



ECOMMERCE HOLIDAY

PROMOTIONAL CALENDAR

2016



MAVITECH



Edgily waiting for ecommerce peak season to boost your sales and revenue?

Veterans Day, Thanksgiving Day, Cyber Monday, Black Friday and, naturally, the Christmas big rush – no more idling or downtime! The holiday season is approaching fast, and if you're in the online retail industry, then you know how important this time of the year is.

Get our actionable marketing tips for the peak season and follow our 2016 ecommerce holiday promotional calendar.

Happy sales!

Products (Merchandise)



Set up wishlists for customers and guests to your site, thus enabling them to save their favorite products, and share their wishlists with friends and family.



Develop a gift finder allowing you to sort gifts by gender, age, occasion, or interests to help people find the right present at the right budget.



Revise your package sizes, use the smallest ones, but be sure the product won't be damaged.



Offer a complementary or low-cost gift wrap option (and then put wrapped items in a box), which will provide an invaluable service to your customers.

E-mail marketing



Try using different subject lines for each e-mail campaign to learn what affects your open rates.



Keep up a permission-based list throughout the holiday season and be sure to reconfirm it if you haven't contacted subscribers in the past six months.



Personalize your email by including product offers driven by the purchase history of your customers.



Create a re-engagement automation campaign to reactivate lapsed customers who haven't made a purchase from your store over a specific period of time.



Fight for consumer attention during the busiest shopping time of the year

Marketing during holidays is a special kind of challenge, and reaching out to your customer is a difficult job indeed. So what can you do? We highly recommend you to consider these two channels: SMM and Paid Advertising. The former is geared to provide communication you need, the latter being developed to cover direct consumer needs. Following are the steps you should take.

SMM



Update your social media graphics with holiday themes.



Run sweepstakes and contests to build your prospect database ahead of the peak season, which might propel sales in the weeks following.



Become a Support Hero through being available on messengers and social media as long as possible to answer any incoming questions.



Create a Thanksgiving-themed board on Pinterest to start a holiday-related collection consisting of recipe ideas, travel tips, holiday table decorations, and, naturally, your relevant products.

Paid Advertising



Optimize your PPC campaigns to include holiday-related keywords, such as “gifts” or “presents” or even specific ones like “gifts for Dad”. Make sure the ad copy link to a relevant landing page on your website.



Set a higher daily budget for your PPC campaign to attract more prospect customers looking to spend a little bit more to find the perfect product.



Launch your remarketing campaign and customize it with holiday flare.



Add your products and ads to Amazon, inasmuch as 73% of customers plan to buy from Amazon this holiday season.



Content is the king, and SEO is dead?

You'd better forget about it during the holiday season. You've got to milk every marketing channel for all its worth! Retailers acquire as 59% more customers per day during the holiday season. Write a lot, create compelling content and do not skip optimizing your content for seo. What to write about and how? Following is the answer.

Content



Draw attention to your best-selling, yet affordable and giftable items with a special holiday collection or gift guide like 'Best gifts for fathers/girls/teens', 'Great deals for your 5/10/16-year-old', 'Best mom/friend/grandparents discounts'.



Highlight some of your most popular items and unpopular products alike by writing up a specific holiday copy for them, and feature them accordingly.



Create more relevant, compelling content: out of the box decorating ideas, tips for holiday stress management, inspirational holiday quotes, and more.



Take the time to **produce some quality videos.** Some buyers prefer to learn by watching instead of reading.

SEO



Place your content at least 30 days ahead of the holiday so that search engines might have plenty of time to index it before shoppers start googling for gift guides.



Reconsider your long tail keywords, which could drive additional traffic and boost sales.





Make your landing or category page, the page title and the meta description appropriate for the upcoming holiday season.






Test out your website with free tools Google PageSpeed Insights and Mobile Friendly Websites to optimize it for speed and mobile.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Holiday Preparations - E-mails, Banners, Social Media Posts Pics, Discount and Coupon Codes Generation 1	Thanksgiving keywords research 2	Gift guides compilation, creating new product; Creating holiday-related product descriptions 3	PPC ads copywriting; Last-day shipment scheduling and arrangement 4	Social Media Holiday Posts, Week 1 - Products announcement 5
Social Media Promotions - Holiday Countdown, Week 1 teaser 6	Holiday Countdown Promotion, Week 1; Friends and Family Discounts 7	Veterans Day PPC Campaign Launch 8	Veterans Day Sales Emails 9	Pre-Veterans Day Social Media Promotion 10	Veterans Day Celebration; Prospecting Flash Sales  11	Social Media Holiday Posts, Week 2 - Products announcement 12
Social Media Promotions - Holiday Countdown, Week 2 teaser 13	Veterans Day sales analysis; Holiday Countdown Promotion, Week 2; 14	Thanksgiving Day PPC Campaign Launch; Holiday-themed Website Design 15	Giftcard Promotion, Message 1; Social Media Pages Holiday-themed Decoration 16	Creating a Pinterest "Thanksgiving Inspiration" Board; Google Remarketing Lists creation + AdRoll Retagretreing Campaign Launch 17	E-mail Teaser Campaign for Black Friday; Facebook Thansgiving Day Sweepstake 18	"Last-days-before-holidays" Social Media Ad Campaign, Message 1 19
"Last-days-before-holiday s" Social Media Ad Campaign, Message 2 20	"Last-days-before-holidays " Sales Discount, Black Friday Ad Campaign Launch 21	Giftcard Promotion, Message 2; "Last Day of Shipping" Promotional Campaign 22	Early Black Friday Promotion; "Last-minute Shopping" Promo Campaign 23	Thanksgiving Day Celebration; Black Friday Midnight Promo  24	Black Friday Heavy Sales 25	Small Business Saturday; Cyber Monday Early Social Media Promotions 26
Cyber Monday Email Teaser Campaign and Social Media Announcement 27	Cyber Monday Heavy Sales; Cyber Tuesday Teaser Email sending 28	Cyber Tuesday Heavy Sales 29	Collecting customer feedback on Thanksgiving Day; Big Christmas Preps 30			



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Congrats on the First Day of Winter; Creating Christmas Day gift guide infographics 1	PPC ads copywriting; Last-day shipment scheduling and arrangement; Christmas Gifts Teaser Email sending Part 1 2	Christmas Gifts Teaser Email sending Part 2 3
Social Media Promotions - Christmas Countdown, Week 1 teaser 4	Christmas Promo Campaign Launch, Week 1; Sending Christmas Promo Emails, Message #1; Christmas Day PPC Campaign Launch 5	Creating a Pinterest "Christmas Inspiration" Board and Instagram Post; Holiday-themed Website Design 6	Creating a Pinterest "Hanukkah Inspiration" Board and Instagram Post; Social Media Pages Holiday-themed Decoration 7	Running a Pre Christmas Day Sweepstake on Facebook; Google Remarketing Lists creation + AdRoll Retagreting Campaign Launch 8	Twitter or Instagram Pre Christmas Day Sweepstake Running 9	Launching an In-Store Discounts Promo Email Campaign 10
Social Media Promotions - Christmas Countdown, Week 2 teaser Social Media Promotions - Christmas Countdown, Week 3 teaser 11	Green Monday; Christmas Promo Campaign Launch, Week 2; Sending Christmas Promo Emails, Message #2 Final Christmas Push; Sending Christmas Promo Emails, Message #3 12	Social Media Big Christmas Day Promotion; Message 1 Free Shipping Day Ad Campaign Launch 13	Hanukkah Day PPC Campaign Launch Social Media Big Christmas Day Promotion; Message 2 14	Family and Friends Discount Programm for Loyal Customers Kwanzaa Day PPC Campaign Launch 15	Launching a "Christmas Coupon" Email Campaign for Loyal Customers Launching a "Hanukkah Coupon" Email Campaign for Loyal Customers 16	17
Free Shipping Day; 18	End Of Guaranteed Delivery by Christmas Day 19	Gift Cards Promotion; Hannukkah and Christmas Email Sending 20	"Last-minute Gifts" Promo Campaign Launch 21	"Ready for Christmas and Hanukkah" Facebook Sweepstakes 22	23	Super Saturday Sales; Hanukkah Celebration 24 
Christmas Day; Christmas Congratulations E-mail sending 25 	Boxing Day; Pre New Year Ad Campaign Start; Kwanzaa Week Start 26 	"Ready for New Year" Instagram Contest Launch; New Year Promo Campaign Start 27	New Year Gift Compilation blog post promotion 28	29	30	New Years Eve 31 