



Your All-in-One Plan to Holiday Success



Special Days to Note

MID-LATE AUGUST THROUGH BEGINNING OF SEPTEMBER

Back To School

Your back to school plans should be fairly well laid out by now. Use this time period to test your systems and fix any problem areas.

Refine CTA's based on A/B testing.

Finalize back to school product offerings.

Start planning marketing campaigns.

OCTOBER 31

Halloween

Most large retailers start their online holiday promotions about a week in advance of this holiday ¹.

Consider yourself in the thick of it and address any problems immediately.

NOVEMBER 11 (CHINA)

Singles Day

Largest single day shopping event in the world, bigger than all days of Cyber Week combined. In 2019, Alibaba recorded \$1 billion in online sales during the first minute with the daily total retail reaching a staggering \$38 billion. ²

NOVEMBER 27 (USA)

Black Friday

Don't go all out on promotions for this day alone.

Plan a Cyber Week strategy that takes your business from Thanksgiving Day through giving Tuesday.

Would you consider yourself a small business? Don't forget to cash in on Small Business Saturday.

NOVEMBER 30 (USA, VARIOUS MARKETS)

Cyber Monday

Digital shoppers have come to expect an online promotions extravaganza on this day and they will seize the opportunity!

Sales may peak on this day, but are far from over. Ride the wave through to your shipping cutoff in late December.

DECEMBER 17-18 (VARIOUS MARKETS)

Week Countdown to Christmas Eve and Christmas

Ramp up Paid Ad campaign to capitalize on maximum impressions.

Offer Flash Sale & shipping cutoff promotions.

DECEMBER 24-25 (VARIOUS MARKETS)

Christmas Eve and Christmas

Shoppers are increasingly looking to click and collect the week prior to Christmas - 42% to be exact ³. Is there any way your distribution chain will allow for this?

DECEMBER 26 (EUROPE, CANADA, AUSTRALIA)

Boxing Day

This day is the 4th busiest shopping day of the holiday season ⁴ - make sure you have promotions lined up to take advantage of it.

JANUARY 2 (VARIOUS MARKETS)

"Returns Day"

Most returns are expected on this date. ⁵

Incentivize exchanges over returns. Can you offer instant credit with which to purchase a new item? Can you use technology to prevent returns in the first place (photo imaging tools, etc)?

JANUARY 6 (EUROPE, LATIN AMERICA)

Epiphany / Three Kings Day

Major toy / gift giving holiday in predominantly Christian countries, especially in Eastern Europe. Total holiday retail sales for this day can extend the holiday shopping timeframe for retailers in those sectors & markets.

¹ Bloomberg

³ Word Stream

⁵ Bain & Company

² CGTN America

⁴ Word Stream

July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	01	02	03	04 Independence Day (USA)
05	06	07	08	09	10	11 Back to School
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	01

Check your metrics!
Review Year-to-Date and Year-Over-Sales. Know your best sellers, most profitable products, and which items just aren't working.

Scope out your competition.
Identify your strengths and advantages. How can you use these to stand apart from the pack?

Give yourself a solid 4 weeks of A/B testing.
Test everything - "Call to Action" messaging, button colors, homepage design, ad stickiness within target groups, etc.

Check your metrics!

Scope out your competition.

Give yourself a solid 4 weeks of A/B testing.

Set seasonal and yearly sales goals with accompanying budgets.

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August 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05

Use your newfound A/B testing knowledge and optimize your website.
Make any "I'll do this later" upgrades. Update your Return Policy. Add SplitIt's Buy-Now-Pay-Later option to your check-out.

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Schedule holiday planning conversations with vendors, manufacturers, etc.

Use your newfound A/B testing knowledge and optimize your website.

Define holiday promotions and messaging - including **exact** campaign dates.

Connect with influencers and brand ambassadors to discuss your holiday plans & offerings.

September 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	01	02	03	04	05
	Connect with influencers and brand ambassadors to discuss your holiday plans & offerings.					
06	07  Labor Day (USA)	08	09	10	11	12
		Plan email campaigns.				
13	14	15	16	17	18	19
	Create "evergreen" digital assets that can carry you through the Holiday Season.					
20	21	22	23	24	25	26
	Email customers					
Create "evergreen" digital assets that can carry you through the Holiday Season.						
27	28	29	30	01	02	03

Plan email campaigns.

Including promotions, cart abandonment mitigation, exchanges vs. returns and segmented offers to repeat customers.


Create "evergreen" digital assets that can carry you through the Holiday Season.

Include social content, ad content, email content and videos/imagery needed for your website.

Email customers

With your top holiday picks & season preview.

October 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	01	02	03
04	05	06	07	08	09	10
	Raise brand awareness through press and publicity.					
11	12	13	14	15	16	17
	Create holiday specific digital assets.					
Raise brand awareness through press and publicity.						
18	19	20	21	22	23	24
Create holiday specific digital assets.						
25	26	27	28	29	30	31  Halloween
Create holiday specific digital assets.						




Raise brand awareness through press and publicity.

Get out in front of people! Run a social media ad campaign.

Create holiday specific digital assets.

Content with specific products and holiday messaging.

November 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01	02  Election Day (USA)	03	04	05	06 Deadline to update your Return Policy	07
08	09	10	11  Singles Day (China)	12	13 Cyber Week Promotion & Ad Buy Deadline.	14
15	16	17	18 Deadline to promote Cyber Week.	19	20	21
22	23 Send Cyber Week email promotions.	24	25	26  Thanksgiving Day	27 Black Friday	28 Small Business Saturday
29	30 Cyber Monday	01	02	03	04	05
Cyber Week						


Deadline to update your Return Policy
with Holiday specific variables.

Deadline to promote Cyber Week.
Finalize / adjust email promotions for Cyber Week.

Cyber Week
Offer your best discounts and promotions to shoppers.

Cyber Monday
Pull out all the stops! Put out the best content you have!

December 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	01 Giving Tuesday	02	03	04	05
Send targeted emails to repeat customers						
06	07	08	09	10	11	12
Likely the most productive sales week in December!						
Send targeted emails to repeat customers						
13	14	15	16	17	18	19
Likely the...						Promote ex...
Send target...	Green Monday			Paid ad impressions peak on these dates.		Flash Sale
20	21	22	23	24	25  Christmas Eve	26
Peak week for Click & Collect.						
Promote expedited shipping						Boxing Day
Flash Sale						
27	28	29	30	31 New Year's Eve	01	02

Paid ad impressions peak on these dates.
Make sure your ad budget reflects the importance of these dates. This may also be your "regular" shipping cut off.



Flash Sale
Consider a "Flash Sale" during this time period that creates a sense of urgency. Perhaps it lasts only a few hours.

Promote expedited shipping
If you are able to offer this service, even at a premium cost to shoppers.

Peak week for Click & Collect.
Is there any way for your business to capitalize on this?

Boxing Day
Know your inventory and offer promotions for overstocked items. Send targeted emails to customers with deals geared specifically to them.

 **January 2020**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	01  New Year's Day	02
03	04	05	06  Epiphany / Three Kings Day (Europe, Latin America)	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

Returns Day
Consider offering instant credit for shoppers to use for exchanges.

Returns Day