



# 2014 calendar

Intelligent Interactions. Every Time.

# Key marketing trends for 2014

The modern consumer is dynamic, empowered, and hyper-connected. They rely on a variety of devices and channels to stay connected. As a result, they expect seamless customer experiences from their favourite brands that are both meaningful and relevant. If they don't receive the service and experience they expect, they will move on somewhere else, and probably tell their friends to do so as well. This means marketers need to maximise every communication and minimise distractions, whilst creating meaningful experiences. This is what it means to deliver intelligent interactions. Every time.

## Seasonality of Demand

Key to organisations responding quicker to their customers' needs is understanding the seasonality of demand and how this changes over time. When do consumers want to buy your products and services?

Find out how to target your customers at the right time with the right message with this 2014 marketing calendar.



# Using this calendar

This calendar has been designed for marketing professionals throughout the UK. Although some businesses will more naturally align with certain events, the idea is that with the right marketing campaign and message, any brand could benefit from these seasonal events.

For example, Mother's Day is clearly a huge opportunity for retailers of cards, flowers, chocolates and gifts but there is no reason why a travel company couldn't use Mother's Day as an excuse to send a relevant, timely email campaign promoting short weekend breaks for customers wanting to spoil their mum!

It's important to note that this calendar is intended to compliment your existing marketing plans not replace them. Every brand is different and will have seasonal peaks and troughs of demand as well as strategic emphasis. We hope that the data-driven insight in this calendar will inspire you to try a new seasonal campaign and reach out to your customers with exciting marketing messages.



## Blue days

represent a day to send email campaigns



## Red days

represent increases in search demand and should be targeted with compelling content and PPC campaigns



## Purple days

are perfect for cross-channel campaigns both online and offline



## Green days

highlight a particular event which may help with creating themes for content

# January











**Winter travel - Target consumers who take multiple holidays a year for winter breaks**

**Did you know?**

Search term variations around mortgage calculators accounted for over a quarter of all UK mortgage searches in 2013

# February

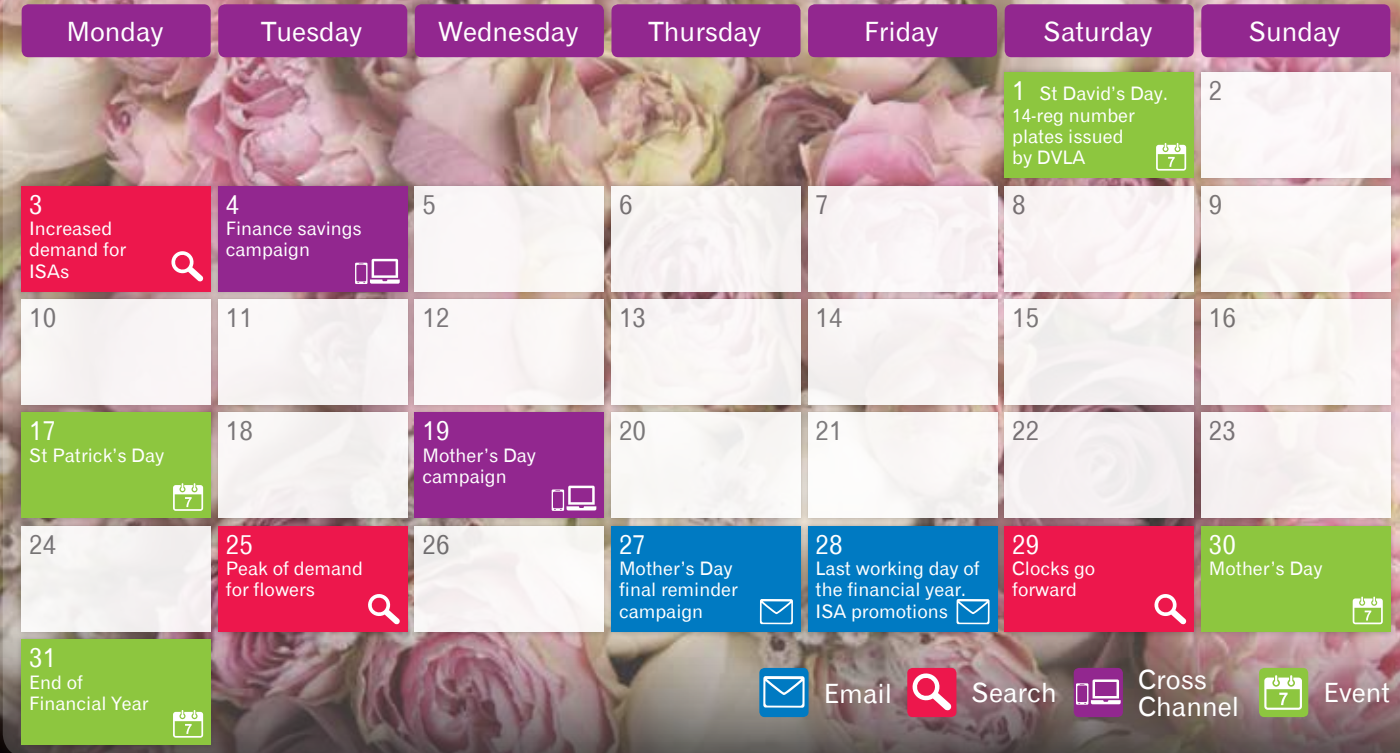
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 Email  Search  Cross Channel  Event					1	2
3 Valentine's Day campaign 	4	5	6	7	8	9 Online research for Valentine's Day 
10	11	12 Last minute Valentine's reminder. Promote next day delivery 	13	14 Valentine's Day 	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

**Find consumers in relationships that are time poor for Valentine's Day**

**Did you know?**

Poems are one of the most searched for subject areas around Valentine's Day and are a great way to add relevant content to your campaigns which will resonate with consumers

# March














**Understand which demographic groups are most likely to invest in ISAs over other savings products**

**Did you know?**

Including "Mother's Day" in the subject line of an email ahead of the event in 2012 saw a 61 per cent boost to transaction rates compared to regular emails

# April

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 New tax year savings and mortgages campaign 	2	3	4	5	6
7 Easter campaigns 	8	9	10	11	12	13 Online research for Easter eggs and gifts 
14	15	16 Promote Bank Holiday store opening times 	17	18 Good Friday Bank Holiday 	19	20 Easter Sunday 
21 Easter Monday Bank Holiday 	22	23 St George's Day 	24	25	26	27
28	29	30				

 Email  Search  Cross Channel  Event

**Find chocoholics online who will be the perfect target for luxury easter eggs**

**Did you know?**

There are 11 per cent more searches for finance savings products in April than in any other month of the year

# May











**New Homemakers will be looking to make improvements  
- target them effectively and reap the rewards**





**Did you  
know?**

The average order value from travel emails in May is £1,400 – the third highest average spending month of the year behind June and July



# June

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						<b>1</b> Online research for music festivals 
<b>2</b> Father's Day campaign 						
<b>9</b> Sporting Summer campaign 	<b>10</b> Father's Day reminder campaign 		<b>12</b> FIFA World Cup Brazil starts 			<b>15</b> Father's Day 
<b>16</b> Travel campaigns with cross-sell to boost average order value 						
<b>23</b> Wimbledon begins 				<b>27</b> Glastonbury		<b>29</b> 
<b>30</b>						

 Email  Search  Cross Channel  Event

**Travel email campaigns have a higher order value in June than in any other month of the year, even though peak summer demand is in July**

**Did you know?**

2 minutes of every hour spent online in the UK will be on a sports website in June

# July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Special offer promotions ahead of Independence Day 	2	3	4 US Independence Day 	5	6 Wimbledon final 
7	8 Travel campaign last minute holidays 	9	10	11	12 Browsing for last minute holidays 	13 FIFA World Cup Brazil ends 
14	15	16	17	18	19	20
Peak travel booking week online 						
21	22	23	24	25	26	27
28	29	30	31			

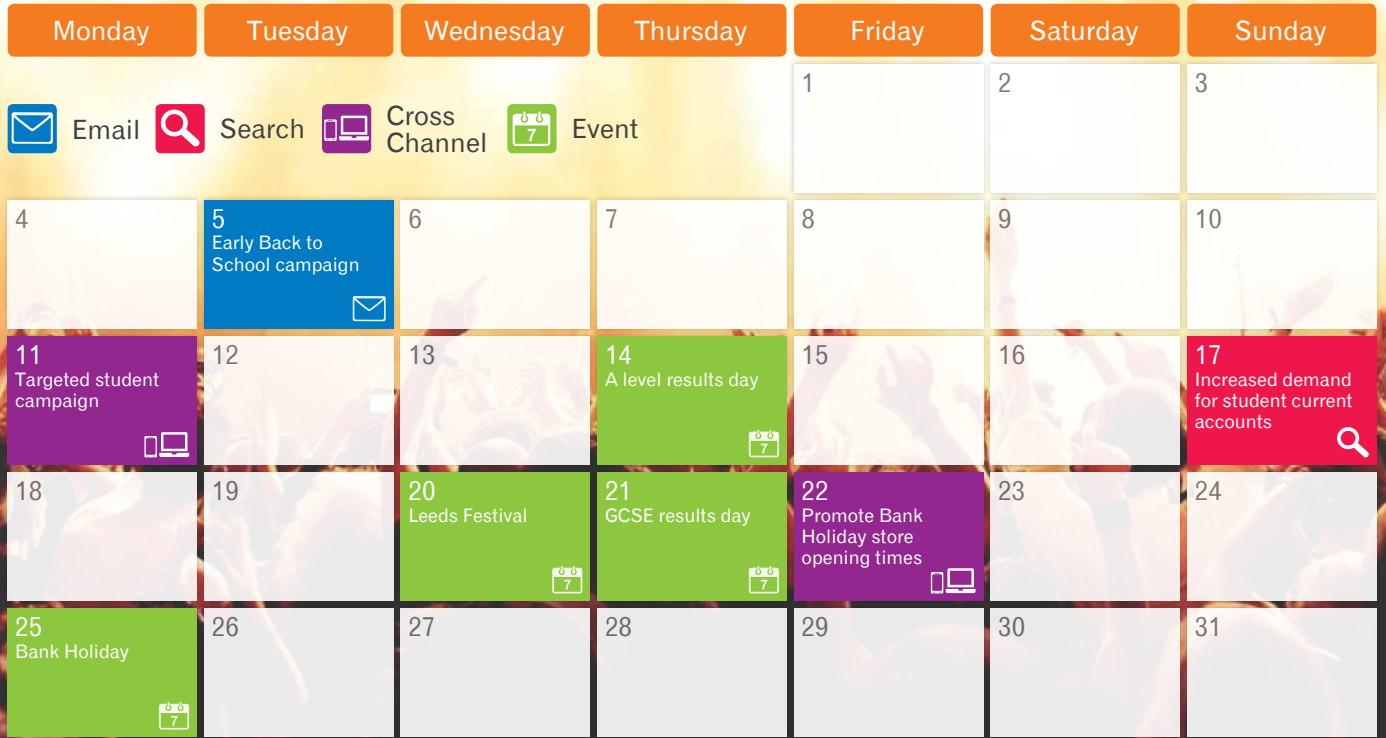
 Email  Search  
 Cross Channel  Event

Do you know which of your customers will be buying wellies for Glastonbury and which will be buying car hire for Florida?

Did you know?

The UK will make 20 million visits a day to travel websites during the peak booking week in July

# August














Reach out to 'Young Essential' consumers who are looking for a new current account

**Did you know?**

Searches for student current accounts increased by 125 per cent in August 2013 compared to July 2013

# September

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 64-reg number plates issued by DVLA 	2 Last minute Back to school campaign 	3	4 Bestival Music Festival 	5	6	7
8 Kids go Back to School 	9	10 Student promotions campaigns 	11	12	13	14
15	16	17	18 Special student promotions offer 	19	20	21
22 University enrolment 	23	24	25	26	27	28
29	30					


 Email  Search  Cross Channel  Event

**Back to school - find busy parents with limited time to shop for back to school products**

**Did you know?**

Online visits to the Automotive industry increase by 5 per cent in months when new registration number plates are released compared to the average month

# October

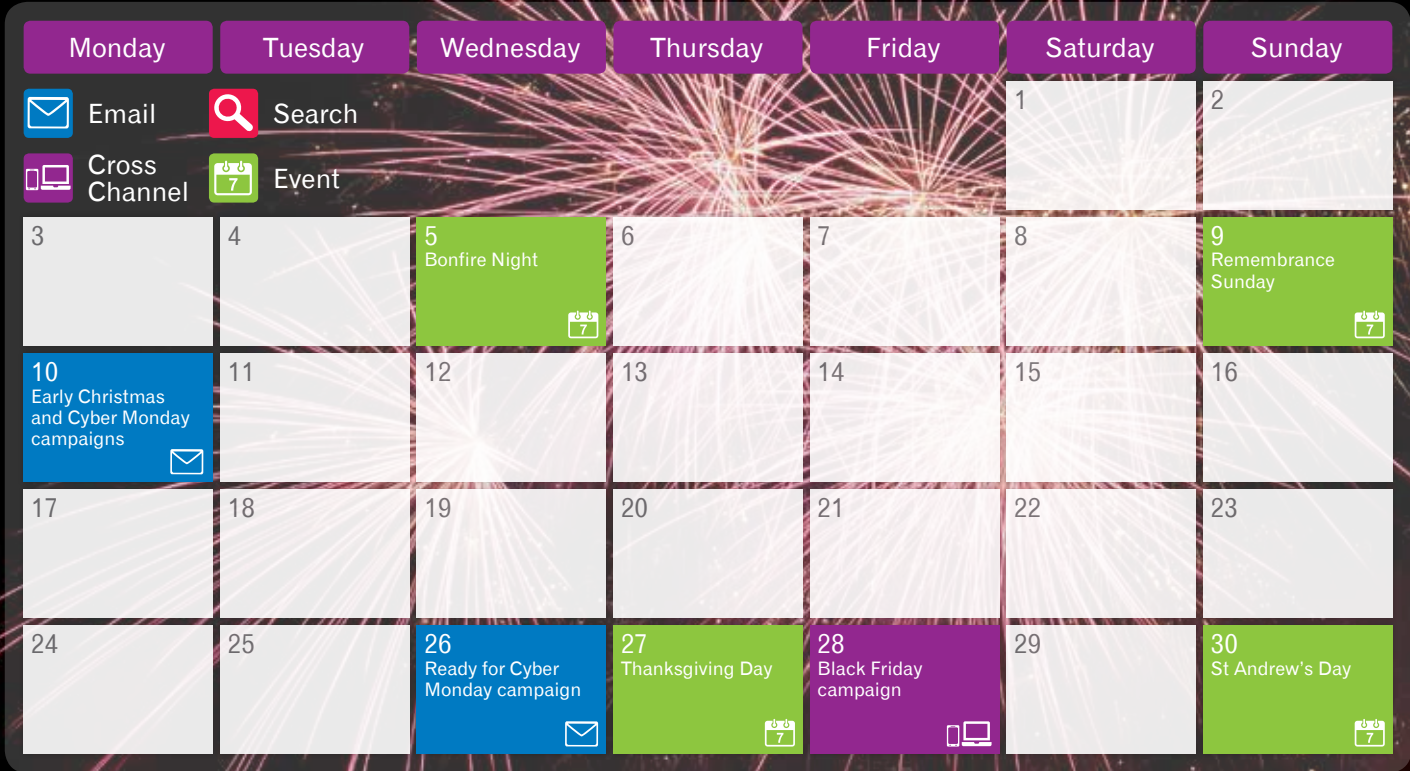
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1 Increased demand for Halloween 	2	3	4	5
6	7	8 Halloween campaign 	9	10	11	12
13	14	15	16	17	18	19
20 Increased demand for Utilities pricing and switching 	21 Seasonal nights are getting colder campaign 	22	23	24	25	26 Clocks go back 
27 Last days before Halloween campaign 	28	29	30	31 Halloween 	 Email	 Search
					 Cross Channel	 Event

**Halloween – Target the trick or treaters with kids costumes that will make them the envy of the street**

**Did you know?**

In the last week of October, 1 in every 10,000 searches online concerns the clocks going back and is an underused date for building seasonal campaigns

# November



**Early Xmas - Find the organised individuals that will have Christmas all sewn up by December**

**Did you know?**

UK demand for Black Friday discounts were up 350 per cent year-on-year in 2013 showing this is no longer just an American retail day

# December

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Cyber Monday biggest pre-Christmas retail day online 	2	3	4 Increased demand for vouchers 	5	6	7
8	9	10 Christmas retail campaign 	11	12	13 Increased demand for winter sales 	14
15	16	17	18	19	20	21
22	23 Promote click and collect services for last minute shopping 	24 Christmas Eve 	25 Christmas Day 	26 Biggest retail day of the year online 	27	28
29	30	31	 Email  Search  Cross Channel  Event			

**Tis the season for spending – identify bargain hunters looking for vouchers, fashion conscious Christmas party goers and sales hungry shoppers**

**Did you know?**

There are 40 per cent more online searches for store opening times in December than any other month of the year



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