

Key Holiday Shopping Dates 2016

November 11th

Single's Day (China)

What started as a shopping day for single people in China has now become an online shopping retail event. Why not start a promotional offer for singles or focus your campaigns on the benefits of shopping early to kick off your holiday sales.

November 24th

Thanksgiving

Known as the beginning of the holiday shopping season in the US. Lots of retailers start much earlier now. Keep an eye on the stores around you and your competitors to make sure your keeping up and not missing out on sales.

November 25th

Black Friday

The day when holiday shoppers send retail sales into the black. Whether you sell via a physical storefront, online or both, offer big discounts and promotions for early shoppers. If you're a fashion retailer don't forget to take advantage of all those office and holiday parties coming up.

November 26th

Small Business Saturday (US)

The first Saturday after Thanksgiving, Small Business Saturday is an official shopping day started off by American Express to champion shopping small. Take part in the movement and encourage shoppers to give back to their community and shop local. #ShopSmall

November 28th

Cyber Monday

It's crucial that your website is optimized for mobile and can deal with an influx of site visits. It's also advisable to make a big splash about your offers to attract those bargain hunters and first time customers.

December 3rd

Small Business Saturday UK

In the UK, Small Business Saturday is slightly later than in the US and is a non-commercial campaign. The day is also all about encouraging shoppers to shop with independent retailers in their local communities. #SmallBizSatUK

December 5th

Manic Monday

Brace yourselves for one of busiest online shopping days of the year as consumers look to snap up holiday presents. Make sure your best sellers are still in stock and your delivery options and timings are clear.

December 12th

Green Monday

The second Monday in December means it's usually the last day 'standard class' packages can be shipped and guaranteed to make it in time for the holidays. Use email and social promotions to remind buyers about the day and why not throw in free shipping?

December 16th

Free Shipping Day

This is an annual celebration which encourages retailers to offer free shipping to their customers, with packages to arrive in time for the holiday. Key participants for this event are Amazon and Toys R Us; so why not join them?

December 19th & 24th

Super Saturday & Christmas Eve

Critical for any late or forgetful shoppers, keep your shop open later for those against the clock, or offer same day shipping services. Stock up on bestsellers, gift boxes, gift wrap, gift cards and make sure you have plenty of manpower. Today, gift wrapping services are a must!

December 26

Boxing Day

Let the deal hunt begin, more than just a single day, during boxing week you'll find eager shoppers waking up in the wee hours to bag a deal. Take advantage by offering special deals and discounts, especially end of line and holiday stock.

December 31

New Year's Eve

It's your last chance to lock in your sales for 2015. Continue to push promotions around your excess inventory from the holiday season. Don't forget to ensure you have stock to entice your consumers back for the next extravaganza, January sales!

