

klaviyo[™]

Key UK marketing dates

130+ key marketing moments to
boost sales and engagement.



Keep track of key ecommerce dates

Seasonal events are a great way to flex your creative muscles and spice up your marketing strategy.

Whether it's planning ahead for Pride Month or putting a fun spin on Pancake Day, there are tons of opportunities to inspire customers to engage with your brand.

But staying on top of every single celebration and event is, well, *a lot*.

Don't worry—we've done the heavy lifting for you. With this calendar, you have access to 130+ key ecommerce dates so you'll never miss a chance to connect with your customers and drive revenue.

Add these dates to your calendar with one click:

[Add to Google Calendar](#)

[Add to iCalendar](#)



January

20
25

January signals a fresh start and a new year of resolutions and new deals from January sales.

But it's also a time for rest and relaxation. Balance both in your messaging. Get customers excited about the year ahead, but also be mindful of the fact that they may be feeling budget-conscious after the end-of-year shopping frenzy.

Pro tip: Consider using Blue Monday, which is marketed as the darkest day of year, as a time to cheer up your subscribers with new deals.

Key themes:

- New Year's resolutions
- Fresh starts
- Winter sales

DEEP DIVE:

A new year is the perfect time to audit and refresh your automated flows to drive more incremental revenue in the months ahead.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01 All month: Dry January, Veganuary New Year's Day	02	03	04
05	06 National Shortbread Day	07	08	09	10	11
12	13	14	15	16	17	18
19	20 Blue Monday	21	22	23	24	25 Burns Night
26	27 Chocolate Cake Day	28 International Lego Day	29 Chinese New Year	30	31	01

February

2025

February invites moments of connection. Whether it's romance on Valentine's Day, acts of kindness toward strangers, or a practice of self-care, this is the month to celebrate love in all its different forms.

Help your customers lean into these feel-good emotions by giving them opportunities to share the love with special discounts and personalised gift recommendations.

Key themes:

- Love and relationships
- Friendship
- Gifting

DEEP DIVE:

Get inspired by AKT London's Valentine's Day campaign that drove a 119% increase in referral revenue.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 Start of LGBT History Month Start of National Storytelling Week (through 9/2)
02 British Yorkshire Pudding Day	03	04 World Cancer Day	05 World Nutella Day	06	07	08
09	10	11 International Day of Women and Girls in Science	12	13 Galentine's Day	14 Valentine's Day	15
16	17 Random Acts of Kindness Day	18	19	20 Love Your Pet Day	21	22
23	24	25	26	27	28 Expected Start of Ramadan (through 30/3)	01

March

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March is all about celebrating the women in your life.

Between Mother's Day in the UK and International Women's Day globally, this is the perfect time to demonstrate gratitude to all the incredible partners, friends, sisters, mothers, grandmothers, aunts, and colleagues out there.

Quick tip: this can be a sensitive time for consumers. Leading up to Mother's Day, consider allowing customers to opt out of related messaging.

Key themes:

- Supporting women
- Spring renewal
- Mother figures

DEEP DIVE:

Learn how to allow subscribers to opt out of sensitive topics like Mother's Day campaigns.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	01 St. David's Day
02	03	04 Pancake Day	05	06 World Book Day	07 Start of British Science Week (through 16/3)	08 International Women's Day
09	10	11	12	13 Popcorn Lover's Day	14 Holi	15
16	17 St. Patrick's Day	18 Global Recycling Day	19	20 Spring Equinox International Day of Happiness	21	22
23 30 Start of British Summer Time Mother's Day	24	25	26	27	28	29 Start of Eid al-Fitr (through 30/3)

April

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In April, this part of the world is in full bloom, making it the perfect time to raise awareness for our planet.

Find ways to inspire Earth-focused action this month, whether that's by introducing a new sustainability initiative, launching an eco-conscious campaign, or starting a fundraiser for climate change-focused organisations.

Key themes:

- Peak spring
- Sustainability
- Easter festivities

DEEP DIVE:

Find April Fools' campaign inspiration from brands that lead with humour to earn engagement and April sales.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	01 April Fools' Day	02 World Autism Awareness Day	03	04	05
06	07 World Health Day	08	09	10	11	12 Start of Passover (through 20/4)
13	14	15	16	17	18 Good Friday	19
20 Easter Sunday	21 Easter Monday National Tea Day	22 Earth Day	23 Shakespeare Day	24	25	26
27 London Marathon	28	29	30	01	02	03

May

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Between the bank holidays and rising temperatures, now's the perfect time to build excitement for summer.

Start teasing upcoming promotions while helping customers picture their dream holidays with high-quality photos and videos.

Bonus points for incorporating user-generated content that inspires customers to plan their next adventure or indulge in seasonal must-haves.

Key themes:

- Early summer promotions
- Bank holiday sales
- Outdoor events

DEEP DIVE:

Marketing campaigns drive more revenue when they're cross-channel. Study Klaviyo's proven crawl, walk, run model to launching an SMS marketing strategy.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	01	02	03
04 Star Wars Day World Laughter Day	05 Early May Bank Holiday	06	07	08	09	10
11	12 Start of Mental Health Awareness Week (through 18/5) Limerick Day	13 World Cocktail Day	14	15	16	17 World Baking Day FA Cup Final
18	19	20 Start of Chelsea Flower Show (through 24/5)	21 International Tea Day	22 International Day for Biological Diversity	23	24
25	26 Spring Bank Holiday	27	28	29 National Biscuit Day	30	31

June

2025

It's officially summer, and you know what that means: outdoor festivals, doorbuster deals, and travel.

Help your customers get into the vibe by having a summer blowout sale. Share discounts specifically for dad figures, or send personalised recommendations to different audience segments for that perfect vacation outfit.

Key themes:

- Summer sales
- Outdoor festivals and sporting events
- Father figures

DEEP DIVE:

From dad jokes to compassion for those without a father figure, here's how 12 brands built effective Father's Day campaigns.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
01 Start of Pride Month	02	03	04 Global Running Day	05 World Environment Day	06 Start of Eid al-Adha (through 7/6)	07
08 World Oceans Day	09	10	11	12	13	14
15 Father's Day	16	17	18	19	20	21 Summer Solstice International Yoga Day
22	23	24	25 Start fo Glastonbury Festival (through 29/6)	26	27	28
29	30 Start of Wimbledon (through 13/7)	01	02	03	04	05

July

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In addition to summer fun, July is also when Amazon Prime Day typically occurs. Take advantage of the fact that customers are going to be shopping online and receptive to deals.

Remember, though, that there may be more competition on paid channels, so plan your budget accordingly and lean into your owned channels where possible.

Key themes:

- Peak summer
- OOO
- Ecommerce sales

DEEP DIVE:

Make Amazon Prime Day a big revenue driver for your brand, too.

[Learn how](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01	02	03 International Plastic Bag Free Day British Grand Prix	04	05 London Pride
06	07 World Chocolate Day	08	09	10	11 World Population Day	12
13	14 Emmeline Pankhurst Day	15 Amazon Prime Day (to be confirmed)	16	17 World Emoji Day	18	19
20	21	22	23	24 International Self-Care Day	25	26
27	28	29	30 International Day of Friendship	31	01	02

August

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As summer starts to wind down, it's time for back-to-school preparations.

Try to strike a balance between continuing the summer celebrations while also getting customers ready for the season ahead.

This includes starting to plan for Black Friday, which is right around the corner.

Key themes:

- Vacation
- End-of-summer deals
- Back-to-school promotions

DEEP DIVE:

From new clothes to snazzy stationery, capture the attention of back-to-school families with these 8 strategies.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	01 Spider-Man Day International Beer Day Lammas Day	02 Brighton Pride
03 Brighton Pride	04 Summer Bank Holiday (Scotland)	05	06	07 Cycle to Work Day	08 International Cat Day	09
10	11	12 International Youth Day	13 International Left-Handers Day	14	15 Relaxation Day	16
17	18	19 World Photography Day	20	21	22	23
24	25 Summer Bank Holiday (England, Northern Ireland, Wales)	26 International Dog Day	27	28	29	30
31						

September

2025

Between the crisp air and steaming mugs of hot chocolate, it's starting to smell a lot like autumn.

Everyone's at the peak of the back-to-school rush and starting to shift gears.

Use this transitional time to start testing out new messaging, offering sneak peeks, and launching email list-building campaigns. Trust us—you'll be glad for the head start.

Key themes:

- Start of autumn
- Christmas countdown
- Black Friday prep

DEEP DIVE:

Time to look forward and begin preparing for Black Friday. Here are 10 tactics that worked in 2024.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 Start of Back to School Month World Letter Writing Day	02	03	04	05 International Charity Day	06
07	08 International Literacy Day	09	10	11	12	13 Roald Dahl Day
14	15	16	17 Start of British Food Fortnight (through 2/10)	18	19	20 Batman Day
21 International Day of Peace	22 September Equinox Start of Rosh Hashanah (through 24/9)	23	24	25	26	27 World Tourism Day
28	29	30 International Podcast Day	01	02	03	04

October

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October brings cooler days, cosy nights, and opportunities for Halloween fun.

Despite the chilly weather, this is a great time to start warming up your audience for the upcoming Black Friday shopping season.

There's nothing scarier than a last-minute Black Friday campaign—don't let procrastination happen to you.

Key themes:

- Peak autumn
- Halloween festivities
- Early Black Friday buzz

DEEP DIVE:

Find Halloween campaign inspiration from 10 real-life brands that got their Halloween email and SMS concoctions just right.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	01 Start of Black History Month International Coffee Day Start of Yom Kippur (through 2/10)	02	03	04 World Animal Day
05	06 Harvest Festival	07	08	09	10 World Mental Health Day	11 International Day of the Girl
12	13	14 National Dessert Day	15	16 World Food Day	17	18
19	20 Diwali	21	22 National Nut Day	23	24	25
26 End of Daylight Savings Time	27	28	29	30	31 Halloween	01

November

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It's finally here—the moment you've spent the last few months preparing for.

Black Friday is the time to show off all your hard work by wowing customers with irresistible deals, clever campaigns, and brilliant visuals.

Take a deep breath, because this momentum is going to continue into December.

Key themes:

- Black Friday sales
- Early holiday shopping

DEEP DIVE:

Make every message count this Black Friday with 10 examples of UK and wider global brands' successful emails.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 World Vegan Day
02	03	04	05 Bonfire Night	06	07	08
09 Remembrance Sunday	10	11	12	13	14	15
16	17	18	19	20 World Children's Day	21	22
23 30	24	25	26	27	28 Black Friday	29 Small Business Saturday

December

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It's the most wonderful time of the year.

The festive season is in full swing, which means last-minute shoppers will be scrambling to find the perfect gifts for their loved ones.

Keep the momentum going with personalised gift guides, free shipping, and clear delivery timelines. Your customers will appreciate the extra touch—and they'll remember your brand the next time they need to shop.

Key themes:

- Winter celebrations
- Gifting
- Year-end reflections

DEEP DIVE:

New Year's campaigns can start right after Black Friday or on the first day of the new year. Here's how other brands use New Year's to drive revenue.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 Cyber Monday	02	03	04 National Cookie Day	05 International Volunteer Day	06
07	08	09	10	11	12	13
14 Start of Hanukkah (through 22/12)	15	16	17	18	19	20
21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27
28	29	30	31 New Year's Eve	01	02	03

Maximise every moment in 2025

There's no shortage of opportunities in 2025 to connect with your customers in meaningful ways. Whether it's celebrating a seasonal event or honouring a significant day of the year, every celebration is a chance to build customer loyalty, drive purchases, and strengthen your brand reputation.

Use these key dates to craft campaigns that surprise, delight, and resonate with your customers. If you really want to take your marketing efforts to the next level, consider pairing these efforts with smart automation and deep personalisation to see maximum results.

Need an intelligent marketing automation platform to help you boost sales and engagement in 2025? Discover Klaviyo today.

Get started

Segment > VIPs

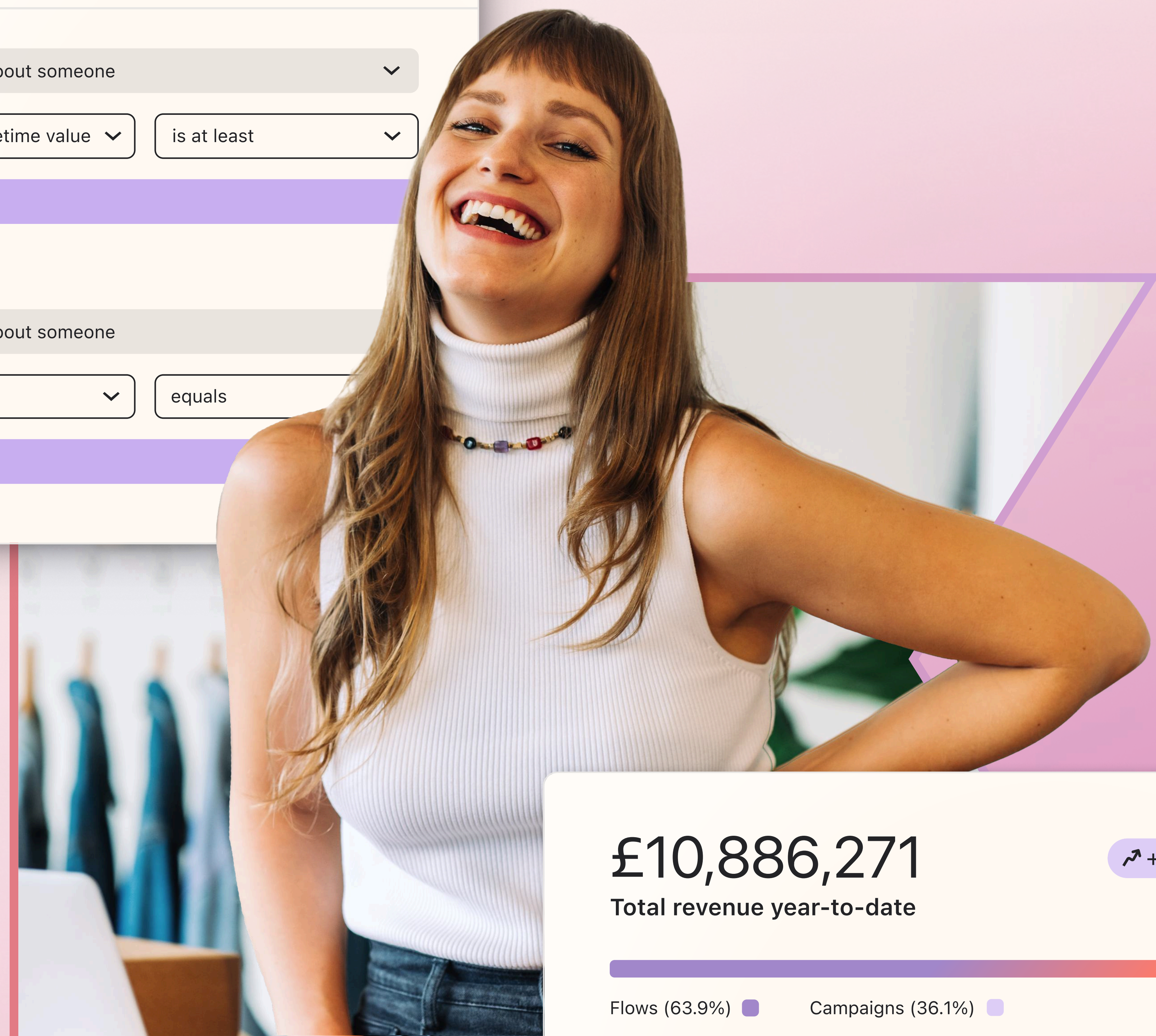
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Customer lifetime value is at least \$2000

AND

Properties about someone

Loyalty level equals Champion



£10,886,271

+11%

Total revenue year-to-date

Flows (63.9%) Campaigns (36.1%)

Email 60%

SMS 30%

Push 10%

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2025 MARKETING PLANNER