A seasonal calendar to help marketers build agile strategies all year

How to prepare:

1. Google commissioned Ipsos COVID-19 tracker, CA, n=1000 online consumers 18+ per market who will shop for the holiday season. Sept 24-27, 2020


4. Google Search Data, Canada, 2020


A season's update for marketers

New Year

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.

How to prepare:

Plan for New Year moments early. Being on the tail of the holiday shopping season and early in the year, establish a plan to capture the demand of shoppers getting excited about new years and goals.

Valentine's Day

Leather gifts qualify for this to be a gift on Valentine's Day or any other occasions. People are spending less on gifts and more on unique and personalized gifts.

How to prepare:

Value gifts that are thoughtful and unique. Curb personalization and wrapping options, and check Google Trends to see what people are looking for and when.

Mother's Day and Father's Day

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.

How to prepare:

Personalize products, flights, and check Google Trends to see what people are looking for and when. Use marketing and promotional offers and themes to build backer detail.

Father's Day

Camping equipment was top-of-mind for Father's Day but be sure to highlight personalized gifts. People are spending more on gifts and less on gifts.

How to prepare:

Offer gifts that are thoughtful and unique. Check Google Trends to see what people are looking for and when.

Summer Holidays

Canadians are looking to spend time outdoors and last year, we saw a rise in summer season activities. People will be looking to celebrate in new ways, whether at home or delivering candy bags to neighbours and friends.

How to prepare:

Look to Google Trends and regional data to get a pulse on how consumers are looking to celebrate in new ways, whether at home or delivering candy bags to neighbours and friends.

Halloween

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 and buy candy. 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.

How to prepare:

Celebrate Halloween 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 looking to celebrate in new ways, whether at home or delivering candy bags to neighbours and friends.

Back to School

Searches for "laptop for students" have grown globally by over 200% YoY. Last year, back to school shopping trends continued to follow patterns of last year. This year, back to school shopping will likely continue through the fall.

How to prepare:

Buying is likely to continue through early fall as shoppers are buying for the new school year andonding for the new school year andonding for the new school year. Whether you’re a contractor or a retailer, start early to catch demand when people start planning their spring renovations.

Home improvement

In 2020, search interest for "outdoor fire pit" grew globally by over 100% YoY. 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.

How to prepare:

Offer DIY projects, tools, and home renovation ideas. Check Google Trends to see what people are looking for and when. Encourage people to spend time outdoors this summer, especially with people spending more time at home than ever before. Last year, we saw spikes in search interest for "garden furniture clearance" grew by over 100% YoY. At the end of the summer season, highlight sales and seasonal clearance events to help clear summer inventory.

Summer

Search interest for "night at home" has grown globally by over 300% YoY. People are spending more time at home than ever before. As people are spending more time at home, there will be increased interest in improving their home in 2021. Check Google Trends to see what people are looking for and when.

How to prepare:

Suggest ways to spend time at home this summer and offer deals on home renovation ideas. Encourage people to spend time outdoors this summer, especially with people spending more time at home than ever before. Last year, we saw spikes in search interest for "garden furniture clearance" grew by over 100% YoY. At the end of the summer season, highlight sales and seasonal clearance events to help clear summer inventory.

Brick-and-mortar stores can help clear inventory

By offering online marketing and in-store pickup, you can continue to pick up last-minute items, so keep the lights on your campaign lights on and marketing campaigns running, and use Google Trends to find indicators for what might be top-of-mind for consumers now.

How to prepare:

Continue to pick up last-minute items, so keep the lights on your campaign lights on and marketing campaigns running, and use Google Trends to find indicators for what might be top-of-mind for consumers now.