

A seasonal calendar to help marketers build agile strategies all year

The year ahead is anything but predictable but marketers still need to plan for key seasonal moments. This calendar has tips for planning agile marketing strategies and shows how Google Trends can help marketers stay on top of consumer trends all year.

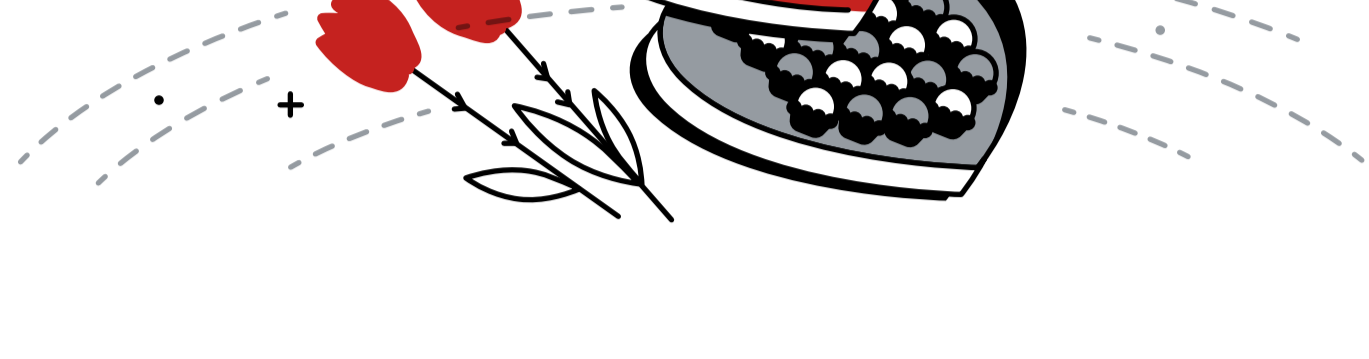


JAN New Year

How to prepare: Plan for New Year moments early. Being on the tail of the holiday shopping season, January can sometimes be overlooked. But, shoppers are still making purchases into the month and many people are feeling inspired by resolutions and fresh starts. Keep the lights on and marketing campaigns running, and use Google Trends to find indicators for what might be top-of-mind for consumers now.



In December 2020, 40% of Canadian shoppers surveyed said they intend to eat healthier and work out more in the new year.¹



FEB Valentine's Day

How to prepare: Online gifting will likely continue to be of interest on Valentine's Day and beyond, as people are more accustomed to cuddling up at home. Showcase options like delivery, curbside or same-day pickup and personalization options, including gift wrapping and cards to add a personal touch. Look for opportunities to get creative or bundles geared to at-home date nights.



Searches for "night at home" has grown globally by over 300% YoY.²



APRIL Home improvement

How to prepare: Spring is the season of renewal and home renovations, and right now people are spending more time at home than ever before. Last year, we saw spikes in search interest for home office renos, home gyms and outdoor spaces like patios. Home restoration and DIY projects will likely continue to be necessary or popular pastimes this spring. Whether you're a contractor or a retailer, start early to catch demand when people start planning their spring renovations.

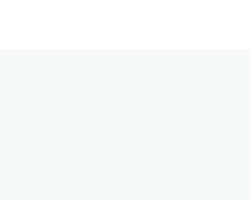


In December, 20% of Canadian shoppers said they intended to invest more in improving their home in 2021.³



MAY JUNE Mother's Day and Father's Day

How to prepare: Mother's Day was one of the first holidays to occur at the start of the pandemic and people headed online to search for Mother's Day as early as March.⁴ Unique and personalized gifts were top-of-mind for both Mother's and Father's Day so highlight available customization options, and check Google Trends to see what people are looking for and when.



Searches for "gifts for mom" have grown globally by over 70% YoY.⁵

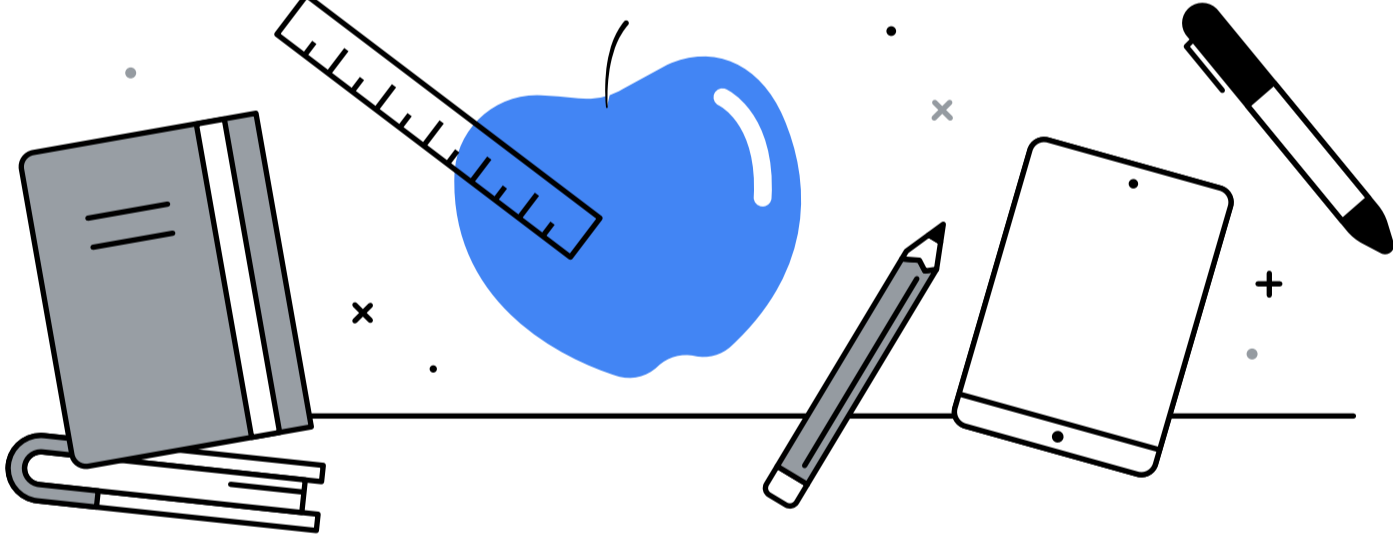


JUL AUG Summer holidays

How to prepare: Canadians are looking to spend time outdoors and last year, we saw a rise in interest for micro travel trends like staycations and car rentals. Don't wait until June to start — Google Trends can help catch trending products like in May, when search interest for "garden furniture clearance" grew by over 100% YoY.⁶ At the end of the summer season, highlight sales to help clear summer inventory.



In 2020, search interest for "outdoor fire pit" grew globally by over 200% YoY.⁷



SEPT Back to school

How to prepare: Last year, back to school shopping trends continued to follow patterns of previous years, despite students having very different experiences. While back to school distancing measures will still be in place. However, last year's holiday showed people were still shopping typically, helping students in August, be ready to capture the demand of shoppers getting an early start during the summer. Buying is likely to continue through early fall as shoppers continue to pick up last-minute items, so keep the lights on your campaign lights on through September.



Searches for "laptop for students" have grown globally by over 200% YoY.⁸

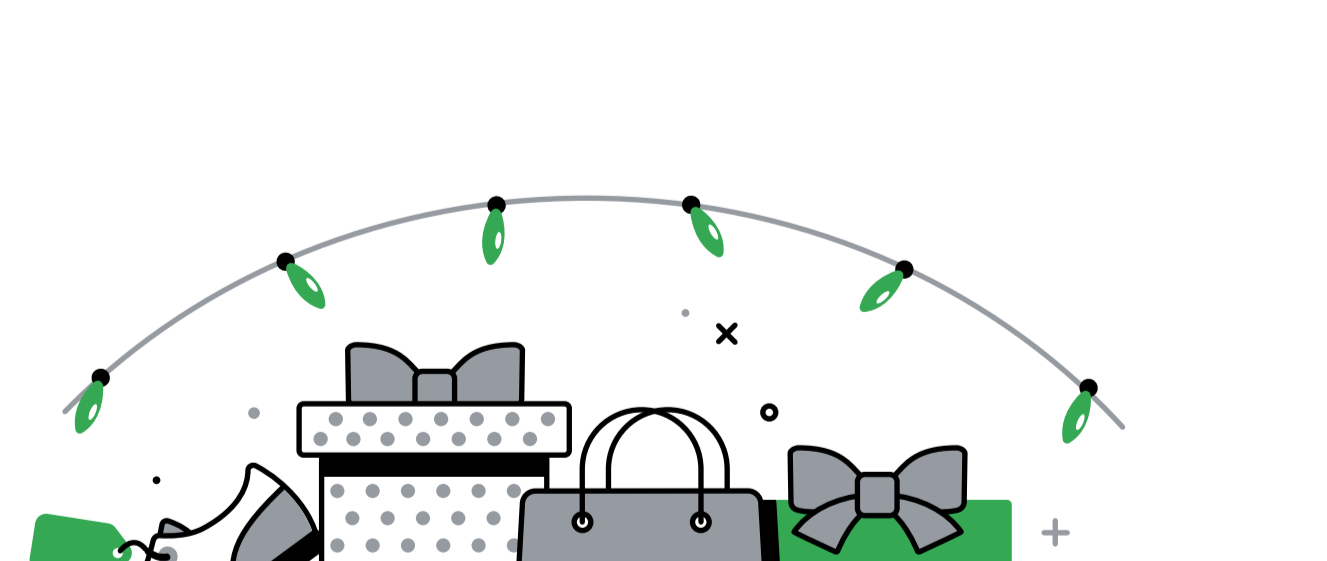


OCT Halloween

How to prepare: It's hard to predict what Halloween 2021 will look like and if physical distancing measures will still be in place. However, last year's holiday showed people were still looking to celebrate in new ways, whether at home or delivering candy bags to neighbours and friends. Look to Google Trends and regional data to get a pulse on how consumers are celebrating Halloween and keep your plans flexible to adapt messaging and product features.



Searches for "patch near me" have grown globally by over 100% YoY.⁹



NOV DEC Holiday and Black Friday, Cyber Monday

How to prepare: People start shopping earlier each year and 2020 was no exception. By September, 28% of people had already started their holiday shopping.¹⁰ Ensure agility in your plan by leveraging marketing tools that help follow trends in demand both online and in-store. Help shoppers get their gifts on time by planning campaigns that leave plenty of time for shipping and fulfillment. Plan to flex across online and in store, and give your customers choice and easy options to shop flexibly, like offering gift cards.



Searches for "gift card online" grew globally by over 100% YoY.¹¹

Source list

1. Google commissioned Ipsos COVID-19 tracker, CA, n=1000 online consumers 18+ per market. Dec 3-6eq, 2020
2. Google Data, Global English, Mar 25, 2020 - May 23, 2020 vs Mar 25, 2019 - May 23, 2019
3. Google commissioned Ipsos COVID-19 tracker, CA, n=1000 online consumers 18+ per market. Dec 3-6, 2020
4. Google Search Data, Canada, 2020
5. Google Data, Global English, Jun 3, 2020 - Aug 1, 2020 vs Jun 3, 2019 - Aug 1, 2019
6. Google Data, Global English, Mar 18 - May 16, 2020 vs Mar 18 - May 16, 2019
7. Google Data, Global English, Mar 18 - May 16, 2020 vs Mar 18 - May 16, 2019.
8. Google Data, Global English, May 6, 2020 - July 4, 2020 vs May 6, 2019 - July 4, 2019
9. Google Data, Global English, Jul 29, 2020 - Sep 26, 2020 vs Jul 29, 2019 - Sep 26, 2019
10. Google commissioned Ipsos COVID-19 tracker, CA, n=400-800 online consumers 18+ per market who will shop for the holiday season. Sept 24-27
11. Google Data, Global English, Mar 25, 2020 - May 23, 2020 vs Mar 25, 2019 - May 23, 2019