



25th Dec - Merry Christmas!

Sector dependent marketing for this day can begin weeks/months in advance, to gain attention over competition it's important to have project Christmas in place well in advance. If Christmas is a quieter period for your business then take it as an opportunity to thank loyal customers. See our personalised approach for Christmas 2014: www.kensa-creative.com/blog/merry-christmas-2014



27th Nov - Black Friday

An inherited retail event from our friends from across the pond, hold limited offers to join in this crazy event!



31st Oct - Halloween

Trick or Treat is a simple but effective Marketing approach - email shots are a great way to provide links to which one your customer chooses... of course it needs to be a win win option.



30th Oct - End of British Summer Time

For most people, other than the sledging enthusiasts, this is a sombre occasion. Try and bring that last bit of sunshine into your existing and potential clients day by giving an offer valid until the clock goes back and the darker nights draw in.



22nd Sep - Autumn Begins

For those in retail it's time to remind your lovely customers to refresh their seasonal wardrobes via catalogue deliveries!



18th Sep - Rugby World Cup



5th Sep - Back to School

These kinds of campaigns don't have to be focused on children - think outside of the box. For example Spa's could offer deals for a day of relaxation for moms and dads to re-corporate after a busy summer!



29th Aug - Bank Holiday



22nd July - Schools Out!

Tourism this is your time to get noticed! Get on that cash cow and milk what you can. Educate, why should parents choose your tourism spot to ware out the kids!

1st Jan - Happy New Year!

Businesses of all natures (you'll be surprised!) can use this as a great opportunity to play on consumers New Years Resolutions or offer money saving deals following an expensive Christmas period and the January Sales...

14th Feb - Valentines Day



You can have a lot of fun with Valentines Day, our 'Sexy Lighting' campaign for Schnieder Electric is the perfect example of how all businesses can capitalise on special dates regardless of the nature.



6th March - Mothers Day

Ask followers via social media to nominate their moms for a free gift/experience or place an advert in your local press during the lead up to Mother's day.



17th March - St Patricks Day

'You don't just need the luck of the Irish to work with us'



1st April - April Fools Day

Engage with your clients, find out how consumers have been pranking their friends, colleagues and family - the best 'tool' could win a gift or gain a discount code. Doing this via social media will also encourage additional followers.



23rd April - St Georges Day



4th May - Star Wars Day

May the forth be with you.



2nd / 30th May - Bank Holidays

A retailer and tourist destinations dream - make sure it's you consumers are flocking too on the May bank holidays with innovative campaigns leading up to and on the day itself.



19th June - Fathers Day

Ask followers via social media to nominate their dads for a free gift/experience or place an advert in your local press during the lead up to Fathers day.

