



## **IMPORTANT DATES OF APRIL TO INCORPORATE IN YOUR CAMPAIGNS**



The month of April comes into our lives with rapidly warming weather, unexpected rains, longer days, and a feeling of hopefulness. You may see that after dreadful and dark winter months, people are desperate to feel optimistic about life and generally happy. You can utilize these emotions and incorporate them into your digital marketing campaigns with a little bit of creativity for successful results in April.

In 2023, April welcomes religious holidays from both Christianity and Islam, offering you a wonderful opportunity to reach out to a global audience and show your brand's sensitivity and inclusivity to your customers. Include these days in your campaigns and enjoy being known as a truly global brand.

In addition to these, as Related Digital, we prepared a guide for important dates and weeks for April as we do every month.



1 APRIL

## APRIL'S FOOLS

April's Fools offers a fun and exciting way to start the month. You can execute creative and humorous campaigns revolving around this day. Small sales and promotions are excellent choices for this day but always keep in mind, promising a sale as a joke will not put your brand in a good spot in your customers' eyes.





2 APRIL

## WORLD AUTISM AWARENESS DAY

Every year on April 2nd, people try to make the world an easily accessible place for people with autism and create awareness about the problems they face in their daily lives. As a brand, you can take on the responsibility to help create awareness. Make sure you're being careful with your tone and your message is approved by people with autism.



7-13 APRIL

## WORLD HEALTH DAY AND WEEK

This is a great week for healthcare companies, clinics and hospitals, insurance companies, and pharmaceutical organizations to build a strategy. Brands in other industries like retail and technology may not build a whole campaign for this week but can offer sales and promotions to their customers on their health-related products, such as vitamin water for retail or blood pressure devices for tech companies.



9-16-17 APRIL

## EASTER

Easter is celebrated by almost all of the Christian population around the world, and if your brand is a global one, we highly suggest you utilize this day. The usual themes for this day include soft pastel colors and spring themes, so it will be easy to create an eye-catching campaign on both social media and email channels. Easter is celebrated on the 9th for Catholics and Protestants while Orthodox people celebrate on the 16th.





20-23 APRIL

## EID AL-FITR

After a whole month of fasting, Muslims all around the world will celebrate Eid between 20 and 23 April this year. If your brand's customer base consists of Muslims, we highly suggest you create a campaign for this day. You don't need to offer sales or promotions on these days as it could be received as bad taste for some but you are more than welcome to create a heartfelt and sensible celebrating message and share it with your audience.

## OTHER IMPORTANT DAYS IN APRIL

Some of these days are surprising and funny even but we are positive that they are perfect for creating attractive campaigns to promote your brand and raise awareness.

APRIL 1st  
**April's Fools**

APRIL 2nd  
**World Children's Books Day/ World Autism Awareness Day**

APRIL 2nd  
**Pillow Fight Day**

APRIL 3th  
**World Party Day / International Hope Day**

APRIL 4th  
**Vitamin C Day**

APRIL 4th  
**World Stray Animals Day**

APRIL 5th  
**Lawyers Day**

APRIL 9th  
**Easter**

APRIL 10th  
**Police Day**

APRIL 11th  
**World Parkinson's Day / Pet Day**

APRIL 12-18  
**Heart Health Day**

APRIL 13th  
**World Scrabble Day**

APRIL 14th  
**Look Up the Sky Day**

APRIL 17th  
**World Hemophilia Day**

APRIL 19th  
**Bicycle Day**

APRIL 21th  
**Creativity and Innovation Day**

APRIL 21-28  
**Midwife Week**

APRIL 22nd  
**World Day**

APRIL 23rd  
**International Books Day**

APRIL 26th  
**World's Pilot Day**

APRIL 29th  
**Veterinary Day**

APRIL 29th  
**International Dance Day**





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