

# October 2025 Marketing and Holiday Planning

Have you started to plan for the holidays? It may feel early, but on average it takes six to eight touches before a prospect takes action. Set yourself up for a successful holiday season by nurturing your relationships with potential and existing customers.

## Content Ideas for October

### Get Organized Week

1

You don't have to wait for a major holiday to connect with your community. Share a business update, seasonal tips, or tease a holiday program.

### Encourage Awareness & Community

2

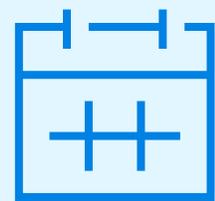
Tap into days like International Coffee Day (Oct 1), World Teacher's Day (Oct 5), World Mental Health Day (Oct 10), and Indigenous Peoples' Day (Oct 13). Share appreciation posts, wellness reminders, or spotlight other businesses and voices.

### Halloween

3

Try a costume contest, a candy count giveaway, or show behind the scenes decorating content. Showcase Halloween-themed items and remind your subscribers what they need for Halloween. Offer them a "treat" in the form of a coupon or discount.

## October Holidays



- 1 International Coffee Day
- 5 Do Something Nice Day
- 5 World Teachers Day
- 13 Indigenous People's Day
- 25 International Artist Day
- 25 Make a Difference Day
- 31 Halloween

## October Themes

- National Vegetarian Month
- Family History Month
- Get Organized Week (first week)
- Customer Service Week (first week)
- National Pizza Month

# 59%

59% of email marketers believe they would save 6 hours per week by using automation software for their emails

Source: [Marketsplash](#)



# 64%

64% of small businesses connect with their audience through email marketing

Source: [Marketsplash](#)