

THE UNITED KINGDOM

# 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 BRITISH?

### 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](#)**

OCTOBER

M	T	W	T	F	S	S
29	30	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:  
Black History

October is a time to celebrate Black culture, heritage, and contributions to society. Many local businesses use this month to spotlight Black-owned brands, share educational content, and run themed campaigns that promote diversity and inclusion. It's a meaningful opportunity to connect with customers through purpose-led marketing.

PHENOMENON:  
Mushroom foraging

Mushroom foraging in the UK peaks as damp, cool conditions bring a variety of fungi to woodlands and fields. Edible species like chanterelles, penny buns (cep), and hedgehog mushrooms can be found, while striking but toxic varieties, such as fly agaric, also emerge. Prime foraging spots include The New Forest, Epping Forest, the Scottish Highlands, and the Peak District.

SEASONAL HIGHLIGHT:  
Pumpkin picking

Pumpkin picking is a popular activity, and local farms offer pick-your-own pumpkin experiences alongside Halloween-themed fun. Visitors can choose from a variety of pumpkins, including classic orange, white, and even warty varieties. Many patches also feature hayrides, corn mazes, and carving stations.

# October

## EVENTS & HAPPENINGS

### The Great British Bake Off (Ongoing)

New episodes of the beloved show are airing throughout the month – a good opportunity to run baking-themed promotions, highlight relevant products, or share engaging content to connect with fans and boost sales.

## IMPORTANT DATES

## POPULAR HASTAGS

### 5th Harvest Festival

Harvest Festival celebrates gratitude for crops, with food donations and community events. Promoting local produce, seasonal offers, or charity partnerships helps connecting with customers and highlights community spirit. 🌾🍂

#HarvestFestival  
#AutumnVibes  
#CommunitySpirit

### 31st Halloween

This fun and spooky celebration is marked by costumes, trick-or-treating, themed events, and haunted attractions. British consumers see themed promotions, such as discounts on costumes, decorations, or special Halloween events driving seasonal sales.

#HalloweenUK  
#SpookySeason  
#TrickOrTreat

## SOCIALLY CONSCIOUS DATES

## POPULAR HASTAGS

### 1st International Day of Older Persons

#OlderPersonsDay  
#RespectOurElders  
#AgeIsJustANumber

### 2nd World Farm Animals Day

#FarmAnimalsDay  
#AnimalRights  
#SupportFarmSanctuaries

### 4th World Animal Day

#WorldAnimalDay  
#AnimalWelfare  
#ProtectAnimals

### 11th International Day of the Girl Child

#DayOfTheGirl  
#EmpowerGirls  
#GirlsRightsMatter

### 24th International Day of Climate action

#ClimateActionDay  
#ActOnClimate  
#SaveOurPlanet

### 24th United Nations Day

#UnitedNationsDay  
#GlobalUnity  
#PeaceAndProgress

### 29th World Sustainability Day (note: might change annually)

#SustainabilityDay  
#GoGreen  
#FutureOfThePlanet

NOVEMBER

M	T	W	T	F	S	S
27	28	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	30

THEME OF THE MONTH:  
Reflection

November is a month of remembrance, seasonal transition, and festive beginnings. As temperatures drop, frosty mornings and migrating birds signal the shift towards winter. Communities come together to reflect and honour the past, while Christmas markets, festive lights, and winter events start to bring a sense of holiday anticipation.

PHENOMENON:  
Fire Rainbows and Sun Halos

Low sun and icy air create stunning fire rainbows and sun halos. Fire rainbows appear as vibrant arcs when sunlight refracts through ice crystals, while halos form as glowing rings around the sun or moon. Best seen on clear, crisp days in the north, these rare sights add magic to autumn skies.

SEASONAL HIGHLIGHT:  
Autumn Nations Series

The Autumn Nations Rugby Series sees England, Scotland, Wales, and Ireland face top Southern Hemisphere teams in thrilling test matches, bringing intense action to iconic stadiums like Twickenham and Murrayfield. The series offers fast-paced, competitive rugby as teams prepare for future tournaments, making it a must-watch for fans.

# November

## EVENTS & HAPPENINGS

### London Jazz Festival

A week-long celebration of jazz, featuring performances by international artists across various venues in the city.

## IMPORTANT DATES

## POPULAR HASHTAGS

### 5th Guy Fawkes Night/Fireworks night

The day marks the failed Gunpowder Plot of 1605, celebrated with bonfires, fireworks, and local gatherings across the UK. Local brands tap into themes of light, warmth, and tradition to market seasonal favourites, create nostalgic content, or run limited-time offers tied to the festivities.

#BonfireNight  
#GuyFawkesNight  
#RememberRemember

### 11th Singles' day

Singles' Day is gaining traction as a retail event, with some local businesses using it to promote one-day sales or self-care offers aimed at solo shoppers.

#SinglesDayUK  
#1111Deals  
#TreatYourself

### 11th Remembrance Day

This day honours those who served in the armed forces, marked by ceremonies and the wearing of poppies. Local businesses support the occasion with respectful marketing – offer poppy-themed items, donate a portion of sales to veterans' charities, or share content highlighting local remembrance events.

#RemembranceDay  
#LestWeForget  
#HonourTheFallen

### 28th Black Friday

Black Friday, imported from the US, has become a major shopping event in the UK. Local businesses use it to offer short-term deals and boost visibility ahead of the festive season.

#BlackFridayUK  
#ShopLocal  
#FestiveDeals

### 30th St Andrews Day

St Andrew's Day celebrates Scotland's patron saint with festivals, traditional music, food, and cultural events. Local sites often create Scottish-themed social media content, partner with local Scottish artisans or offer limited-edition products inspired by Scottish culture.

#StAndrewsDay  
#CelebrateScotland  
#ScottishHeritage

SOCIALLY CONSCIOUS DATES

POPULAR HASTAGS

1st World Vegan Day	#WorldVeganDay #VeganLifestyle #PlantBasedLiving
13th World Kindness Day	#WorldKindnessDay #SpreadKindness #BeKind
16th International Day for Tolerance	#ToleranceDay #RespectDiversity #InclusionMatters
17th World Prematurity Day	#WorldPrematurityDay #PrematurityAwareness #TinyButMighty
20th Universal Children’s Day	#UniversalChildrensDay #ChildrensRights #FutureGenerations

“UK shoppers appreciate personalisation, with recommendations based on browsing history and tailored offers enhancing customer experience and sales.”



SOPHIE MOORE,  
BRITISH E-COMMERCE MANAGER  
AT MAKESYOULOCAL



DECEMBER

M	T	W	T	F	S	S
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:  
Winter traditions

The month is filled with Christmas markets, festive lights, and seasonal events, bringing communities together to celebrate. Winter weather sets in, with cold, crisp days and the occasional snowfall, making it a time for cosy gatherings and holiday cheer. It's also a month of reflection and giving, with traditions and charity drives marking the season of goodwill.

PHENOMENON:  
Mince Pies

Mince pies are a cherished part of Christmas, traditionally filled with spiced dried fruits and often enjoyed throughout the festive season. Their origins date back to the Middle Ages, and they've become a symbol of holiday cheer. Served at gatherings or left out for Father Christmas, mince pies are a nostalgic treat that captures the warmth and tradition of a British Christmas.

SEASONAL HIGHLIGHT:  
Stargazing

As the long, dark nights provide perfect conditions for observing winter constellations and the Geminid meteor shower, stargazing becomes the highlight of the season. Rural areas with minimal light pollution offer the best views, making it a popular time for people to gather in the countryside or at observatories to enjoy the beauty of the night sky.

# December

## EVENTS & HAPPENINGS

### Winter Wonderland in Hyde Park

A spectacular event featuring ice skating, circus shows, fairground rides, and Christmas markets.

**Ice Skating Rinks** – Temporary rinks pop up in historic locations like Somerset House and Hampton Court Palace, perfect for a festive outing.

## IMPORTANT DATES

### 21st Winter Solstice

The Winter Solstice, around 21st December, marks the shortest day and longest night of the year. Local webshops use this theme to host wellness events, offer seasonal discounts, or create cosy winter promotions that encourage customers to look forward to brighter days ahead.

### 24th Christmas Eve

Christmas Eve is a time for festive traditions, including last-minute shopping, cosy gatherings, and midnight church services. Many families leave out mince pies for Santa, adding to the excitement.

### 25th Christmas Day

Christmas Day is a time for family gatherings, gift-giving, and festive feasts, with traditions like Christmas crackers, the King’s Speech, and cosy celebrations. Gifts are exchanged in the morning, with Christmas dinner taking place in the midafternoon.

### 26th Boxing Day

Boxing Day is for relaxing, enjoying festive leftovers, and taking advantage of big sales and sporting events. Local businesses often offer customers exclusive Boxing Day discounts.

### 31st New Year’s Eve/Hogmanay

A time for celebrations and parties, with fireworks marking the countdown to midnight, while in Scotland, Hogmanay is the highlight, featuring street parties, traditional music, and the famous Edinburgh fireworks display.

## POPULAR HASHTAGS

#WinterSolstice  
#ShortestDay  
#WelcometheLight

#ChristmasEve  
#FestiveTraditions  
#LastMinuteGifts

#ChristmasDay  
#FestiveJoy  
#MerryChristmas

#BoxingDay  
#BoxingDaySales  
#PostChristmasDeals

#NewYearsEve  
#Hogmanay  
#CelebrateInStyle

## SOCIALLY CONSCIOUS DATES

### 4th Wildlife Conservation Day

#SaveWildlife  
#ConserveNature  
#WildlifeProtection

### 5th International Volunteer Day

#VolunteerImpact  
#GiveBack  
#VolunteerForChange

### 5th World Soil Day

#SoilHealth  
#SaveOurSoil  
#HealthyEarth

### 10th Human Rights Day

#HumanRights  
#EqualityForAll  
#StandUpForRights

## POPULAR HASTAGS

# ARE YOU LOOKING FOR MORE RESOURCES?

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



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