

ESTONIA

# LOCAL MARKETING CALENDAR

2025  
Q4

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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](#)**

## Q4



## HOW WELL DO YOU KNOW THE ESTONIANS?

### TOP CHANNELS:

-  1.04 million users
-  0.68 million users
-  0.47 million users
-  0.40 million users
-  0.32 million users

### TOP ONLINE PURCHASES:

-  Beauty and health products
-  Footwear
-  Fashion products
-  Food
-  Medication

### LEARN MORE:

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

[\*\*DOWNLOAD HERE\*\*](#)

# OCTOBER

# OKTOOBER

M	T	W	T	F	S	S
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THEME OF THE MONTH:  
**Autumn school holidays |**  
**Sügis koolivaheaeg**

School kids enjoy a break, giving families the perfect opportunity for a getaway. Many take trips to neighbouring countries, while others opt for a relaxing retreat at one of Estonia’s renowned spa resorts or cosy countryside stays. This period sees a rise in bookings for family-friendly activities, such as indoor attractions, nature hikes, and cultural events.

PHENOMENON:  
**Nature’s Transformation |**  
**Looduse muutumine**

The landscapes turn into a breathtaking mix of yellow, orange, and red. Kadriorg Park, Otepää, and Lahemaa offer some of the best autumn scenery. Many Estonians use this time for hiking, camping, photography, and outdoor adventures before the colder months set in.

SEASONAL HIGHLIGHT:  
**Mushroom Season |**  
**Seenehooaeg**

October is peak time for beloved mushroom picking. Forests are full of chanterelles, boletes, and russulas, making it a perfect activity for nature lovers. Many locals grab their baskets and head to places like Lahemaa National Park to collect wild mushrooms and berries before the winter arrives.

# October

## EVENTS & HAPPENINGS

### Saaremaa Rally

A top annual motorsport event, known for its challenging gravel roads and scenic coastal routes.

### Tallinn International Horse Show

The Horse Show brings three days of elite equestrian sport, World Cup events, and family entertainment.


## IMPORTANT DATES

## POPULAR HASTAGS

<b>1st Local Self-Government Day   <i>Omavalitsuspäev</i></b> This day honours the role of municipalities in governance, featuring conferences, awards, community events, and educational activities that promote local democracy and citizen participation. No marketing is typically done on this day.	#omavalitsuspäev #eestivallad #eestilinnad
<b>5th Teachers' Day   <i>Õpetajate päev</i></b> It's customary to gift teachers flowers, sweets, notebooks, or pens. At schools, teachers and students might playfully switch roles. School items are often on sale, and webshops encourage Estonians to appreciate teachers on social media, dedicate gift sections, write guides, or offer discounts.	#õpetajatepäev #opetajatepaev #õpetajad
<b>19th Local government council election day   <i>Kohaliku omavalitsuse volikogu valimise päev</i></b> The local governance representatives are elected.	#omavalitsus #volikogu #kohalikomavalitsus
<b>31st Halloween   <i>Halloween</i></b> Halloween is new but popular among Estonian youth, mainly celebrated with horror-themed parties while trick-or-treating is rare. Webshops use spooky imagery like bats and pumpkins, often marketing "spooky discounts" on themed or general products.	#halloween #kommvõipomm #trickortreat

## SOCIALLY CONSCIOUS DATES

## POPULAR HASTAGS

<b>1st International Day of Older Persons</b> <i>Rahvusvaheline eakate päev</i>	#eakatepäev #rahvusvahelineeakatepäev
<b>2nd World Farm Animals Day</b> <i>Ülemaailmne põllumajandusloomade päev</i>	#põllumajandusloomad
<b>4th World Animal Day</b> <i>Ülemaailmne loomade päev</i>	#ülemaailmneloomadepäev #animalday
<b>11th International Day of the Girl Child</b> <i>Rahvusvaheline tüdrukute päev</i>	#tüdrukutepäev #tüdrukud
<b>18th  Tribal Day</b> <i>Hõimupäev</i>	#hõimupäev #finnougricday #finnougric
<b>24th United Nations Day</b> <i>Ühinenud Rahvaste Organisatsiooni päev</i>	#ÜROpäev #ühinenudrahvasteorganisatsioon
<b>24th International Day of Climate action</b> <i>Rahvusvaheline kliimameetmete päev</i>	#kliimameetmed
<b>29th World Sustainability Day</b> <i>Ülemaailmne jätkusuutlikkuse päev</i>	#jätkusuutlikus #jätkusuutlik

**“In Estonia, around 70% of shipments are delivered to parcel machines, while 70% of transactions are completed via bank link payments, highlighting the strong preference for convenience and digital solutions in e-commerce.”**



RENE REEDE,  
ESTONIAN E-COMMERCE MANAGER  
AT MAKEYOULOCAL

# NOVEMBER

# NOVEMBER

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THEME OF THE MONTH:  
**Time of Transition |**  
**Üleminekuaeg**

As winter’s chill sets in, Estonians turn to the warmth of their homes and familiar routines. Shift in mood leads to a rise in the sales of household products, as people seek comfort and cosiness in their living spaces, preparing for the colder months ahead.

PHENOMENON:  
**Soul Time |**  
**Hingedeaeg**

In the Estonian folk calendar, the autumn period around All Souls’ Day is a time of remembrance and reflection. Estonians honour their ancestors by lighting candles, visiting cemeteries, and cherishing memories. This deeply rooted tradition fosters spiritual connection, leading to a rise in candle sales.

SEASONAL HIGHLIGHT:  
**Holiday Preparations |**  
**Pühadeks ettevalmistumine**

A growing sense of anticipation for the holiday season fills the air. Many Estonians begin preparing for Christmas, decorating their homes with lights and festive ornaments. The first Christmas markets, holiday displays, and seasonal events create a warm and festive atmosphere.

# November

## EVENTS & HAPPENINGS

### Tallinn Christmas Market

Tallinn's Town Hall Square hosts a Forbes top-10 Christmas market with a 16-m spruce, artisan stalls, treats and live shows.

### PÖFF

One of the largest film festivals in Northern and Eastern Europe and, since 2014, a prestigious A-category festival recognized by the International Federation of Film Producers Associations.

## IMPORTANT DATES

## POPULAR HASHTAGS

### 2nd All Souls' Day | *Hingedepäev*

Estonians honour the dead by visiting graves, lighting candles, and attending church concerts. Webshops avoid marketing, though candles are promoted without direct reference to All Souls' Day.

#hingedepäev  
#hinged  
#allsoulsday

### 9th Fathers' Day | *Isadepäev*

Father's Day is a cherished family occasion spent visiting fathers and grandfathers. Gifts are personal but modest. Webshops post greetings and promote items like thermoses, tools, socks, and experience gift cards.

#isadepäev  
#isadepäevakingitus  
#fathersday

### 10th E-Monday | *E-smaspäev*

The quarterly shopping event is organised by the Estonian E-Commerce Association. Participating online retailers offer 24-hour discounts and usually promote their participation in the event.

#eesmaspäev  
#emonday

### 10th St. Martin's Day | *Mardipäev*

On St. Martin's Eve, children go door-to-door dressed as men, often wearing face paint or masks. In exchange for singing, they receive small gifts, mostly sweets. Some webshops mark the occasion with happy St. Martin's Day wishes on social media.

#mardipäev  
#mardisandid

### 11th Singles' Day | *Vallaliste päev*

Singles' Day's popularity is gradually growing. Primarily a commercial event, it also includes singles' parties.

#vallalistepäev  
#singlesday

### 16th Day of Declaration of Sovereignty | *Taassünni päev*

This day is observed with ceremonial events, official speeches, and educational activities. No marketing is usually done on this day.

#eesti #taassünnipäev

### 25th St. Catherine's Day | *Kadripäev*

On St. Catherine's Day, children go house to house dressed as women, often wearing face paint or masks. In exchange for singing, they receive small gifts, usually sweets. Many buy treats in advance for the occasion.

#kadripäev #hakkamesantima  
#kadrisandid



<b>28th Black Friday   <i>Must reede</i></b> Estonians eagerly await Black Friday deals across all categories. Some webshops offer a "black week" with discounts up to 50% and free delivery. Ads stand out with black backgrounds and bold, colourful text.	#mustreede #blackfriday
<b>30th First advent   <i>Esimene advent</i></b> During Advent, a candle is lit each Sunday at homes and schools alike, marking the Christmas season. Many attend church and children get chocolate calendars and gifts from elves. Webshops promote Advent products, with discounts under general Christmas offers.	#advendiaeg #esimeneadvent

## SOCIALLY CONSCIOUS DATES

## POPULAR HASTAGS

<b>1st World Vegan Day</b> <i>Ülemaailmne veganpäev</i>	#ülemaailmneveganpäev #veganpäev #worldveganday
<b>13th World Kindness Day</b> <i>Ülemaailmne lahkuse päev</i>	#lahkusepäev #worldkindnessday
<b>16th International Day for Tolerance</b> <i>Rahvusvaheline sallivuse päev</i>	#sallivusepäev #sallivus
<b>17th World Prematurity Day</b> <i>Ülemaailmne enneaegse sünni päev</i>	#enneaegsesünnipäev #enneaegsedlapsed #enneaegsedbeebid
<b>20th Universal Children's Day</b> <i>Rahvusvaheline lastepäev</i>	#lastepäev #rahvusvahelinelastepäev

# DECEMBER

## DETSEMBER

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**THEME OF THE MONTH:**

**Winter holidays |**  
***Talve koolivaheaeg***

Estonians celebrate a long winter break with family gatherings and dinners, Christmas traditions like gift exchanges, visits to Christmas markets, and winter sports like skiing. New Year's Eve is celebrated with fireworks and festivities, bringing the season to a joyful and festive close.

**PHENOMENON:**

**Winter sauna and ice swimming |**  
***Talvine saun ja jääujumine***

Estonians embrace the hot-cold contrast of sauna and ice swimming. A wood-fired sauna is often paired with whisking using birch branches. After warming up, many take a daring dip in an ice hole before retreating to the sauna. With a sauna hat, birch branches, and a beer, this ritual is as much about unwinding as tradition.

**SEASONAL HIGHLIGHT:**

**Winter sports season |**  
***Talispordi hooaeg***

Winter sports are embraced, from cross-country skiing and snowboarding to ice skating and sledding. Many enjoy skating on frozen lakes, while sledding remains a favourite family pastime. For thrill-seekers, ice sailing and winter kiteboarding offer exciting adventures on frozen waters.

# December

## EVENTS & HAPPENINGS

### Tallinn Christmas Market

Tallinn's Town Hall Square hosts a Forbes top-10 Christmas market.

### Tartu Christmas City

For five weeks, Tartu Town Hall Square offers festive activities, charming pavilions, a Christmas tree, and mulled wine by the bonfire.

## IMPORTANT DATES

## POPULAR HASHTAGS

### 1st Cyber Monday | *Küberesmaspäev*

Cyber Monday is less well-known than Black Friday, but gradually growing in popularity.

#küberesmaspäev  
#cybermonday

### 7th, 14th, 21st Advents | *Advendid*

During Advent, a candle is lit each Sunday, marking the Christmas season.

#advendiaeg

### 24th Christmas Eve | *Jõululaupäev*

The main celebration of Christmas, with a festive dinner and gift exchange. Local webshops run Christmas sales with red-and-white visuals, featuring Santa and elves.

#jõululaupäev  
#jõulud

### 25th Christmas Day | *Esimene jõulupüha*

The day is spent with family, relaxing, visiting loved ones and attending church. Outdoor activities, festive movie nights, visits to cemeteries taking a sauna are common activities as well.

#esimenejõulupüha

### 26th Boxing Day | *Teine jõulupüha*

Instead of a shopping event like in some other countries, this day is a continuation of the Christmas celebrations. While post-Christmas sales do take place, marketing is usually tied to Christmas Eve.

#teinejõulupüha  
#boxingday

### 31st New Year's Eve | *Vana-aasta õhtu*

A lively celebration with family and friends over dinner or partying with fireworks and champagne. Some consider it more significant than Christmas, sometimes exchanging additional gifts. Many webshops run year-end sales until this day.

#vanaaastaõhtu  
#newyearseve

## SOCIALLY CONSCIOUS DATES

## POPULAR HASTAGS

### 4th Wildlife Conservation Day *Ülemaailmne eluslooduse päev*

#elusloodusepäev  
#wildlifeconservationday

### 5th International Volunteer Day *Rahvusvaheline vabatahtlike päev*

#rahvusvahelinevabatahtlikepäev  
#vabatahtlikepäev

### 5th World Soil Day *Ülemaailmne mullapäev*

#mullapäev  
#WorldSoilDay

### 10th Human Rights Day *Inimõiguste päev*

#inimõigustepäev  
#inimõigused

# ARE YOU LOOKING FOR MORE RESOURCES?

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



**[Explore toolkits here](#)**