



# The Twelve Days Of Holiday Peak

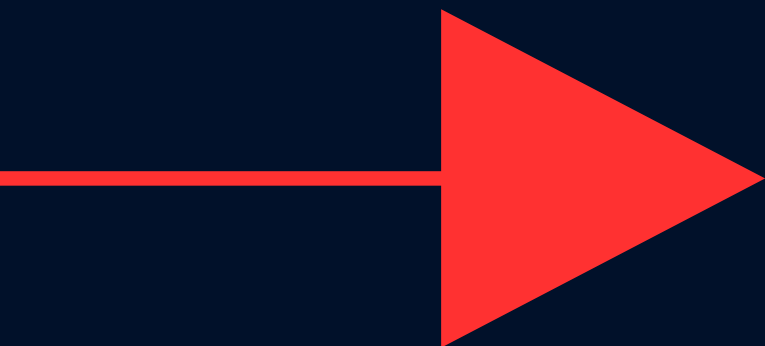




# 1. Halloween

## Thursday, October 31st:

All hands on deck.  
Many businesses shift to a 7 day  
a week check-in



## 2. Cyber Week Preview

### Monday, November 25th

You know you can't wait until Thanksgiving. Get those early deals out there now.

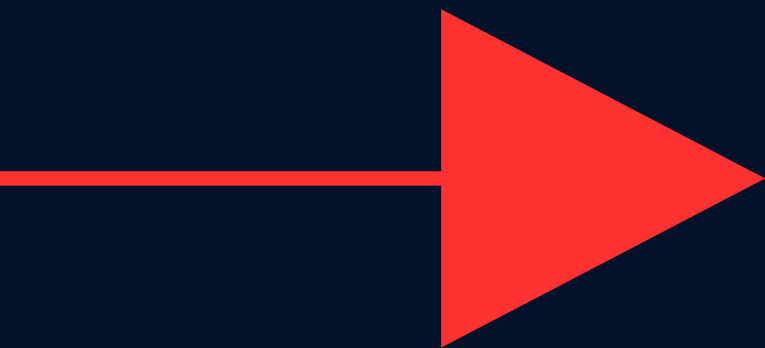




# 3. Thanksgiving Day

## Thursday, November 28th

Kick off the holiday shopping season and offer early sales online.



## **4. Black Friday**

### **Friday, November 29th**

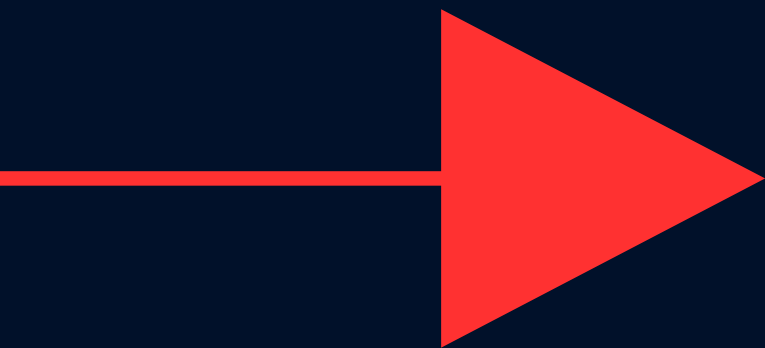
One of the biggest in-store and online shopping days of the year. It marks the beginning of major holiday discounts.





## 5. Small Business Saturday Saturday, November 30th

A day encouraging consumers to support small and local businesses, often with promotions and sales from local retailers.



## 6. Cyber Monday

### Monday, December 2nd

The most significant online shopping day of the year, focused on digital deals and e-commerce promotions. Retailers typically offer major online discounts.



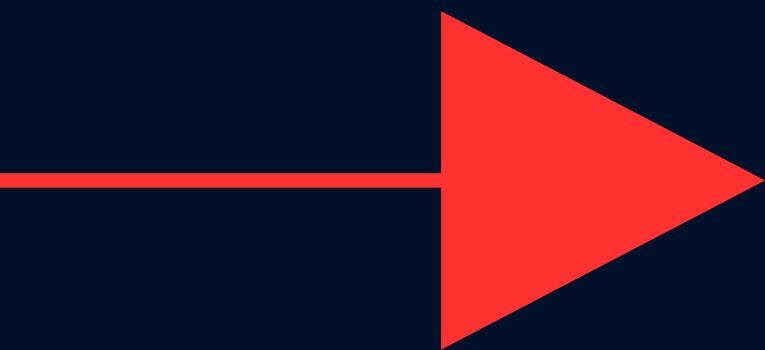




## 7. Giving Tuesday

### Tuesday, December 3rd

Hopefully, your corporate social responsibility programs align with your customers' interests and focus on charitable giving during the holiday season.





## 8. Green Monday

### Monday, December 9th

Driven by last-minute purchases and early shipping deadlines for the holidays, this has grown into a significant online shopping day.

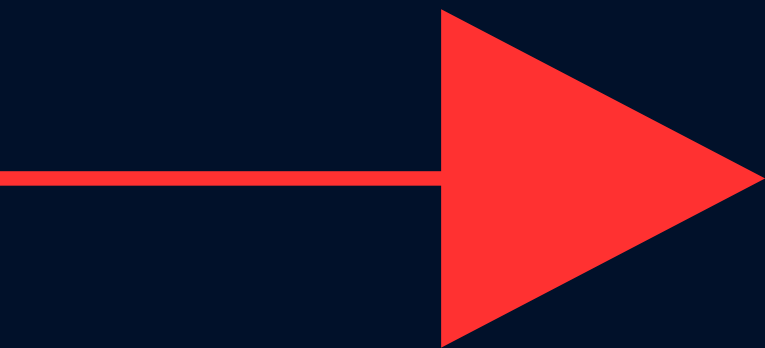




## 9. Free Shipping Day

### Tuesday, December 17th

Offer up free shipping promotions, coupled with guaranteed delivery before Christmas, to encourage last-minute online shopping.



## **10. Super Saturday** **Saturday, December 21st**

This is the last Saturday before Christmas, and it's time for the final big push for in-store and online holiday shopping.

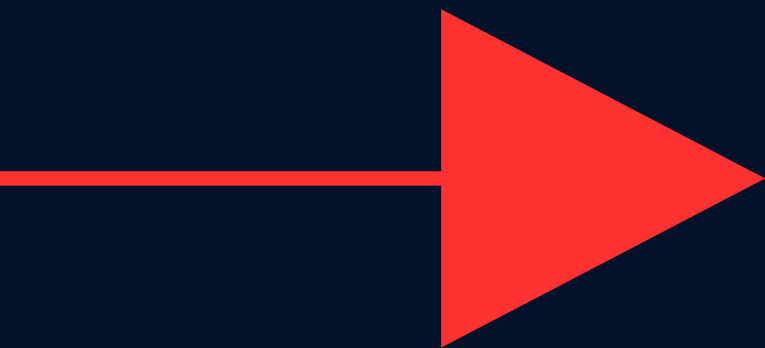




## 11. Christmas Eve

### Tuesday, December 24th

Promote same-day delivery options or in-store pickup for last-minute shoppers.  
Don't forget online Gift Cards



# 10. Boxing Day

## Thursday, December 26th

Fire up the post-Christmas sales to clear out holiday stock and to drive customers to begin redeeming those gift cards

