

TikTok's 2023 Marketing Calendar

for Your Small Business

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 2023 marketing plans, we've created our 2023 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

- Prioritize.** Select up to three major holidays that best align with your brand. For example, if you sell jewelry, 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.
- Plan a few months ahead — at least.** By deciding early on which dates to focus on, you'll be better prepared to develop an effective marketing plan.
- 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.



Q1: January, February, March

January 22: Lunar New Year

Also known as Spring Festival or Chinese New Year, the **Lunar New Year** is now celebrated not only across Asia, but in cities around the world. For brands looking to join the celebration in 2023, start by understanding how your brand aligns with the values and history of the holiday. As a holiday that symbolizes the start of spring as well as a new year and a fresh start, look for opportunities to show how you can help your customers.

February: Black History Month

The best time to **#SupportBlack** businesses is all year round, but February in particular is all about celebrating Black achievements and elevating Black voices, and that includes **Black-owned businesses**. In the United States, there are an **estimated 134,567** Black- or African American-owned businesses with a combined annual revenue of **\$141.1 billion**. 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.

February 14: Valentine's Day

If your brand sells a giftable product or service, **Valentine's Day** is for you! As a day intended to show appreciation for those you love — whether that's a partner, spouse, parent, friend, or even a pet — Valentine's Day offers the perfect opportunity to show your love for your customers through unique promotions, discounts, and thoughtful messages.

March: Summer Travel Planning

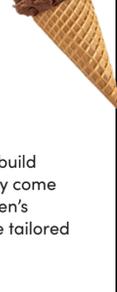
March is when many in the United States and Canada start to look at planning that big summer vacation for themselves and their families, with April becoming the peak booking season. For small businesses like boutique hotels or purveyors of travel-related products and services, it's the perfect time to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

March 8: 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.

Mid-March: Travel Season Kickoff

Starting with spring break in April through peak booking season in March, travelers across the world are planning for summer. As a small business owner, it's the perfect time to expand your audience and raise brand awareness. This season, engage students, families, and travelers of all kinds through promotions and top-of-funnel awareness campaigns. Make planning easy by offering early bird deals for boutique hotels, experiences, and other travel-related products and services.



Q2: April, May, June

March 22 – April 20: Ramadan

For the 1.9 billion-strong Muslim population around the world, **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.

April 22: Earth Day

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. Focus your campaigns around this occasion on highlighting your sustainable products and business practices.

May: Asian and Pacific Islander Heritage Month

Asian and Pacific Islander Heritage Month is a time to celebrate and commemorate the contributions Asian and Pacific Islanders have made in North America. Focus your campaigns on building relationships, supporting each other, and sharing your business experiences to connect with the AAPI business community and expand your business' reach.

May 14: Mother's Day

While this holiday celebrates moms, 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 hardworking mom customers!

June: Pride Month

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-colored 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.

June 18: Father's Day

Don't forget about Dad! While it may lag behind Mother's Day as a shopping occasion, expected per-person spending on Father's Day has been on a steady uptick for several years, according to the **National Retail Federation**.



Q3: July, August, September

Summer Sales

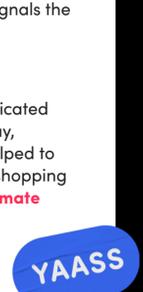
Shoppers in the US and Canada look for seasonal clearance bargains to kick off the summer season in advance of planned vacations and time off from school. In the US, the biggest of the summer sales days is Independence Day. Customers have come to expect big discounts or promotions over the 4th of July weekend, especially around home goods, electronics, and CPG. Plus, with lots of travelers looking to get out of town during the summer, this is a good time to showcase lodging, flights, rentals, restaurants, experiences, and travel products.

August: Back to School

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.

September 15 – October 15: National Hispanic Heritage Month

National Hispanic Heritage Month is celebrated to recognize the achievements and the historical and cultural contributions of Hispanic Americans in the United States. Grow your community on TikTok by shining a light on your products or services that celebrate Hispanic and Latinx culture. Show your support year-round by building relationships with Hispanic and Latinx business owners and sharing your business story.



Q4: October, November, December

October 10: World Mental Health Day

World Mental Health Day is an opportunity to connect with your community and make a positive impact. With a growing focus on mental health care all around the world, celebrate this holiday by sharing how your business' products or services promote self care, stress reduction, or well-being.

October 31: Halloween

Look for opportunities to embrace the spooky spirit of **Halloween** and have fun with treats (not tricks!) for your customers.

November 24 & 27: Black Friday & Cyber Monday

These are often the two biggest shopping days of the year, both for in-person and online retail. Proper planning for Black Friday and Cyber Monday could make or break your performance for the year, so get started early. Many brands will start their holiday planning in mid-summer or early fall. Thanksgiving often signals the official kickoff of the holiday shopping season.

November 25: Small Business Saturday

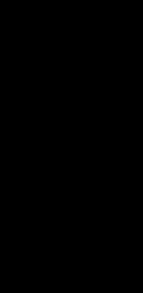
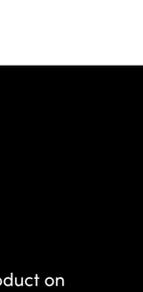
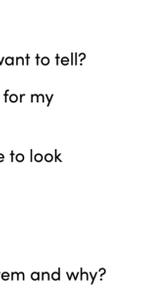
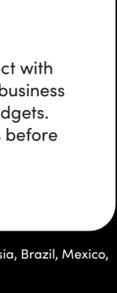
In recent years, the shopping season has expanded to include other dedicated marketing holidays. The shopping season between Black Friday and Cyber Monday, Small Business Saturday has been growing steadily in popularity and helped to encourage shoppers to consider supporting small businesses with their shopping dollars. If you're looking to grow your brand on TikTok, check out our **ultimate guide** for the resources you need to get started.

Late November – December: Giving Season

Giving Tuesday (Nov. 28) through the end of the year is a time to rally around causes and nonprofits that make a difference. This Giving Season, highlight what sets your product or business apart by sharing how your business gives back to the community. Does your business donate to charity or volunteer together? Use this opportunity to share your business' values and build brand awareness and loyalty.

Holidays: Christmas, Hanukkah, Kwanzaa, and other celebrations

With lots of users looking for the perfect gift, this is a great time to connect with last-minute shoppers. 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 shipping cutoff — usually somewhere between December 10-18.



Feeling a little overwhelmed? Don't sweat it. We created the Campaign Planner below to help you plan out and visualize how your campaigns can come to life this year.

Campaign Planner

<p>Campaign Name:</p> <hr/> <hr/>	<p>Key Dates:</p> <hr/> <hr/>
<p>What are my campaign objectives?</p> <p><input type="checkbox"/> Awareness</p> <ul style="list-style-type: none"> • Reach • Video Views <p><input type="checkbox"/> Consideration</p> <ul style="list-style-type: none"> • Traffic • App Installs • Lead Gen • Community Interaction <p><input type="checkbox"/> Conversion</p>	<p><input type="checkbox"/> Do you have your pixel installed on your website?</p> <p>Creative thought starters:</p> <p>What trends do I like?</p> <p>What type of stories do I want to tell?</p> <p>What's the tone and voice for my creative?</p> <p>How do I want my creative to look visually?</p> <p>What's unique about my product/service?</p> <p>What's my most popular item and why?</p> <p>Visit the Creative Center for more inspiration.</p>
<p>How will I measure my objectives?</p> <hr/> <hr/>	
<p>Who am I trying to reach?</p> <hr/> <hr/>	

Tap into seasonal marketing magic with TikTok

Whether you want to boost back-to-school sales or launch a scary-good product on Halloween, you'll find a place to celebrate on TikTok. By planning ahead, prioritizing key moments, and starting campaigns early, your small business can reach new customers and drive impressive results.

Ready to start? It just takes a few minutes to **sign up** for your account. Want to learn more? Here's how to **begin growing your brand** on TikTok today.