

# SEASONAL MARKETING CHEAT SHEET

PRESENTED BY: **yelp**  for brands





**This cheat sheet outlines seasonal and tentpole marketing events each quarter and details which industries will benefit the most by investing in marketing efforts themed around the events. Look for your industry to make a game plan for seasonal and tentpole marketing throughout the year.**

Event	Date	Industries that can benefit
<b>Q1</b>		
<b>New Year's Day</b>	January 1	<ul style="list-style-type: none"> <li>• Fitness</li> <li>• Health &amp; wellness</li> <li>• Retail (apparel, sporting goods, home goods)</li> <li>• Travel, leisure &amp; hotels</li> </ul>
<b>Valentine's Day</b>	February 14	<ul style="list-style-type: none"> <li>• Retail (jewelry, apparel, gifts, florists, beauty)</li> <li>• Food &amp; beverage (restaurants—fine dining, food delivery)</li> <li>• Travel, leisure &amp; hotels</li> <li>• Media &amp; entertainment</li> <li>• Health &amp; wellness (salons, spas)</li> </ul>
<b>Random Acts of Kindness Day</b>	February 17	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Nonprofit organizations</li> <li>• All industries that conduct giving back programs</li> </ul>
<b>International Women's Day</b>	March 8	<ul style="list-style-type: none"> <li>• Retail (apparel, gifts)</li> <li>• Beauty</li> <li>• Fitness</li> <li>• Health &amp; wellness</li> <li>• Media &amp; entertainment</li> </ul>
<b>St. Patrick's Day</b>	March 17	<ul style="list-style-type: none"> <li>• Food &amp; beverage (pubs &amp; bars, restaurants—casual, QSRs)</li> <li>• Event organizers</li> <li>• Retail (apparel, party supplies)</li> <li>• Transportation (taxis, ride shares)</li> <li>• Travel &amp; leisure</li> </ul>

<b>Spring cleaning</b>	March - April	<ul style="list-style-type: none"> <li>• Home services (cleaning, landscaping, painting, plumbing, electrical, A/C maintenance)</li> <li>• Retail &amp; consumer packaged goods (CPG) (cleaning, home organization, kitchenware, home appliances)</li> </ul>
<b>Q2</b>		
<b>Easter</b>	March or April	<ul style="list-style-type: none"> <li>• Retail (apparel, gifts, home goods/ decor, kitchenware)</li> <li>• Food &amp; beverage (grocery, restaurants–fine dining, casual, QSRs)</li> <li>• Travel, leisure &amp; hotels</li> <li>• Media &amp; entertainment</li> </ul>
<b>Passover</b>	March - April	<ul style="list-style-type: none"> <li>• Food &amp; beverage (Kosher restaurants, Kosher groceries, catering services)</li> </ul>
<b>National Pet Day</b>	April 11	<ul style="list-style-type: none"> <li>• Veterinary services</li> <li>• Retail (pet supplies and products)</li> <li>• Nonprofit organizations related to pet adoption and animal rescue</li> </ul>
<b>Tax Day</b>	April 15	<ul style="list-style-type: none"> <li>• Financial services</li> <li>• Software</li> <li>• Legal services</li> <li>• Retail (big-ticket items like automotive, luxury goods, home improvement items and real estate)</li> </ul>

<b>Earth Day</b>	April 22	<ul style="list-style-type: none"> <li>• Retail &amp; CPG (brands selling eco-friendly products)</li> <li>• Sustainability services</li> <li>• Construction (green building materials)</li> <li>• Agriculture (sustainable farming practices)</li> <li>• Any industry with an eco and sustainability program</li> </ul>
<b>Ramadan</b>	April - May	<ul style="list-style-type: none"> <li>• Retail (clothing, prayer rugs)</li> <li>• Food &amp; beverage (Halal restaurants, catering services)</li> </ul>
<b>Cinco de Mayo</b>	May 5	<ul style="list-style-type: none"> <li>• Retail (party supplies, clothing)</li> <li>• Food &amp; beverage (restaurants-casual, QSRs)</li> <li>• Event organizers</li> </ul>
<b>Mother's Day</b>	Second Sunday in May	<ul style="list-style-type: none"> <li>• Retail (apparel, gifts, electronics, jewelry, flower shops, card shops)</li> <li>• Beauty</li> <li>• Fitness</li> <li>• Health &amp; wellness (spas, salons, acupuncture, chiropractic)</li> <li>• Food &amp; beverage (restaurants-fine dining, casual, food delivery)</li> <li>• Travel, leisure &amp; hotels</li> </ul>
<b>Global Accessibility Awareness Day</b>	Third Thursday of May	<ul style="list-style-type: none"> <li>• Assistive technology</li> <li>• Web/app developers</li> <li>• Retail (assistive products)</li> <li>• Health &amp; wellness (clinics, physicians, pharmacies)</li> </ul>

<p><b>Memorial Day</b></p>	<p>Last Monday in May</p>	<ul style="list-style-type: none"> <li>• Retail (automotive, apparel, outdoor gear, furniture, mattresses)</li> <li>• Travel, leisure &amp; hotels (amusement parks, golf, water parks)</li> <li>• Transportation (car rentals)</li> <li>• Food &amp; beverage (grocery, restaurants-casual, QSRs)</li> <li>• Media &amp; entertainment (movies, golf, waterparks)</li> </ul>
<p><b>Graduation Season</b></p>	<p>May - June</p>	<ul style="list-style-type: none"> <li>• Retail (apparel, gifts, electronics, home goods, books, stationary and cards, party supplies)</li> <li>• Technology</li> <li>• Travel, leisure &amp; hotels (near colleges and universities)</li> <li>• Food &amp; beverage (restaurants-fine dining, casual, QSRs)</li> <li>• Real estate (apartment listing sites, moving companies)</li> <li>• Event organizers (party planners, tent rentals)</li> </ul>
<p><b>Pride Month</b></p>	<p>June</p>	<ul style="list-style-type: none"> <li>• LGBTQ+ nonprofit organizations</li> <li>• Retail (apparel, gifts)</li> <li>• Logistics &amp; transportation</li> <li>• Any industry supporting PRIDE</li> </ul>
<p><b>Father's Day</b></p>	<p>Third Sunday in June</p>	<ul style="list-style-type: none"> <li>• Retail (apparel, gifts, tools, outdoor gear, electronics)</li> <li>• Food &amp; beverage (beer &amp; wine stores, grocery, restaurants-fine dining, casual, food delivery)</li> <li>• Media &amp; entertainment (gaming subscription, entertainment subscription, software)</li> </ul>

### Q3

<b>Fourth of July</b>	July 4	<ul style="list-style-type: none"> <li>• Retail (apparel, outdoor gear, party supplies)</li> <li>• Food &amp; beverage (beer &amp; wine stores, grocery, restaurants-casual, QSRs)</li> <li>• Travel, leisure &amp; hotels</li> </ul>
<b>Back to School</b>	August - September	<ul style="list-style-type: none"> <li>• Retail (apparel, school supplies, electronics, furniture)</li> <li>• Education &amp; e-learning</li> <li>• Health &amp; wellness (clinics, physicians, pharmacies)</li> </ul>
<b>Labor Day</b>	First Monday in September	<ul style="list-style-type: none"> <li>• Retail (apparel, outdoor gear, mattresses, furniture)</li> <li>• Automotive sales &amp; services</li> <li>• Travel, leisure &amp; hotels</li> <li>• Food &amp; beverage (grocery, restaurants-casual, QSRs)</li> <li>• Transportation (ride shares, car rentals, taxis)</li> <li>• Home services (fall maintenance)</li> </ul>
<b>National Coffee Day</b>	September 29	<ul style="list-style-type: none"> <li>• Food &amp; beverage (restaurants-casual, QSRs)</li> <li>• Retail (coffee products, kitchenware)</li> </ul>
<b>Yom Kippur</b>	September - October	<ul style="list-style-type: none"> <li>• Food &amp; beverage (Kosher food)</li> </ul>

## Q4

<b>National Cybersecurity Awareness Month</b>	October	<ul style="list-style-type: none"> <li>• Technology (cybersecurity services)</li> <li>• Retail (electronics)</li> <li>• Corporate training</li> <li>• Education &amp; e-learning</li> </ul>
<b>World Mental Health Day</b>	October 10	<ul style="list-style-type: none"> <li>• Health &amp; wellness</li> <li>• Media &amp; entertainment</li> <li>• Education</li> </ul>
<b>Halloween</b>	October 31	<ul style="list-style-type: none"> <li>• Retail (costumes, party supplies, home goods, craft stores, candy)</li> <li>• Media &amp; entertainment</li> <li>• Food &amp; beverage (grocery, restaurants-casual, QSRs)</li> <li>• Home services (landscaping/leaf services)</li> </ul>
<b>Diwali</b>	October - November	<ul style="list-style-type: none"> <li>• Retail (traditional Indian clothing, party supplies, home decor)</li> <li>• Food &amp; beverage (Indian restaurants, catering services)</li> <li>• Event organizers</li> </ul>
<b>Thanksgiving</b>	Fourth Thursday in November	<ul style="list-style-type: none"> <li>• Food &amp; beverage (grocery, (restaurants-fine dining, casual)</li> <li>• Retail &amp; CPG (apparel, home goods/ decor, kitchenware, cleaning supplies)</li> <li>• Travel, leisure &amp; hotels</li> <li>• Transportation</li> <li>• Home services (maid services)</li> </ul>



<b>Black Friday</b>	Fourth Friday in November	<ul style="list-style-type: none"> <li>• Retail &amp; CPG</li> <li>• E-commerce</li> <li>• Technology</li> <li>• Automotive sales &amp; services</li> <li>• Financial services (credit cards, loans)</li> </ul>
<b>Cyber Monday</b>	Monday after Thanksgiving	<ul style="list-style-type: none"> <li>• Retail &amp; CPG</li> <li>• E-commerce</li> <li>• Technology</li> <li>• Automotive sales &amp; services</li> <li>• Financial services (credit cards, loans)</li> </ul>
<b>Giving Tuesday</b>	Five days after Thanksgiving	<ul style="list-style-type: none"> <li>• Non-profit &amp; charitable organizations</li> <li>• Media &amp; entertainment</li> <li>• Education and research institutions</li> <li>• All industries that conduct giving back programs</li> </ul>
<b>Hanukkah</b>	November - December	<ul style="list-style-type: none"> <li>• Retail (home goods/decor, gifts)</li> <li>• Food &amp; beverage (Kosher restaurants, catering services)</li> </ul>
<b>Christmas</b>	December 25	<ul style="list-style-type: none"> <li>• Retail (apparel, gifts, home goods/ decor, party supplies, e-commerce, beauty)</li> <li>• Media &amp; entertainment</li> <li>• Home services (home cleaning services, handyman services, landscaping and outdoor decoration services)</li> <li>• Food &amp; beverage (grocery, restaurants–fine dining, casual, QSRs)</li> <li>• Travel, leisure &amp; hotels</li> <li>• Health &amp; wellness</li> <li>• Photography</li> </ul>

<b>Kwanzaa</b>	December 26 to January 1	<ul style="list-style-type: none"> <li>• Retail (African-inspired clothing, home goods/decor, gifts)</li> <li>• Food &amp; beverage (restaurants)</li> </ul>
<b>New Year's Eve</b>	December 31	<ul style="list-style-type: none"> <li>• Retail (apparel, party supplies)</li> <li>• Food &amp; beverage (restaurants–fine dining, casual, QSRs, catering)</li> <li>• Travel, leisure &amp; hotels</li> </ul>

**While the above are some of the most common tentpole moments and festivities, there are still a few more to consider based on the current happenings and political landscape. Here are more events you can choose from based on your industry.**

<b>Event</b>	<b>Frequency</b>	<b>Industries that can benefit</b>
<b>Met Gala</b>	Annually	<ul style="list-style-type: none"> <li>• Retail (fashion, beauty, luxury goods)</li> <li>• Media &amp; entertainment</li> </ul>
<b>Cannes Film Festival</b>	Annually	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Retail (fashion, beauty, luxury goods)</li> <li>• Travel, leisure &amp; hotels</li> </ul>

<b>Comic-Con International</b>	Annually	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Retail (apparel, collectibles, games, books)</li> <li>• Technology</li> <li>• Transportation</li> <li>• Travel, leisure &amp; hotels</li> </ul>
<b>Coachella</b>	Annually	<ul style="list-style-type: none"> <li>• Music &amp; entertainment</li> <li>• Retail (fashion, beauty)</li> <li>• Food &amp; beverage (restaurants – casual, QSR)</li> <li>• Logistics &amp; transportation</li> <li>• Travel &amp; leisure</li> </ul>
<b>Olympics</b>	Every two years (alternating between summer and winter Olympics)	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Retail (sporting goods, apparel)</li> <li>• Food &amp; beverage (grocery, food delivery, restaurants–casual, QSRs)</li> <li>• Travel &amp; leisure</li> <li>• Hospitality</li> <li>• Technology</li> </ul>
<b>Super Bowl</b>	Annually	<ul style="list-style-type: none"> <li>• Food &amp; beverage (grocery, restaurants–casual, QSR, food delivery)</li> <li>• Retail (sporting goods, apparel, electronics, auto)</li> <li>• Media &amp; entertainment</li> <li>• Travel, leisure &amp; hotels</li> </ul>
<b>FIFA World Cup</b>	Every four years	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Retail (sporting goods, apparel)</li> <li>• Food &amp; beverage (grocery, restaurants–casual, QSRs, pubs &amp; bars)</li> <li>• Travel, leisure &amp; hotels</li> <li>• Transportation</li> </ul>

<b>Kentucky Derby</b>	Annually	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Retail (fashion, beauty, apparel, accessories)</li> <li>• Food &amp; beverage (pubs, bars, brunch)</li> <li>• Travel, leisure &amp; hotels</li> </ul>
<b>Presidential election</b>	Every four years	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Political consulting</li> <li>• Advertising</li> <li>• Technology</li> </ul>
<b>World Expo</b>	Every five years	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Travel, leisure &amp; hotels</li> <li>• Real estate</li> <li>• Construction</li> </ul>
<b>Oscars</b>	Annually	<ul style="list-style-type: none"> <li>• Media &amp; entertainment</li> <li>• Retail (apparel/fashion, jewelry, beauty, luxury brands)</li> <li>• Advertising</li> </ul>
<b>Burning Man</b>	Annually	<ul style="list-style-type: none"> <li>• Arts &amp; culture</li> <li>• Travel, leisure &amp; hotels</li> <li>• Retail (fashion, lifestyle brands)</li> <li>• Transportation</li> </ul>