

2019 ECOMMERCE CALENDAR OF EVENTS

Dates to know, seller tips, channel
resources & more!

JAN - FEB

FITSP0 SEASON

As holiday indulgences give way to New Year's 'get fit' resolutions, fitness equipment will be in high demand.

FEB 3

SUPER BOWL SUNDAY

Super Bowl Sunday kicks off the retail calendar after the short lull that follows the holiday shopping season.

FEB 14

VALENTINE'S DAY

Love is in the air! Valentine's Day is the perfect retail holiday for all things lovey-dovey!

MARCH 17

ST. PATRICK'S DAY

Going green takes on another meaning on St. Patty's day. There's no better day to unload all your green merchandise.

MAR - APR

SPRING CLEANING

After a long winter, spring cleaning commences. Shoppers are looking to organize and tidy up their homes.

MAR - JUL

MUSIC FESTIVAL SEASON

Festival fashion is all the rage. Get ahead by selling unique apparel and items that young adults will love.

APRIL 15

TAX DAY

Get your calculators ready... Taxes are officially due. By now, shoppers will be looking to restock on office supplies.

APR 19 - 27

PASSOVER

This Jewish feast ushers in the spring. Shoppers are seeking home décor in all the wonderful colors of the season.

APRIL 21

EASTER

It's time for the Easter Bunny to fill those baskets with eggs, candy, and adorable kid's wear.

APRIL 22

EARTH DAY

Today the world celebrates Mother Nature! Shoppers will be more consciously buying products that are eco-friendly.

MAY 5

CINCO DE MAYO

Get your party sombreros on! On Cinco de Mayo, we expect fake mustache and margarita supplies sales to be through the roof.

MAY 12

MOTHER'S DAY

Retailers, it's time to display products that show mom love in unique ways. Shoppers will be browsing for ideal gifts.

MAY 27

MEMORIAL DAY / SUMMER BEGINS

School's out for the summer! This retail holiday is all about lounging by the pool and grilling out.

JUNE 16

FATHER'S DAY

Time to shower dads with gifts they'll love. Man-cave digs, cool gadgets, and other creative products are key.

JULY 4

INDEPENDENCE DAY

Summer is in, let freedom ring! Be sure to promote patriotic products at least two weeks before July 4.

MID-JULY

PRIME DAY

Shoppers will be looking for steals and deals on this Amazon-specific holiday.

AUG - SEP

BACK TO SCHOOL

As college students welcome the new school year, they'll be hunting for some new dorm décor and campus-friendly apparel.

SEP 2

LABOR DAY

It's time to squeeze the last drop of sunshine out of summer. Unload the year's summer trends before it's too late.

SEP 29

ROSH HASHANA

Tableware and home décor will be in demand, as families gather to celebrate and bring in the Jewish New Year.

OCT 31

HALLOWEEN

The spookiest day of the year! There's no better time to push costumes, candy, and fall home accessories.

NOV 11

VETERAN'S DAY

Today is the day we honor veterans. Help people show off their patriotism with relevant apparel.

NOV 28

THANKSGIVING

Thanksgiving Day is the best time to celebrate with food, friends, and family... and online shopping... under the table so Mom won't notice!

NOV 29

BLACK FRIDAY

When the food coma subsides, alert shoppers will be looking to score some epic deals.

NOV 30

SMALL BUSINESS SATURDAY

A holiday just for small businesses! This is the perfect day to highlight your products to the people geographically closest to you.

DEC 2

CYBER MONDAY

The biggest holiday for online retailers! Plan out deals that your customers can't resist. It's time to rock those online sales.

DEC 09

GREEN MONDAY

Green Monday is all about getting the attention of last-minute eBay shoppers with irresistible deals.

DEC 10

SKI SEASON BEGINS

Ski your way into some major winter sales during this chilly season. Promote products that powder hounds will love.

DEC 18

FREE SHIPPING DAY

A day that is music to any online shopper's ears... and wallet. On this day many merchants offer free shipping with delivery by Christmas Eve.

DEC 22 - 30

HANUKKAH

This 8-day event full of gift giving and food brings families together for a celebration of traditions.

DEC 25

CHRISTMAS

Santa Claus is coming to town, and he's bringing all the gifts he can fit in his sleigh.

DEC 31

NEW YEAR'S EVE

Ring in the new year with some new sales, as people prepare for their end of the year extravaganzas!

JAN 3

RETURNS DAY

Returns are inevitable. Being prepared is the only way to minimize the effect of returns on your business.

2019 Ecommerce Calendar of Events

January

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FITSPPO SEASON

POPULAR PRODUCTS

- Home gym equipment
- Gym accessories
- Headphones
- Supplements
- Sports apparel
- Athleisure apparel

POPULAR CHANNELS

- Amazon
- Google Express
- Walmart
- Facebook
- Instagram
- Pinterest

SELLER ADVICE

Amazon does not allow trademarked keywords in the “search terms” field if you’re not selling that brand, so avoid using competitor brands.

Instead, focus on words or phrases that best describe your product. After all, not everyone is committed to the brands that inspired their purchase decisions.

In many cases, well-priced, high quality alternatives garner just as much attention.

SUPER BOWL SUNDAY

FEB 3

POPULAR PRODUCTS

- TVs
- Sound systems
- Home theatre accessories
- Party supplies
- Sports apparel
- Jerseys

POPULAR CHANNELS

- Amazon
- Google Express
- Google Shopping
- Newegg
- Rakuten
- Walmart

SELLER ADVICE

If you're selling TVs (or other relevant tech) for the big game, you can optimize your product titles by adding corresponding model numbers. This will help marketplaces and shopping engines hone in on your products for hyper-relevant searches.

Generally speaking, this practice also helps shoppers further down the "funnel" find the tech they've set their eyes on.



FEB 14

VALENTINE'S DAY



POPULAR PRODUCTS

- Flowers
- Chocolates
- Candy
- Jewelry
- Engagement rings
- Greeting cards

POPULAR CHANNELS

- Google Shopping
- Google Express
- Amazon
- Facebook
- Walmart
- Etsy

SELLER ADVICE

Facebook allows you to target your ads. For this holiday, you'll want to target by 'relationship status' and 'gender.'

Relationship status target options include married, single, in a relationship, engaged, and it's complicated.

ST. PATRICK'S DAY

MARCH 17

POPULAR PRODUCTS

- Decorations
- Party favors
- All things green! Hats, beads, glasses, etc.

POPULAR CHANNELS

- Walmart
- Google Shopping
- Google Express
- Amazon
- eBay
- Etsy

SELLER ADVICE

Promotional text can be a great attention grabber in Google Shopping, but be sure to follow Google's editorial guidelines.

Don't include promotional text such as "Free Shipping" or BLOCK capital letters in your description. You'll also want to double check your spelling and grammar, as Google only likes promotions with commonly accepted spelling and grammar.



SPRING CLEANING



POPULAR PRODUCTS

- Home cleaning supplies
- Yard supplies
- Organization products & home storage
- Vacuums
- Tools

POPULAR CHANNELS

- Walmart
- Google Express
- Amazon
- eBay
- Houzz
- Jet
- Wish
- Pinterest

SELLER ADVICE

Customer feedback can be a great source of content. Use complaints, reviews and questions to improve your product listings' data.

By doing so, you'll help potential customers get a better idea of what you are selling so they can make informed purchasing decisions.

MUSIC FESTIVAL SEASON

POPULAR PRODUCTS

- Hip apparel
- Festival gear
- DJ equipment
- Camping gear
- Outdoor tech

POPULAR CHANNELS

- Google Shopping
- Google Express
- Amazon
- Instagram
- Pinterest
- Facebook
- Newegg

SELLER ADVICE

Get creative with product images on Instagram and Facebook.

Shots of products “in the wild” can’t hurt. People want to see practical product applications, if not just unique angles of things they’re thinking of buying.

Regardless of platform, hi-res images will always make your products more appealing to shoppers.



TAX DAY

POPULAR PRODUCTS

- Office supplies
- Organization products & home storage

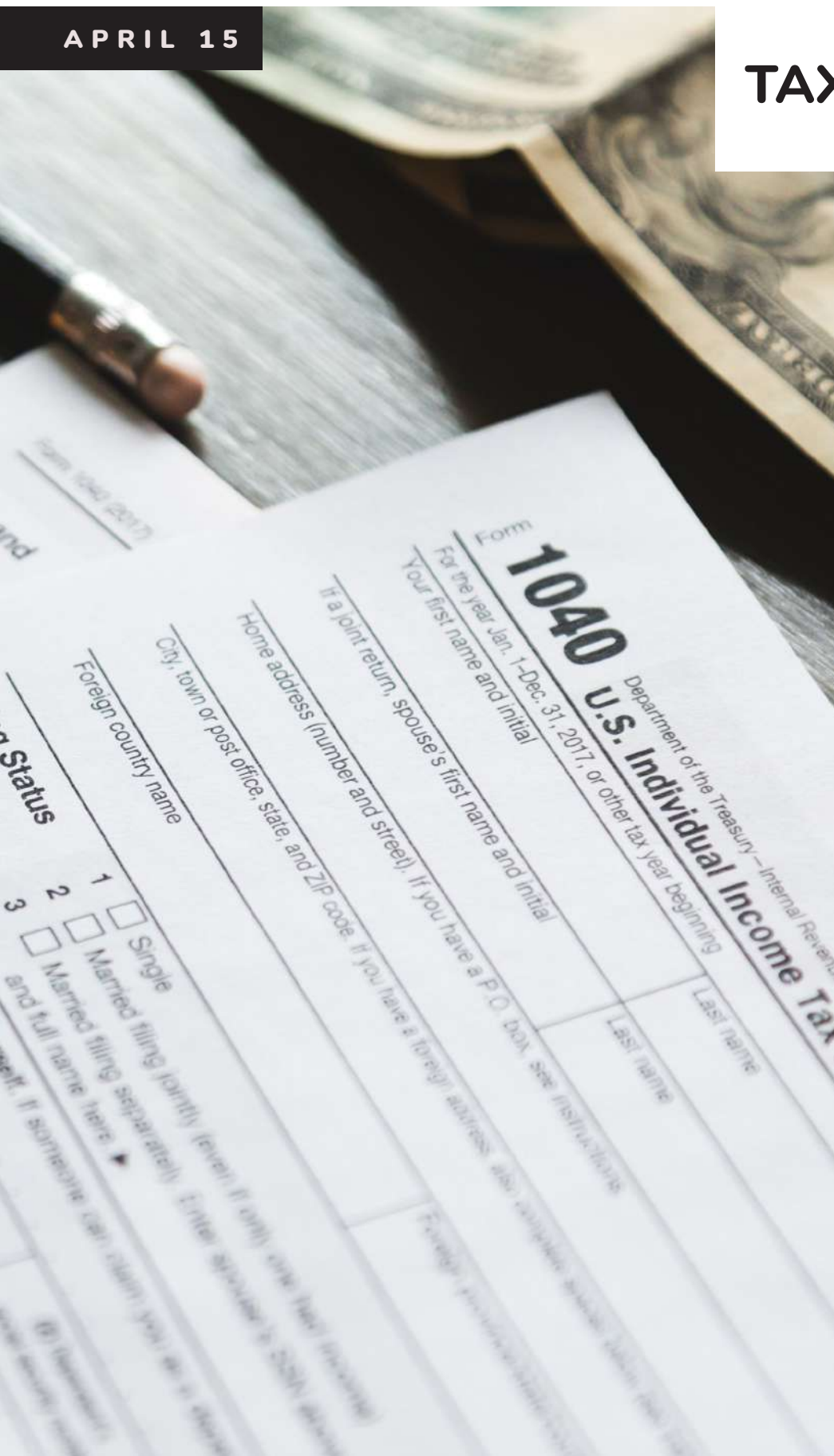
POPULAR CHANNELS

- Amazon
- Walmart
- Google Express
- Jet

SELLER ADVICE

A benefit of selling on Jet.com is that they don't charge sign-up fees, monthly fees or listing fees. You'll only have to pay the commission fees on the items fulfilled.

Although awesome for everyone, this is extra beneficial to those sellers who are looking to get on channels that don't require a ton of fees to get started.



EASTER

POPULAR PRODUCTS

- Gift baskets
- Easter egg decorating supplies
- Spring apparel
- Home decor

POPULAR CHANNELS

- Google Shopping
- Google Express
- Amazon
- Walmart
- Houzz
- eBay
- Wish

SELLER ADVICE

When writing a description for Google Shopping, remember that only the beginning of the description will show in search results.

If you're selling apparel items, you'll want to include the most important attributes in the beginning such as product type, brand and who it's for.



APR 19-27

PASSOVER

POPULAR PRODUCTS

- Kosher foods
- Wine
- Matzah
- Tableware
- Home decor

POPULAR CHANNELS

- Walmart
- Google Shopping
- Google Express
- Amazon
- Houzz
- Jet

SELLER ADVICE

Channels will occasionally make updates to their taxonomy, such as adding or removing categories.

When categorizing your products in channels such as Google, make sure you are using the most up-to-date taxonomy.

Watch for announcements of upcoming changes and note the date of when these changes will matter.

EARTH DAY

POPULAR PRODUCTS

- Eco-friendly products
- Locally-sourced products
- Gardening supplies

POPULAR CHANNELS

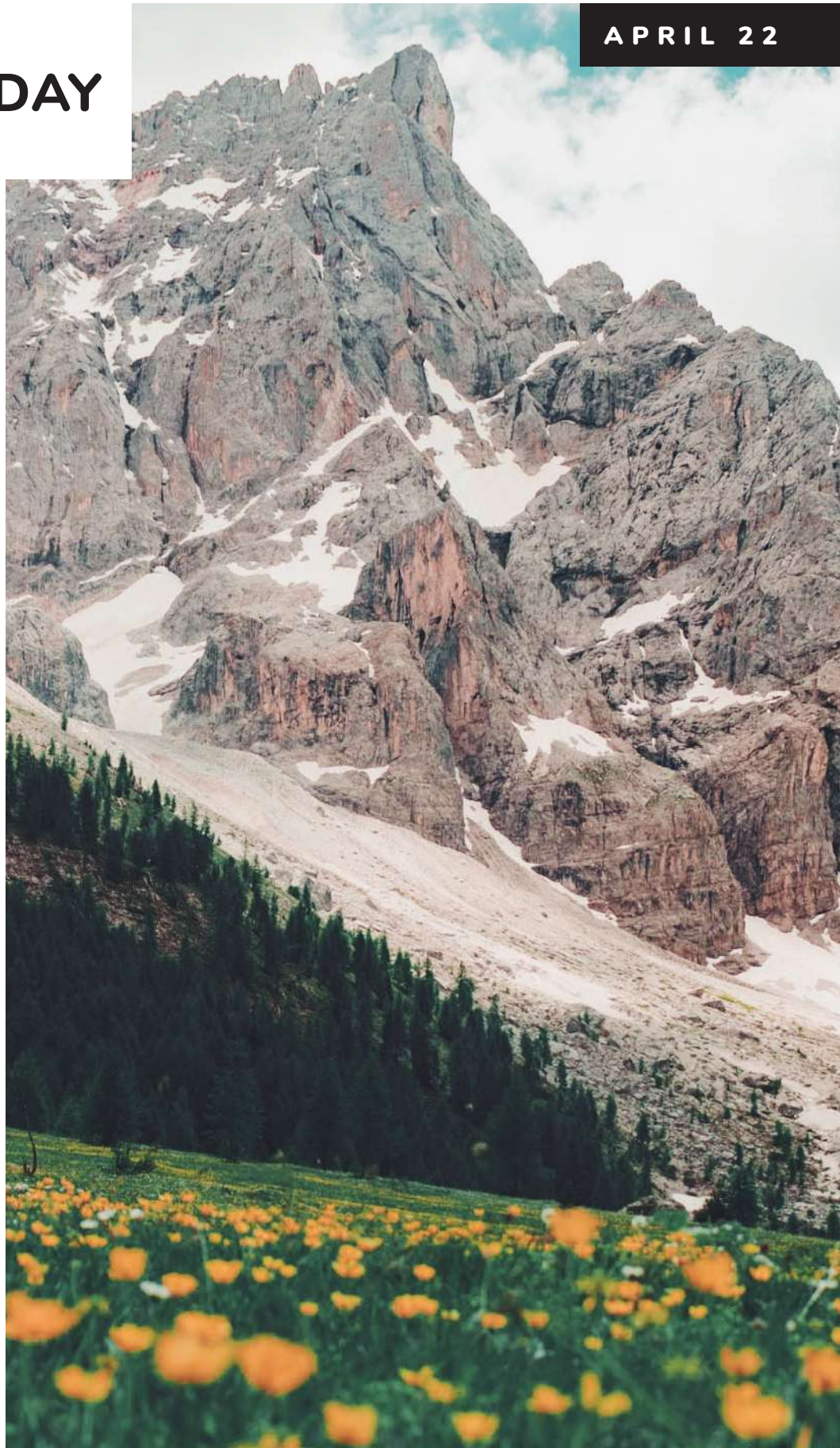
- Google Local
- Amazon Handmade
- Etsy

SELLER ADVICE

If you're an online retailer with a local store front, Google local may work well for your business.

When shoppers search for a product and click on your ad, they can find out if the product is in-stock, get your store hours, and even directions to your store front.

Especially if they can't find what they're looking for online, people usually don't hesitate to support local businesses. Empower them with store/product details and inventory levels, and they will come.



CINCO DE MAYO

POPULAR PRODUCTS

- Party supplies
- Drinkware
- Bar supplies
- Themed apparel
- Sombreros
- Fake mustaches

POPULAR CHANNELS

- Amazon
- Walmart
- eBay
- Wish

SELLER ADVICE

While tequila is commonly consumed by partygoers during this holiday, most channels do not allow the sale of alcoholic beverages. However, it is important to note that Amazon does allow the sale of wine from pre-approved sellers.

That doesn't cover all sales opportunities, though. Holidays like Cinco De Mayo call for creative supplies that most people don't even know they need until they see it.



MOTHER'S DAY

POPULAR PRODUCTS

- Flowers
- Chocolates
- Candy
- Jewelry
- Kitchenware
- Household goods
- Home decor

POPULAR CHANNELS

- Etsy
- Google Shopping
- Google Express
- Walmart
- Houzz
- Amazon
- Rakuten

SELLER ADVICE

Try adding relevant keywords such as “Mother’s Day” and “gift” to the titles and descriptions of your products.

If you are using a product feed tool, be sure to automate the addition of these keywords a few weeks before Mother’s Day—and the removal the day after the holiday.



MEMORIAL DAY

POPULAR PRODUCTS

- Summer apparel
- Swimwear
- Surfboards
- Pool supplies
- Grill equipment

POPULAR CHANNELS

- Facebook
- Google Express
- Instagram
- Walmart
- Amazon
- Wish

SELLER ADVICE

While your website may have a picture of a surfboard you are selling on a white background, you'll also want some shots of it "in the wild." This is even more important on Instagram, where a picture of someone surfing on it will fare better than a standard product image.

If you are using a feed provider, you can supply these supplemental images in a merge file to send out to individual channels.

FATHER'S DAY

POPULAR PRODUCTS

- Sporting goods
- Grilling equipment
- Electronics
- Unique gadgets
- Golf clubs
- Power tools

POPULAR CHANNELS

- Newegg
- Rakuten
- Amazon
- Walmart
- eBay
- Google Express
- Google Shopping

SELLER ADVICE

Find new shoppers for your products by highlighting uncommon and new uses for them in the product description field.

Shoppers buying products such as grilling equipment, will want to get a good feel for what the product looks like. This is where additional image fields come in handy!



JULY 4

INDEPENDENCE DAY



POPULAR PRODUCTS

- American flags
- Red, white and blue apparel
- Beach towels
- Grilling equipment
- Summer apparel
- Swimwear

POPULAR CHANNELS

- Google Express
- Google Shopping
- Facebook
- Instagram
- Walmart
- Amazon
- Wish

SELLER ADVICE

Imagine your customer orders the perfect swimsuit only to have the order cancelled on your end due to an out of stock product. Oh no!

If your quantities change frequently, make sure to update the quantity listed in your feed on a daily basis. You can always put a buffer in place to set an item to out of stock if the quantity dips too low.

PRIME DAY

POPULAR PRODUCTS

- Everything

POPULAR CHANNELS

- Amazon

SELLER ADVICE

If Prime Day is like Christmas in July, then Amazon FBA is your Secret Santa.

You might want to opt into [Fulfilled by Amazon \(FBA\)](#) so your products are eligible for Prime (2-day shipping).

With FBA, Amazon will handle packing, delivery, customer service, and returns. This will free up some of your time to focus on other aspects of your business.



LABOR DAY



POPULAR PRODUCTS

- Pool supplies
- Grilling equipment
- Swimwear
- Summer apparel
- Outdoor tech
- Pet toys

POPULAR CHANNELS

- Google Shopping
- Google Express
- Facebook
- Instagram
- Walmart
- Amazon
- Wish

SELLER ADVICE

Shoppers say free shipping is their #1 incentive to shop online. But what if free shipping doesn't make financial sense to your company?

On marketplaces, try incorporating the shipping cost into the price of your products and offering "Free Shipping." This will cover shipping costs while giving shoppers what they want.

BACK TO SCHOOL

POPULAR PRODUCTS

- Dorm decor
- Apparel/footwear
- School supplies
- Mini fridges
- Furniture
- Electronics

POPULAR CHANNELS

- Jet
- Google Shopping
- Google Express
- Walmart
- Amazon
- Houzz
- Wish

SELLER ADVICE

Try adding relevant keywords such as 'dorm,' 'college apparel,' and 'back to school' to titles and descriptions to capture relevant product searches.

If you are using a product feed tool, be sure to automate the addition of these keywords a few weeks before back-to-school season—and the removal at the end of the season.



ROSH HASHANAH

POPULAR PRODUCTS

- Tableware
- Cutlery
- Flowers
- Honey
- Home decor

POPULAR CHANNELS

- Amazon
- Walmart
- Google Express
- Houzz

SELLER ADVICE

Use Houzz's keyword field to help shoppers find your products.

Add specific and relevant keywords such as the product's style and material, or the product's room and use (i.e., kitchen furniture, tableware, serving utensils).

Keep in mind that there is a limit of 30 keywords.



HALLOWEEN

POPULAR PRODUCTS

- Costumes
- Halloween accessories
- Candy
- Party supplies
- Halloween decorations

POPULAR CHANNELS

- Amazon
- Walmart
- eBay
- Google Shopping
- Google Express
- Facebook
- Instagram

SELLER ADVICE

Use Amazon's bullet point field for important product information about the halloween costume that you are selling.

Be sure to note if it includes batteries, the material, and what accessories it comes with. These details will help shoppers understand if they've found exactly what they're looking for.



VETERANS DAY

POPULAR PRODUCTS

- Patriotic apparel
- Militaria
- Books

POPULAR CHANNELS

- Amazon
- eBay
- Walmart

SELLER ADVICE

Many marketplaces allow you to bundle products.

Try bundling related electronics products together. For example, if you are selling a flat screen TV, offer a wall mount to go with it.

Bundles usually imply savings, so price accordingly. Regardless, people usually jump at the idea of an all-in-one kit if the price and item quality make for a better solution than buying the items separately.

THANKSGIVING DAY

NOV 28

POPULAR PRODUCTS

- Tableware
- Kitchen appliances
- Cooking and baking supplies
- Table decorations
- Home decor

POPULAR CHANNELS

- Jet
- Google Shopping
- Google Express
- Amazon
- Walmart
- Houzz

SELLER ADVICE

Google now requires GTINs for all new products that have a GTIN assigned by the manufacturer. To avoid item-level errors, be sure to add GTIN values to your feed.

Your product feed tool should be able to easily append this information via merge file. Once integrated, maintaining this field (and any other field) is a breeze.



NOV 29

BLACK FRIDAY



POPULAR PRODUCTS

- Everything

POPULAR CHANNELS

- Amazon
- Walmart
- Google Express
- eBay
- Rakuten
- Newegg

SELLER ADVICE

Beware of deadlines put in place for sellers.

Last year, Amazon set a November 5th deadline to ship FBA inventory for Black Friday and Cyber Monday.

You don't want to miss out on the most lucrative shopping weekend of the year.

Black Friday 2018 reached over \$6.2 billion in sales... that's a 23% increase compared to 2017's \$5.03 billion record.

SMALL BUSINESS SATURDAY

NOV 30

POPULAR PRODUCTS

- Local and regional canned/jar foods
- Handmade items

POPULAR CHANNELS

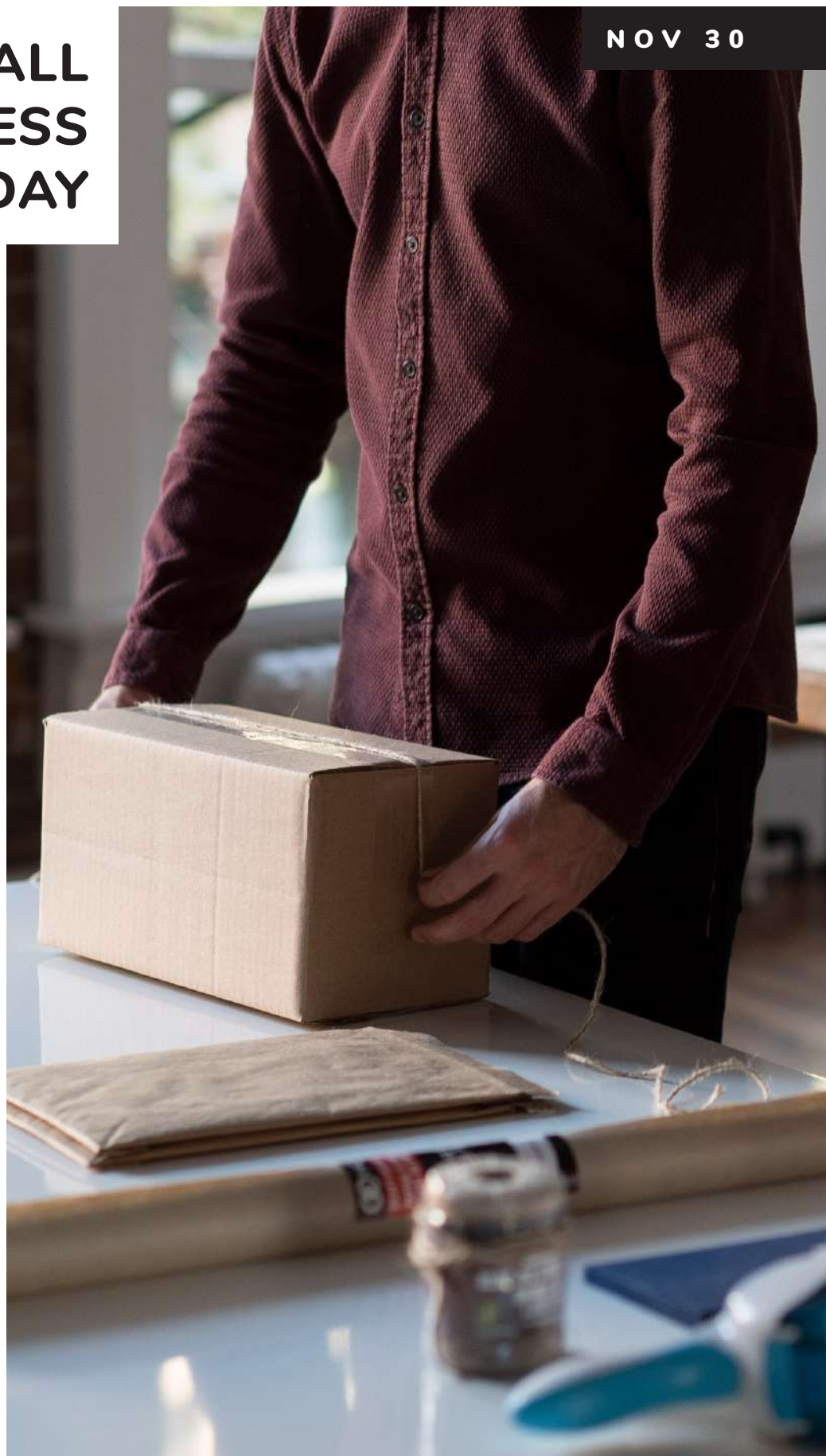
- Google Local
- Amazon Handmade
- Etsy

SELLER ADVICE

Amazon Handmade allows merchants to showcase their unique products. In order to qualify, your products must meet Amazon's definition of handmade:

"All products available in your Handmade at Amazon store must be made entirely by hand, hand-altered, or hand assembled (not from a kit)."

Similarly, Etsy empowers small businesses and independent creators with its strong focus on handmade items.



CYBER MONDAY

POPULAR PRODUCTS

- Everything

POPULAR CHANNELS

- Most channels

SELLER ADVICE

Amazon does not allow the sale of “opened” products.

If you receive returned open-box products from Amazon, sell them on eBay.

Balancing these two mediums can be key during the intense shopping season. An overabundance of sales can mean more returns than usual.

GREEN MONDAY

POPULAR PRODUCTS

- Everything

POPULAR CHANNELS

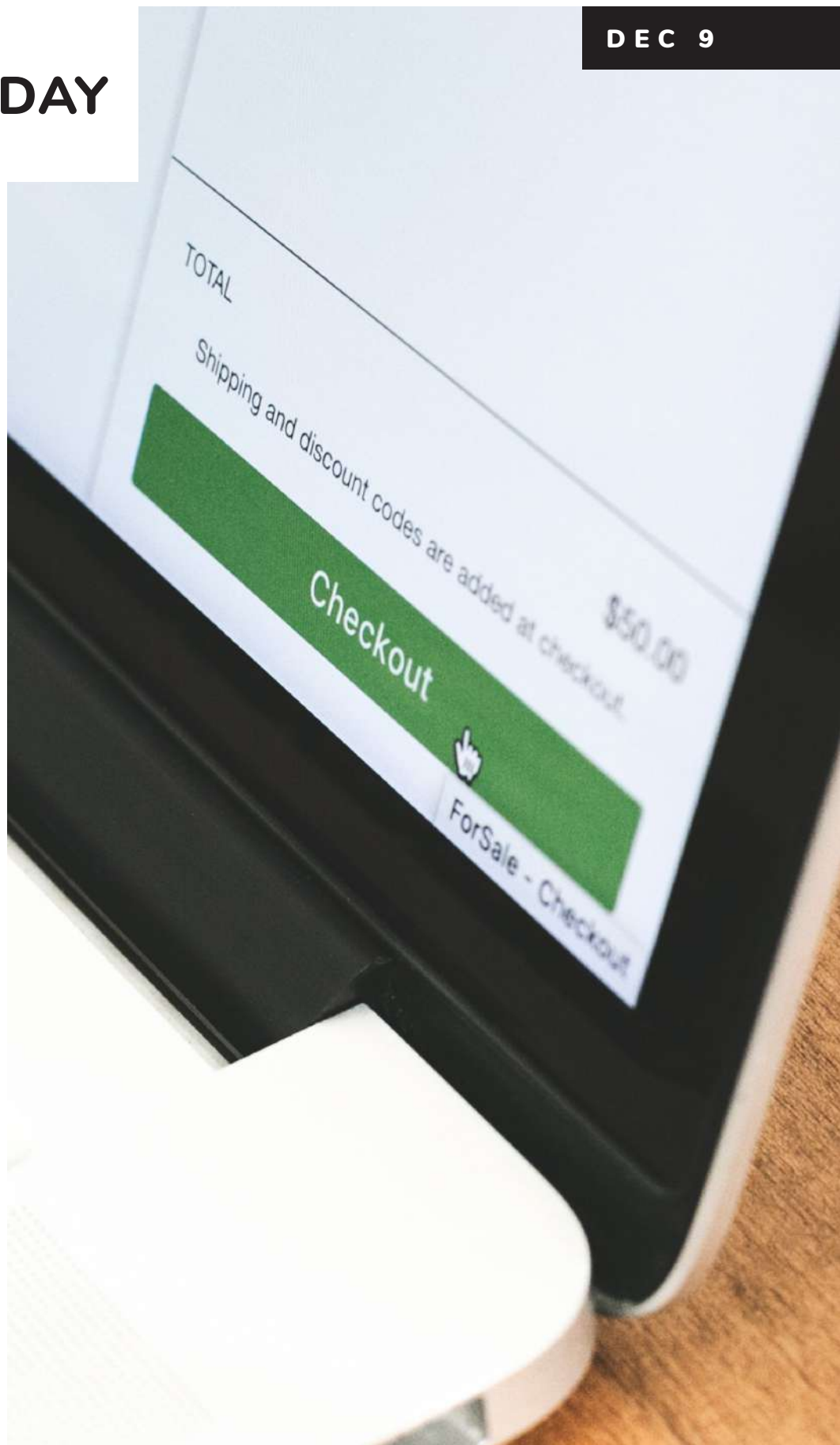
- eBay
- Walmart
- Amazon
- Jet

SELLER ADVICE

eBay lists smartphones, game consoles, tablets, headphones, mp3 players, cameras, laptops, and video games as its top selling items.

If you sell these items, eBay is a must-have channel for your products.

Green Monday began with eBay in 2007, but has since been adopted by other major businesses. The holiday lands on the second Monday of December and acts as a reminder that shoppers have limited time to finish their holiday shopping.



SKI SEASON BEGINS



POPULAR PRODUCTS

- Skis
- Snowboards
- Snow pants
- Winter apparel
- Winter sports gear

POPULAR CHANNELS

- Amazon
- Google Shopping
- Google Express
- Walmart
- eBay

SELLER ADVICE

Don't waste your advertising budget on winter products during the off season. On Google Shopping, try placing them into a "penny" campaign with a bid of \$0.01.

This strategy allows your products to continue appearing on Google Shopping throughout the year while maintaining a comfortably low budget.

FREE SHIPPING DAY

POPULAR PRODUCTS

- Everything

POPULAR CHANNELS

- Most Channels

SELLER ADVICE

Many shoppers have come to expect free shipping... especially on Free Shipping Day. Can you blame them?

To make your products stand out on free shipping day, you may also want to offer a promotion. This can put you one step ahead of your competitors, who may be only offering free shipping.



HANUKKAH

POPULAR PRODUCTS

- Toys
- Jewelry
- Electronics
- Apparel
- Decorations
- Greeting cards
- Home decor
- Gelt

POPULAR CHANNELS

- Amazon
- eBay
- Google Shopping
- Google Express
- Houzz
- Walmart

SELLER ADVICE

It's no surprise that more people shop online during the holidays.

In order to capture as many sales as possible during the holiday season, you will want to try listing your products on various shopping channels.

Do your research to determine which channels make the most sense for your products.

CHRISTMAS

POPULAR PRODUCTS

- Toys
- Jewelry
- Electronics
- Apparel
- Decorations
- Greeting cards
- Candy
- Christmas trees
- Christmas lights

POPULAR CHANNELS

- All channels

SELLER ADVICE

Make sure you get your products listed well ahead of shipping deadlines.

People may pay extra for expedited shipping if the delay is on them. If not, they won't hesitate to look elsewhere.

It's important to give shoppers ample time to buy your products in time to receive them before Christmas.



DEC 31

NEW YEAR'S EVE

POPULAR PRODUCTS

- Party supplies
- Apparel
- Tableware
- Home decor

POPULAR CHANNELS

- Amazon
- Google Shopping
- Google Express
- Walmart
- Pinterest
- Houzz

SELLER ADVICE

The shopping doesn't have to stop at Christmas. Promotions are a great way to engage shoppers.

If you are running a New Year's Day promotion on your website and want it to transfer over to your product feed, you can set up the promotion within Google Merchant Center.

After you've set up the promotion, you can use the "promotion_id" field within your feed to apply it to the desired products.

For the best possible results, aim to get your products listed at least 14 days before holiday events. Preparation is the key to successful product marketing, let alone seasonal promotions.

Don't be afraid to venture out of your comfort zone. Utilizing several channels may benefit your business more than you think.

We've compiled a list of seller resources below to help you consider the most viable channel options. We welcome you to reach out to our ecommerce experts if you have any questions.

CHANNEL RESOURCES

- [Amazon](#)
- [Google Express](#)
- [Google Shopping](#)
- [Walmart](#)
- [Facebook](#)
- [Instagram](#)
- [eBay](#)
- [Houzz](#)
- [Rakuten](#)
- [Newegg](#)
- [Pinterest](#)
- [Wish](#)
- [Jet](#)

WE CAN HELP

Selling your products online doesn't have to be difficult.

[GoDataFeed](#) simplifies product data management and makes selling on the Web's top shopping channels easier and more effective than ever.

[Contact us](#) to learn more about getting your products everywhere.

