

ECOMMERCE MARKETING CALENDAR

Key dates | Campaign Ideas | Actionable Tips



ECOMMERCE MARKETING CALENDAR 2025

JANUARY

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FEBRUARY

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APRIL

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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DECEMBER

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JANUARY 2025

The year kicks off with a focus on self-improvement, thanks to New Year's resolutions and Dry January.

Following the spending spree of the Golden Quarter, budgets are tighter during this period. Use these Q1 events to create engaging campaigns that help your customers achieve their goals and keep your brand top-of-mind for when they are ready to invest more in big events such as Valentine's Day and Easter.



NEW YEAR'S DAY



Start the New Year with fresh products and offers that help customers stick to their resolutions. Whether you're in beauty, finance, health, style, or well-being, time-limited discounts on self-improvement products can motivate customers. Add value with educational content, like tips and articles, and entice shoppers with free samples of resolution-friendly items. Tailor discounts for key customer segments, like those who purchased around the same time last year. [Download The Ultimate Health, Wellness & Fitness eGuide for more tips!](#)



THROUGHOUT: DRY JANUARY

Dry January participation has skyrocketed by [4275%](#) since 2013, and that trend is set to continue. Tap into this health-conscious movement by launching wellness-focused campaigns, or take a creative angle by showcasing how your products can create fun, alcohol-free experiences. Enhance this approach with a multi-step marketing journey

that not only informs and educates customers about your new offerings but also shows them innovative ways to use your products in line with these trends.



THROUGHOUT JANUARY: VEGANUARY



Veganuary appeals to a broad audience, from eco-conscious and health-focused individuals to those curious about trying something new. With Gen Z icons like Billie Eilish championing veganism, its appeal continues to grow among younger generations. Leverage this by creatively showcasing your vegan and sustainable products, perhaps with a dedicated Veganuary section on your website. Use customer reviews to entice non-vegans and highlight product quality. Make sustainability a core part of your welcome journey, emphasizing your brand's eco-friendly practices and showcasing brand advocacy. Don't forget to focus on building trust through informative content rather than pushing for immediate sales.



THIRD THURSDAY OF EACH QUARTER: GET TO KNOW YOUR CUSTOMERS DAY

First, ask yourself: do you really know who your customers are? A [platform](#) like Mapp Marketing Cloud can help fill in those gaps in your customer knowledge. Consider creative campaigns that gather zero-party data while engaging customers through gamifications or rewarding surveys. This data can then be used to enrich [customer profiles](#) and help you learn more about them to personalize your communications.

29

CHINESE NEW YEAR

Chinese New Year brings out lanterns, dragons, red, and symbols of luck. Let customers test their fortune via gamified experiences to win discounts and deals. Alternatively, share user-generated content featuring how customers are celebrating Chinese New Year events on social media.

SPOTLIGHT



V-FACE'S "GIVE ANIMALS A BREAK" CAMPAIGN (2023)

Dublin's first vegan burger bar, V-Face, launched a playful yet impactful campaign during Veganuary.

The campaign featured creative, photo-realistic animations of farm animals enjoying life, sending a friendly message to encourage veganism without being pushy.

This eye-catching campaign effectively used digital channels to spread the word, combining engaging content with an emotional appeal that resonated with a broad audience.



CARLSBERG "WITH THE TEAM" CAMPAIGN (EURO 2020-2021):

As an active sponsor of the Danish National football team, Carlsberg launched a campaign they had done several times, but in a gamified way with [Playable](#).

Each limited edition beer can sold during the football tournament featured a hidden code, revealed only when opened. Customers could enter the code on the brand's campaign page to see if they won Danish national team fan merchandise.

The "lucky number" game added excitement as visitors discovered if they won. The campaign exceeded expectations, with double the redemption rate of other "code on pack" campaigns, high time spent on the website, and increased traffic to other Carlsberg sites.

FEBRUARY 2025

KEY DATES:

Galentine's Day

Valentine's Day

13

GALENTINE'S DAY

Embrace the fun and light-hearted spirit of Galentine's Day with thoughtful, engaging content that will make your brand memorable. Target singles with light campaigns, self-love products, and trending hashtags. Suggesting gifts and personalized items to tap into celebrating friendships can help you strengthen your own customer relationships.

14

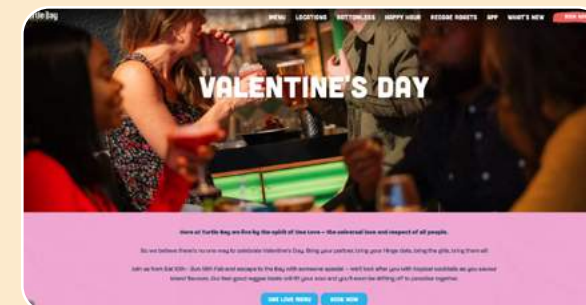
VALENTINE'S DAY

Re-engage customers using data from previous Valentine's Days to send personalized product suggestions from their previous purchases or latest browsing behavior. To secure sales and prevent losing customers to competition, showcase positive reviews, offer extended returns, and ensure fast delivery. This is also the perfect time to grant VIP customers early access to any sell-out products. Don't be afraid to exude luxury, especially if your customers are Millennials, Gen Z, and Gen X – these are the biggest spenders on Valentine's Day. Don't forget about opt-out reminders, to be sensitive to those who might find the day challenging.

[Read the top 4 brands that got their Valentine's Day campaigns right >](#)

SPOTLIGHT

TURTLE BAY'S VALENTINE'S & GALENTINE'S DAY CAMPAIGNS (2024)



This restaurant chain excels in its Valentine's and Galentine's Day campaigns by embracing inclusivity and empathy. For its Valentine's Day messaging, it caters to various customer experiences, from romantic dinners to lively gatherings with friends, ensuring everyone feels welcomed.

For Galentine's Day, they connect even further by celebrating friendships and self-love, promoting their offerings through dedicated landing pages and personalized playlists. This approach, blending food, music, and personalized messaging, helps Turtle Bay resonate with a broad audience, making their restaurants a go-to destination for all types of celebrations.



MARCH

20
25

KEY DATES:

St Patrick's Day

Holi

Mother's Day

First Day of Spring

17



ST PATRICK'S DAY

St. Patrick's Day is the perfect time to inject some fun and charm into your marketing. Why not kick off with a "Pot of Gold" loyalty program where every purchase earns special rewards, redeemable for exclusive discounts? Pair that with a "Find the Leprechaun" treasure hunt on your website, where each hidden leprechaun unlocks a unique discount or prize. This creates a playful, memorable experience that customers will enjoy long after the day is over to add a touch of magic to your brand, while boosting sales.

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HOLI



For a subtle yet vibrant Holi campaign, why not create a "Color Flash Sale Countdown"? Each day leading up to Holi, you could feature discounts on products in a specific color, turning the shopping experience into a playful journey of discovery. To make it even more interactive, a "Spin to Win Colorful Rewards" game could let customers spin a virtual wheel for a chance to win discounts or gifts tied to the day's color. These creative and engaging ideas not only capture the spirit of Holi but also encourage customer interaction.

15



RED NOSE DAY

This UK charity event raises funds through fun, laughter, and creativity. It's a celebration of generosity, so show how your brand gives back. Build rapport with your customers by communicating your support for this event and offering to donate for every purchase above a certain value.

15



MOTHER'S DAY



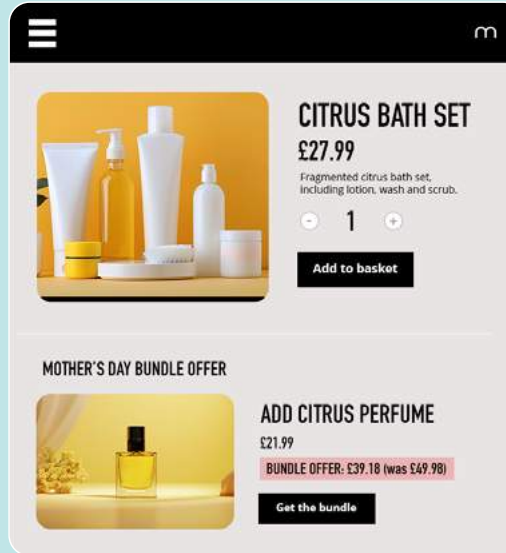
Celebrate the warmth of Mother's Day by posting customer stories that honor mothers on social media. Use your channels to send reminders in the lead up to the event and spark interest in your website, email, and in-app campaigns to highlight mum-friendly products in the lead-up to Mother's Day. You can also use your data to segment high spenders and low spenders, offering products in their price range. But remember to offer opt-outs for your Mother's Day marketing and prioritize compassion; this is a difficult day for many.



FIRST DAY OF SPRING

Celebrate the start of spring with a “Spring Reboot” campaign that focuses on new beginnings and personal growth. Engage customers with interactive content, such as quizzes to find their ideal spring routine or curated product recommendations to fulfil their needs. Encourage social sharing with a campaign hashtag where customers can post their seasonal “reboot” moments, and offer insights or tips on spring decluttering, gardening, health, or beauty.

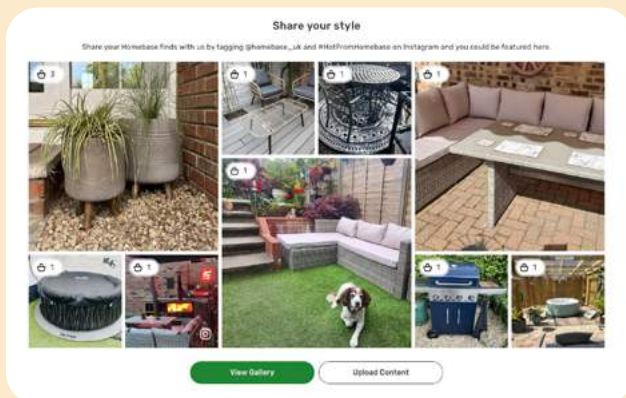
TIP



MOTHER'S DAY IS A GREAT TIME TO CROSS-SELL

Encourage customers to create mom-friendly bundles. Use product recommendation blocks on your website and emails to inspire them to complete their bundles, perhaps offering a free gift or sample as an incentive. For example, add dynamic blocks to bath set pages, suggesting a complementary fragrance, or trigger abandoned cart emails with a discounted bundle offer. This subtle approach enhances the shopping experience and increases the likelihood of completing the purchase.

SPOTLIGHT



HOMEbase INSPIRES CUSTOMERS TO INVEST IN SPRING

With customer excited to embrace spring, Homebase aims to connect with its audiences through its “Share your story” section on its website.

This user-generated content enables shoppers to see purchases in real-world environments, which can both facilitate purchase decisions and brand advocacy.

APRIL

20
25

Q2 is about leveraging seasonal transitions and emotional connections to drive engagement.

From the playful start of April Fool's to the renewal themes of Earth Day, campaigns should inspire interaction while aligning with customer values like sustainability. As we move into Father's Day and Summer, focus on fostering community and shared experiences as sporting events begin. Whether through celebrating friendships, offering thoughtful gifts, or creating memorable summer moments, Q2 presents a chance to balance lighthearted fun with deeper, purpose-driven campaigns that keep your brand top-of-mind.



1

 **APRIL FOOL'S DAY**

This is an opportunity to entice new customers with laughs! [75%](#) of people will follow a funny brand, yet only 15% of brands use humor on social media. So, share an April Fool's joke on socials to boost engagement.

20

 **EASTER**

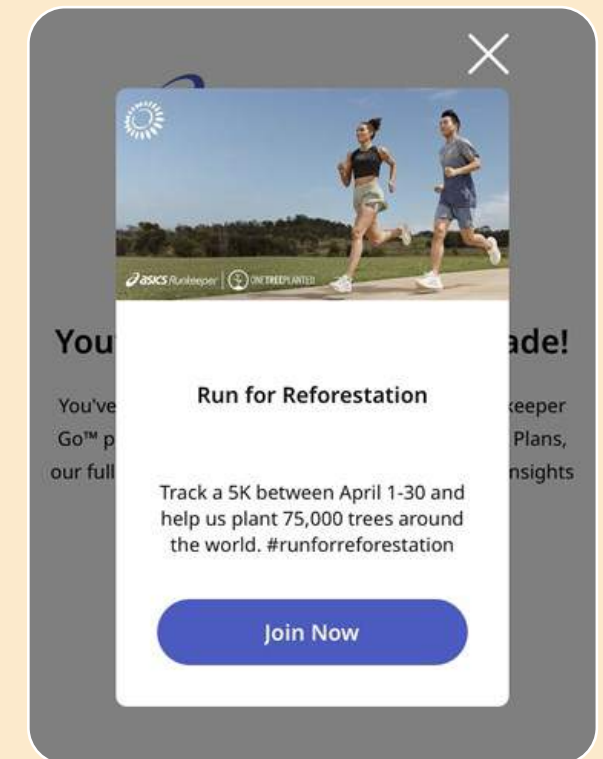
Eggs, bunnies, and chicks abound! Bring Easter to your website with gamified experiences and Easter egg hunts around your website that unlock discounts, limited-edition products, or promotions. Rich messaging with images, video, and sound is powerful here.

22

 **EARTH DAY**

It's not just about making a purchase; it's about making a difference together. Spotlight your eco-friendly products this Earth Day by showcasing them in a dedicated collection, complete with inspiring stories about sustainable materials and their positive impact on the environment.

Encourage your customers to join the movement by offering rewards for actions like choosing slower shipping or opting for recycled goods. Make sustainability irresistible by launching a trade-in program where customers can send back old products for recycling and earn discounts on new, sustainable items.

SPOTLIGHT**ASICS' TREE-PLANTING HEALTH TRACKER:**

By engaging brand fans through its free Runkeeper app, Japanese sportswear brand Asics is pledged to **plant up to 75,000 trees**—one for every 5k run or walk logged on the app in April. This initiative boosts users' sense of achievement, virtue, and empowerment.

KEY DATES:

Star Wars Day

Spring Bank Holiday

 STAR WARS DAY

Leverage the popular “May the 4th be with you” to engage with fans through themed promotions – if you have the budget of course. It’s also a great day to connect with a passionate audience through videos and simple posts on your socials too!

 SPRING BANK HOLIDAY (UK)

A significant day for retail promotions, especially for those looking to capitalize on the long weekend. It’s an ideal time to run sales events or special offers to clear stock and encourage customers to shop during their extra day off.

SPOTLIGHT

HMD GLOBAL USES STAR WARS DAY TO PROMOTE ITS NOKIA PHONES



In 2017, HMD Global marked Star Wars Day with a **playful stop-motion video** featuring Nokia’s upcoming smartphones, including the Nokia 3, 5, and 6, along with the iconic Android mascot. Set in a model of Tatooine, the video mixed Star Wars references with a fun production.

The clip also teased the return of the Nokia 3310 and reminded viewers that the new Nokia smartphones would soon be available globally.



JUNE

20
25

KEY DATES:

National Best Friend's Day

Father's Day

Wimbledon



08



NATIONAL BEST FRIEND DAY



Promote discounts and buy-one-get-one-free offers for products that customers can share with friends (whether a human or a pet!). Consider hosting events, experiences, or meetups that build friendly hype on social media. Share heartfelt or funny stories about best friends using your products and encourage engagement with best-friends competitions. Alternatively, start an “invite a friend” referral campaign with discounts for customers who convince a friend to purchase from your brand.

15



FATHER'S DAY

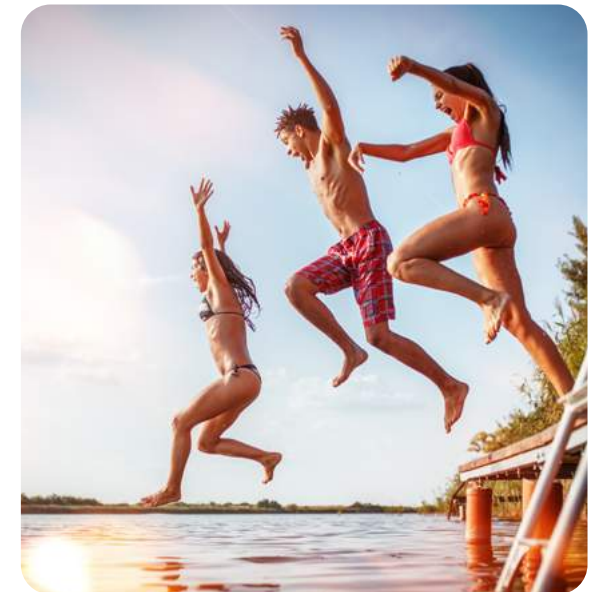


70% of shoppers are hunting for a more thoughtful present than socks for Father's Day. Help them out! Use email marketing to highlight

21



FIRST DAY OF SUMMER



Summer is finally here. Engage customers with summer-themed communications. Consider weather-based marketing that highlights discounts for products that fit the forecast. To target customers out and about, consider experiential marketing, guerilla stunts, and installations. If you take this route, use QR codes to capture customer data at events.



It's time for matchpoints, lawn green, and strawberries & cream. This tournament remains iconic despite its age, with [53 million streams](#) on BBC iPlayer and Online. While tennis buffs will be watching, Wimbledon also draws in casual viewers. Identify whether your customers are passive viewers, fans of the story, or sports fanatics through gamification or pop-up surveys to tie in product launches, cross-selling, and discounts during key moments of big games via email, SMS, and in-app push.

SPOTLIGHT

VOXI'S "FRIENDS WITH BENEFITS" REFERRAL CAMPAIGN



VOXI's ongoing campaign allows users to refer friends to join VOXI, earning both parties rewards like Amazon, Just Eat, or PayPal vouchers.

During the promotion period, the rewards can be doubled, offering up to £40 per referral. This campaign not only incentivizes users to bring their friends into the VOXI network but also strengthens customer loyalty with tangible, appealing rewards.

TIP

LEVERAGE THE SUMMER SPIRIT OF SPONTANEITY

As the summer months encourage more last-minute plans, consumers are primed for impulse buys on experiences and quick getaways. Use this to your advantage by promoting flash sales, last-minute deals, and exclusive offers for attending or preparing local activities or events. Highlight limited-time availability and easy booking options to create a sense of urgency, capturing those spontaneous summer shoppers looking for memorable experiences without the need for extensive planning.

Q3 presents a unique challenge—reaching customers during the summer months when they are often out of the office and on vacation.

Amazon Prime Day is a key event to capture attention early, but you'll need creative, engaging campaigns to maintain momentum. Use World Emoji Day and National Video Game Day to inject humor and interactivity into your marketing, helping to keep customers engaged on-the-go.



⌚ AMAZON PRIME DAY

If you have an Amazon store, Prime Day is a prime opportunity to drive sales through exclusive deals, discounts, and bundles. Take advantage of the shopping hype by promoting your Amazon deals across all channels, directing customers to your store for maximum exposure.

For brands without an Amazon store, you can still ride the Prime Day wave. Start early by offering discounts before Prime Day to capture customers who are looking for deals. Then, run a sale during Prime Day and promote it through emails, social media, and push notifications, making sure to retarget inactive customers by highlighting price drops on items left in abandoned carts.



😊 WORLD EMOJI DAY

Need an excuse for a fun marketing campaign? It's here with gamification! Engage customers by offering rewards for completing emoji quizzes to capture zero-party data. Or launch emoji competitions and ask customers to describe a product with emojis. But while emojis are fantastic, some might not mean what you think! The cap emoji 🗨️ can signal that someone is lying, and the thumbs-up emoji 👍 can be read as sarcastic or even hostile.

SPOTLIGHT

TACO BELL DIDN'T JUST PARTICIPATE IN WORLD EMOJI DAY



They made history by pushing for a taco emoji to be officially recognized on Android and iOS keyboards. Taco Bell launched a campaign, including a change.org petition that gathered over 33,000 signatures, leading the Unicode Consortium to add the taco emoji we use today.

This innovative move not only promoted Taco Bell but also symbolized their larger impact on emoji culture, offering inspiration for brands to think beyond standard marketing tactics for World Emoji Day.

AUGUST: GONE FISHING?

Not quite.

While your eCommerce campaigns might feel quieter as both you and your customers take vacations, it's a great time to pivot towards mobile marketing. Even when people are "out of office," they're still glued to their phones. Leverage SMS, push notifications, and social media ads to reach customers on the go. By focusing on mobile-friendly strategies, you can stay connected with your audience even during the holiday slowdown, making sure your brand stays top of mind.



SEPTEMBER 2025

KEY DATES:

Back-To-School

National Video Game Day

First Day of Fall



BACK-TO-SCHOOL

Run a “Then vs. Now Back-to-School Challenge” on TikTok or Instagram, where customers share side-by-side photo comparisons of their first day of school as a kid versus now. Encourage participants to showcase how they’ve grown, whether it’s through their style, personality, or school essentials—using your products to complete their modern look. Offer exclusive discounts or prizes for the best glow-up posts using a branded hashtag (e.g., #BackToSchoolGlowUp) for easy tracking. Make the challenge more engaging by featuring top entries on your brand’s social media and creating a custom filter or template to make posts even more shareable.



NATIONAL VIDEO GAME DAY:



35% of gamers are in the medium income bracket, so they’re a great community to make your customers. Create gamified experiences that allow customers to win prizes based on competitions. Tap into nostalgia with retro gaming references that resonate with your target audience, and launch guess-the-game quizzes and shareable memes that drive engagement.

SPOTLIGHT

SPAR’S SEASONAL GAMIFICATION:



SPAR UK partnered with **Playable** to create gamified, interactive seasonal landing pages for campaigns like Easter and Pancake Day. These pages featured fun games such as scratch cards and a wheel of fortune, with on-theme recipes and exclusive in-store offers

to engage customers and drive foot traffic. Their campaigns, like the “Grate the Cheese” game for Pancake Day with Cathedral City, successfully boosted engagement, email sign-ups, and in-store visits, demonstrating the effectiveness of gamification in driving both online and offline interactions.



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🍺 OKTOBERFEST

Oktoberfest celebrates all things German (and beer!). Consider collaborating with breweries or pubs to market your products by giving out freebies or offering discounts to customers. During these two weeks, promote any German-themed products with sales.

22

🍁 FIRST DAY OF FALL



This is the time to highlight your fall product collection. Enrich your marketing with fall colors, hit your socials with pop culture fall references (Gilmore Girls and Twilight are often huge), and share user-generated content that fits the homely mood. Retarget customers by sending hyper-personalized emails with web crops and discounts showing fall-related products customers have interacted with. And create a sense of urgency with limited-time-only fall offers and products.

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✈️ WORLD TOURISM DAY



For eCommerce brands, you can encourage user-generated content by inviting customers to share travel memories featuring your products using a branded hashtag, boosting organic engagement. Highlight your travel-friendly collections and collaborate with influencers for social proof.

For travel brands, you can use immersive visuals and quizzes to help customers “find their dream destination,” followed by personalized travel recommendations. Engage them with dynamic retargeting that brings back unfinished bookings or shares location-specific offers they interacted with. After the trip, integrate a post-trip feedback loop, offering discounts on future trips for reviews, encouraging customer loyalty, and gathering valuable data for future targeting.

TIP

CAPTURE BACK-TO-ROUTINE SHOPPING PATTERNS

As summer winds down, consumer behavior shifts back toward routine-focused purchases in September. This month, customers are looking to reset and reorganize, whether that means preparing for the school year, re-establishing fitness routines, or refreshing their wardrobes for fall. Brands can tap into this “back-to-routine” mindset by promoting products that support productivity, wellness, and seasonal transitions, like planners, fitness gear, and cozy apparel.

For eCommerce, September is also a time when many start their early holiday shopping, especially for big-ticket items. Consider running promotions on “prep and refresh” themes, bundling products that help customers ease into fall, and offering incentives for loyalty program members to kick off the holiday season early. Highlighting themes of renewal and readiness can resonate with consumers ready to reset and start the last quarter of the year strong.

OCTOBER 2025

Q4 is the peak spending season, filled with major shopping events like Halloween, Black Friday, and Christmas.

To stand out, use gamified experiences, charitable campaigns, and personalized offers. Engage early during Black Friday and Cyber Monday, and maintain momentum through tailored Christmas and New Year promotions. Post-holiday, capitalize on Boxing Day with personalized product recommendations based on earlier browsing and purchases, ensuring ongoing engagement and sales even after the holiday rush.



1



INTERNATIONAL COFFEE DAY

Nothing captures the essence of fall quite like a cozy hot drink! Offer fun and relatable quizzes and create coffee puns for your product names. Give customers discounts on your coffee-themed products, collaborate with a coffee shop or business, or give staff a coffee on you and ask them to share photos online.

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HALLOWEEN:



It's spooky season! Launch a "Haunted Hunt" experience where customers can search your website for hidden Halloween-themed items or clues that unlock exclusive discounts, limited-time offers, or product bundles. Incorporate gamification by offering rewards for completing challenges or "escaping" from virtual haunted rooms tied to your product categories. Use augmented reality filters, allowing customers to try on virtual costumes or Halloween-themed items. Encourage user-generated content by asking customers to share their experiences using a branded hashtag, offering additional rewards for the best posts.

SPOTLIGHT

ESTÉE LAUDER'S COFFEE SHOP COLLABORATION (2023):



This beauty brand's spring campaign in Shanghai promoted their Perfectionist Pro sunscreen through partnerships with over 100 coffee shops. Customers wearing purple could receive a

free "Multi-defence spring drink" and product samples. Notable spots, like Bear Claw Coffee, transformed their decor to match the brand's purple aesthetic. The campaign, which encouraged social media check-ins and collaborations with Xiaohongshu, generated significant buzz, accumulating over 38 million views on Weibo. It successfully engaged a younger audience with real-world and digital interactions.



Host a “Light Up Lives” campaign in-store and online, where a portion of every purchase during the Diwali season contributes to providing solar lamps to underprivileged communities. In-store, give shoppers a simple yet meaningful thank-you card detailing the impact of their contribution. On your website, create a progress tracker showing how many lamps have been donated, encouraging shoppers to contribute more. Highlight customer impact stories through email and social media, strengthening the connection between the celebration of light and giving back.

SPOTLIGHT

NOT JUST A CADBURY AD (2021):



Their post-pandemic Diwali campaign went beyond chocolate, aiming to support local Indian businesses hit hard by the pandemic. Using AI, Cadbury created thousands of personalized ads, each featuring a different neighborhood store, encouraging customers to shop locally. This initiative showcased Cadbury's commitment to community support and generosity, using technology to bring about positive change during a challenging time for small businesses.

TIP

TAP INTO VIP BLACK FRIDAY PREVIEWS

As October wraps up, a growing trend is the early launch of VIP Black Friday sales, starting right after Halloween. Brands can build anticipation and exclusivity by offering password-protected early access to Black Friday deals, with countdown timers, gated landing pages, and special promotions reserved for email subscribers or loyalty program members. This strategy creates a “members-only” feeling that rewards loyal customers and entices new ones to sign up, blending urgency with exclusivity. By engaging your audience with these VIP experiences, you can drive early holiday sales and capture consumer attention before the Black Friday rush officially begins.

NOVEMBER 2025

KEY DATES:

Bonfire Night

Single's Day

Thanksgiving

Black Friday



5

BONFIRE NIGHT

It's time for fireworks and toffee apples! This family-friendly holiday allows you to brighten your communications with fireworks and bonfires. Many people brave the cold to enjoy displays, so this is an opportunity to deliver weather-based marketing and offer discounts on cozy products to get them through the cold.

11

SINGLE'S DAY



Launch a "Solo Adventures" challenge where customers can unlock personalized offers by completing fun, self-care tasks or milestones, like "buying something just for you" or "trying a new hobby." Use email and SMS to send daily encouragements, offering exclusive discounts on self-love products or experiences for completing each task. You can also launch a social Solos Stories Campaign on Single's Day, to ask customers to share their best self-love tips using a branded hashtag. Highlight the most inspiring entries on your social media, tagging users and offering discounts as rewards. This drives engagement, fosters community, and encourages re-engagement through user-generated content.

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THANKSGIVING


While people often wait for Black Friday sales, it's a time to prepare for one of the biggest holidays in the U.S! Start by promoting products that help people give thanks. Thanksgiving is an opportunity to drive engagement with shoppers looking for recipes, products, and gifts. You can also deliver content marketing, targeting trending topics and how-tos that draw new customers to your website, while nurturing existing customers.

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BLACK FRIDAY

There are countless tactics for the biggest sale of the year, which is why we thought we'd have them readily available for you below.

 **Video Series:**
Mapp's Black Friday Masterplan

 **Infographic:**
9 Tips You Need for a Successful Golden Quarter

DECEMBER 2025

KEY DATES:

Cyber Monday

National Free Shipping Day

First Day of Winter

Christmas

Boxing Day

New Year's Eve



1

July 17 CYBER MONDAY



The first Monday after Black Friday is Cyber Monday. Traditionally, it's for online sales, but with eCommerce taking over, it opens up a different opportunity. Follow up on products that site visitors abandoned in their baskets or browsed over the Black Friday weekend. Then, retarget them with a personalized discount or irresistible offer, like buy one, get one free. Also offer in-store discounts to target customers who live near your selected stores to help clear stock and drive sales.

?

NATIONAL FREE SHIPPING DAY

Offer free shipping to boost profits in the lead-up to Christmas. Highlight fast delivery options alongside tracking and verification so people can ensure gifts are arriving on time.

21

FIRST DAY OF WINTER

Drop your winter collection and highlight warm, cozy products to get your customers through the winter. This is the shortest night of the year, so use a countdown timer if you want to host a mini-sale to clear excess stock, or offer products that bring brightness or celebrate the winter equinox. If any winter favorites that your customers love are back in stock, let them know by requesting notifications!

25

 CHRISTMAS

Help your customers gift their loved ones by suggesting popular products with great reviews! Offer bundles for stockings and cross-sell products that are often bought together to help customers gift their loved ones. Remember to inform customers of the last dates for delivery before Christmas Day and offer shipping notifications.

Share warm, family-oriented, relatable social media posts and create content with how-tos on gift-giving, recipes, and Christmas decorations. However, to be inclusive and respectful, provide opt-out options from holiday messaging due to religious or personal sensitivities (e.g., grief, non-celebratory values). Proactively offer these opt-outs during Black Friday to give customers control over their holiday experience. Avoid direct messaging on Christmas Day to remain sensitive.

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BOXING DAY



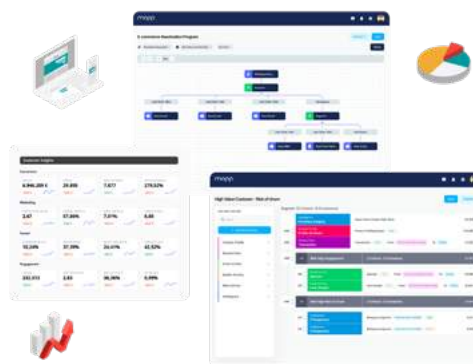
Boxing Day is a time for sales and post-Christmas stock clearance! Here, customers start shopping for themselves again, so personalize recommendations based on pre-Christmas data. Send emails showing you're discounting products they love by featuring offers on products in abandoned baskets, browse, and web crops. Reward your VIPs with higher discounts and early access to the sale.

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NEW YEAR'S EVE

Finish the year by clearing stock with attractive discounts on bestsellers and seasonal items. Create "New Year Sale" bundles to encourage bulk purchases and highlight offers that motivate customers to refresh their lifestyle. Use influencer marketing to drive interest and clear inventory efficiently.

For Health, Wellness, and Fitness brands, there's a special focus! Promote products that align with New Year's resolutions, like fitness gear, wellness supplements, or mindfulness tools. Emphasize the benefits of setting goals and offer bundle discounts or personalized wellness plans to attract goal-oriented customers. In fact, our [eGuide](#) has all the answers you need below for year-long campaigns.



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Mapp Marketing Cloud is a digital platform that combines artificial intelligence, cross-channel automation, and advanced analytics to help brands better engage with their customers and grow revenue.

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