

THE ULTIMATE HOLIDAY  
MARKETING

**DEEP DIVE**

by  **insights**

[www.stackedmarketer.com](http://www.stackedmarketer.com)

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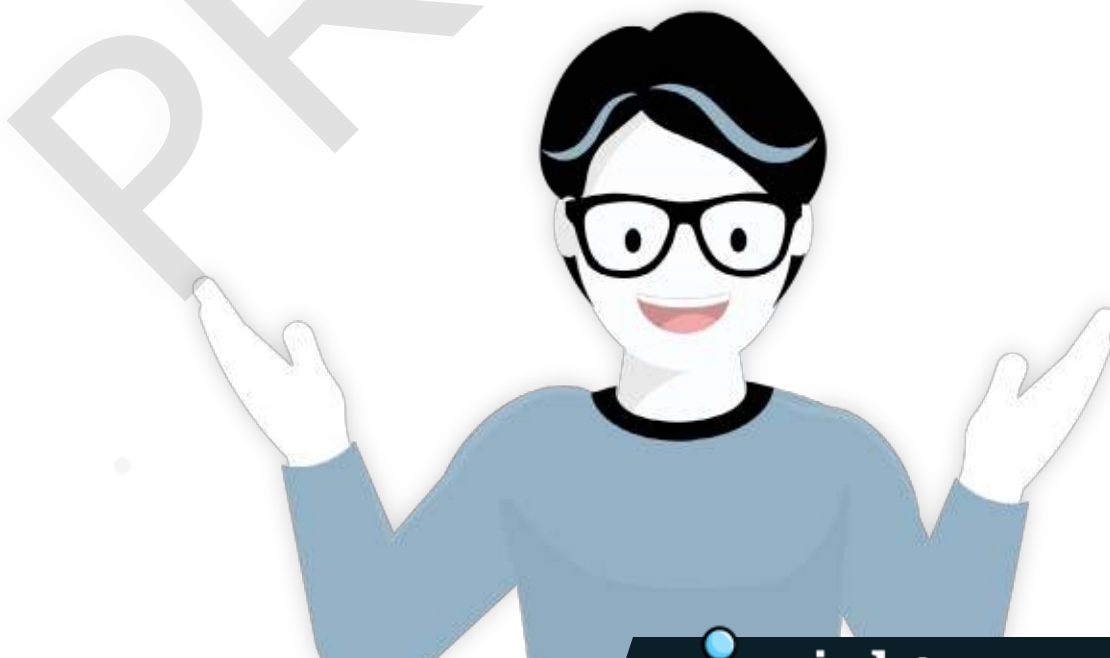
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## Here's how to think about holidays as a marketer

If you want to make the best use of holidays as a marketer, think of them as a:

- **A special occasion** where a large group of people does something out-of-the-everyday/ordinary. Here are a few major holidays where a particular group of people does something different on that day:
  - Easter for Christians
  - Memorial Day for (most Americans)
  - Mother's Day for mothers (and those who have mothers)
  - Father's Day for dads (and people who have fathers),
  - Super Bowl (for football fans).
- **A change in something due to external circumstances.** This can be a change of season prompting people to buy new clothes. The birth of a baby may cause someone to purchase a car, for example. We'll talk about these "trigger events" later.

Okay, so we've established how a marketer should think about holidays. The next question is, which holidays should you prioritize? Which holidays have the greatest potential to increase your overall sales? Let's investigate.



## Section 2: Holidays that can help you boost sales

The perfect answer to every marketing question is “it depends”, followed by advice specific for your business. In this section, we’ve attempted to provide a close-to-perfect answer to the question “Which holidays have the greatest potential to increase my sales?”

### 400+ marketers told us which holidays worked for them

We polled over 400 marketers to find out which holidays worked best for them in terms of driving sales. Here are the top 10 they mentioned:

- Black Friday
- Cyber Monday
- Christmas
- Mother’s Day
- Memorial Day
- New Year
- Valentine’s Day
- Halloween
- Fourth of July
- Labor Day

**What these holidays have in common:** They’re fairly well-known among the general population (be aware that some of them are only celebrated in the United States; we’ll go into more detail about international holidays later).

In other words, the majority of the population does something “out of the ordinary” on those days, providing an acceptable excuse for your company to make an “out of the ordinary” offer.)

## Section 3: Proper timeline for holiday campaigns

### Why run promotions before holidays

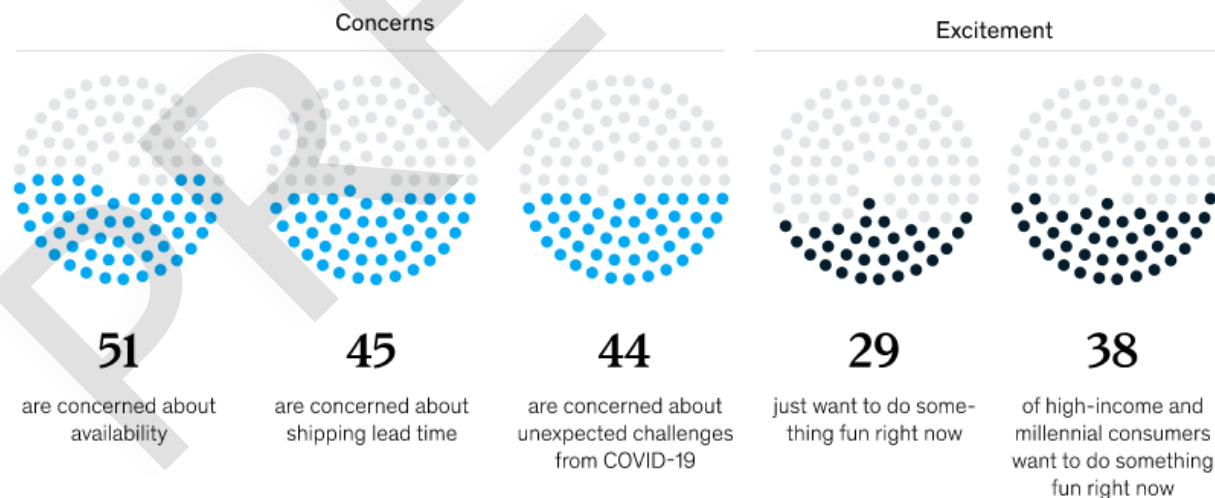
People buy earlier and earlier each year.

For example, [according to the National Retail Federation](#), a **record 42 percent of people planned to purchase their last gift before December 18** during the last holiday season.

**The reason for this:** [According to McKinsey](#), the reason why people shop earlier is because of concerns about availability and delivery time. Nobody wants to order a gift that won't arrive on time. Add that to the COVID & financial crisis and you have plenty of perfectly valid reasons to start shopping early.

#### US consumers plan to shop earlier because of supply-chain issues and unexpected COVID-19 challenges.

Reasons for consumers to start shopping earlier in 2021,<sup>1</sup> % of respondents<sup>2</sup>



<sup>1</sup>Question: What are the primary reasons you plan to shop earlier for the holidays in 2021?

<sup>2</sup>Of the 43% of consumers who stated they plan to shop earlier in 2021.

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey, October 9–15, 2021, n = 2,095, sampled and weighted to match the US general population 18+ years

McKinsey  
& Company

## Use months dedicated to certain groups

This has been popular lately in the Western hemisphere. There are certain months dedicated to various minorities:

- February - *Black History Month*
- May - *Asian American and Pacific Islander Heritage Month*
- June - *Pride Month*
- 15 September - 15 October - *National Hispanic Heritage Month*
- November - *National Native American Heritage Month*



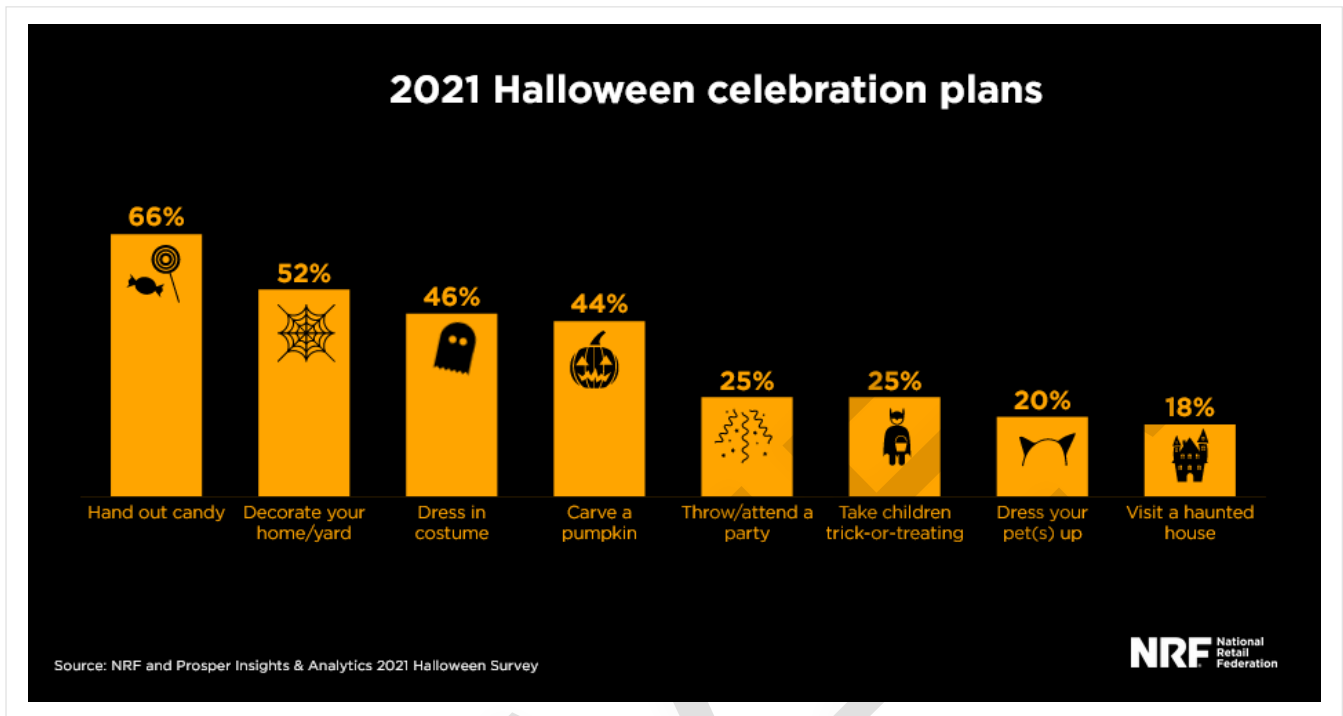
There are specific niche sites (like [this one](#)) which promote minority deals companies run during these months. If this sounds like an opportunity for getting some free backlinks, you have the right hunch ;)

**An example:** One marketer told us they worked for a progressive Latino media company, so they could get away with promoting a little bit around events like [Cinco de Mayo](#), Black History Month, National Hispanic Heritage Month, and so on.

If you market to Latinos, for example, they're already aware of most of the Latino holidays. If they are expats living in the United States, for example, they will appreciate the fact that you are aware of their hometown holidays.



How are people celebrating Halloween? [Here's what people said:](#)



**Can you integrate your product inside one of these activities?** If you're into apparel, you might have some costumes to sell. Here are the most popular costumes on Halloween:

### Halloween 2021 top costumes

Rank	Children	Pets	Adults
1	Spiderman	Pumpkin	Witch
2	Princess	Hot dog	Vampire
3	Batman	Superhero / Cat*	Ghost
4	Superhero	Bumblebee	Cat
5	Witch	Ghost	Pirate
6	Ghost	Bat	Batman
7	Pumpkin	Lion	Zombie
8	Superman	Dog / Witch*	Superman / The Joker*
9	Zombie	Devil / Pirate*	Spiderman / Dracula*
10	Avengers character	Batman	Avenger character

Source: NRF's Annual 2021 Halloween Spending Survey, conducted by Prosper Insights & Analytics  
\*Costumes tied for rank

**NRF** National Retail Federation

## Thanksgiving

According to [the American Automobile Association](#), **53.4 million Americans** are expected to travel during Thanksgiving. This number has been increasing year-over-year:

	Auto	Air	Other	Total
2021 <small>(forecast)</small>	48.3M	4.1M	1M	53.4M
2020	44.5M	2.3M	281K	47.1M
2019	49.9M	4.5M	1.5M	56M
Change <small>(2019 to 2021)</small>	-3%	-9%	-31%	-5%
Change <small>(2020 to 2021)</small>	8%	80%	264%	13%

1 Newsroom.AAA.com

**The opportunity:** Can your product be used in the context of traveling, especially traveling by car? Then try advertising around Thanksgiving.



## “Trigger-based” holidays

Let’s talk (again) about tax returns.

Tax returns don’t happen on a specific day for everyone. You can get your tax refund today, or in 3 days from now.

Despite the fact that a “tax return” isn’t a day happening on the same date for everyone, it’s still a date where something out of the ordinary happens.

Many big, out-of-the-ordinary events are prerequisites for big purchases.



Take cars, for example. [According to Amazon](#), 67% of Canadian vehicle buyers experienced a life-changing event before purchasing a car. Those events include:

- Having a baby
- Changing a career
- Getting a pet
- Picking up a new hobby such as outdoor recreation

You could say all of these events were “triggering events” that greatly contributed to a person making a car purchase.

## US vs. international holidays

Holidays in other countries can be quite different from holidays in the US.

For example, take Black Friday. In Southern Asian countries like Indonesia, Singapore, Malaysia and Thailand, the equivalent of Black Friday is called **National Shopping Day** and happens on December 12:

- In Indonesia, [more than 70](#) major e-commerce retailers participate
- In Singapore, [Shopee saw](#) a record 12 million items sold within the first 24 minutes of 12.12
- In Malaysia, [they call](#) 12.12 “the most awaited holiday for year-end sales”

In India, many retailers theme up their adverts as “Festive sales” during Diwali and Holi. So people expect huge discounts during that period.

In China, [there is Singles’ Day](#) where retailers like Alibaba make literally billions in a single day (no pun intended). China also has the [618 shopping festival](#), which is the second largest shopping festival in the country (after Singles’ day). It happens each year from June 1st until June 18th and is filled with large promotion activities by retailers like JD.com and Alibaba.

In Britain and a large part of Europe, they have [Boxing Day](#). In fact, [according to a survey](#), 48% of Brits said Boxing Day is the most popular shopping day of the year in the UK, versus 45% saying Black Friday is the most popular.



## Analyze your audience to more easily discover holidays to target

You can use several criteria to analyze your audience in order to discover good holidays to target:

### Age

Younger people tend to be “early adopters” of the newest holidays. Think festival holidays like Coachella, Halloween, which is getting more popular each year, and so on.

More senior folks are probably more aware and celebrate traditional holidays. Think Thanksgiving, Christmas.

### Gender

There are different holidays for women (Women’s Day, Mother’s Day) and different holidays for men (Men’s Day, Father’s Day).

### Religion

This should be obvious. For Christians or people born in a Christian population, there are holidays like Christmas and Easter. For Muslims, it’s Eid al-Fitr, the period during Ramadan, and so on. For Hindus, it’s festival holidays like Holi. For the Jewish population, it’s holidays like Hanukkah.

### Race

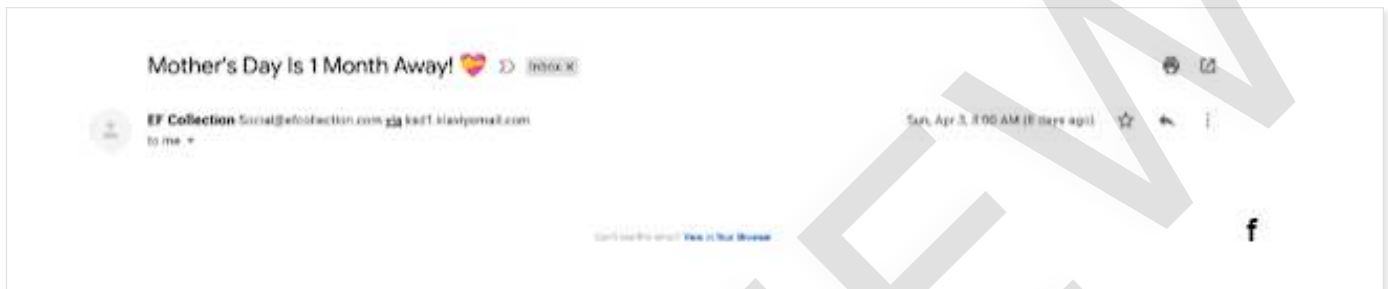
Race awareness months like Black History Month or Hispanic Heritage month have become more and more popular over the past years.

### Sexual orientation

During 2022, we’ve seen companies run offers during Pride month (June), with many different hashtags on Twitter. Just like race awareness months, sexual-orientation-awareness dates have become more popular over the past few years.

## What should you send your prospects and customers during a holiday?

You're probably familiar with the traditional ways everyone runs holiday offers. We don't want you to be like everyone, though. So here are a few holiday promotion angles that stood out for us and can be useful for your creative inspiration:



If you want to start promoting something early, remind people that a major holiday is coming. Or just congratulate them with an (early) [insert your holiday here]:



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