



Ecommerce Calendar 2022





Ecommerce Calendar 2022

Introduction

To win in the game of ecommerce, you've got to know the road ahead and make plans to take advantage of every opportunity.

Use our handy ecommerce calendar and quarterly checklists to reach a whole new level this year.



Q1 – Plan, plan, plan

Another year over! Take that fresh new year energy and transform it into exciting ideas to start your year on a high note. With a little creativity and the right plan, you'll knock your biggest sales goals right out of the park.

Q1 Checklist

Study last year's numbers for insights on your:

- ☐ Sales goals
- ☐ Ad performance
- ☐ Customer feedback
- ☐ Quarterly goals and KPIs

Create products and offers for Q1/Q2, including:

- ☐ Engagement offers
- ☐ Winback offers
- ☐ Ascension offers
- ☐ Upsell offers

Create and schedule marketing campaigns for Q1/Q2:

- ☐ Email marketing
- ☐ Social media
- ☐ Pay per click
- ☐ Product listings optimization
- ☐ Influencer and/or ecommerce marketing agency

Craft your content creation schedule for Q1/Q2:

- ☐ Social media images
- ☐ Videos
- ☐ Ad content
- ☐ Blog content



Q1 Resources 2022

Useful links

[Social shopping guide](#)

[Hiring an ecommerce marketing agency](#)

[Get the best product photography](#)

[Master your Instagram strategy](#)

[Debt financing explained](#)



January

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January 1st New Year's Day

Cheers to you! Today a new chapter begins.
Celebrate the occasion with enticing sales and offers.

January 15th National Hat Day

Sell hats or accessories? Get customers to send in pics sporting their weird and wonderful head dresses for a shoutout on social.

January 17th Martin Luther King Day

Celebrate diversity, equality, and the power of dreaming big in your branded content.

January 19th

Two weeks 'til Groundhog Day! Time to start the countdown with your subscribers.

January 20th

Just 6 days until Australia Day.
Start a countdown to get your Aussie customers excited!

January 24th National Compliment Day

Drive engagement with competitions on the best compliments out there. Bonus points for bringing in extra reviews and product compliments!

January 26th Australia Day

Celebrate in style by jazzing up your store with Aussie décor and geographic promos.



February

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February 1st – 28th Black History Month (US)

Educate with stories, Q&A, charity info, and products supporting the Black community.

February 1st Chinese New Year

It's the year of the tiger. Celebrate the symbolic values and traditions!

February 2nd Groundhog Day

Hello, Spring?

Time to launch a themed email campaign and gift to mark the occasion.

February 3rd

10 days to the Superbowl! Get shoppers ready for the game with themed gear, snacks, or promos.

February 7th

One week until the day of luvvv. Set the scene and remind everyone to get their gifts ready. 💕



February

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February 13th Superbowl LVI

The superbowl is here! Share some helpful details on today's big event.

February 14th Valentine's Day

Share some love with themed content and lovey dovey deals.

February 17th Random Act of Kindness Day

Show your shoppers even more love with impromptu gifts on your social media and in your emails.

February 20th Love Your Pet Day

Stock pet items? Give shoppers the chance to spoil and show off their fur babies! 🐶



March

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March 1st Shrove Tuesday a.k.a Pancake Day

Celebrate this fun day with pancake-baking contests and free gifts or discounts for the winners!

March 2nd Ash Wednesday

Share some love with themed content and lovey dovey deals.

March 3rd World Book Day

Host a week-long book club showcasing authors from different backgrounds.

March 6th National Dress Day

Sell clothing? Shine the light on your top collections with a 24-hour sale.

March 8th International Women's Day

Use social media to **honor inspirational women** shaping the world.



March

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March 10th

1 week 'til Holi Festival! Fill your marketing with love, unity, and lots of colors.

March 17th St. Patrick's Day

Green is the theme. Encourage your audience to post their St. Patty's pics and give lucky discounts.

March 14th White Day (Asia)

Give gifts in the form of extra deals or discounts to your Valentine's Day shoppers.

March 18th Red Nose Day

Raising cash for charity? Let your audience know and get involved.

March 20th It's Spring!

Help shoppers dust off the frost with some spring centred products, tips, and tricks.

March 20th International Day of Happiness

Spark joy with content to make your customers smile.

March 27th Mother's Day (UK)

Appreciate mums worldwide with pampering gifts and enticing discounts.

Q2 – Hit the gas on growth

You've built a solid foundation, nice work! Now it's time to double down on exciting deals and content to keep shoppers coming back for more.

Q2 Checklist

Set content creation schedule for Q3 focusing on:

- ☐ Cash-generating deals
- ☐ Relationship-building content

Create products and offers:

- ☐ AOV-boosting bundles
3 for 2, or 2 for 1

Negotiate with suppliers for better rates and services:

- ☐ Offer to buy higher stock volumes for a reduced rate
- ☐ Commit to larger volumes with your carrier for a discount

Begin sourcing for Q4:

- ☐ Stock up on best-selling inventory
- ☐ Find new products to test
- ☐ Create a seasonal product line

Scale top-performing products into new platforms, e.g.:

- ☐ Offer to buy higher stock volumes for a reduced rate
- ☐ Commit to larger volumes with your carrier for a discount

Improve your website user experience:

- ☐ Limit backend apps on your website
- ☐ Optimise content size
- ☐ Reduce checkout steps
- ☐ Streamline returns



Q2 Resources 2022

Useful links

[Learn PPC](#)

[Mother's Day prep](#)

[May holidays to know](#)

[Guide to a healthy cash conversion cycle](#)

[Inside ecommerce KPIs](#)

[How much is your Amazon business worth](#)



April

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April 1st April Fool's Day

Show your brand's funny side by peeling back the curtain on your team's inside jokes and shenanigans.

April 3rd Ramadan begins

Share encouraging content and promos before fasting begins.

April 10th National Siblings Day

Help shoppers show appreciation for their brothers and sisters with personalized sibling gifts.

April 15th - 17th Coachella Festival

Post updates on the lineup and tips for an **unforgettable event**.

April 15th Good Friday

Kickstart the festivities **with an Easter egg hunt on your website to win prizes**.

April 15th - 23rd Passover

Celebrate the holiday with pictures from your audience and clients.



April

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April 16th Easter Saturday

Spread some feel-good discount codes for your audience to find across your social media.

April 17th Easter Sunday

Keep the Easter spirit alive with custom content on your website.

April 18th Easter Monday

Wrap up with a sale to clear any remaining stock.

April 19th

Still one Coachella weekend to go! **Share useful items in scroll-stopping pics and vids.**

April 22-24th Coachella Festival

Share extra content to give your audience those nostalgic Coachella feels.

April 27th Earth Day

Share info on how your brand is helping to make the world a happier, healthier place.



May

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May 1st Ramadan ends

Help your Muslim followers celebrate their achievement with a mega sale.

May 2nd Eid al-Fitr begins

Continue the party on your social media.

May 2nd May Day Bank Holiday (UK)

Encourage shoppers to put their free time to good use with flash promos!

May 3rd Eid al-Fitr ends

Close the celebrations with some highlight pictures and customer wins.

May 4th Star Wars Day

Drop some memorabilia and get Star wars fans geared up to share their favorite



May

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May 4th **Mental health awareness month**

Share real stories, mindfulness tips, items, and service to improve mental health

May 5th **Cinco de Mayo**

Celebrate Mexican heritage with fun, vibrant content.

May 8th **Mother's Day (US, CA, EU)**

Help shoppers celebrate their moms with personalised 'best mom in the world' gifts.

May 25th **National Wine Day**

Give your best sommelier tips with a discount on your top-sellers.

May 30th **Spring Bank Holiday (UK)**

Get shoppers ready for summer with some hot product drops.

May 30th **Memorial Day (US)**

Honor those who gave their lives. Share their stories on your social media.



June

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June 1st – 30th Pride month

Educate with stories, Q&A, charity info, and products supporting the LGBT community.

June 3rd Memorial Platinum Jubilee Bank Holiday (UK) (US)

Mark the royal celebration by decorating your store and offer jubilee-themed products.

June 5th World Environment Day

Shine a light on sustainability issues and share what your brand is doing to protect the environment.

June 8th Best Friend Day

Celebrate meaningful relationships with 2 for 1 and 3 for 2 deals and shareable

June 8th

10 days 'til Glastonbury! Help shoppers get stocked up with offers on the essentials.

June 13th International Children's Day

Add fun free games to your packages that both parents and kids can enjoy!



June

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June 19th Juneteenth

Educate your audience on the many contributions the Black community has made,

June 19th Father's Day (UK)

Help people spoil their dads with customized products and offer shoutouts on social media

June 20th

One week 'til Wimbledon! Post a must-have item list for visitors to get the most out of the games.

June 21st Summer starts

Bring some sunshine into your shoppers' world with new product drops and deals.

June 22nd – 26th Glastonbury Festival

Help shoppers rock and roll with insider tips on all things Glasto.

June 27th Glastonbury Festival Last Day

Repost customer snaps from the weekend and shout out to great performances.

Q3 - Keep your momentum going

Q3 can be a game-changer. Use this period to build stronger connections with your audience, strengthen your cash flow, and level up your operations for the upcoming Q4 rush.

Q3 Checklist:

Create products and offers for Q4, including:

- ☐ Up to % off
- ☐ Loss leaders (e.g., \$1 items)
- ☐ Exclusive offers for loyal customers

Set content creation schedule for Q4 to:

- ☐ Get customers excited for holiday shopping
- ☐ Help your audience in their shopping decisions
- ☐ Drop can't-miss deals and promos

Create email, social media campaigns, and pillar pages for key Q4 events:

- ☐ Halloween
- ☐ Single's Day
- ☐ Black Friday
- ☐ Cyber Monday
- ☐ Christmas Day
- ☐ Boxing Day

Execute cash-producing and operation-boosting tasks:

- ☐ Run sales to generate cash and clear warehouse space
- ☐ Assess and reduce expenses
- ☐ Secure additional warehouse space for Q4
- ☐ Improve your supply chain visibility
- ☐ Secure ecommerce funding for Q4



Q3 Resources 2022

Useful links

[Leverage pre-orders](#)

[Improve logistics](#)

[Embrace influencer marketing](#)

[Expand your sales channels](#)

[Launch new products](#)



July

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July 1st Canada Day

Help your Canadian fans turn up the patriotism with free flags with every order.

July 4th Independence Day (US)

Use the US flag colors on your site and socials, sponsor a US charity, and ask customers to share what being American means for them.

July 5th Bikini Day

Sell swimwear? Celebrate bikini looks throughout the years with tips on how to pick the best fit.

July 7th World Chocolate Day

Why not partner with choco brands to give samples as treats? Yum!

July 17th World Emoji Day

Get shoppers to share their favorite emoji for the chance to win products.

July 21st Get to Know Your Customer Day

Give your customers the spotlight through social media takeovers and live interactive sessions.

July 31st World Avocado Day

Who doesn't love an avo? Show off all your avocado goodies with an irresistible discount.



August

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August 1st Summer Holiday (Scot)

Help your Canadian fans turn up the patriotism with free flags with every order.

August 7th American Family Day

Give shoppers the chance to share what their family means to them.

August 8th International Cat Day

Ask shoppers to share fun pics of their furry friends!

August 9th Book Lovers Day

Create a must-read list by genre to share with bookworm shoppers.

August 16th Back-to-school (for most public schools)

Gather a list of top products and tips to prep clients for the big week.



August

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August 19th World Photography Day

Round up some breathtaking snaps from your audience and share them with the world!

August 25th

1 week 'til back to school season begins. Share some essential items and resources!

August 26th International Dog Day

Can't let cats have all the fun. Hold a competition to find the world's cutest dog to win a basket of pet treats!

August 29th Summer Bank Holiday (UK)

Round off the UK summer with a bang by offering some explosive sales.



September

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September 1st It's autumn!

Drop a drool-worthy autumn collection.

September 1st Back to school season hits

Help parents and students by promoting all the right items for learning!

September 4th Father's Day (Aus)

Time to honor dads in Australia. Look for ways to put a Father's Day spin on your products.

September 5th Labor Day

Celebrate all the hard-workers out there with some big discounts.

September 11th Grandparents Day

Flip the script and help shoppers spoil their grandparents with customised bundles and products.

September 11th Patriot Day (US)

Take a moment to honor and remember the devastating events of 9/11/2001.



September

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September 12th Video Games Day

Host a gaming marathon to engage with your audience.

September 17th Oktoberfest begins

Share fun facts about the festival and how shoppers can get involved.

September 25th - 27th Rosh Hashanah

Celebrate the New Year by sharing client photos on social.

September 26th European Day of Languages

Share the power of language in your email content with different greetings and sign-offs.

September 27th World Tourism Day

Sell travel gear? Select customers to share travel memories and how travel has changed their lives.

Q4 - Supercharge your sales

The money-making season here! Dust off those high-performing marketing campaigns, offers, and products from and give them the refresh they need to capture as many conversions as possible!

Q4 Checklist:

Take action to stay in stock and maximise sales:

- ☐ Monitor inventory levels
- ☐ Update marketing campaigns and offers
- ☐ Set up funnels and lead magnets to grow your email list
- ☐ Optimise organic and paid social media marketing campaigns
- ☐ Create blog content to educate shoppers on key Q4 events
- ☐ Set up new shopping channel(s) or social media stores

Create products and offers for Q1 that:

- ☐ Clear remaining Q4 stock
- ☐ Help shoppers overcome January blues
- ☐ Help your audience reach their new year goals

Craft content creation for Q1:

- ☐ Emails
- ☐ Social media
- ☐ Ads
- ☐ Retail holidays (Chinese New Year, UK Mother's Day)



Q4 Resources 2022

Useful links

[Q4 prep guide](#)

[Halloween](#)

[Singles' Day](#)

[Black Friday prep](#)

[Cyber Monday](#)

[Social commerce guide](#)

[How to Prepare for Chinese New Year](#)



October

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October 1st-31st Black History Month (UK)

Share fun and interesting facts on Black culture, history, and art and promote Black-owned businesses.

October 1st International Coffee Day

Coffee seller? Educate shoppers on various blends and create a limited-time taster bundle.

October 4th - 5th Yom Kippur

Educate your audience on the holiday.

October 5th Teacher's Day

Create gifts students can share with their teachers and shine the spotlight on amazing educators.

October 9th - 16th Sukkot

Celebrate the gathering of the harvest.

October 10th World Mental Health Day

Partner with wellness brands to host giveaways using products that improve mental health.

October 10th Thanksgiving (CA)

Get shoppers to share what they're thankful for and post it on your social media.



October

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October 16th World Food Day

Share recipes from countries around the world and host a cooking contest with your audience.

October 16th Boss's Day

Give customers the chance to honor great bosses with fun gifts customized for special bosses and team leaders.

October 23rd Make a Difference Day

Pick a charity and host a fundraiser to help bring change to the world.

October 24th Diwali

Educate your audience on Diwali and help people celebrate with joyful content and promos.

October 25th

Less than a week 'til Halloween! Drop some spooky tips, tricks, and sales.

October 29th

One week 'til Bonfire Night! Amp up promotions for your fire-making and BBQ'ing kit.

October 31st Halloween

Get shoppers to share their best costumes and decorations.



November

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November 1st World Vegan Day

Share a recipe list or top restaurants and stores to get vegan food in your territory.

November 1st Melbourne Cup

Drop tips and discounts for a memorable day at the races.

November 5th Guy Fawkes Night / Bonfire Night (UK)

Celebrate with fun social media posts to commemorate this fiery event!

November 11th Remembrance Day (UK)

Honor fallen soldiers with the poppy or dedicated content on your site and socials.

November 11th Singles' Day

Unveil your best deals of the year as a teaser for Black Friday.



November

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November 13th Remembrance Sunday (UK)

Honor soldiers by sharing stories of bravery and determination.

November 25th Thanksgiving (US)

Show shoppers' you're grateful for their patronage with pre-Black Friday discounts and deals.

November 26th Black Friday!

D-day is here! Drop the best deals of the year for your loyal fans and new shoppers.

November 26th Small Business Saturday

Give props to upcoming businesses in related niches and your own store!

November 28th Cyber Monday

Close off the 4-day shopping bonanza with some last-minute steals!



December

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December 4th National Sock Day

Post your team in their favourite socks and encourage shoppers to share theirs.

December 12th Green Monday

Take advantage of this opportunity to extend awesome offers and sales to shoppers!

December 18th Hanukkah Begins!

Celebrate the festival of lights with exclusive deals and content for the next 8 nights.

December 18th Free Shipping Day

Keep the BFCM energy alive with free shipping for shoppers!

December 21st First Day of Winter

For shoppers in the northern hemisphere, winter is officially here! Drop your latest winter products to keep customers cozy!



December

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December 24th Christmas Eve

Help out last-minute shoppers with deep discounts and fast shipping options.

December 25th Christmas Day

Celebrate the big day with a Christmas-themed email or special offer for shoppers who celebrate.

December 26th Boxing Day

Make sure your mobile experience is easy for customers circling back to your site for returns and post-holiday sales..

December 26th Hanukkah Ends

Close out the holiday with fun customer pictures shared on social.

December 31st New Year's Eve

Countdown to awesome savings and exclusive discounts to ring in the new year with loyal shoppers!



About SellersFunding

Ecommerce is booming, and traditional banks and funding partners are still catching up.

At SellersFunding, we're changing the way eCommerce sellers scale their business by providing them with fast, flexible funding options they can't find anywhere else.

Reach out today to learn more about how we can help you scale.

Tired of shooting in the dark with your Amazon ads?

Check out [our two-minute demo](#) to find out exactly how we can help.

