

2025 Content Calendar Assistant

A Tactical & Strategic Content Planning Tool
from Oracle Digital Experience Agency





Need content ideas? Want to avoid faux pas?

To help you improve your content planning, our Content Calendar Assistant is organized by quarter, month, and week.

- By **quarter** because that's how big themes and seasons are planned.
- By **month** because that's how we tend to think about content creation.
- And by **week** because that's how we plan out our campaign creation.

While not exhaustive, the messaging themes, monthly observances, and weekly and daily events listed in this guide are extensive and will help you gain a high-level view of trends throughout the year.

To Get the Most from This Guide...

Start by identifying major tentpole and seasonal events for your content calendar that last weeks or even months, whether those are global, national, or brand events. Next, look at minor events that generally involve campaigns that last anywhere from a single day up to a week or so.

After that, you'll want to check your planned campaigns against other events that are happening—both those that could be in conflict and those that present opportunities. And, lastly, avoid overfilling your content calendar. You'll want to have space for ad hoc and contingency campaigns.

Those are the highpoints, but here's [in-depth advice on filling your content calendar](#).

We hope our Content Calendar Assistant proves handy year-round as you plan and then adjust your campaign planning so you can make the most of 2025. And, of course, if you'd like help, we're always here for you. Just talk to your Oracle account manager, [visit us online](#), or reach out to us at OracleAgency_us@Oracle.com.



Lauren Gannon
Vice President of Agency Services
Oracle Digital Experience Agency

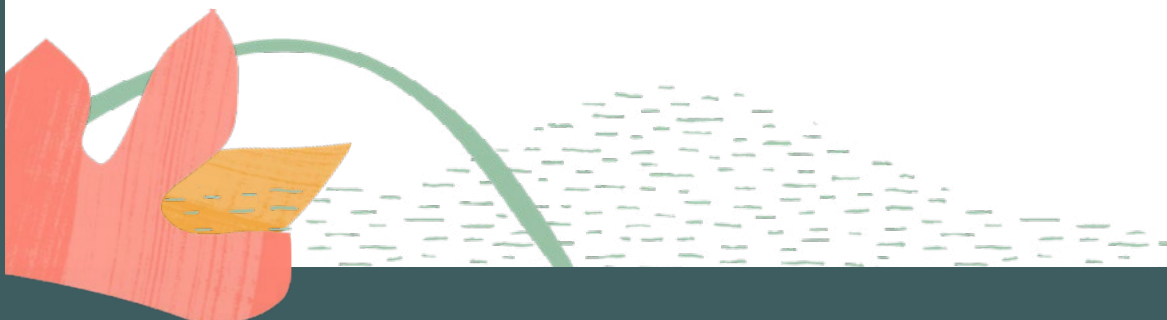


First Quarter 2025



Digital Marketing Content Strategy Checklist

- Create a new annual [content calendar](#) and tentatively place your tentpole events. Pay attention to the periods during the year when you might need extra help with campaigns and plan to secure more internal or external resources.
- Conduct a [holiday post-mortem](#), include a review of your overall performance and A/B test results, as well as documenting learnings, ideas, top performers, and missed opportunities to revisit in Q3 before the next holiday season.
- Mark important dates in January, February, and March. Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- Review last year's Q1 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of March. Include reminders and resends.
- Gather existing content that could be leveraged this quarter. Include a mix of promotional and non-promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- Plot out about 80% of your campaigns, leaving 20% flex capacity for quick-turn additions.
- Plan to [review some of your automated campaigns](#), and potentially launch new ones, such as ones listed in our [Automated Campaigns Ideas checklist](#).
- In **February**, document test results from January and review your plan for March, incorporating any relevant results.
- In **March**, document test results from February, review overall performance for the quarter thus far, and create a plan for Q2.
- For more guidance regarding what to focus on over the next few months, check out our first quarter [Holiday Marketing Quarterly](#).



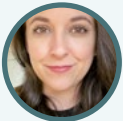
Common Messaging Themes

- Resolutions, reflections, goals, and habits
- Spend those gift cards
- Get ready for the Big Game (non-trademark infringing code for Super Bowl)
- Valentine's Day (starting mid-month)
- Winter apparel and gear
- Escape the cold to somewhere warm
- Stay cozy at home
- Awards season begins (e.g., Oscars, Golden Globes)
- New semester begins for students
- Insurance coverage resets
- Peak of flu season and sick day comfort

US Monthly Observances

- Dry January
- Hobby Month
- Birth Defects Prevention Month
- Mentoring Month

"In the spirit of new beginnings and goal-setting, write a letter to customers giving them a glimpse at what they can expect from your business in 2024. How are you planning to evolve or double down on your values? Invite them to respond, reply, or follow along and start a conversation."



Kelly Moran

Senior Art Director for Copy
Oracle Digital Experience Agency

"I love pizza, and when you can celebrate a whole week, you can plan out copy for each day (e.g., "Hi, it's Friday. (You deserve 🍕)")—a subject line from Lou Malnati's). Also, with other food-celebrating occasions, think about what goes great with the item, like popcorn and movies."

Patrick Colalillo

Creative Director
Oracle Digital Experience Agency



"Acknowledging global holidays gives you an opportunity to segment and personalize your messages. For example, identifying those in your audience who celebrate the Lunar New Year allows you to send promotional messages about it beforehand."

Peggy Sehorn

Expert Consultant, Technical Manager
Oracle Digital Experience Agency



Week 1

⚠️ 6 weeks to Valentine's Day

- 01** WE 🇺🇸 **New Year's Day**, 111th Rose Bowl Game
- 02** TH Science Fiction Day
- 03** FR 119th US Congress begins, Drinking Straw Day, Fruitcake Toss Day, JRR Tolkien Day
- 04** SA Trivia Day, World Braille Day, World Hypnotism Day

Week 2

Hunt for Happiness Week

- 05** SU 82nd Golden Globe Awards, Twelfth Night, Screenwriters Day, Bird Day, Whipped Cream Day
- 06** MO Cuddle Up Day, Bean Day
- 07** TU CES (ends 1/10), Orthodox Christmas
- 08** WE Bubble Bath Day, World Typing Day
- 09** TH Word Nerd Day, Apricot Day, Choreographers Day
- 10** FR Cut Your Energy Costs Day, Quitters Day
- 11** SA Milk Day, Reverse Manhattanhenge

Week 3

Pizza Week / Home Office Safety and Security Week / Letter Writing Week

- 12** SU 30th Critics' Choice Awards, NRF Retail's Big Show (ends 1/14), Hot Tea Day, Pharmacist Day
- 13** MO Korean American Day, Gluten-Free Day
- 14** TU Organize Your Home Day, Dress Up Your Pet Day
- 15** WE Hat Day, Bagel Day
- 16** TH Religious Freedom Day
- 17** FR Ditch New Year's Resolutions Day
- 18** SA Use Your Gift Card Day, Gourmet Coffee Day, Tulip Day

Week 4

Hunt for Happiness Week

- 19** SU World Snow Day, Popcorn Day
- 20** MO 🇺🇸 **Martin Luther King Jr. Day**, Presidential inauguration, Cheese Lover's Day, DJ Day, Aquarius season begins
- 21** TU Sweatpants Day
- 22** WE Polka Dot Day, Hot Sauce Day
- 23** TH Sundance Film Festival begin (ends 2/2), Pie Day
- 24** FR Peanut Butter Day, Compliment Day
- 25** SA Opposite Day

Week 5

Data Privacy Week / Meat Week / Tax Identity Theft Week

- 26** SU Spouses Day, Green Juice Day
- 27** MO Holocaust Remembrance Day, Chocolate Cake Day
- 28** TU Data Privacy Day, LEGO Day, Plan for Vacation Day
- 29** WE Lunar New Year, Puzzle Day, Corn Chip Day
- 30** TH Croissant Day
- 31** FR Backward Day, Hot Chocolate Day

Common Messaging Themes

- Celebrating Black history
- Diversity, equity, and inclusion
- The Big Game (and halftime show!) is the most-watched event in the US
- Gifts and date ideas for Valentine's Day and Galentine's Day
- Major moments and looks from Fall-Winter Fashion Week
- Get ready for spring—garden, patio, apparel
- NBA All-Star game and Grammy winners
- Self-care for the doldrums of winter

US Monthly Observances

- Black History Month
- American Heart Month
- Cancer Prevention Month

“You can create excitement about products or encourage use without a hard sell. For example, for a food industry client, we promoted Grammy watch party recipes. This allowed us to show off use cases rather than plastering discounted condiments throughout the campaign.”

Meghan Flynn
Senior Designer
Oracle Digital Experience Agency



“Balance traditional partner romantic content with promotions about friends and self-love. Just as self-gifting has grown in popularity during the holiday season and early January post-holiday period, “Treat Yourself” campaigns have become more common during the Valentine’s Day season.”



Lauren Castady
Associate Creative Director
Oracle Digital Experience Agency

“Capitalize on The Big Game excitement by promoting game-day essentials: highlight party foods, streaming service offers, football gear, and betting promotions. Follow up with ‘Football Hangover Day’ campaigns featuring comfort foods, recovery tips, and relaxation products to keep the engagement going the day after.”

Patrick Colaillo
Creative Director
Oracle Digital Experience Agency



Week 5

World Interfaith Harmony Week (2/1-7)

01 SA Freedom Day

Week 6

Secondhand Wardrobe Week

02 SU 67th Grammy Awards, Groundhog Day, Crepe Day, Tater Tot Day

03 MO Women Physicians Day, Carrot Cake Day

04 TU Rosa Parks Day, World Cancer Day

05 WE World Nutella Day, Signing Day, World Read Aloud Day

06 TH NY Fashion Week F-W 2025 (ends 2/11), Chopsticks Day

07 FR Girls & Women in Sports Day, Wear Red Day, Bubble Gun Day, Periodic Table Day

08 SA 149th Westminster Kennel Club Dog Show (ends 2/11), Opera Day

Week 7

09 SU Super Bowl LIX, Autism Sunday, Pizza Day

10 MO Football Hangover Day, Int’l Epilepsy Day, Umbrella Day

11 TU Thomas Edison’s Birthday, Int’l Day of Women and Girls in Science

12 WE NHL/NHLPA 4 Nations Face-Off (ends 2/20), Darwin Day

13 TH Galentine’s Day, Radio Day, Cheddar Day, Pancake Day

14 FR **Valentine’s Day**, *Captain America: Brave New World* premiere, Organ Donor Day

15 SA Singles Awareness Day, Int’l Childhood Cancer Day

Week 8

16 SU NBA All-Star Game, Daytona 500, Almond Day, World Whale Day

17 MO **Presidents’ Day**, Random Acts of Kindness Day

18 TU Drink Wine Day, Battery Day

19 WE Pisces season begins

20 TH Love Your Pet Day, Muffin Day

21 FR Caregivers Day, Sticky Bun Day

22 SA 56th NAACP Image Awards, Supermarket Employee Day

Week 9

23 SU Banana Bread Day, Int’l Dog Biscuit Appreciation Day

24 MO Tortilla Chip Day

25 TU Clam Chowder Day, World Spay Day

26 WE Pistachio Day, Letter to Our Elders Day

27 TH Retro Day, Strawberry Day, Pokémon Day, Chili Day, Int’l Polar Bear Day

28 FR Ramadan (ends 3/30), Rio Carnival (ends 3/8), Rare Disease Day

Common Messaging Themes

- Spotlight on women business owners, designers, influencers, etc.
- Last days of winter, first days of spring
- Spring break for some students
- Spring cleaning & organization
- Spring B2B conference season begins
- Tax prep
- Make summer plans

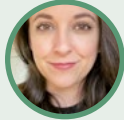
US Monthly Observances

- Women's History Month
- Craft Month

“If your audience is likely to follow award shows and other live events, leave room to capitalize on viral moments or red-carpet looks in your campaigns. Something as simple as a subject line referencing a new meme from the night can draw attention when delivered promptly.”

Kelly Moran

Senior Art Director for Copy
Oracle Digital Experience Agency



“With spring break, spring cleaning, new seasonal trends, and more, spring is full of content ideas not tied directly to a holiday. Introduce new products and lean into spring themes like travel, warm weather, and reorganization.”



Katie Anderson

Art Director
Oracle Digital Experience Agency

“Engage March Madness fans with streaming service offers, sports gear, and betting promotions. Use limited-time bundles and interactive brackets to boost excitement and capture attention.”

Nick Cantu

Creative Director
Oracle Digital Experience Agency



Week 9

- 01 SA** Iditarod Race (ends 3/16), Zero Discrimination Day, Global Day of Unplugging begins

Week 10

▲ 6 weeks to Tax Day / Telecommuter Appreciation Week / Consumer Protection Week

- 02 SU** 97th Academy Awards, Read Across America Day, World Teen Mental Wellness Day
- 03 MO** Paris Fashion Week F-W 2025 (ends 3/11), World Wildlife Day, World Tennis Day
- 04 TU** Mardi Gras, World Obesity Day, Grammar Day
- 05 WE** Ash Wednesday, Lent (ends 4/17), Cheese Doodle Day
- 06 TH** Frozen Food Day, Dress Day, Dentist's Day
- 07 FR** SXSW (ends 3/15), Employee Appreciation Day, Cereal Day
- 08 SA** Int'l Women's Day, Proofreading Day, Barbie Day

Week 11

▲ 6 weeks to Easter / Termite Awareness Week

- 09 SU** Daylight Savings Time begins
- 10 MO** Mario Day, Napping Day
- 11 TU** 311 Day
- 12 WE** Girl Scout Day
- 13 TH** Purim begins, Jewel Day, World Kidney Day
- 14 FR** Holi, Pi Day, World Sleep Day, Children's Craft Day, Potato Chip Day
- 15 SA** World Consumer Rights Day, Corndog Day, Quilting Day

Week 12

Introverts Week

- 16 SU** Curl Crush Day, Freedom of Information Day
- 17 MO** St. Patrick's Day
- 18 TU** March Madness NCAA tournament (ends 4/7), Global Recycling Day, 3-D Day
- 19 WE** Certified Nurses Day
- 20 TH** Spring Equinox, Aries season begins, World Flour Day
- 21 FR** Snow White premiere, World Poetry Day, Fragrance Day, Single Parent Day
- 22 SA** World Water Day, Goof Off Day

Week 13

Agriculture Week / Cleaning Week

- 23 SU** Chip and Dip Day, Puppy Day
- 24 MO** Cocktail Day, Cheesecake Day
- 25 TU** Medal of Honor Day, Int'l Waffle Day, Diabetes Alert Day
- 26 WE** Epilepsy Awareness Day, Spinach Day
- 27 TH** MLB Opener (in US), World Theatre Day, Scribble Day
- 28 FR** Hot Tub Day
- 29 SA** Solar eclipse, Eid al-Fitr begins, Mom and Pop Business Owners Day, World Piano Day, Pita Day

Week 14

- 30 SU** Doctors Day, Pencil Day, Take a Walk in the Park Day
- 31 MO** César Chávez Day, Crayon Day, Prom Day, Int'l Transgender Day of Visibility

Second Quarter 2025

Digital Marketing Content Strategy Checklist

- Mark important dates in April, May, and June on your [content calendar](#). Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- Review last year's Q2 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of June. Include reminders and resends.
- Gather existing content that could be leveraged this quarter. Include a mix of promotional and non-promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- Plot out about 80% of your campaigns and leave 20% flex capacity for quick-turn additions.
- Plan to [review some of your automated campaigns](#), and potentially launch new ones, such as ones listed in our [Automated Campaigns Ideas checklist](#).
- In May**, document test results from April and review your plan for June, incorporating any relevant results.
- In June**, document test results from May, review overall performance for the quarter, and create a plan for Q3.
- For more guidance regarding what to focus on over the next few months, check out our second quarter [Holiday Marketing Quarterly](#).



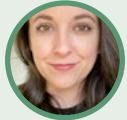
Common Messaging Themes

- Gifts for Mom
- Spring cleaning and organization
- Gardening, lawn care, and patios
- Summer apparel and swimwear
- Prom season, graduations, and weddings
- Sustainability and environmental awareness
- Tax prep and how to spend or save your return
- Start of festival season

US Monthly Observances

- Alcohol Awareness Month
- Financial Literacy Month
- Garden Month

“Update seasonal copy and imagery in your campaigns, but be sure they suit audiences in all regions—or, even better, segment your list accordingly. It might be T-shirt time in some states while others are still below 50 degrees.”



Kelly Moran

Senior Art Director for Copy
Oracle Digital Experience Agency

“April Fools’ Day is the hardest day of the year to be funny because the bar is so high. If you feel compelled to participate in this minefield of a holiday, avoid humor that puts others down or even humor where you put yourself down. Instead, be more positive and empathetic and find ways to laugh with others or laugh at yourself.”



Chad S. White

Head of Research
Oracle Digital Experience Agency

“Tax-related messaging isn’t limited to March and April. For financial, accounting, and tax services companies, there are occasions to talk to your customers about taxes throughout the year, especially at year-end.”



Peggy Sehorn

Expert Consultant, Technical Manager
Oracle Digital Experience Agency

Week 14

▲ 6 weeks to Mother’s Day

- 01** TU April Fools’ Day, Sourdough Bread Day
- 02** WE World Autism Awareness Day, DIY Day, Peanut Butter and Jelly Day, Walking Day
- 03** TH World Party Day, Tweed Day, Burrito Day
- 04** FR *A Minecraft Movie* premiere, School Librarian Day, 404 Day
- 05** SA Handmade Day, Deep Dish Pizza Day, Caramel Day

Week 15

Wildlife Week / Public Health Week / Library Week

- 06** SU Student-Athlete Day
- 07** MO PGA Masters (ends 4/13), TED2025 (ends 4/11), Beer Day, World Health Day
- 08** TU Equal Pay Day, Zoo Lovers Day
- 09** WE Unicorn Day
- 10** TH Siblings Day, Farm Animals Day
- 11** FR Coachella (ends 4/20), Pet Day
- 12** SA Passover (ends 4/20), Record Store Day, Grilled Cheese Sandwich Day, Only Child Day

Week 16

Student Employment Week

- 13** SU Palm Sunday, Scrabble Day, Peach Cobbler Day
- 14** MO Gardening Day, Dolphin Day, Pecan Day
- 15** TU 🇺🇸 **Tax Day**, World Art Day, Anime Day, Titanic Remembrance Day
- 16** WE Banana Day, Wear Your Pajamas to Work Day
- 17** TH Haiku Poetry Day, High Five Day
- 18** FR Good Friday, World Heritage Day, Exercise Day, Clean Out Your Medicine Cabinet Day
- 19** SA NBA Playoffs begin, Garlic Day

Week 17

National Park Week / World Immunization Week (4/24-30)

- 20** SU 🐰 **Easter**, Taurus season begins, 420 Day, Lookalike Day
- 21** MO John Muir Day
- 22** TU Earth Day
- 23** WE World Book Night, Picnic Day, Administrative Professionals’ Day
- 24** TH NFL Draft (ends 4/26), Take Our Daughters & Sons to Work Day
- 25** FR Stagecoach Festival (ends 4/27), Arbor Day, DNA Day, World Penguin Day
- 26** SA Pool Opening Day, World Veterinary Day, Celebrate Trails Day, Pretzel Day

Week 18

- 27** SU Gummi Bear Day, Global Pay It Forward Day, Pet Parents Day
- 28** MO Superhero Day
- 29** TU Int’l Dance Day, Zipper Day
- 30** WE Stop Food Waste Day, Hairstylist Appreciation Day

Common Messaging Themes

- Last chance for gifts for Mom
- Gifts for Dad, especially after Mother's Day
- End of school year and graduations
- Start of wedding season
- Summer apparel, sandals, and swimwear
- Outdoor sports and recreation
- BBQ, grilling, ice cream, and other summer foods
- Peak of home buying season
- Start of allergy season

US Monthly Observances

- Asian American and Pacific Islander Heritage Month
- Jewish American Heritage Month
- Military Appreciation Month
- Mental Health Awareness Month
- Wildfire Awareness Month

“For occasions like Mother’s Day, Father’s Day, and back to school, we recommend you allow subscribers to snooze these campaigns with a click in the first message or two, if not before you start sending them. This emphatic gesture respects subscribers who have lost parents or children, and helps you reduce opt-outs.”



Jeannine Pine
Senior Director of Agency Services
Oracle Digital Experience Agency

“National Teacher Appreciation Day allows B2B and B2C brands to honor those who provide a vital service to society. Speaking authentically and offering a truly competitive discount will make your message of thanks resonate and build loyalty.”

Scott Multer
Executive Creative Director
Oracle Digital Experience Agency



“While the culture has moved toward expecting sales and promotions for Memorial Day weekend, it can be a delicate balance to still honor and show gratitude to the military personnel who have lost their lives. In some cases, this has resulted in some brands sending two campaigns that day.”

Nick Cantu
Creative Director
Oracle Digital Experience Agency



Week 18

- 01 TH** May Day, World Password Day, Law Day, Mother Goose Day
- 02 FR** Space Day, Life Insurance Day, World Tuna Day
- 03 SA** 151st Kentucky Derby, World Press Freedom Day, Fitness Day, Free Comic Book Day, Paranormal Day, Astronomy Day (spring)

Week 19

▲ 6 weeks to Father's Day / Small Business Week / Pet Week

- 04 SU** Star Wars Day, Bird Day, Orange Juice Day, Lemonade Day, Self-Employed Day
- 05 MO** Met Gala, *Thunderbolts* premiere, Cinco de Mayo, Cartoonists Day
- 06 TU** Teacher Appreciation Day, Nurses Day, Beverage Day
- 07 WE** Tourism Day
- 08 TH** 60th Academy of Country Music Awards, V-E Day
- 09 FR** Sleepover Day, Lost Sock Memorial Day
- 10 SA** Archery Day, Miniature Golf Day, World Fair Trade Day, Babysitter's Day, Shrimp Day

Week 20

Police Week / Women's Health Week

- 11 SU** 👑 **Mother's Day**
- 12 MO** Vesak, Women's Checkup Day, Limerick Day
- 13 TU** 78th Cannes Film Festival (ends 5/24), Apple Pie Day
- 14 WE** Buttermilk Biscuit Day
- 15 TH** Global Accessibility Awareness Day, Int'l Day of Families, Chocolate Chip Day
- 16 FR** Malcolm X Day, NASCAR Day, Endangered Species Day, Classic Movie Day, Piercing Day, Barbecue Day
- 17 SA** 150th Preakness Stakes, Armed Forces Day, Walnut Day

Week 21

- 18 SU** World Baking Day, Int'l Museum Day
- 19 MO** Devil's Food Cake Day
- 20 TU** Streaming Day, World Bee Day, Int'l Red Sneakers Day
- 21 WE** Gemini season begins, World Day for Cultural Diversity, Waitstaff Day
- 22 TH** Buy a Musical Instrument Day, Maritime Day, World Goth Day
- 23 FR** Road Trip Day, Cooler Day, Taffy Day
- 24 SA** Brother's Day, Scavenger Hunt Day

Week 22

- 25 SU** 109th Indianapolis 500, Geek Pride Day, Wine Day
- 26 MO** 🇺🇸 **Memorial Day**, Paper Airplane Day
- 27 TU** Sunscreen Day, Grape Day
- 28 WE** Manhattanhenge, Hamburger Day, Brisket Day, Flip Flop Day
- 29 TH** 529 Day, Int'l Day of United Nations Peacekeepers,
- 30 FR** Creativity Day, Water a Flower Day
- 31 SA** Autonomous Vehicle Day, World Parrot Day, Save Your Hearing Day

Common Messaging Themes

- Last days of spring, first days of summer
- Spotlight on LGBTQ+ business owners, influencers, etc.
- Dads and grads
- Home improvement projects
- Summer playlists and blockbuster movies
- Camping, RVing, and summer travel
- Summer apparel, sandals, and swimwear
- Outdoor sports and recreation
- BBQ, grilling, ice cream, and other summer foods
- Sunblock, sunglasses, and other sun protection
- Peak of wedding and anniversary season

US Monthly Observances

- Pride Month
- Atlantic hurricane season (ends 11/30)

“With severe weather events occurring more frequently, the beginning of hurricane season is a good time to review your [crisis messaging template](#) to ensure that you can respond quickly in the event of a disaster that affects your business or your audience.”



Chad S. White
Head of Research
Oracle Digital Experience Agency

“While the summer is full of fun like BBQs, swimming, and traveling, it can also be a major shift in schedules and daily life for families with school-aged children. For many of our retail and entertainment partners, we often play up the idea of keeping kids entertained so parents get a little peace and quiet.”



Nick Cantu
Creative Director
Oracle Digital Experience Agency

“For holidays like this, I always try to come up with something slightly unexpected. Mother’s and Father’s Day marketing is filled with cliché imagery, so moving past stereotypes will instantly elevate your work.”

Meghan Flynn
Senior Designer
Oracle Digital Experience Agency



Week 23

Fishing & Boating Week

- 01** SU Shavuot (ends 6/3), Cancer Survivors Day, World Milk Day, World Reef Awareness Day, Game Show Day, Nail Polish Day
- 02** MO Rotisserie Chicken Day
- 03** TU World Bicycle Day, Egg Day
- 04** WE Global Running Day, Cheese Day
- 05** TH NBA Finals begin, World Environment Day, Veggie Burger Day
- 06** FR 157th Belmont Stakes (ends 6/7), D-Day, *Ballerina* premiere, Eyewear Day, Doughnut Day, Higher Education Day
- 07** SA World Food Safety Day, Trails Day

Week 24

Int’l Clothesline Week / Men’s Health Week

- 08** SU World Oceans Day, Best Friends Day, Children’s Day
- 09** MO US Open Golf (ends 6/15)
- 10** TU Egg Roll Day, Herbs and Spices Day, Iced Tea Day
- 11** WE Corn on the Cob Day
- 12** TH Bonnaroo Festival (ends 6/15), Loving Day
- 13** FR *Elio* premiere, Friday the 13th, World Softball Day, Movie Night, Weed Your Garden Day
- 14** SA Flag Day, World Blood Donor Day, Outlet Shopping Day

Week 25

Animal Rights Awareness Week

- 15** SU 👑 **Father’s Day**, Global Wind Day, Nature Photography Day
- 16** MO World Sea Turtle Day, Fudge Day
- 17** TU Mascot Day, Eat Your Vegetables Day
- 18** WE Int’l Sushi Day, Go Fishing Day, Splurge Day
- 19** TH ❤️ **Juneteenth**, Watch Day
- 20** FR Summer Solstice, Cancer season begins, World Productivity Day, Ice Cream Soda Day
- 21** SA Int’l Surfing Day, Int’l Day of Yoga, Int’l T-Shirt Day, Smoothie Day, Selfie Day, Summersgiving

Week 26

- 22** SU World Rainforest Day, Kissing Day
- 23** MO Pink Day
- 24** TU Int’l Fairy Day, Swim a Lap Day, Patch Day
- 25** WE Global Beatles Day, Catfish Day
- 26** TH Coconut Day
- 27** FR Sunglasses Day, Int’l Pineapple Day, Onion Day
- 28** SA Logistics Day, Int’l Body Piercing Day, Insurance Awareness Day

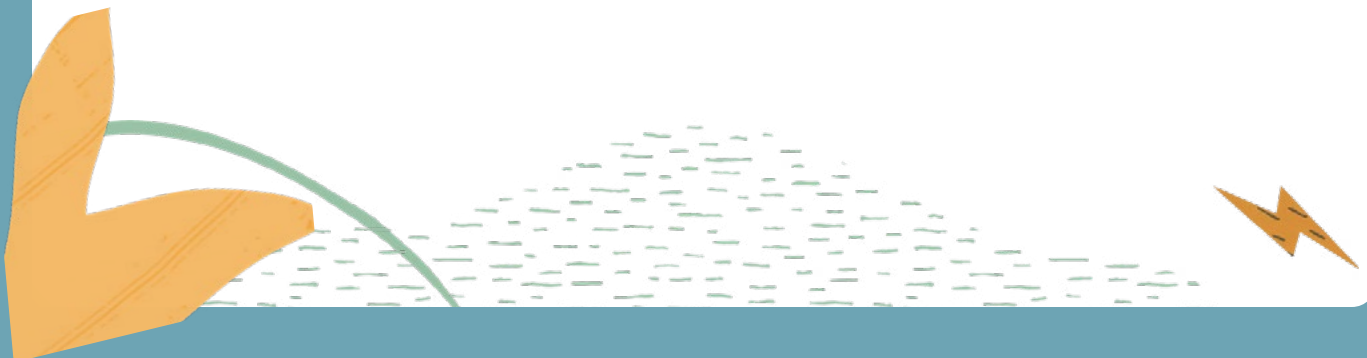
Week 27

- 29** SU Camera Day, Waffle Iron Day
- 30** MO Social Media Day, Int’l Asteroid Day

Third Quarter 2025

Digital Marketing Content Strategy Checklist

- Conduct a mid-year check-in. Determine which messages haven't had enough air time and get them back on the calendar.
- Mark important dates in July, August, and September on your [content calendar](#). Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- Review last year's Q3 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of September. Include reminders and resends.
- Gather existing content that could be leveraged this quarter. Include a mix of promotional and non-promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
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- Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- Plot out about 80% of your campaigns and leave 20% flex capacity for quick-turn additions.
- Plan to [review some of your automated campaigns](#), and potentially launch new ones, such as ones listed in our [Automated Campaigns Ideas checklist](#).
- As you start to sketch out your Q4 plans, be sure to review your [holiday post-mortem](#) so you can build on your past successes and avoid repeating past failures.
- In August**, document test results from July and review your plan for September, incorporating any relevant results.
- In September**, document test results from August, review overall performance for the quarter, and create a plan for Q4.
- For more guidance regarding what to focus on over the next few months, check out our third quarter [Holiday Marketing Quarterly](#).



Common Messaging Themes

- Air conditioning, staying cool, and the dog days of summer
- Camping, RVing, and summer travel
- Outdoor sports, grilling, and other activities
- Summer apparel, sandals, and swimwear
- Outdoor sports and recreation
- BBQ, grilling, ice cream, and other summer foods
- Sunblock, sunglasses, and other sun protection
- Home improvement projects
- Back to school and back to college
- Christmas in July

US Monthly Observances

- Independent Retailer Month
- National Culinary Arts Month
- National Grilling Month
- National Picnic Month

“One in every five students has a learning disability like ADHD or dyslexia, and many of those students are anxious about the new school year. Brands can help ease that transition by including imagery of students using assistive technology like headphones, pencil grips, and wiggle seats. Parents will appreciate info about specialty school supplies that can be hard to find.”



Sarah Gallardo
Lead Email Developer
Oracle Digital Experience Agency

“Slower summer months are a great time to work on stretch projects that might be more out of the box than normal. Doing spec work like this shows your creativity and the summer months allow for more back and forth for concepting.”



Meghan Flynn
Senior Designer
Oracle Digital Experience Agency

“Leverage July’s marketing with ‘Christmas in July’ sales and limited-time holiday deals. For Independence Day, promote patriotic offers on outdoor gear, summer apparel, and party bundles, using festive visuals and themed social media to drive sales.”

Lauren Castady
Associate Creative Director
Oracle Digital Experience Agency



Week 27

- 01** TU Canada Day, Creative Ice Cream Flavors Day, Postal Worker Day
- 02** WE World UFO Day, Wildland Firefighter Day
- 03** TH Eat Your Beans Day, Int’l Plastic Bag Free Day
- 04** FR 🌟 **Independence Day**, Caesar Salad Day, BBQ Spareribs Day
- 05** SA Tour de France (ends 7/27), Bikini Day, Workaholics Day

Week 28

- 06** SU Fried Chicken Day
- 07** MO Day of Rock ‘n’ Roll, World Chocolate Day, Macaroni Day
- 08** TU Video Game Day, Raspberry Day, Freezer Pop Day
- 09** WE Sugar Cookie Day
- 10** TH Global Energy Independence Day, Chronic Disease Day, Kitten Day
- 11** FR World Population Day, French Fry Day, World Kebab Day
- 12** SA Simplicity Day, Int’l Skinny Dip Day, Pecan Pie Day

Week 29

- 13** SU Embrace Your Geekness Day
- 14** MO Bastille Day, Mac & Cheese Day, Nude Day
- 15** TU MLB All-Star Game, Give Something Away Day
- 16** WE Hot Dog Day, World Snake Day
- 17** TH Tattoo Day, World Emoji Day, Lottery Day
- 18** FR Nelson Mandela Int’l Day, Tropical Fruit Day, Caviar Day
- 19** SA Int’l Retainer Day

Week 30

⚠️ 6 weeks until Labor Day

- 20** SU Int’l Chess Day, Ice Cream Day, Moon Day, Fortune Cookie Day
- 21** MO Global Hug Your Kids Day, Junk Food Day
- 22** TU Mango Day, Hammock Day
- 23** WE Leo season begins, Lemon Day
- 24** TH Comic-Con (ends 7/27), Int’l Self-Care Day, Drive-Thru Day
- 25** FR Hire a Veteran Day, Wine and Cheese Day
- 26** SA Disability Independence Day, Aunt and Uncle’s Day, Bagelfest Day, Day of the Cowboy

Week 31

- 27** SU Parent’s Day
- 28** MO World Conservation Day, Waterpark Day, Milk Chocolate Day
- 29** TU Lipstick Day, Chicken Wing Day, Lasagna Day
- 30** WE Int’l Day of Friendship, Cheesecake Day, Whistleblower Day
- 31** TH Intern Day, Avocado Day, Mutt Day

Common Messaging Themes

- Back to school and back to college
- Dog days of summer
- Last-minute vacations
- Fall apparel and denim
- Most common month for birthdays
- Home improvement projects
- Fairs and farmers markets
- Women's World Cup

US Monthly Observances

- Black Business Month
- Motorsports Awareness Month
- National Wellness Month

“While working with a large motorcycling and lifestyle brand, we created an extensive content plan around Sturgis. We started with messages to build awareness and excitement to encourage attendance, then progressed to travel hacks and event highlights for those attending. During and after, we encouraged the sharing of photos and experiences on social media to continue the experience and build enthusiasm for next year.”

Nick Cantu

Creative Director
Oracle Digital Experience Agency



“Back-to-school marketing can be grating when it's too brash—and can even be triggering for students who dread the transition. Avoid high-pressure language, banish exclamation marks, and keep copy and imagery lighthearted. If your promotions are scheduled to begin long before school starts, consider acknowledging that (e.g., The Not Quite Back to School Sale).”



Jack Clemens

Senior Copywriter
Oracle Digital Experience Agency

“Returning to campuses and classrooms is about more than academic learning. It's also about having the confidence to try new experiences and meet new people. Having that confidence might involve everything from looking your best with apparel and beauty products to feeling your best with health and home products.”



Indrajeet Kumar

Practice Manager
Oracle Digital Experience Agency

Week 31

World Breastfeeding Week

- 01** FR Sturgis Motorcycle Rally (ends 8/10), Int'l Beer Day, World Lung Cancer Day, Girlfriends Day, Water Balloon Day
- 02** SA Sandcastle Day, Ice Cream Sandwich Day, Mustard Day

Week 32

Farmers Market Week

- 03** SU Sisters Day, Friendship Day, Watermelon Day
- 04** MO Chocolate Chip Cookie Day
- 05** TU Oyster Day, Underwear Day
- 06** WE Int'l Scuba Day, Fresh Breath Day, Night Out Day
- 07** TH Purple Heart Day, Lighthouse Day
- 08** FR Pickleball Day, Global Sleep Under the Stars Night
- 09** SA Book Lovers Day, Bowling Day, Int'l Coworking Day

Week 33

Elvis Week

- 10** SU S'mores Day, Shapewear Day, World Lion Day
- 11** MO Play in the Sand Day, Son's and Daughter's Day
- 12** TU Int'l Youth Day, Vinyl Record Day, World Elephant Day
- 13** WE Filet Mignon Day, Int'l Lefthanders Day
- 14** TH Creamsicle Day, World Lizard Day
- 15** FR Leathercraft Day, Lemon Meringue Pie Day
- 16** SA Roller Coaster Day, World Honey Bee Day

Week 34

Management Training Week

- 17** SU Nonprofit Day, Thrift Shop Day
- 18** MO Mail Order Catalog Day, Fajita Day
- 19** TU Aviation Day, Int'l Bow Day, World Photography Day, Potato Day
- 20** WE Radio Day, Bacon Lovers Day, World Mosquito Day
- 21** TH Senior Citizens Day
- 22** FR World Plant Milk Day, Bao Day
- 23** SA Virgo season begins, Ride the Wind Day, Int'l Hashtag Day

Week 35

- 24** SU Burning Man (ends 9/1), Waffle Day, Peach Pie Day
- 25** MO US Open Tennis (ends 9/7), Secondhand Wardrobe Day
- 26** TU Women's Equality Day, Dog Day
- 27** WE Peach Day, World Rock Paper Scissors Day
- 28** TH Red Wine Day, Rainbow Bridge Remembrance Day
- 29** FR College Colors Day, Lemon Juice Day, Chop Suey Day
- 30** SA Beach Day, Grief Awareness Day, Int'l Cosplay Day

Week 36

- 31** SU Eat Outside Day, Int'l Overdose Awareness Day

Common Messaging Themes

- Last days of summer and first days of fall
- Fall apparel and denim
- Fall sports and NFL and college football seasons kickoff
- Halloween décor and costumes
- Christmas décor and early gift buying
- Pumpkin-spice everything
- The return of Fall TV
- Fall B2B conference season begins
- Oktoberfest
- Farmers markets and fairs

US Monthly Observances

- Hispanic Heritage Month (9/15-10/15)
- Baby Safety Month
- National Preparedness Month

“While B2B marketing and advertising tends to take a backseat from Halloween to New Year because of the deluge of B2C messaging, September and October are generally strong months for B2B businesses to build mindshare and momentum going into the year-end and Q1 buying seasons. The fall conference season adds to this opportunity, whether your company is hosting its own show or sponsoring or exhibiting at others.”



Scott Multer

Executive Creative Director
Oracle Digital Experience Agency

“When you lack a suitable web destination to accompany an event, which is often the case with live broadcast events, consider implementing an Add to Calendar call-to-action. People are far more likely to tune in or participate if they receive a reminder. Additionally, within the event notes, you can include useful links to related content or merchandise from you, your partners, or event sponsors.”



Patrick Colalillo

Creative Director
Oracle Digital Experience Agency

“With the different themed holidays, it’s important to understand the competition within email marketing, coming up with interesting and fun ways to make your email stand out is utmost important. Trying things out like mystery sales, gamification and GIFs could be a great way to improve sales.”

Cathie Richter

Senior Designer
Oracle Digital Experience Agency



Week 36

- 01** MO 🇺🇸 **Labor Day**, Forgiveness Day
- 02** TU V-J Day, World Coconut Day
- 03** WE Skyscraper Day, US Bowling League Day
- 04** TH World Sexual Health Day, Wildlife Day
- 05** FR Day of Charity, Food Bank Day, Cheese Pizza Day
- 06** SA Tailgating Day, Read a Book Day, World Beard Day, Hummingbird Day, Int’l Bacon Day

Week 37

Suicide Prevention Week

- 07** SU Grandparent’s Day, Grandma Moses Day, Beer Lover’s Day
- 08** MO Star Trek Day
- 09** TU Teddy Bear Day
- 10** WE World Suicide Prevention Day, TV Dinner Day
- 11** TH NY Fashion Week Spring-Summer 2026 (ends 9/16), Patriot Day, School Picture Day
- 12** FR Video Games Day
- 13** SA Celiac Awareness Day, Peanut Day, World First Aid Day, Kids Take Over the Kitchen Day, Bald Is Beautiful Day

Week 38

⚠️ 6 weeks to Halloween / Truck Driver Appreciation Week / Farm Safety & Health Week

- 14** SU Live Creative Day
- 15** MO 76th Primetime Emmy Awards, Int’l Day of Democracy, Greenpeace Day
- 16** TU 100 days until Christmas, Voter Registration Day, Guacamole Day, IT Professionals Day, Working Parents Day, Stepfamily Day
- 17** WE Constitution Day, Citizenship Day
- 18** TH World Bamboo Day
- 19** FR POW/MIA Recognition Day, Tradesmen Day, Talk Like a Pirate Day
- 20** SA Oktoberfest (ends 10/5), Int’l Coastal Cleanup Day, Fried Rice Day, Gymnastics Day, Dance Day

Week 39

Int’l Deaf Week

- 21** SU Solar eclipse, Int’l Day of Peace, World Alzheimer’s Day
- 22** MO Rosh Hashanah (ends 9/24), Libra season begins
- 23** TU Celebrate Bisexuality Day
- 24** WE Women’s Health & Fitness Day, Punctuation Day
- 25** TH World Maritime Day, Tune-Up Day, One-Hit Wonder Day
- 26** FR *Saw XI* premiere, World Contraception Day, Pancake Day
- 27** SA Hunting and Fishing Day, Scarf Day, Astronomy Day (fall)

Week 40

National Fall Foliage Week

- 28** SU Save Your Photos Day
- 29** MO Paris Fashion Week Spring-Summer 2026 (ends 10/7), Coffee Day, World Heart Day, World Rivers Day
- 30** TU Int’l Podcast Day, Chewing Gum Day

Fourth Quarter 2025

Digital Marketing Content Strategy Checklist

- Mark important dates in October, November, and December on your [content calendar](#). Include any upcoming promotions, product launches, events, and relevant holidays. (Need ideas? See our list on the following pages.)
- Review last year's Q4 marketing calendar. Which campaigns worked? Which ones didn't? What can you replicate or improve?
- Based on the items above and past results from day-of-week testing, plot out your ideal send dates through the end of December. Include reminders and resends.
- Gather existing content that could be leveraged this quarter. Include a mix of promotional and non-promotional content that is relevant to both your customers' needs and your messaging priorities. If you come up short, make a plan to generate any new content needed.
- Identify opportunities to apply what you know about your subscribers via personalization, dynamic content, and segmentation. Also, consider new ways to learn more about your subscribers and their interests through [progressive profiling](#) and your [preference center](#).
- Highlight any campaigns that will require extra complexity (e.g., [interactivity](#), [live content](#), versions for [multiple segments](#)) and plan resources accordingly.
- Plan your [A/B tests](#), leveraging past learnings and challenging current champions.
- Plot out about 80% of your campaigns and leave 20% flex capacity for quick-turn additions.
- Plan to [review some of your automated campaigns](#), and potentially launch new ones, such as ones listed in our [Automated Campaigns Ideas checklist](#).
- In November**, document test results from October and review your plan for December, incorporating any relevant results.
- In December**, document test results from November, review overall performance for the quarter, and create a plan for Q1.
- For more guidance regarding what to focus on over the next few months, check out our fourth quarter [Holiday Marketing Quarterly](#).



Common Messaging Themes

- Halloween décor, costumes, and candy
- Christmas décor and early holiday gift buying
- Getting home guest-ready for holidays
- Hosting, cookware, cooking appliances, and recipes
- Winter apparel, coats, and boots
- NBA season tipoff
- Pumpkin spice everything
- Start of flu season
- Scary movie marathons
- Peak leaf peeping season
- Collecting new customer reviews in preparation for the holidays

US Monthly Observances

- Breast Cancer Awareness Month
- LGBT History Month
- Tackling Hunger Month
- Adopt a Shelter Dog Month
- Filipino American History Month

“If the holidays are a peak season for your business, October through early November is the time to emphasize and reiterate your core brand values. Help customers remember why they trust and relate to you so the decision to buy from you is easy.”



Kelly Moran

Senior Art Director for Copy
Oracle Digital Experience Agency

“Like some other federal holidays, Indigenous People’s Day and Columbus Day aren’t typically promoted directly. Instead, remind your subscribers to take advantage of the holiday weekend to move things on their to-do list to their done-did list. For example, if you have DIY segments in your audience, leverage the long weekend to promote project ideas with links to shop everything they need to get it done.”

Lauren Gannon

VP Creative
Oracle Digital Experience Agency



Week 40

- 01 WE** Yom Kippur begins, Pumpkin Spice Day, Int’l Coffee Day, Int’l Music Day, Int’l Vegetarian Day, Hair Day, Green City Day
- 02 TH** Poetry Day, Custodial Worker’s Recognition Day
- 03 FR** Manufacturing Day, World Temperance Day, Boyfriend Day
- 04 SA** Golf Lover’s Day, Cinnamon Roll Day

Week 41

Mental Illness Awareness Week / Fire Prevention Week

- 05 SU** World Teachers’ Day
- 06 MO** **Indigenous People’s Day, Columbus Day,** Sukkot (ends 10/13), Child Health Day, Coaches Day, World Architecture Day
- 07 TU** Taco Day
- 08 WE** Int’l Off-Road Day, Stop Bullying Day, Int’l Octopus Day
- 09 TH** World Sight Day
- 10 FR** World Mental Health Day, World Homeless Day, Handbag Day
- 11 SA** Coming Out Day, Chess Day, I Love Yarn Day

Week 42

⚠️ 6 weeks to Cyber 5

- 12 SU** Farmer’s Day, World Arthritis Day
- 13 MO** Oracle CloudWorld (ends 10/16), Online Bank Day
- 14 TU** Dessert Day
- 15 WE** Pregnancy and Infant Loss Awareness Day
- 16 TH** Boss’s Day, World Food Day, Get Smart About Credit Day
- 17 FR** Pasta Day, Mammography Day
- 18 SA** World Singing Day, No Beard Day

Week 43

Collegiate Alcohol Awareness Week / Teen Driver Safety Week

- 19 SU** LGBT Center Awareness Day
- 20 MO** Diwali, Clean Your Virtual Desktop Day, Int’l Chefs Day
- 21 TU** Apple Day, Int’l Nacho Day, *Back to the Future* Day
- 22 WE** Nut Day
- 23 TH** Scorpio season begins, Horror Movie Day, Mole Day
- 24 FR** United Nations Day, Food Day
- 25 SA** World Pasta Day, Int’l Artist’s Day, Greasy Food Day

Week 44

Magic Week

- 26 SU** Pumpkin Day, Mother-in-Law Day
- 27 MO** American Beer Day
- 28 TU** First Responders Day, Chocolate Day, Int’l Animation Day
- 29 WE** Cat Day, World Stroke Day, Oatmeal Day
- 30 TH** Candy Corn Day
- 31 FR** 🎃 **Halloween,** Frankenstein Friday, Doorbell Day, Knock Knock Joke Day, Magic Day, World Savings Day

Common Messaging Themes

- Black Friday and Cyber Monday deals, holiday gift buying, gift guides, and Christmas décor
- Holiday hosting, cookware, cooking appliances, and recipes
- Winter apparel, coats, and boots
- Winter sports and college basketball season tipoff
- Holiday playlists & movie marathons
- Family traditions & seasonal crafts
- Benefits open enrollment season

US Monthly Observances

- Native American Heritage Month
- Movember
- Vegan Month

“Thanksgiving weekend is when we hit full holiday promotion mode, with the year’s highest email volumes and email revenue per day. While bigger discounts is a common way to cut through the noise, also consider featuring your most popular products, personalization at the category level, and targeted resends—all while keeping your messaging as simple and clear as possible.”



Nick Cantu
Creative Director
Oracle Digital Experience Agency

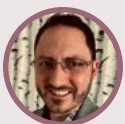
“The holidays are one of the most stressful times of the year, so remember to show compassion. Put yourself in your customers’ shoes by personalizing their experience and prioritizing relationship-building. There are many ways to add that personal touch, such as considering their location and demographics. But most importantly, consider their behaviors, motivations, and pain points.”



Peggy Sehorn
Expert Consultant, Technical Manager
Oracle Digital Experience Agency

*“Many brands use Black Friday in their subject lines early in November, but our research shows **it’s most effective during Black Friday week**. It tends to hurt performance when used after Black Friday. Use of Cyber Monday in subject lines follows a similar, if more condensed pattern, with it working best during the Saturday and Sunday before.”*

Tommy Hummel
Analytics Manager for Analytic & Strategic Services
Oracle Digital Experience Agency



Week 44

- 01 SA** Day of the Dead (ends 11/2), All Saints Day, World Vegan Day, Author’s Day, Cinnamon Day, Vinegar Day, Bison Day

Week 45

- 02 SU** Daylight Savings Time ends, World Ballet Day
03 MO Sandwich Day, Job Action Day, World Jellyfish Day
04 TU 🗳️ **Election Day**, Candy Day
05 WE Donut Day, Stress Awareness Day, World Tsunami Awareness Day
06 TH Nachos Day, Saxophone Day
07 FR Jersey Friday
08 SA S.T.E.M. Day, Cappuccino Day

Week 46

⚠️ *6 weeks to Christmas / Dear Santa Letter Week / National Book Awards Week / Transgender Awareness Week (begins 11/13)*

- 09 SU** World Freedom Day, World Adoption Day, Int’l Tongue Twister Day
10 MO Civic Pride Day
11 TU 🇺🇸 **Veterans Day**, Singles Day, Metal Day
12 WE Chicken Soup for the Soul Day
13 TH World Kindness Day
14 FR World Diabetes Day, Family PJ Day, Pickle Day
15 SA Clean Out Your Refrigerator Day, America Recycles Day, Int’l Students’ Day

Week 47

⚠️ *6 weeks to New Year’s Eve / Int’l Fraud Awareness Week / Hunger & Homeless Awareness Week*

- 16 SU** Int’l Day for Tolerance, Fast Food Day
17 MO Butter Day, Homemade Bread Day, Take a Hike Day
18 TU Princess Day, Mickey Mouse’s Birthday
19 WE Carbonated Beverage With Caffeine Day, World Toilet Day
20 TH Great American Smokeout, World Children’s Day, Future Teachers of America Day, Transgender Day of Remembrance
21 FR *Wicked: Part 2* premiere, Stuffing Day, Gingerbread Cookie Day, World Television Day
22 SA Sagittarius season begins, Adoption Day, Cranberry Relish Day

Week 48

Bible Week / Game and Puzzle Week

- 23 SU** Fibonacci Day, Espresso Day, Cashew Day
24 MO Sardines Day
25 TU Shopping Reminder Day
26 WE Jukebox Day, Cake Day
27 TH 🇺🇸 **Thanksgiving**, Macy’s Thanksgiving Day Parade
28 FR 🇺🇸 **Black Friday**, Native American Heritage Day, Flossing Day, French Toast Day, Red Planet Day
29 SA Small Business Saturday, Square Dancing Day

Week 49

- 30 SU** Secondhand Sunday, Computer Security Day

Common Messaging Themes

- Holiday gift buying, gift guides, stocking stuffers, gift cards, and last-minute gifts
- “12 Days of Christmas” and “8 days of gifting” early in month
- Advent calendars, holiday sweaters, festive staples
- Supporting small businesses
- Best-selling, back-in-stock, almost sold-out items
- Shop by price, gifts for every budget
- Loyalty/referral programs and rewards
- Flexible payment options, price match guarantees, and financing
- Order-by deadlines, shipping options, & curbside pickup and BOPIS
- Winter apparel, coats, and boots
- Holiday playlists & movie marathons
- Family traditions
- Winter break for students and time off from work
- New Year’s party hosting and outfits
- End-of-year charitable giving
- Year in review

US Monthly Observances

- National Human Rights Month
- National Write a Business Plan Month

“Note that Cyber Monday is in December this year, not November. That will throw off your November and December year-over-year comparisons if you’re not using the [“4-5-4 calendar.”](#) Rolling time periods can also give you accurate comparisons, such as looking at the Thanksgiving-to-Cyber Monday or Thanksgiving-to-Green Monday time periods year over year.”

JT Capps

Strategic Director of Analytic
& Strategic Services
Oracle Digital Experience Agency



“People with disabilities have been a long-ignored demographic. Let your subscribers know that you see them on this holiday and every day by [making your emails accessible.](#)”

Sarah Gallardo

Lead Email Developer
Oracle Digital Experience Agency



Week 49

▲ 6 weeks to Martin Luther King, Jr. Day / Influenza Vaccination Week

- 01** M 🇺🇸 **Cyber Monday**, World AIDS Day, Rosa Parks Day
- 02** TU Giving Tuesday, Special Education Day
- 03** W Package Protection Day, Int’l Day of Persons with Disabilities
- 04** TH Wildlife Conservation Day, Sock Day, Cookie Day
- 05** FR Krampusnacht, Faux Fur Friday, Bartender Day
- 06** SA Microwave Oven Day

Week 50

- 07** SU Pearl Harbor Remembrance Day, Int’l Civil Aviation Day
- 08** MO Green Monday, Bodhi Day, Brownie Day
- 09** TU Christmas Card Day, Pastry Day, World Techno Day
- 10** WE Nobel Prize Day (winners announced in October)
- 11** TH App Day, Stretching Day, Int’l Mountain Day
- 12** FR Salesperson Day, Gingerbread House Day, Poinsettia Day
- 13** SA Violin Day, Cocoa Day

Week 51

Gluten-Free Baking Week

- 14** SU Hanukkah (ends 12/22), World Choral Day, Monkey Day
- 15** MO Bill of Rights Day, Cupcake Day
- 16** TU Las Posadas (ends 12/24), Chocolate-Covered Anything Day
- 17** WE Maple Syrup Day, Wright Brothers Day
- 18** TH Re-gifting Day, Int’l Migrants Day, Twin Day
- 19** FR *Avatar: Fire and Ash* premiere, Ugly Christmas Sweater Day, Underdog Day, Hard Candy Day
- 20** SA Go Caroling Day

Week 52

- 21** SU Winter Solstice, Capricorn season begins, Yule, Flashlight Day, Crossword Puzzle Day
- 22** MO Cookie Exchange Day, Short Person Day
- 23** TU Festivus, Roots Day
- 24** WE Christmas Eve, Eggnog Day
- 25** TH 🌲 **Christmas Day**, Pumpkin Pie Day
- 26** FR Kwanzaa (ends 1/1), Boxing Day, Thank You Note Day, Candy Cane Day
- 27** SA Fruitcake Day

Week 53

Bible Week / Game and Puzzle Week

- 28** SU Card Playing Day, Short Film Day, Chocolate Candy Day
- 29** MO Tick Tock Day
- 30** TU Bacon Day
- 31** WE 🍾 **New Year’s Eve**, Champagne Day

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