

2012 HOLIDAY MARKETING TIMELINE



Nov. 22nd

In 2011, **39%** of consumers revealed that they had already started their shopping before Thanksgiving Day¹

In 2011, online spending on Thanksgiving was up **18%** from 2010⁴

THANKSGIVING

4th Thursday in November
Thursday November 22nd, 2012



Thanksgiving is the last day before the busiest shopping day of the year. Some believe Thanksgiving Day is now the start of the holiday shopping season and not Black Friday.

Tip: Consider starting promotions a day early to catch those Thanksgiving Day shoppers. At the very least, don't forget to send a last minute reminder of your promotions to keep your brand fresh in the consumer's mind.

BLACK FRIDAY

Day after Thanksgiving
Friday November 23rd, 2012



Black Friday should be on your calendar as one of the most important days of the holiday season as it is the busiest shopping day of the year.

Tip: Since consumers will be receiving a multitude of emails in the days leading up to Black Friday, consider sending emails earlier than normal. You want to establish yourself in their minds before the competition.

Black Friday sales in 2011 were **\$11.4 billion**, **\$816 million** of which were online. That was a **6.6%** increase overall, and a **26%** increase online²

Last year Cyber Monday broke the record for **online sales** in a single day **exceeding \$1.25 billion**. This was a massive **22%** increase from the year before²

2010 | **2011**

Retailers in 2011 sent **34% more** promotional emails between **December 18 and December 22** compared to the same time period in 2012²

 **15.5%** of Amazon.com's traffic on Black Friday, the day after Thanksgiving, came from social sites, an increase of **9.0%** from 2010⁵

CYBER MONDAY

First Monday after Thanksgiving
Monday November 26th, 2012



With the rise in use of mobile devices, Cyber Monday is not far behind Black Friday in terms of record-breaking sales and traffic.

Tip: Offer special promotions to your social media follows for Cyber Monday to help reinforce the insider benefits to connecting with your company on social.

 **70%** of holiday shoppers said they made purchases online rather than at physical locations³

HANUKKAH

8 days in November or December
Starts Saturday December 8th, 2012



The first day of Hanukkah is another wonderful day to continue your marketing campaign.

Tip: Think about offering a new promotion each of the eight days. If that seems like too much, space a few out over the eight days so you stay fresh in their minds.

Online shoppers in the United States alone spent **\$202 billion** in 2011 and that number is expected to **increase 62% to \$327 billion** by 2016³

2011 | **2016 est**

GREEN MONDAY

Second Monday in December
Monday December 10th, 2012



Yet another retail shopping day, this term was originally coined by eBay to represent their busiest sales day in December. It is now recognized by most retail chains as an especially busy date during the Holidays. **Green Monday had online sales of \$1.13 billion**, **19% more** than 2010.

Tip: How about a 'Green' offer to go with the Green theme? Offer something recyclable, the color green, or share how your company is socially responsible to mix things up for your messaging on this day.

 **2011** **\$35.3 billion** online, from November 1, 2011 to December 26, 2011, an increase of **15%** from the same time period in 2010²

HANUKKAH ENDS

Sunday December 16th, 2012

FREE SHIPPING DAY

Mid December
Monday December 17th, 2012



Free Shipping Day is an online shopping event in which retailers offer free shipping with delivery by Christmas Eve. This hugely popular day has a website dedicated to it (which determines the date each year) freeshippingday.com. **Free shipping day saw an increase of 14% in online sales from 2010 to \$1.07 billion.**

Tip: This holiday may not apply to your business if you do not sell shippable products, but if it does, it's a great time to influence procrastinating shoppers.

SUPER SATURDAY

Last Saturday before Christmas
Saturday December 22nd, 2012



If you have a brick and mortar store, this is the last big push before the holiday.

Tip: Holiday shoppers are still expecting great deals, offer a bundle discount so they purchase more than just the one item they had in mind.

2011 | **2010**

Boxing Day sales, the day after Christmas, were **\$7.1 billion** in 2011, **11.3%** of which were made through mobile devices. In 2010, only **4.3%** of sales were made through a mobile device²

BOXING DAY

The day after Christmas
Wednesday December 26th, 2012



Less than 24 hours after insisting they love their gifts, many consumers flock to the store to return them for something more desirable.

Dec. 26th

Tip: Consumers may flood to stores to acquire accessories for their gift they received. For this reason most retailers have post-holiday sales. Take advantage of this time to cross-sell and upsell products and to remind consumers to redeem holiday gift cards.

Sources
 1 - <http://americanresearchgroup.com/holiday/>
 2 - <http://retailindustry.about.com/od/statisticsresearch/a/2011-US-Christmas-Holiday-Shopping-Sales-Data-Statistics-Results-And-Numbers.htm>
 3 - <http://www.internetretailer.com/2012/02/27/e-retail-spending-increase-45-2016>
 4 - <http://www.internetretailer.com/2012/01/30/social-media-helps-big-retailers-drive-holiday-traffic>
 5 - <http://www.internetretailer.com/2012/10/04/thanksgiving-emerges-major-e-mail-marketing-day>