



**IMPORTANT DAYS OF SEPTEMBER
2022 TO INCORPORATE IN
MARKETING CAMPAIGNS**



Summer days are left behind and fall months are arriving so fast, bringing restlessness into our lives. The beginning of the new academic year and the back-to-school period bears a need to purchase not just school supplies but everything else too. Purchases from the retail industry break records this month and businesses should be taking advantage of that. Fall season and the month of September are full of important dates and great concepts you can use to create and launch exciting campaigns. Like we do every month, we have prepared a guide for the important dates and concepts of this month for you.



BACK-TO-SCHOOL

The new academic year is about to begin and it brings a great deal of school supplies and student necessities shopping with it. Take this short and vigorous period to get in contact with your target audience and offer them promotions and sales through creative marketing campaigns and increase your sales. We also prepared a new e-book that explains how to implement our latest launched feature, Personalized Search, in the most effective way for your Back-to-School campaigns. Don't forget to download and read it!



SEPTEMBER 23rd

FALL EQUINOX

For those of us who live in the northern hemisphere, the beginning of the autumnal season is the 23rd of September. The Autumnal Equinox used to be a day for harvest and to celebrate the fertility of the land but now people who live in the city celebrate this day with the utmost joy too. Utilize this important date to launch campaigns bursting with creativity and convert your customers' excitement for fall into quality leads and sales.



FALL CONCEPT

Fall is a lot of people's favorite season – it can even steal the hearts of those who loathe the cold weather with its rich color palette and romantic atmosphere. Use the fall color palette and concept to create attractive visuals and implement them into campaigns with creative ideas like winter preparations, home renovations, harvest season and the Indian summer.

In addition to that fall season is great for promoting products like scented candles, decorative objects, books and hot drinks. You can utilize the National Buy A Book Day for these campaigns.



NEW CLOTHES SEASON

Summer outfits are redeemed unusable when the weather gets cold. The fall season is the ideal time for shopping for cardigans, jackets, raincoats, and thicker clothes, making this time of the year perfect for digital marketing campaigns for the textile industry.

The “Sweater Weather” season can help you promote your fall collection as not just a clothing necessity but as a concept that could warm people’s insides in a cozy theme.



ALTERNATIVE TRAVEL IDEAS

While the month of September is the beginning of fall, the days are still warm enough to have a late vacation. Target the clients who could not take a vacation this year or promote a short, second vacation to re-boost.

OTHER IMPORTANT DAYS IN SEPTEMBER

SEPTEMBER 4th
World Beard Day
World Wildlife Day

SEPTEMBER 5th
**International Day Of
Charity**

SEPTEMBER 7th
Buy A Book Day

SEPTEMBER 11th
World First Aid Day

SEPTEMBER 15th
**International Day Of
Democracy**

SEPTEMBER 19-25
**International Week Of
Deaf People**

SEPTEMBER 21st
World Peace Day
Alzheimer's Day

SEPTEMBER 23rd
**International Day Of
Sign Language**

SEPTEMBER 25th
World Pharmacists Day

SEPTEMBER 27th
World Tourism Day

SEPTEMBER 29th
World Heart Day

SEPTEMBER 30th
International Translation Day



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