2023
Content Calendar Assistant
A Tactical & Strategic Content Planning Tool from Oracle Marketing Consulting
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...**

**First**, look for critical dates and themes you know your content must align with, plus anything new that might connect with your brand or audience. See where those themes and events overlap with your key events for the year or help fill the gaps in between. Begin gathering existing content that aligns well and noting when new content would be required.

**Second**, identify observances and events you might want to be extra sensitive about. Ensure your planned messaging doesn’t lead to situations where your brand might appear insensitive or out of touch.

And **third**, be sure to check out the advice from our copywriters, designers, coders, and strategists. Their insights will help you plan and execute your campaigns smoothly and get the best results.

We hope this calendar assistant helps improve your year-round content planning so you can make the most of 2023. 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 CXMconsulting_ww@Oracle.com.
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, including reviewing 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 below.)

☐ 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 educational and 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., kinetic elements, surveys, or multiple versions) 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.

☐ 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, 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.
January 2023

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 (Oscars, Golden Globes, Critics’ Choice)
- New semester begins for students
- Insurance coverage resets
- Peak of flu season and sick day comfort

US Monthly Observances

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

“If your audience includes people in both the northern and southern hemispheres, make sure you are able to segment your season-related messaging so it’s relevant. Your customers in Australia might have something to say about winter messaging while they are relaxing in the summer sun on the beach.”

Clint Kaiser
Head of Analytic & Strategic Services, Oracle Marketing Consulting

“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 2023. 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 Marketing Consulting

“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 Marketing Consulting

Week 1

6 weeks to Valentine’s Day

01 SU New Year’s Day (federal holiday)
02 MO New Year’s Day (observed), World Read Aloud Day
03 TU 118th US Congress begins, Fruitcake Toss Day
04 WE National Trivia Day
05 TH CES begins (ends 1/8), Twelfth Night
06 FR Bean Day, Cuddle Up Day
07 SA Orthodox Christmas, National Bobblehead Day

Week 2

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

08 SU Bubble Bath Day
09 MO National Word Nerd Day
10 TU Golden Globe Awards, National Houseplant Appreciation Day
11 WE National Milk Day, Take the Stairs Day
12 TH Hot Tea Day
13 FR Friday the 13th, Quitters Day, National Gluten-Free Day

Week 3

Hunt for Happiness Week

15 SU World Snow Day, National Hat Day, Bagel Day
16 MO ✨ Martin Luther King Jr. Day (federal holiday)
17 TU Ditch New Year’s Resolutions Day
18 WE National Gourmet Coffee Day
19 TH Sundance Film Festival begins (ends 1/29), National Popcorn Day
20 FR Aquarius season begins, National Cheese Lovers Day, Penguin Day
21 SA National Use Your Gift Card Day, Playdate Day

Week 4

Data Privacy Week

22 SU Chinese New Year
23 MO National Pie Day
24 TU National Peanut Butter Day, Compliment Day
25 WE Opposite Day
26 TH National Spouses Day, Green Juice Day
27 FR International Holocaust Remembrance Day
28 SA National LEGO Day, International Reducing CO₂ Emissions Day

Week 5

Meat Week / Tax Identity Theft Week

29 SU National Puzzle Day, Corn Chip Day
30 MO National Bible Day, National Croissant Day
February 2023

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
• Grammy winners
• Self care for the doldrums of winter

US Monthly Observances
• Black History Month
• American Heart Month
• National Cancer Prevention Month

“For events with two potential outcomes, prepare copy and creative for both so you can launch campaigns as soon as the result is known.”

Kelly Moran
Senior Art Director for Copy,
Oracle Marketing Consulting

“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 rather than their direct product. This allowed us to show off use cases rather than plastering discounted condiments throughout the email.”

Meghan Flynn
Designer,
Oracle Marketing Consulting

“It’s easy to become hyper-focused on how you can help your subscribers make the day special for the people they love, but V-Day is also a great opportunity to show your brand’s love for your subscribers! Let them know they’re appreciated with a thank you message or a free gift.”

Maxwell Mlynski
Senior Copywriter,
Oracle Marketing Consulting

Week 5
World Interfaith Harmony Week
01 WE National Freedom Day, National Girls and Women in Sports Day
02 TH Groundhog Day
03 FR National Wear Red Day
04 SA NHL All-Star Game, Rosa Parks Day, World Cancer Day

Week 6
05 SU The Grammy Awards
06 MO National Chopsticks Day
07 TU National Periodic Table Day
08 WE Scouting Anniversary Day
09 TH New York Fashion Week begins (ends 2/15), National Pizza Day, National Cut the Cord Day
10 FR National Umbrella Day
11 SA International Day of Women and Girls in Science, Thomas Edison’s Birthday

Week 7
National Secondhand Wardrobe Week
12 SU Super Bowl LVII, Autism Sunday
14 TU Valentine’s Day, National Organ Donor Day
15 WE Singles Awareness Day, International Childhood Cancer Day
16 TH National Almond Day
18 SA Pisces season begins, National Drink Wine Day

Week 8
19 SU NBA All-Star Game
20 MO President’s Day (federal holiday), National Love Your Pet Day
21 TU Mardi Gras, National Pancake Day
22 WE Ash Wednesday, Lent begins (ends April 6)
23 TH National Chili Day, Banana Bread Day
24 FR Skip the Straw Day
25 SA National Clam Chowder Day

Week 9
6 weeks to Easter
26 SU National Pistachio Day, National Letter to an Elder Day
28 TU Paris Fashion Week begins (ends 3/8), World Spay Day, 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 and organization
• Spring B2B conference season begins
• Tax prep
• Make summer plans

US Monthly Observances

• Women’s History Month
• National Craft Month

“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
Senior Designer,
Oracle Marketing Consulting

“When covering award shows and other live events, leave placeholders in your campaigns so you can incorporate viral moments, favorite red carpet looks, and more.”

Kelly Moran
Senior Art Director for Copy,
Oracle Marketing Consulting

Week 9

01 WE National Peanut Butter Lover’s Day, Zero Discrimination Day,
50th anniversary of Pink Floyd’s The Dark Side of the Moon
02 TH National Read Across America Day,
World Teen Mental Wellness Day
03 FR Employee Appreciation Day, National Day of Unplugging,
World Wildlife Day
04 SA National Grammar Day, World Obesity Day, Iditarod begins

Week 10

6 weeks to Tax Day / Read an E-Book Week
05 SU National Corn Dog Day
06 MO Purim, National Dentist’s Day, National Oreo Cookie Day,
National Dress Day
07 TU National Be Heard Day, National Cereal Day, World Tennis Day
08 WE International Women’s Day, Paris Fashion Week ends
09 TH World Kidney Day
10 FR SXSW begins (ends 3/19), National Mario Day
11 SA National 311 Day, National Johnny Appleseed Day

Week 11

Termite Awareness Week
12 SU Academy Awards, Daylight Savings Time begins (ends 11/5),
National Girl Scout Day
13 MO National Napping Day
14 TU March Madness NCAA tournament begins (ends 4/3),
National Pi Day, National Potato Chip Day
15 WE World Consumer Rights Day
16 TH National Panda Day, National Freedom of Information Day
17 FR 🎈 St. Patrick’s Day
18 SA National Quilting Day, Global Recycling Day, World Sleep Day

Week 12

National Introverts Week
19 SU National Backyard Day, National Poultry Day
20 MO Spring Equinox, Aries season begins, World Flour Day
22 WE National Goof Off Day, World Water Day
23 TH Ramadan begins (ends 4/21), National Chip and Dip Day,
National Puppy Day
24 FR National Cheesecake Day, National Cocktail Day
25 SA National Medal of Honor Day, National Tolkien Reading Day

Week 13

26 SU Epilepsy Awareness Day, National Spinach Day
27 MO National Scribble Day, World Theatre Day
28 TU American Diabetes Association Alert Day, World Piano Day
29 WE National Mom and Pop Business Owners Day
30 TH MLB Opening Night, National Take a Walk in the Park Day,
National Doctors Day
31 FR César Chávez Day, National Crayon Day, National Prom Day,
World Backup Day
Second Quarter 2023

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 below.)

☐ 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 educational and 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., kinetic elements, surveys, or multiple versions) 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.

☐ 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.
April 2023

Common Messaging Themes

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

US Monthly Observances

- National Alcohol Awareness Month
- National Financial Literacy Month
- National Garden Month

“As the weather warms up and people take more interest in outdoor activities, make sure your copy and imagery suit audiences in all different 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 Marketing Consulting

“For occasions like Mother’s Day, Father’s Day, and back to school, we recommend allowing email subscribers to snooze these campaigns before you start sending them, and also including that option in the first message or two of the campaign. 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 Marketing Consulting

“Weather warms up and people take more interest in outdoor activities, make sure your copy and imagery suit audiences in all different regions—or, even better, segment your list accordingly. It might be T-shirt time in some states, while others are still below 50 degrees.”

Chad S. White
Head of Research,
Oracle Marketing Consulting

Week 13
01 SA April Fools’ Day, National Handmade Day

Week 14
02 SU CMT Music Awards, Palm Sunday, World Autism Awareness Day, National Peanut Butter and Jelly Day
03 MO World Party Day, 50th anniversary of first mobile phone call
04 TU National School Librarian Day
05 WE Passover begins (ends 4/13), National Walking Day, National Caramel Day
06 TH PGA Masters begins (ends 4/9), National Student-Athlete Day, National Burrito Day
07 FR Good Friday, National Beer Day, World Health Day
08 SA National Zoo Lovers Day

Week 15
National Wildlife Week
09 SU 🐨 Easter Day, National Unicorn Day
10 MO National Siblings Day, National Farm Animals Day
11 TU National Pet Day
12 WE National Only Child Day, National Grilled Cheese Sandwich Day
13 TH National Scrabble Day, National Peach Cobbler Day
15 SA NBA Playoffs begin, World Art Day, National Record Store Day

Week 16
National Park Week
16 SU National Wear Your Pajamas to Work Day
17 MO National Haiku Poetry Day
18 TU 🕒 Tax Day, International Day for Monuments and Sites
19 WE National Banana Day
20 TH Taurus season begins, National High Five Day, 420 Day
21 FR John Muir Day, National Clean Out Your Medicine Cabinet Day
22 SA Eid al-Fitr, National Earth Day

Week 17
National Infant Immunization Week / World Immunization Week
23 SU National Picnic Day, World Book Night
24 MO Pig in a Blanket Day
25 TU National DNA Day, World Penguin Day
26 WE National Administrative Professionals’ Day, Stop Food Waste Day
27 TH National Take Our Daughters and Sons to Work Day, NFL Draft begins (ends 4/29)
28 FR Stagecoach Festival begins (ends 4/30), National Arbor Day, Global Pay It Forward Day, National Superhero Day

Week 18
30 SU National Hairstylist Appreciation Day, National Pet Parents Day
Week 18

01 MO  The Met Gala, May Day
02 TU  National Life Insurance Day
03 WE  World Press Freedom Day, National Paranormal Day
04 TH  National Star Wars Day, World Password Day
05 FR  Cinco de Mayo, Vesak, National Space Day
06 SA  Coronation of King Charles III, Free Comic Book Day, Kentucky Derby, National Fitness Day

Week 19

6 weeks to Father’s Day / Small Business Week / National Pet Week

07 SU  National Lemonade Day
08 MO  Westminster Dog Show begins (ends 5/9), National Women’s Checkup Day
09 TU  Teacher Appreciation Day, National Lost Sock Memorial Day
10 WE  National Golf Day, National Shrimp Day
11 TH  National Eat What You Want Day, National Twilight Zone Day
12 FR  International Nurses Day, National Limerick Day
13 SA  National Babysitter’s Day, World Fair Trade Day

Week 20

National Police Week / National Women’s Health Week

14 SU  🎈Mother’s Day, 25th anniversary of the Seinfeld finale
15 MO  National Chocolate Chip Day
16 TU  National Barbecue Day, National Piercing Day, Cannes Film Festival begins (ends 5/27)
17 WE  National Walnut Day
18 TH  Museum Day, National No Dirty Dishes Day
19 FR  NASCAR Day, National Endangered Species Day
20 SA  Preakness Stakes, National Armed Forces Day, World Bee Day

Week 21

21 SU  Gemini season begins, World Baking Day
22 MO  National Buy a Musical Instrument Day
23 TU  Lucky Penny Day
24 WE  National Brother’s Day, Scavenger Hunt Day
26 FR  National Road Trip Day, National Cooler Day
27 SA  Sunscreen Day

Week 22

28 SU  National Brisket Day
29 MO  🎉 Memorial Day (federal holiday), National 529 Day, Manhattanhenge begins (ends 5/30)
30 TU  National Creativity Day, National Water a Flower Day
31 WE  Autonomous Vehicle Day

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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
- National Military Appreciation Month
- National Mental Health Awareness Month
- National Wildfire Awareness Month

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“However your audience feels about the British monarchy, this event is likely to take up some space in their news and social media feeds. To capitalize on a rare opportunity to leverage immediate relevance, plan ahead and put your own spin on a moment that has peoples’ attention.”

Kelly Moran
Senior Art Director for Copy, Oracle Marketing Consulting

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“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 Marketing Consulting

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May 2023
June 2023

Common Messaging Themes
- Last days of spring, first days of summer
- Spotlight on LGBTQ+ business owners, designers, influencers, etc.
- Dads and grads
- Home improvement projects
- Summer playlists and blockbuster movies
- 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
- Peak of wedding and anniversary season

US Monthly Observances
- Pride Month
- Atlantic hurricane season begins (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 Marketing Consulting

“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 Marketing Consulting

“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
Designer,
Oracle Marketing Consulting

Week 22
01 TH NBA Final begins, World Reef Awareness Day
02 FR National Doughnut Day, National Rotisserie Chicken Day
03 SA National Trails Day, World Bicycle Day

Week 23
National Fishing & Boating Week / International Clothesline Week
04 SU National Cancer Survivors Day, National Cheese Day
05 MO National Veggie Burger Day
06 TU D-Day, National Eyewear Day, National Higher Education Day
07 WE National Running Day, World Food Safety Day
08 TH National Best Friends Day, World Oceans Day
09 FR National Movie Night
10 SA Belmont Stakes, National Egg Roll Day, National Rosé Day

Week 24
National Men’s Health Week
11 SU National Outlet Shopping Day
12 MO National Loving Day
14 WE National Flag Day, National Bourbon Day, World Blood Donor Day
16 FR National Flip Flop Day
17 SA National Eat Your Vegetables Day, National Mascot Day

Week 25
Animal Rights Awareness Week
18 SU 🌟 Father’s Day, National Go Fishing Day, International Sushi Day
19 MO 💖 Juneteenth (federal holiday)
20 TU World Refugee Day, International Surfing Day
21 WE Summer Solstice, Cancer season begins, National Seashell Day, International T-Shirt Day
22 TH NBA Draft, National Kissing Day, World Rainforest Day
23 FR Take Your Dog to Work Day, National Hydration Day
24 SA Swim a Lap Day

Week 26
25 SU National Catfish Day
26 MO National Coconut Day, 75th anniversary of Berlin Airlift
27 TU National Sunglasses Day, National Onion Day
29 TH National Camera Day, National Waffle Iron Day
30 FR Social Media Day
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 below.)

☐ 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 educational and 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., kinetic elements, surveys, or multiple versions) 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.

☐ 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 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. Consider inclusive marketing to include different learners. Lifestyle images with a child using an audiobook, fidgets, and pencil grips will help get all students excited about the new year—and build positive associations with those families.”

Sarah Gallardo
Lead Email Developer,
Oracle Marketing Consulting

“If you’ve made promises in regard to social initiatives, DEI, labor practices, or other areas, Independence Day is a great time to update customers on your progress toward those goals as something to celebrate.”

Kelly Moran
Senior Art Director for Copy,
Oracle Marketing Consulting

“During slower summer weeks, I like to use that time to find and organize evergreen imagery that could be used throughout the year, knowing there will inevitably come a moment when we need an extra campaign put together quickly.”

Meghan Flynn
Designer,
Oracle Marketing Consulting

Week 26
- 01 SA Tour de France begins (ends 7/23), Canada Day, National Creative Ice Cream Flavors Day

Week 27
- 02 SU 59th Anniversary of the Civil Rights Act, World UFO Day
- 03 MO International Plastic Bag Free Day, National Fried Clam Day
- 04 TU Independence Day (federal holiday), National Caesar Salad Day
- 05 WE National Bikini Day
- 06 TH National Fried Chicken Day
- 08 SA National Freezer Pop Day

Week 28
- 09 SU National Sugar Cookie Day, International Skinny Dip Day
- 10 MO Global Energy Independence Day, National Kitten Day, Chronic Disease Day
- 11 TU MLB All-Star Game, Cow Appreciation Day
- 12 WE National Simplicity Day
- 13 TH National French Fry Day, Embrace Your Geekness Day
- 15 SA National Give Something Away Day

Week 29
- 16 SU National Ice Cream Day
- 17 MO World Emoji Day, National Tattoo Day, National Lottery Day
- 18 TU National Caviar Day, National Sour Candy Day
- 19 WE National Hot Dog Day
- 20 TH Comic-Con begins (ends 7/23), International Chess Day, FIFA Women’s World Cup begins (ends 8/20), National Fortune Cookie Day
- 21 FR National Junk Food Day
- 22 SA National Day of the Cowboy, National Mango Day

Week 30
- 01 SA 6 weeks until Labor Day
- 23 SU Leo season begins, National Parents’ Day
- 25 TU National Hire a Veteran Day, National Wine and Cheese Day
- 26 WE National Aunt and Uncle’s Day, National Bagelfest Day, National Disability Independence Day
- 27 TH National Intern Day
- 28 FR National Waterpark Day, National Milk Chocolate Day
- 29 SA National Chicken Wing Day, National Lipstick Day, National Lasagna Day

Week 31
- 30 SU International Day of Friendship, National Cheesecake Day, National Father-in-Law Day
- 31 MO National Avocado 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

“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’) or using an alternative phrase (e.g., ‘End of Summer Sale’).”

Jack Clemens
Senior Copywriter, Oracle Marketing Consulting

“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 the event we encouraged the sharing photos and experiences on social media to continue the experience and build enthusiasm for next year.”

Nick Cantu
Creative Director, Oracle Marketing Consulting

“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 Marketing Consulting

August 2023

Week 31

World Breastfeeding Week

01 TU National Night Out Day, National Girlfriends Day
02 WE National Ice Cream Sandwich Day
03 TH Lollapalooza begins (ends 8/6), National Watermelon Day, Wisconsin State Fair begins (ends 8/13)
04 FR Sturgis Motorcycle Rally begins (ends 8/13), International Beer Day
05 SA International Hangover Day, National Oyster Day

Week 32

National Farmers Market Week

06 SU National Friendship Day, National Sisters Day
07 MO Purple Heart Day, National Lighthouse Day
08 TU Global Sleep Under the Stars Night
09 WE National Book Lovers Day, National Vee Day
10 TH Iowa State Fair begins (ends 8/20), World Lion Day, National S’mores Day
11 FR National Son’s and Daughter’s Day
12 SA World Elephant Day, National Vinyl Record Day, National Bowling Day

Week 33

Elvis Week

13 SU International Left Handers Day, National Filet Mignon Day
14 MO National Creamsicle Day
15 TU National Leathercraft Day, National Lemon Meringue Pie Day
16 WE National Roller Coaster Day, National Tell a Joke Day, National Rum Day
17 TH National Nonprofit Day, National Thrift Shop Day
18 FR National Fajita Day, National Mail Order Catalog Day
19 SA World Photography Day, World Honey Bee Day, National Aviation Day

Week 34

National Aviation Week

20 SU FIFA Women’s World Cup championships, World Mosquito Day, National Radio Day
21 MO National Senior Citizens Day
22 TU National Bao Day
23 WE Virgo season begins, National Ride the Wind Day
24 TH Minnesota State Fair begins (ends 9/4), National Waffle Day
25 FR National Secondhand Wardrobe Day
26 SA National Women’s Equality Day, National Dog Day

Week 35

27 SU Burning Man begins (ends 9/4), World Rock Paper Scissors Day
28 MO US Open Tennis begins (ends 9/10), National Red Wine Day, Rainbow Bridge Remembrance Day
29 TU National Lemon Juice Day
30 WE National Beach Day, National Grief Awareness Day
31 TH International Overdose Awareness Day, National Eat Outside Day

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 the event we encouraged the sharing photos and experiences on social media to continue the experience and build enthusiasm for next year.”

Nick Cantu
Creative Director, Oracle Marketing Consulting

“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 Marketing Consulting
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
- Fall B2B conference season begins
- Earth, Wind & Fire
- Oktoberfest
- Farmers markets and fairs
- The return of Fall TV

US Monthly Observances

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

“When you don’t have a good web destination to accompany an event—such is often the case with live broadcast events—consider using an add-to-calendar call-to-action. People are much more likely to tune in or join if they have a reminder. And in the notes, you can have helpful links to related content or merchandise from you, your partners, or event sponsors.”

Patrick Colalillo
Creative Director,
Oracle Marketing Consulting

“When school picture day is the perfect subject for a fun, creative campaign. It’s something almost all US audiences can immediately relate to, and evokes both nostalgia and the urge to prepare. Spend 15 minutes brainstorming around your brand’s relationship to picture day and I’m sure the final product will be worth hanging on the fridge.”

Kelly Moran
Senior Art Director for Copy,
Oracle Marketing Consulting

Week 35

01 FR  World Letter Writing Day, National College Colors Day

Week 36

National Truck Driver Appreciation Week / National Suicide Prevention Week

03 SU  National Cinema Day
04 MO  Labor Day (federal holiday), World Sexual Health Day, 25th anniversary of Google’s founding
05 TU  National Day of Charity, National Cheese Pizza Day
06 WE  National Read a Book Day
07 TH  National Beer Lovers Day, National Salami Day
08 FR  National Days of Prayer and Remembrance (thru 9/10), Star Trek Day
09 SA  World First Aid Day, National Teddy Bear Day

Week 37

10 SU  National Grandparents’ Day, World Suicide Prevention Day
11 MO  Patriot Day
12 TU  National Video Games Day
13 WE  National Peanut Day, National Kids Take Over the Kitchen Day
14 TH  National School Picture Day, Live Creative Day
16 SA  100 days until Christmas, Oktoberfest begins (ends 10/3), International Coastal Cleanup Day, National Gymnastics Day

Week 38

⚠️ 6 weeks to Halloween / Nat’l Singles Week / Nat’l Farm Safety & Health Week

17 SU  Constitution Day, Citizenship Day
18 MO  World Bamboo Day
19 TU  Talk Like a Pirate Day
20 WE  National Fried Rice Day, National Pepperoni Pizza Day
21 TH  International Day of Peace, World Alzheimer’s Day
22 FR  Autumn Equinox, World Car Free Day
23 SA  Libra season begins, National Hunting and Fishing Day, National Singles Day

Week 39

International Deaf Week / National Fall Foliage Week

24 SU  Yom Kippur, World Rivers Day
26 TU  National Voter Registration Day, World Contraception Day, National Johnny Appleseed Day
28 TH  National Good Neighbor Day
29 FR  Texas State Fair begins (ends 10/22), World Heart Day, National Coffee Day
30 SA  Sukkot, National Public Lands Day, International Podcast Day, National Family Health and Fitness Day USA
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 below.)

☐ 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 educational and 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., kinetic elements, surveys, or multiple versions) 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.

☐ 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.
October 2023

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

“If the holidays are a peak season for you, October through early November is the time to emphasize and reiterate your brand values. Remind customers why they should trust you so the decision to buy from you in late November and December is easy.”

Kelly Moran
Senior Art Director for Copy, Oracle Marketing Consulting

“The holidays are a key period for most retailers and often last-minute pivots need to occur in order to respond to market conditions or how your customers are reacting to your communications. Having a Plan B, or some ‘backpocket’ campaigns, on the ready helps teams to be nimble with less stress.”

Anna Pfeiffer
Director of Strategic Services
Oracle Marketing Consulting

“Friday the 13th only lands in October once every 6 or 11 years. Don’t miss this chance to create the ultimate Freaky Friday campaign.”

Kelly Moran
Senior Art Director for Copy, Oracle Marketing Consulting

Week 40
Mental Illness Awareness Week
01 SU International Vegetarian Day, National Green City Day, National Hair Day
02 MO National Child Health Day
03 TU Oktoberfest ends, Paris Fashion Week ends
04 WE National Cinnamon Bun Day, National Taco Day
05 TH World Teachers’ Day
06 FR Austin City Limits begins (ends 10/15), National Coaches Day, National Noodle Day
07 SA NHL opening night

Week 41
6 weeks to Thanksgiving and Black Friday / Nat’l Fire Prevention Week
08 SU International Off-Road Day, International Octopus Day
09 MO Indigenous People’s Day, Columbus Day (federal holiday)
10 TU World Homeless Day, World Mental Health Day, National Handbag Day
11 WE National Coming Out Day, National Stop Bullying Day
13 FR Friday the 13th, National No Bra Day

Week 42
Nat’l Collegiate Alcohol Awareness Week / Nat’l Teen Driver Safety Week
15 SU National Pregnancy and Infant Loss Awareness Day
16 MO National Boss’s Day, World Food Day, Department Store Day, National Sports Day, 100th anniversary Disney’s founding
17 TU National Pasta Day
18 WE National No Beard Day
19 TH National Get Smart About Credit Day
20 FR National Mammography Day
21 SA World Singing Day, International Nacho Day

Week 43
Magic Week (begins on 10/25)
22 SU National Nut Day, National Mother-in-Law Day
23 MO Scorpio season begins, National TV Talk Show Host Day
24 TU United Nations Day
25 WE World Pasta Day, National Greasy Food Day
26 TH National Pumpkin, World Ballet Day
27 FR National Civics Day

Week 44
29 SU National Cat Day, National Oatmeal Day
30 MO National Candy Corn Day
31 TU 🎃 Halloween, National Magic Day, World Savings Day

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“Friday the 13th only lands in October once every 6 or 11 years. Don’t miss this chance to create the ultimate Freaky Friday campaign.”

Kelly Moran
Senior Art Director for Copy, Oracle Marketing Consulting
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
- Indigenous history
- Holiday playlists & movie marathons
- Family traditions
- Seasonal crafts

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. It’s more important than ever to have a thoughtful plan to cut through the noise and stand out in the inbox. While bigger discounts is one common way, 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 Marketing Consulting

“In this era of hyper partisanship, brands have pulled back on their marketing campaigns during both presidential and midterm elections starting the day before Election Day. However, promotional messaging picks back up as contests are resolved and election anxiety fades. No one wants to look out of touch during election week, so be extra careful with your messaging and have a plan for delaying campaigns, if necessary.”

JT Capps
Strategic Director of Analytic & Strategic Services,
Oracle Marketing Consulting

Week 44
01 WE Day of the Dead, All Saints Day, National Cinnamon Day
02 TH National Non-Fiction Day, Deviled Egg Day
03 FR National Sandwich Day, National Jersey Friday
04 SA National Candy Day

Week 45

Dear Santa Letter Week / National Book Awards Week (begins 11/7)
05 SU Daylight Savings Time ends (fall back), National Donut Day
06 MO National Nachos Day, Saxophone Day, Job Action Day
07 TU 🕒 Election Day
08 WE National Cappuccino Day
09 TH World Freedom Day
10 FR Veterans Day (observed)
11 SA 🎂 Veterans Day (federal holiday), Singles Day

Week 46

ricanes to Christmas / International Fraud Awareness Week / National Hunger & Homeless Awareness Week / Transgender Awareness Week
12 SU Diwali
13 MO International Tongue Twister Day
14 TU World Diabetes Day, National Pickle Day
15 WE America Recycles Day, National Clean Out Your Refrigerator Day
16 TH International Day for Tolerance, Great American Smokeout, National Fast Food Day
17 FRNational Hiking Day, Homemade Bread Day, International Students’ Day
18 SA National Adoption Day

Week 47

6 weeks to New Year’s Eve / National Bible Week (begins 11/20)
19 SU National Carbonated Beverage with Caffeine Day
21 TU National Gingerbread Cookie Day, National Stuffing Day
22 WE Sagittarius season begins, National Cranberry Relish Day
23 TH 🦃 Thanksgiving (federal holiday), Fibonacci Day, Macy’s Thanksgiving Day Parade
24 FR 🛒 Black Friday, National Native American Heritage Day
25 SA Small Business Saturday

Week 48
26 SU National Cake Day
27 MO 🛒 Cyber Monday
28 TU Giving Tuesday, Red Planet Day, National French Toast Day
29 WE Square Dance Day
30 TH Computer Security Day
December 2023

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”
- 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
- 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

“There’s no better example of year-in-review messaging than what Spotify does with their “Spotify Wrapped” message each December. Think about your own customer and if there’s a way to summarize their engagement with your brand in a fun and privacy-compliant way.”

Clint Kaiser
Head of Strategy & Analytics, Oracle Marketing Consulting

“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 Marketing Consulting

Week 48
01 FR  World AIDS Day, Antarctica Day, Faux Fur Friday
02 SA  World Civil Aviation Day

Week 49
⚠️ 6 weeks to Martin Luther King, Jr. Day / National Influenza Vaccination Week (begins 12/6)
03 SU  International Day of Persons with Disabilities
04 MO  World Wildlife Conservation Day, National Cookie Day, National Sock Day
05 TU  Bathtub Party Day, International Ninja Day
06 WE  National Microwave Oven Day
07 TH  Hanukkah begins (ends 12/15), National Pearl Harbor Remembrance Day
08 FR  Bodhi Day, National Brownie Day
09 SA  Christmas Card Day, National Pastry Day

Week 50
10 SU  Nobel Prize Day (awards announced in early October), World Choral Day
11 MO  Green Monday, National App Day, International Mountain Day
12 TU  Gingerbread House Day
13 WE  National Cocoa Day, National Violin Day
14 TH  Monkey Day
16 SA  Las Posadas begins (ends 12/24), 250th anniversary of Boston Tea Party

Week 51
Gluten-Free Baking Week
17 SU  National Maple Syrup Day, Wright Brothers Day
18 MO  Answer the Telephone Like Buddy the Elf Day, National Twin Day
19 TU  National Hard Candy Day
20 WE  Go Caroling Day
21 TH  Winter Solstice, National Re-gifting Day, Yule
22 FR  Capricorn season begins, National Cookie Exchange Day, Short Person Day
23 SA  Festivus, National Roots Day

Week 52
24 SU  Christmas Eve, National Eggnog Day
25 MO  Christmas Day (federal holiday), National Pumpkin Pie Day
26 TU  Kwanzaa begins (ends 1/1), National Thank-You Note Day, National Candy Cane Day, Boxing Day
27 WE  National Fruitcake Day
28 TH  National Card Playing Day, National Short Film Day
29 FR  Tick Tock Day
30 SA  Bacon Day
31 SU  New Year’s Eve, National Champagne Day
Crafting a solid content plan creates more cohesive narratives and more effective campaigns for your audiences.

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+ Email Deliverability Services
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Want help? Let's talk about how we can work together to seize your opportunities and overcome your challenges. Contact your Oracle account manager, visit us online, or reach out to us directly at CXMconsulting_ww@Oracle.com.

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