (federal holiday), Hanukkah (ends 1/2), Pumpkin Pie Day
- 26** TH Kwanzaa (ends 1/1), Boxing Day, Thank-You Note Day, Candy Cane Day
- 27** FR Fruitcake Day
- 28** SA Card Playing Day, Short Film Day, Chocolate Candy Day

Week 53

- 29** SU Tick Tock Day
- 30** MO Bacon Day
- 31** TU 🍾 **New Year’s Eve**, National Champagne Day

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