

A woman and a man are sitting on a vintage television set. The woman is on the left, wearing a brown coat and patterned boots. The man is on the right, wearing a tan jacket, red pants, and a beanie. The background is a warm orange color with four white vertical oval shapes. The text is centered in a white box.

**IMPORTANT DAYS OF OCTOBER  
2022 TO INCORPORATE IN  
MARKETING CAMPAIGNS**



Are you having a difficult time coming up with creative ideas for your digital marketing campaigns, especially for social media platforms and email marketing, where content is the king? Worry not! Related Digital offers a guide for essential dates you can use and a how-to guide every month for exciting and powerful campaigns. These dates can be fun and jovial or serious if necessary and are perfect for gaining new followers and potential customers. When supported with promotions, you can even increase your sales considerably.



**OCTOBER 1st**

## **WORLD COFFEE DAY**

Coffee is never just coffee – the culture behind it once helped bring down the monarchy in France and built the whole IT industry in Seattle. Today, coffee is still an important part of human interaction, productivity, and quality time. And the first day of October is a perfect time to celebrate this delicious drink. World Coffee Day is an ideal time to celebrate for restaurants and cafés in different scales – offering sales and promotions to your followers on social media is always a good idea. If your business is in an industry that is not directly related to coffee, you can still make use of it with some creativity. Coffee accompanies many things seamlessly – books, stationery, music, and studying can all be promoted with coffee concepts.



OCTOBER 1st

## WORLD ELDERLY DAY

The 1st of October, World Elderly Day, is the best time to demonstrate our respect and appreciation to our elders in a meaningful and effective way rather than just showing off. If your target audience consists of people older than 60, you should take the necessary time to create a meaningful campaign to increase your brand's value. While sales and promotions are the most beloved part of marketing campaigns, this day is better to be used to raise awareness for the difficulties elderly people face in daily life and will receive more appreciation from potential customers.



OCTOBER 4th

## WORLD ANIMAL DAY

Animal rights have become a more important subject in the last few years, and now, even the least activist people have a decent level of awareness on this topic. That's why the 4th of October has the potential to derive excellent campaigns with successful results. The point here that you should keep in mind is that this kind of level of awareness makes people more sensitive to disingenuity behind your messages. Take a look at the campaigns other brands launched in previous years on World Animal Day and focus on the followers' reactions. If you are planning to make a donation to charities, do not bargain with your followers – this is a one-way ticket to getting negative reactions. When it comes to visuals, try to refrain from using images of purebred animals since animal lovers do not support the breeding of purebreds.



OCTOBER 11th

## INTERNATIONAL DAY OF THE GIRL CHILD

International Day of the Girl Child was declared by the United Nations in 2021 to prevent discrimination and violence against girls and to increase their opportunities. While still new, this day has been celebrated for the last 10 years with great enthusiasm all around the world. Celebrate this day with a tasteful social media post and a simple message or start a social responsibility project if you have the means. These kinds of projects may seem costly but are great for increasing your brand’s value while doing something actually good. This day is especially important for brands that sell products aimed at girls.



OCTOBER 31ST

## HALLOWEEN

Spooky season is here! It's time to use the orange and black color palette generously in your designs for social media – and don't forget about skeletons, pumpkins, and bats. Halloween is the perfect time to celebrate as a brand, especially if your target audience consists of young people and children. Even if you are located somewhere that doesn't celebrate Halloween, you can be sure that everyone is going to enjoy its themes. This day's connection with sweet treats must be utilized by businesses in restaurants or food businesses!



## WINTER PREPARATIONS

This one applies to nearly every industry. While most people don't enjoy the cold weather and winter months, the preparation for it is a joyful time. Home renovations and maintenance, cold weather auto parts, cozy sweaters and outfits along with winter travel destinations can be promoted in October.



# OTHER DAYS TO CELEBRATE IN OCTOBER

There are so many different dates to incorporate into your digital marketing campaigns in October. You can find fun and interesting ones in this list and use them to gain new followers and awareness, depending on your industry and brand identity.

OCTOBER 1st  
**World Vegetarians Day**  
**World Smile Day**

OCTOBER 3rd  
**Boyfriend Day**  
**World Habitat Day**  
**World Architecture Day**

OCTOBER 5th  
**World Teacher's Day**

OCTOBER 8th  
**World Egg Day**

OCTOBER 9th  
**World Post Day**

OCTOBER 15th  
**World Student's Day**

OCTOBER 16th  
**World Food Day**

OCTOBER 18th  
**National Chocolate Cupcake Day**  
**National No Beard Day**

OCTOBER 20th  
**National Waiters Day**

OCTOBER 21st  
**National Apple Day**

OCTOBER 22nd  
**U. S. National Nut Day**

OCTOBER 24th  
**United Nations Day**

OCTOBER 25th  
**World Pasta Day**

OCTOBER 29th  
**Internet Day**

OCTOBER 31st  
**World Savings Day**



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