



The U.S. E-commerce Calendar Every Marketer Needs

ActiveCampaign >

A look at one full year of e-commerce opportunities

Don't wait to plan your Halloween campaign until three weeks out.

In this e-commerce calendar, you'll see the entire year laid out for a broader view of the holidays and observances you can plan your marketing campaigns around.

Here's what you'll gain:

- Get ahead of the game and discover when you should start planning
- Get a glimpse at how consumers are feeling during each month
- Identify which holidays make sense for your brand to center email marketing campaigns around
- A plethora of ideas on how to engage customers, communicate your brand's value, and slowly warm up your email list for big holidays
- A yearly updated calendar right in your inbox*

*As long as you're subscribed to ActiveCampaign's e-commerce calendar newsletter, you'll receive an updated calendar automatically when we publish it.





October at a glance

October is spooky season. But more than that, the month is an opportune time for brands to catch the attention of their customers with the promise of sweet Black Friday deals.

Brands that rely on e-commerce sales should begin developing a strategy 6 weeks ahead of the holiday to warm up their customers and hint at promotional emails that they can expect to see land in their inbox.

Key themes

- Black Friday preparations
- Consumers begin to consider holiday travel
- Breast Cancer Awareness Month

SUN	MON	TUE	WED	THU	FRI	SAT
1 World Vegetarian Day International Coffee Day	2	3 End of Oktoberfest Mean Girls Day	4	5 World Teacher's Day	6	7
8	9 Columbus Day	10	11	12	13	14
15	16 Canadian Thanksgiving Boss' Day	17	18	19 Get to Know Your Customers Day	20	21
22	23	24	25	26	27	28
29 National Cat Day	30	31 Halloween	Federal holiday			

How consumers may be feeling

Despite recent inflation, consumer retail spending increased by 1.3% last October. With holidays on the horizon, consumers are primed for any holiday-related marketing campaigns you may have up your sleeve. Use ActiveCampaign's advanced automation to engage with them early and often so your brand is top of mind when gifting season is in full swing.

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SUN	MON	TUE	WED	THU	FRI	SAT
 Federal holiday			1	2 Day of the Dead	3	4
5 Daylight Savings	6	7 Election Day 	8	9	10	11 Veterans' Day
12	13	14	15	16 Fast Food Day	17	18
19	20	21	22	23 Thanksgiving Day	24 Black Friday 	25 Small Business Saturday
26	27 Cyber Monday 	28 Giving Tuesday	29	30		

November at a glance



The e-commerce olympics are here. November is the time for brands all over the world to take advantage of the shopping craze happening this month and next.

Even if your brand or industry may not have an obvious play during Black Friday, take it as an opportunity to connect with your customers, offer discounts, send personalized emails or freebies, and give them a reason to keep coming back.

How consumers may be feeling

According to recent research, consumers pulled back on spending by 0.6% last November. While this number may be different this year, keep in mind that your customers may restrict themselves from extra spending, choosing to spend on air travel or necessities in November. This is the perfect time to run deals and discounts during the week of Black Friday.

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Key themes

- Height of Black Friday
- Holiday season in full swing
- Everyone begins to slow down
- Start of holiday purchases




December at a glance

Moving into December, consumers are at the height of their holiday shopping, preparing for travel, and popping out for last minute gifts they might've forgotten to buy.

This is the month of giving and consequently, the month that brands can make the most impact with their customers. Be sure to engage with them, provide shipping window estimates, and follow-up with additional products they may be interested in.

Key themes

- Peak gifting season
- Winter break for schools
- Many people take PTO
- Consumer spending at a high

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 National Cookie Day 	5	6	7 Hanukkah begins	8	9 Green Monday
10	11	12	13	14 National Free Shipping Day	15 Hanukkah ends	16
17	18	19	20	21 First Day of Winter 	22	23 Festivus
24 Christmas Eve 	25 Christmas Day	26 Boxing Day Kwanzaa (through 1/1)	27	28	29	30
31 New Year's Eve	Federal holiday 					

How consumers may be feeling

Studies show that last December, consumer spending slid down 0.2%. However, this isn't a big dip, and December is still a huge month for e-commerce brands. Take advantage of email automation and clearly communicate with your customers why your brand and products are worth spending money on.

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SUN	MON	TUE	WED	THU	FRI	SAT
	1 New Year's Day Polar Plunge	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Martin Luther King, Jr. Day	16	17	18	19	20
21	22	23	24 Compliment Day 	25	26	27 Chocolate Cake Day 
28 Data Protection Day	29	30	31	 Federal holiday		

January at a glance



January marks the beginning of an entirely new year. With a blank canvas, people everywhere commit to New Year's resolutions with big aspirations of self-improvement.

This is a great time for businesses large and small to offer New Year's discounts and motivate consumers who are leaning into the "new Year, new me" mentality to make purchases that will improve their lives.

How consumers may be feeling

Here's where things take a positive turn. In January of 2023, consumer spending increased by 1.8% (\$312 billion). With the turn of a new year and a blank page ahead of them, it's wise to leverage this time and offer your customers deals or special packages to ring in the year. Resolutions are huge in January, adjust your campaigns to reflect that.

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Key themes

- Dry January
- New Year's resolutions
- Committing to healthy habits
- Veganuary




February at a glance

After the holidays, consumers are sure to feel a little lighter in their wallets. This doesn't mean that you can't find ways to close deals.

February is all about love, whether that's between a significant other, family, or friends. Pets even get a whole day dedicated to loving them! Focus your campaigns on helping your customers celebrate their loved ones and maybe throw in a little freebie for them to practice some self-love too.

Key themes

- Black History Month
- Gifts and surprises for consumers' loved ones
- Height of football season

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 Groundhog Day	3
4	5	6	7	8	9 National Pizza Day 	10 Chinese New Year
11 Super Bowl Sunday 	12	13 Galentine's Day Mardi Gras	14 Valentine's Day Ash Wednesday 	15	16	17 Random Act of Kindness Day
18	19 President's Day 	20 Love Your Pet Day	21	22	23	24
25	26	27	28	29	Federal holiday 	

How consumers may be feeling

February is all about spending time and celebrating with loved ones, romantic, platonic, or otherwise. Consider introducing a new product, special discount, or complimentary free trial or gift with your Valentine's Day offerings. At the start of the month, consumers will be willing to spend their money on spoiling their loved ones, so capitalize on it!

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SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3 World Book Day 	4	5	6	7	8	9
10 Daylight Savings Ramadan	11	12	13	14 Pi Day 	15	16
17 St. Patrick's Day 	18	19 First Day of Spring March Madness begins	20	21	22	23
24	25 Holi	26	27	28	29 Good Friday 	30
31 Easter	 Federal holiday					

March at a glance



March is best known for St. Patrick's Day and March Madness.

This month, restaurants, bars, and clubs will see the biggest spike in sales. In fact, in 2022 alone, St. Patrick's Day spending amounted to \$5.87B across the US. Brands can cash in on this pot of gold by selling green clothing, party supplies, food, and drinks or by advertising special deals based on the success of a consumer's March Madness bracket.

How consumers may be feeling

When you think of March, you think of St. Patrick's Day and the very start of warmer weather. St. Patrick's Day is a huge holiday for consumer spending. A research reports that an average person will spend around \$30-\$40 while celebrating. Plan your campaigns accordingly and consider incorporating shades of green into any promotional marketing emails you send out.

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Key themes

- Women's History Month
- The Academy Awards (Oscars)
- Spring is on the horizon
- March Madness galore



April at a glance

The weather is slowly warming up and it's likely that your customers are spending more and more time outside (weather permitting).

During April, it may be a bit more difficult for your brand to catch attention. Instead, focus on doubling down on your existing customers, helping them welcome Spring and showing them your dedication to making their lives easier by consistently improving your products and services.

Key themes

- Spring has sprung
- Spring Break for schools
- Religious holidays
- Coachella music festival

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Easter Monday April Fools Day	2	3	4	5	6
7	8	9	10	11 National Pet Day Sibling Day	12	13
14	15	16	17	18	19	20
21	22 Earth Day	23	24	25	26 Arbor Day	27
28	29	30 It's Gonna Be May Day	Federal holiday			

How consumers may be feeling

While reports show that spending in April is on the rise, be aware that as the summer approaches, it may be harder for your brand to catch attention. Many people are traveling or planning to soon so their pockets may be tighter. This is a great 'hibernation' time to tweak any strategies and really connect with your existing customers. Strengthen your foundation.

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SUN	MON	TUE	WED	THU	FRI	SAT
 Federal holiday			1	2	3	4 Star Wars Day
5 Cinco de Mayo	6	7	8	9	10	11 Eat What You Want Day 
12 Mother's Day 	13 World Cocktail Day	14	15	16	17 World Baking Day	18
19	20	21	22	23	24	25 Red Nose Day National Wine Day
26	27 Memorial Day 	28	29	30	31	

How consumers may be feeling

A recent study shows that between May and July 2023, consumer spending was up by 2.3%. May is another big month for celebrating loved ones. This time around, it's mother figures. Think about how your brand can tie into Mother's Day and how you can highlight your product or service as a great gift that consumers will want to gift their loved one.

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May at a glance



May is the first taste of Summer.

Many consumers will start to travel more during the next few months so it's a good idea to showcase why your products are a must-have for vacations. Plus, Mother's Day is a great opportunity to show love and appreciation for all mother figures out there. Lean in, offer product or activity suggestions, and help your customers plan something truly special for their loved ones.

Key themes

- Asian/Pacific Islander Heritage Month
- Summer preparations
- Travel season on the horizon










June at a glance

June is the height of all Summer festivities. With school out for the season, Pride Month in full swing, and celebrating fathers everywhere, it's a competition for brands everywhere to catch consumers' attention.

Craft fun, bright, and playful campaigns during this month in order to emulate the feeling of memorable Summer days. Customers will be busy during June, so stand out with bold headlines, imagery, and unbeatable Summer sales.

Key themes

- Pride Month
- Summer Break for schools
- Summer holidays
- Travel season begins

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 National Donut Day 	4	5	6	7	8 National Best Friend Day 
9	10	11	12	13	14 Flag Day	15
16 Father's Day 	17	18	19 Juneteenth 	20 First Day of Summer 	21	22
23	24	25	26	27	28	29
30 World Social Media Day 	Federal holiday 					

How consumers may be feeling

Summer is here. People everywhere will be traveling, going out to eat, attending concerts, and investing more in activities that they can share with friends. In June 2023, spending rose by 0.4% with the two largest categories being consumer goods and vehicles. To grab attention, create eye-catching emails, advertising your brand in a fun yet efficient way.

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SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 Independence Day 	5	6
7 World Chocolate Day	8	9	10	11	12	13
14	15	16	17 World Emoji Day 	18	19	20
21	22	23 Amazon Prime Day 	24	25	26	27
28	29	30 International Day of Friendship	31	Federal holiday 		

July at a glance



July may be seen as a statistically quieter month when it comes to retail sales. However, in 2023, consumer spending actually increased by 0.8%.

While small, this bump is still relevant. With the celebration of Independence Day comes the opportunity to make a splash with Fourth of July themed marketing. And don't forget Prime Day! Consumers will be online and ready to buy so place a heavy focus on e-commerce.

How consumers may be feeling

In the US, July is all about everything red, white, and blue. If applicable, include Fourth of July theming and discounts in your marketing campaigns. Plus, Amazon Prime Day is a great opportunity for any e-commerce brand with an Amazon store to make a hard push and leverage the day to capture as many sales as possible.

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Key themes

- Fourth of July celebrations
- Amazon Prime Day
- Graduation celebrations



August at a glance

When August rolls around, it puts a final pin in Summer. As one season ends, another begins. August is back-to-school season, a perfect time to center your marketing around student discounts and promotions.

Plus, it may seem far away, but Black Friday is inching closer. Focus on cleaning, engaging, building, and strengthening your email list now so you have a healthy pool of customers to send your Black Friday emails to.

Key themes

- Lollapalooza music festival
- Summer coming to a close
- Prep for back-to-school
- Initial Black Friday planning

SUN	MON	TUE	WED	THU	FRI	SAT
<div>Federal holiday</div>				1	2	3
4 International Beer Day 	5	6	7	8 International Cat Day 	9 Book Lovers Day	10
11	12	13	14	15	16	17 National Nonprofit Day
18	19	20	21	22	23	24
25 National Burger Day 	26 Women's Equality Day International Dog Day	27	28	29	30	31

How consumers may be feeling

August tends to be another month where your brand can be in semi-hibernation. But this doesn't mean you should do business as usual. Take time to refocus your efforts and measure your results after the busy summer months. Clean out your email list and reengage with your most loyal customers so they're primed for your Black Friday promotions.

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SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Labor Day	3	4	5	6	7
8	9	10	11	12 National Video Games Day	13	14
15	16	17	18	19	20	21 Oktoberfest begins
22 First Day of Fall	23	24	25	26	27 World Tourism Day	28
29	30	Federal holiday				

September at a glance



September marks a time of kids returning to school and the beginning of Fall.

The start of Fall is a great opportunity to tie your brand into all things pumpkin, cozy, and warm. Not only this, it's a prime time for e-commerce brands to make final preparations for Black Friday, Cyber Monday, and Small Business Saturday. Make sure you're reminding your customers of what you offer and continue to build interest around your brand.

How consumers may be feeling

Maybe more than any other month, September is the perfect example of an e-commerce brand's paradise. Consumers go crazy for fall decorations, special fall drinks, and fun fall activities. Use the season to your advantage. And with the week of Black Friday inching closer, September is prime time to be posting frequently and planning your Black Friday marketing strategy.

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Key themes

- National Hispanic Heritage Month (9/15-10/15)
- Oktoberfest (9/21-10/6)
- Back to school
- Cozy season begins



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6 Oktoberfest ends	7	8	9	10 World Mental Health Day	11	12 Yom Kippur
13	14 Columbus Day Canadian Thanksgiving	15	16 Boss' Day	17	18	19 Get to Know Your Customers Day
20	21	22	23	24	25	26
27	28	29 National Cat Day 	30	31 Halloween 	 Federal holiday	

How consumers may be feeling

Just like September, October is a big month for leveraging the season in your marketing strategy. Consumers are likely spending their money on spooky decorations, party supplies, costumes, and Halloween-themed activities. Consider running festive email campaigns this month and leaning into the spirit to make an impression on your customers and prospects.

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<div>  Federal holiday </div>					1	2 Day of the Dead
3 Daylight Savings ends	4	5 Election Day 	6	7	8	9
10	11 Veterans' Day	12	13	14	15	16 Fast Food Day
17	18	19	20	21	22	23
24	25	26	27	28 Thanksgiving Day	29 Black Friday 	30 Small Business Saturday

How consumers may be feeling

November is a big month. Most consumers are ready to buy gifts ahead of Christmas including electronics, housewares, cookware, and more. This is the time to go hard with your advertising on social platforms and email alike. There's a lot of noise in November. Find a way to stand out, prove the value of your brand, and make the buying process as simple as possible.

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November at a glance



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Even if your brand or industry may not have an obvious play during Black Friday, take it as an opportunity to connect with your customers, offer discounts, send personalized emails or freebies, and give them a reason to keep coming back.

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- Holiday season in full swing
- Everyone begins to slow down
- Start of holiday purchases



December at a glance

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This is the month of giving and consequently, the month that brands can make the most impact with their customers. Be sure to engage with them, provide shipping window estimates, and follow-up with additional products they may be interested in.

Key themes

- Peak gifting season
- Winter break for schools
- Many people take PTO
- Consumer spending at a high

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Cyber Monday 	3 Giving Tuesday	4 National Cookie Day 	5	6	7
8	9 Green Monday	10	11	12	13	14 National Free Shipping Day
15	16	17	18	19	20	21 First Day of Winter 
22	23 Festivus	24 Christmas Eve 	25 Christmas Day Hanukkah begins	26 Boxing Day Kwanzaa (through 1/1)	27	28
29	30	31 New Year's Eve	Federal holiday 			

How consumers may be feeling

Although December is the height of gifting season, consumers are sure to feel stretched thin when it comes to their budgets. Capture their attention by advertising your product or service in a way that creates FOMO (fear of missing out) if they don't buy it. Explain what sets your brand apart and give consumers a reason to purchase from you.

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Get ahead of the curve

No matter what kind of business you run, it's never too early to start planning your strategy, engage your audience, and curate a healthy email list that'll turn into customers.

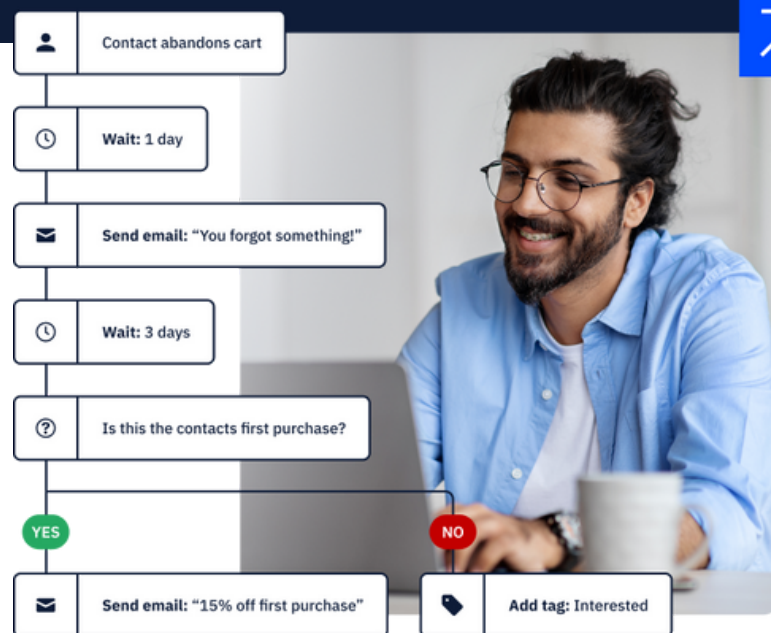
The power of email

With this calendar, start brainstorming holiday campaigns that'll delight your customers and show them the value of your brand. When you combine brand-relevant campaigns with automated email workflows, you'll be sure to capture attention and close more deals around the holidays.

Ready to bring your ideas to life?

Learn more about ActiveCampaign and start a free trial on our website, or visit our e-commerce hub for more tips.

*When you download our e-commerce calendar, you'll automatically receive a fresh calendar every time we update it.



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