

THE UNITED KINGDOM

LOCAL MARKETING CALENDAR ²⁰²⁵ Q1

M

T

W

T

F

S

S

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

MAKES
YOU LOCAL

INTRODUCTION



Why is localised marketing so important?

Localised marketing means tailoring your marketing strategies and campaigns to meet the specific preferences, needs and cultural nuances of a particular nation and country. Localising involves adapting content, messaging, and promotional tactics to resonate effectively with the local audience.

Localising your marketing is important to enhance relevance and connect with the target audience, leading to better engagement and customer loyalty. By localising, you'll create more personalised and effective campaigns, improving your brand perception, driving higher conversion rates, and ultimately increasing sales. Localising your marketing efforts will also help you avoid cultural missteps and ensure that the brand message resonates positively with the local customers.

Content that resonates with locals

Writing localised, translated ads and copy, even if English ones perform okay, can significantly boost your marketing effectiveness. While your English ads and copy may reach a broad audience, the localised and translated content resonates more deeply with local consumers. This connection enhances trust, brand loyalty, and engagement, leading to higher conversion and retention rates. Localised ads will also help you stand out in competitive markets where your brand is yet to gain awareness.

HOW TO USE THIS GUIDE

The Local Marketing Calendar is a guide to your target markets' most important dates, cultural celebrations and customs. Use this guide to find out when it's the right time to post around a specific holiday, find days that resonate with socially conscious consumers, and understand what your local competitors are doing to win over their customers.

WHAT WE CAN DO FOR YOUR SUCCESS

MakesYouLocal has helped over 1000 webshops on their international expansion. Our native experts optimise webshops to match local demands, translate webshop & product texts in 22 languages and take care of the daily operations, like customer service and social media monitoring, making sure your business can reach it's full potential abroad.

Read more about our clients' successes with us:







[SEE CASES](#)

Q1



HOW WELL DO YOU KNOW THE BRITS?

TOP CHANNELS:

-  57.1 million users
-  34.4 million users
-  28.8 million users
-  23.2 million users
-  22.2 million users
-  19.6 million users

TOP ONLINE PURCHASES:

-  Fashion
-  Groceries
-  Entertainment
-  Beauty
-  Electronics

LEARN MORE:

Want to gain more insights to the British consumer habits and spending across sectors? Get your consumer statistics straight with Market Fact Sheets

[DOWNLOAD HERE](#)

JANUARY CALENDAR

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

THEME OF THE MONTH:

New Year, New Me

Many people in the UK, like in other countries, make New Year's resolutions, setting goals and changes to pursue in the coming year. These often focus on health, fitness, career, and personal development.

PHENOMENON:

Snow Days

January is one of the coldest months in the UK, and severe winter weather can bring snow days in some areas, affecting schools and transport. Kids may have to stay home from school due to the more extreme weather. There are often regional warnings about snow, frost, and icy conditions. Online shopping can rise during this time, due to more time spent at home.

SEASONAL HIGHLIGHT:

January Sales

January is known for its post-Christmas sales, where retailers offer significant discounts to clear out excess stock. These sales often begin on Boxing Day (26th December) and extend into January.

January

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

EVENTS & HAPPENINGS

- New Years Day Parade in London**
- London Art Fair**
- Celtic Connections Festival**

IMPORTANT DATES

POPULAR HASTAGS

1st New Year's Day

The British spend the bank holiday making *New Year's* resolutions, attending church services, parades, parties, gatherings and sporting events. Businesses shift focus to advertising upcoming sales and new products, highlighting savings.

- #HappyNewYear
- #NewYearNewMe
- #LondonNewYearsDayParade (for London-specific campaigns)
- #Hogmanay (for Scottish marketing)

5th Twelfth Night

It is unlucky to leave Christmas decorations hanging after Twelfth Night, according to a superstition. Brands acknowledge this "out with the old and in with the new" time of the year in their campaigns for clearance.

- #TakeDownTheTree
- #LastDayOfChristmas
- #TwelfthNight2024
- #EndOfChristmas
- #TwelfthNightTradition

6th Epiphany

Epiphany holds cultural and religious significance for some communities. It is celebrated by removing Christmas decorations, and, if religious, attending church services and involvement in community events.

- #Epiphany
- #Epiphany2024 #ThreeKingsDay
- #FeastOfEpiphany
- #EpiphanyCelebration

15th Blue Monday

Considered the "most depressing day of the year," Blue Monday reflects the combined effects of post-holiday blues, gloomy winter weather, and financial strain. It is more symbolic than scientifically proven. Campaigns should be focused on mental health, wellness, and self-care products.

- #SupportEachOther #TalkAboutIt
- #CommunitySupport
- #BlueMondayOffers
- #MentalHealthMatters

25th Burns Night

Honours the life and works of Scotland's national poet Robert Burns with traditional food and a Ceilidh. In addition to Scotland, the event is celebrated by communities with Scottish connections in all parts of the UK. Many businesses acknowledge the significance on their channels.

- #BurnsNight2024
- #BurnsNightCelebration
- #RobertBurns #BurnsSupper
- #AuldLangSyne

4th World Braille Day	#WorldBrailleDay #BrailleDay #AccessibilityMatters #InclusionForAll
24th International Day of Education	#InternationalDayOfEducation #EducationForAll #EducationMatters
26th International Day of Clean Energy	#InternationalDayOfCleanEnergy #RenewableEnergy #CleanEnergyForAll

“The UK is renowned for its high-quality wool, particularly from Merino and Shetland sheep. This wool is commonly used in traditional garments like tweed jackets and jumpers. The British Wool Marketing Board promotes wool as a sustainable option for clothing and home textiles, emphasising its advantages over synthetic materials.”



**AMIRA NEWTON,
BRITISH E-COMMERCE ASSISTANT
AT MAKESYOULOCAL**

FEBRUARY
CALENDAR

DOWNLOAD THE
**FULL MARKETING
CALENDAR** FOR
MORE INSIGHTS!

THE
LGI

LGI
hel
the
the
Est
aw
equ
in
enc
sup

educational resources that align
with these values.

days

lary
eek
as
ary
lost
off,
ily-
ons,
the

COLLEGE

5

2

9

16

23

DOWNLOAD THE
**FULL MARKETING
CALENDAR FOR
MORE INSIGHTS!**

IMP

10t

This
Chil
mes
bra

13t

For
as p
car
com

14t

Ron
emb
the

500

2nd

11t

201



ood

y

MARCH
CALENDAR

DOWNLOAD THE
**FULL MARKETING
CALENDAR FOR
MORE INSIGHTS!**

THE
Sp

Mar
into
wea
ren
win
app
bec
flov
tree
bec
Daf
put

symbolise the changing of
seasons for the Brits.

THE
Sp

Mar
into
wea
ren
win
app
bec
flov
tree
bec
Daf
put

fostering a sense of community
and fun.

THE
Sp

Mar
into
wea
ren
win
app
bec
flov
tree
bec
Daf
put

community engagement.

BST
last
range
into
hours,
with
, and
tions.
rd to
isure
social
ances

S

2

9

16

23

30

DOWNLOAD THE FULL **MARKETING** **CALENDAR** FOR MORE INSIGHTS!

IMP

17t

Alth
Irish
and
web

20t

The
Hen
trar
bun
cus

21s

Red
org
awa

30t

In tl
four
emo
crea

y

1st
3rd
8th
18th
21st
22nd
30th
31st
“S
W
Le
Si
c
in
a
th
s
o
p

DOWNLOAD THE
**FULL MARKETING
CALENDAR FOR
MORE INSIGHTS!**

ARE YOU LOOKING FOR MORE
RESOURCES?

The free growth, localisation &
expansion toolkits will help you on
your e-commerce journey.

DOWNLOAD THE
**FULL MARKETING
CALENDAR** FOR
MORE INSIGHTS!

[Explore toolkits here](#)