

A young man and woman are standing against a dark green background. The man is on the left, wearing a green sweater with a reindeer and snowflake pattern, a Santa hat, and holding a large pink gift box. The woman is on the right, wearing a red sweater with a Christmas tree and snowflake pattern, a Santa hat, and holding a white gift box with a red ribbon. The background features several large, light green, rounded rectangular shapes. A semi-transparent white box contains the text.

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



The last month of the year, December, is not just an important time because of Christmas and new year celebrations but also for being a period for self-reflection and making decisions. That's why it is bound to be a busy time for digital marketers and should be utilized in an effective way. As Related Digital, we created a guide that includes all the important dates and themes for your marketing campaigns in December.



CHRISTMAS

A time for giving and receiving, Christmas is one of the most important days for digital marketers, not just in December but the whole year. This is an intense period for shopping, and after the pandemic, now even more people do all their Christmas shopping online.

In addition to the gifts, people are always looking for new decorations, party items, food, and drinks for the festive season, so no matter what your brand offers, you can create a brilliant campaign. If you want your brand to stand out, try to step out of the line and don't overdo the green and red palette on your designs.



SNOW AND SKI VACATION

The winter break for students is close by, and many families either go on a winter vacation in December or make their plans this month. To use these valuable days for winter tourism, you can promote not just vacations or travel guidance but also ski outfits and gear. Since people tend to make their ski vacations an annual thing, you may want to create your campaigns focusing on improving customer loyalty.



URGENT NEEDS FOR WINTER

The cold weather of winter creates a change in people's needs and almost forces them to stay inside, mostly at home. You can always build strong communication with your customers in this period, inspired by their basic needs for heating, transportation, clothing, and a healthy lifestyle. To these basic needs, you can add books and movies, and even home textile products to promote. Precautions taken against the common cold and other diseases that occur in winter are also great for promoting in December, such as vitamins, minerals, and juicers.



DECEMBER 1st

WORLD AIDS DAY

This unfortunate disease still affects people's lives and is quite prevalent, especially in developing countries. Organizations with large platforms are always responsible for creating and raising awareness regarding misunderstood diseases like AIDS. Establishing a solid conversation and awareness can change how people view your brand in a positive light.



DECEMBER 3rd

WORLD DISABLED DAY

On this day, many people can realize that world is a kinder place for those who don't have any disabilities. Organizations are expected to raise awareness for integrating disability inclusion. Try to spend extra time on your copy and content for your campaigns regarding this day and make sure it is not offensive.



DECEMBER 16th

WORLD FREE SHIPPING DAY

What's more attractive than a day that offers free shipping for an eCommerce company? Absolutely nothing! This day promises high conversation and revenue and is a great time for start-ups and small businesses to promote and introduce their brand and gain new customers or followers. Be sure to announce your free shipping campaigns at least one week prior.



18 – 26 DECEMBER

HANUKKAH

Hanukkah is a festival of lights celebrated worldwide by the Jewish community under different names, such as Chanukah and Hanukkah. In commemorating the recovery of Jerusalem and the rededication of the Second Temple against the Seleucid Empire, this festival lasts for eight nights and days. To create a deeper and more profound connection, you must invest globally and empathize with everyone. The holiday season will be a great time to use this marketing strategy to gain trust and generate more revenue for your brand.



DECEMBER 21st

WINTER SOLSTICE

An hemisphere experiences winter solstice during the winter season. A country situated around the poles experiences opposite weather conditions because of its tilt toward and away from the sun. Here are some marketing ideas for this day:

- You will stand out if you send a Winter Solstice campaign
- Taking advantage of the shortest day of the year can be beneficial. This can be achieved by promoting a product customers use at night or by promoting a short promotion
- Make sure your subject line mentions "Winter Solstice" to stand out

INTERESTING DATES TO CELEBRATE IN NOVEMBER

There are so many different dates to incorporate into your digital marketing campaigns in November. 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.

DECEMBER 1st
Eat a Red Apple Day

DECEMBER 3rd
Make a Gift Day

DECEMBER 4th
Cookie Day
National Dice Day
Brown Show Day

DECEMBER 5th
Earth Day
World Ninja Day

DECEMBER 6th
Santa Claus Day

DECEMBER 7th
Cotton Candy Day

DECEMBER 8th
Brownie Day

DECEMBER 9th
National Pastry Day
Techno Music Day

DECEMBER 10th
Veterinary Medicine Day

DECEMBER 11th
Mountain Day

DECEMBER 12th
Chorus Day

DECEMBER 13th
Violin Day

DECEMBER 14th
Monkey Day

DECEMBER 16th
Reconciliation Day
Chocolate Covered Food Day

DECEMBER 18th
World Immigrants Day
Arabic Day
Cookie Baking Day

DECEMBER 19th
Oatmeal Muffin Day

DECEMBER 20th
Games Day
Sangria Day

DECEMBER 21st
Short Story Day
National Crossword Puzzle Day
Flashlight Day
Don't Make Your Bed Day

DECEMBER 23th
National Roots Day

DECEMBER 25th
Christmas

DECEMBER 26th
Writing Thank You Note Day

DECEMBER 27th
Fruit Cake Day
Going To The Zoo Day

DECEMBER 28th
Playing Cards Day

DECEMBER 29th
TickTock Day



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