

TikTok's 2024 Marketing Calendar

for small and medium businesses

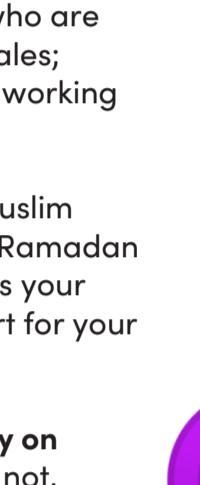
Whether your goal is growing your business or establishing your brand, marketing is all about timing. While holidays and seasonal moments create great opportunities to reach your target customers, it's sometimes challenging to know which moments to plan for and how to stand out.

To help you navigate your 2024 marketing plans, we've created our 2024 Marketing Calendar so your brand can discover and plan the right moments throughout the year to join the conversations on TikTok.



How to use this marketing calendar

- 👉 **Prioritise.** Select up to three major holidays that best align with your brand. For example, if you sell jewellery, you may want to focus on Mother's Day. If you run a custom stationery business, then back-to-school season would be a good fit.
- 👉 If you haven't done so already, make sure to [set up your TikTok Ads Manager](#) account now so that you can make the most of all the biggest seasonal moments on TikTok!
- 👉 **Launch your campaign early.** A best practice is to get the ball rolling on a major holiday initiative up to two months ahead of the actual date. This gives you plenty of time to capture users' attention and build momentum before you need them to take action. Depending on the holiday/moment - consumers start browsing quite early! Wedding planning, for example, can start up to a year before.
- 👉 **Put our top tips into action.** Under each seasonal moment, you'll find a TikTok top tip that will advise you on a best practice, advertising feature or key focus to test out coming up to that time of year.



Q1: January, February, March

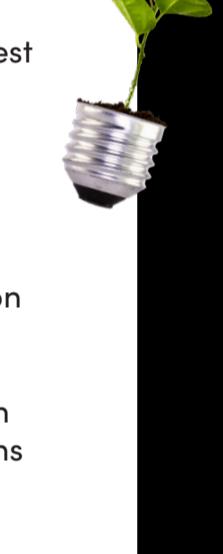
January: New Year - New start

This is the moment for health and fitness on TikTok as the beginning of the year signifies new healthy habits, with some people taking part in **Veganuary** for the month. The place for workouts, fitness challenges, sports and healthy eating habits. #FitTok has 61.8 billion views on TikTok. Sports is democratised on the platform, with the community exchanging tips, pieces of advice and motivation. Consider joining the conversation about healthy habits.

Top tip: Start the year with a TikTok marketing plan that bears in mind what your audience is looking for, but don't play it too safe. Use TikTok to get creative with what you offer your audience in 2024!

February: The month of appreciation

If your brand sells a giftable product or service, you probably know that **Valentine's Day, taking place on Wednesday February 14th**, could be a good focus for you. But did you know that there's another February opportunity for brands to take hold of, if you want to make the most out of the feelings of love and appreciation in the air? Ahead of Valentine's Day, we have what has become known as **Galentines Day on February 13th**. If your brand sells decorations, giftable products or generally has a female target audience, then this day of women celebrating their friendships is one to keep on your radar!



For our fashion centred brands, **Friday February 16th will see the beginning of London fashion week for Autumn/Winter collections 2024**. Whilst fashion inspiration is shared and discovered by the community all year round, their interest increases from January, and remains strong at each peak of Fashion Week. So, be sure to leverage the fashion enthusiasts on TikTok at this time of year!

Top tip: Utilise Video Shopping Ads to push your top selling products ahead of Valentine's Day. You can check out our [Shopping Ads Checklist](#) here to make sure that you're ready to start testing shopping ads!

March: A month of celebration!

The month of March holds a whole host of different opportunities for all types of businesses. While our #booktok community will be out in full force for **World Book Day on Thursday March 7th**, the following day (**March 8th**) is **International Women's Day**. Women all over the world are using TikTok to grow their businesses and build community – and the impact is huge. About 85% of female users say they come across content on TikTok that they relate to.⁽¹⁾ Show your support for women's initiatives and causes, and showcase your products and services that are tailored to women on Friday March 8th.

Keeping with the topic of celebrating powerful women, **Mother's Day will be celebrated on Sunday March 10th** this year. While this holiday celebrates mums, you may want to aim your campaigns at the family members who are buying them gifts, like their children and spouses. Don't just focus on sales; share your own Mother's Day post as an appreciation to all your hard working mum customers!

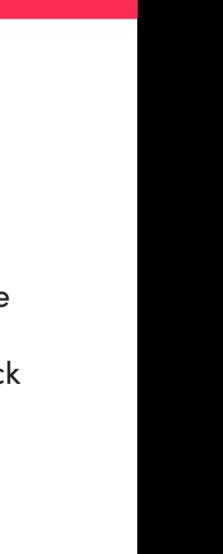
March 10th is also a hugely important date for the 1.9 billion-strong Muslim population around the world, as it **marks the beginning of Ramadan**. Ramadan represents a month of fasting, prayer, reflection and community. Focus your campaign efforts during this month on these ideals by showing support for your community and offering help over profit.

A week later, parts of the globe will be going green for **St.Patrick's Day on Sunday March 17th**! Whether your business has an Irish connection or not, everybody can be Irish on St Patricks Day. Join in on the fun occasion. It's a great opportunity for businesses across hospitality, music, clothing and accessories – as well as tourism – to name just a few.

With tourism in mind, it's worth noting that March is also the time when lots of people start to look at planning that big summer holiday for themselves and their families, with April becoming the peak booking season. For small businesses like boutique hotels or purveyors of travel-related products and services, it's the perfect time to focus your campaigns on raising awareness and offering early bird deals to convert customers just as they're beginning to plan.

Last but certainly not least for our March celebrations is Easter. **Easter Sunday will be on March 31st this year**, and is more than just chocolate eggs. Confectionery and chocolate shops may do well, as many people purchase Easter eggs, bunnies and other sweets as gifts, or to enjoy themselves. It's a great opportunity for clothing, decorations, toys and gifts. Restaurants and cafes also have a great opportunity to increase in business with families gathering to celebrate Easter over a meal together. Flower shops and garden centres may also do well as people purchase flowers and plants to decorate their homes and gardens for Easter.

Top tip: When setting up your **TikTok Pixel**, be sure to start with Add to Cart optimization events and toggle on automatic advanced matching and third party cookies. After all, more matched events leads to more conversions!



Q2: April, May, June

April: Keeping it light and down to earth

While **April 1st, also known as April Fools Day** might not seem like a strong opportunity for businesses, it's a great way to promote brand awareness. TikTok is all about showcasing joyful, relatable content so whether you want to 'release' a fun, fake new product, make a video of you pranking some of your colleagues or simply want to add an extra dose of humour to your usual marketing campaigns, April 1st is a great opportunity for brands of all kinds to tap into!

First celebrated in 1970 to raise awareness of environmental issues, **Earth Day** is a day when people around the globe stand together in support of protecting our planet from deforestation and pollution. It will take place on **Monday April 22nd this year**. Focus your campaigns around this occasion on highlighting your sustainable products and business practices.

Top tip: Make sure that you are working to build your organic TikTok presence alongside your paid ads. A good organic strategy can help you maximize the effect of paid content and increase your ROAS. Use your organic channel to test and learn what content works best – then boost success with Spark Ads.

May: Wedding season kicks off

Wedding planners, bridal shops, formal wear rental shops, caterers, DJs, photography and videography services, florists and bakeries can all prosper on TikTok this time of year. These types of businesses often see an increase in demand as couples begin to plan their weddings. In addition, honeymoon-related businesses such as travel agencies, resorts and hotels can also make the most of this time of year as many couples plan their honeymoons around the same time they plan their weddings. Keep in mind couples often start planning very early – even up to a year before!

Top tip: Use TikTok tools for inspiration. If you think you'd need an expensive video editing team to run ads on TikTok, think again – creating captivating ads is a cinch! With these tools, you're able to easily make fun and engaging videos with just the photos and videos you have to hand. Try out some of our great tools such as Automated Creative Optimisation, Smart Video, Video Templates, TikTok Video Editor, and Smart Video Soundtrack.

June: start of Summer fun & games!

This is an opportunity for your brand to show its support for the LGBTQIA+ community during the month of June. Whether you choose to create a special rainbow flag-coloured product, donate money to an LGBTQIA+ charity, or just voice your support publicly for the queer community's rights – Pride campaigns are an opportunity to express your values with your consumers.

Sunday June 16th marks Father's Day. While it may lag behind Mother's Day as a shopping occasion, expected per-person spending on Father's Day is another great occasion not to be missed.

From **Friday June 14th to Sunday July 14th**, the 2024 UEFA European Football Championship (aka Euro 2024) will be held in stadiums across Germany. This could be a great opportunity to showcase your business's national pride and to join in on the pre and post match hype on TikTok. We also have the **Tour de France** commencing on **Saturday June 29th**, one of many sporting events to find ways to interact with as a business on TikTok this Summer!

June is the beginning of the widely anticipated **festival season** across Europe. With Glastonbury, Tomorrowland, Sziget and several other hugely popular festivals, make sure you've got your TikToks on how to style outfits, useful portable tech or where to relax post festival, ready to go ahead of this key seasonal moment!

Top tip: Partner with creators this Summer to expand your reach, build trust & credibility and have some fun with someone who's a good fit for your brand. Use our [Creator Marketplace](#) to find someone who might work well with you.

Q3: July, August, September

July: Summer Sales & Sports!

Shoppers look for seasonal clearance bargains to kick off the summer season in advance of planned holidays and time off from school. Plus, with lots of travellers looking to get out of town during the summer, this is a good time to showcase accommodation, flights, rentals, restaurants, experiences and travel products.

July will also be a key time for our sports industry businesses, as **Wimbledon kicks off on July 1st and Friday July 26th sees the beginning of the 2024 Paris Olympics**! Whether you're a sports related brand or not, the hype and national pride that comes with the Olympics is something that every brand can get involved in, right up until the closing ceremony on August 11th and beyond!

Top tip: Although it may seem early, July is a good time to start planning your marketing strategy and getting creative assets together for your Black Friday and Q4 campaigns.

August: Back to School season begins

Parents of school-aged children and teenagers will be looking to restock school supplies, electronics, clothing, accessories and snacks. **Back-to-school** can start as early as mid-August, but most schools will have started by early September.

Top tip: This back to school season, be sure to try out **Spark Ads** if you haven't already. This time of year sees lots of users posting organic content where they may recommend your products for other parents or college students to buy, so why not turn these into Spark Ads to boost your reach and add to carts?

September: Fashion & Tourism

Fashion fever is here! The **London fashion week for Spring/Summer 2025 will take place in September 2024**. Strut your stuff and make the most of this opportunity for your business. This is your chance to make it rain in style. This calendar moment is great if you're a clothing brand, makeup or accessories business. However, there's an engaged audience for everyone. Find your niche.

Friday September 27th is World Tourism Day. If your brand focuses on accommodation, flights, rentals, restaurants, experiences or travel products, this is a day for you to mark down! Whether you're making content about how tourism has positively helped your business to grow, enticing new customers with some reasons why they should visit your country/establishment or showing how easily your product can be transported to you, there's plenty of creative ways that you can make the most of World Tourism Day for your brand.

Top tip: Stuck for what to say in your TikTok ads or looking for an easier way to streamline the editing of assets between multiple stakeholders? Check out the **CapCut for Business website** to see how you can use this tool for all your ideation and production needs!

Q4: October, November, December

October: Black History Month, World Mental Health Day & Halloween

The best time to **#SupportBlack** businesses is all year round, but **October in particular is all about celebrating Black achievements and elevating Black voices**, and that includes Black-owned businesses. Use this month to share the story and inspiration behind your Black-owned business – or highlight others that have been an inspiration to you. It's also a great time to partner with Black creators and share your business story through their unique voice and creativity.

October is a time to connect with your entire community and make a positive impact. **World Mental Health Day on Thursday October 10th** is a key example of that opportunity. With a growing focus on mental health all around the world, you can spread awareness by sharing how your business' products or services promote self-care, stress reduction or wellbeing.

And of course, with the end of October comes **Halloween on October 31st**. Look for opportunities to embrace the spooky spirit of Halloween and have fun with treats (not tricks!) for your customers.

Top tip: Make sure to focus on working with a diverse range of creators for various campaigns. Inclusivity is for life, not just for a season!

November: Sales & gifting season gets underway!

Kicking off our moments for big sales opportunities in November, we have **Single's Day on Monday November 11th**. This is a day where single people all over the globe treat themselves because being solo doesn't stop them from shopping for something nice!

Next up, we have our biggest shopping day of the year, **Black Friday. This will take place on Friday November 29th**. Proper planning for Black Friday could make or break your performance for the year, so get started early. Many brands will start their planning in mid-summer.

For all of our small businesses out there, **Saturday the 30th of November is Small Business Saturday**! This is a day where you can reflect on how far your business has come, as well as sharing your business' values to build brand awareness.

Top tip: Every hook needs a payoff. Follow your hook with key selling points and close out with a strong call-to-action (CTA). Including a CTA is key because it prompts the viewer to take a specific action, such as visiting a website, following a brand on TikTok, or making a purchase.

December: Holiday fever!

With another big sales opportunity arriving on **December 2nd with Cyber Monday**, the final month of the year is one of the most important sales periods to plan ahead for. As lots of users are looking for the perfect gift, December is a great time to connect with last-minute shoppers. Consumers will be looking for the perfect Christmas or New Years outfit, decorations, recipes and much more! Don't miss this opportunity to highlight what your business has to offer by sharing your products and services that fit a variety of budgets.

December's marketing push will likely focus on those key shopping dates before the delivery cut off – usually somewhere between 10th–18th December.

Top tip: Make the most of Q5 (the period between Christmas and the New Year) by producing ads with a self-care or self-gifting narrative. This is the time when people are treating themselves after a busy period of gifting others!

(1) TikTok Marketing Science Global Authenticity Study, conducted by Nielsen (US n=1034, June 2020 & Russia, Brazil, Mexico, Australia, Canada, Indonesia, South Korea, n=1000/each market, June 2021).

(2) TikTok Marketing Science French Trends Research 2021 conducted by ifop (reflective of EU5)

Campaign planner

Campaign Name:

What are my campaign objectives?

Awareness

- Reach
- Video Views

Consideration

- Traffic
- App Installs
- Lead Gen
- Community Interaction

Conversion

How will I measure my objectives?

Who am I trying to reach?

Key Dates:

Do you have your **pixel installed on your website?**

Creative thought starters:

What trends do I like?

What type of stories do I want to tell?

What's the tone and voice for my creative?

How do I want my creative to look visually?

What's unique about my product/service?

What's my most popular item and why?

Visit the **Creative Centre for more inspiration.**