

Plan Ahead with Our 2017 Retail Holiday Calendar



Start your promotions a month before any holiday or event



JANUARY

Post-Holiday

Books, Clothing, Electronics, Organizers, PCs, School

FEBRUARY

- 5 Super Bowl
- 14 Valentine's Day

Jewelry, Watches, Fragrances, Bath & Body, Handbags, Giftable Tools, Wine, Kitchen Electronics, Giftable Sports, Memorabilia and Art, DVDs, Music

MARCH

- 17 St. Patrick's Day

Electronics, TV, Audio, Sporting Goods, Holiday & Seasonable Collectibles



APRIL

- 1 April Fool's Day
- 2 Baseball Season Opening Day
- 3 Master's Golf Tournament
- 16 Easter
- 22 Earth Day

Gardening Tools, Storage Units, Vacuums Eco-Friendly Items, Solar Tech Gadgets

MAY

- 5 Cinco de Mayo
 - Graduation Season
 - 14 Mother's Day
 - 29 Memorial Day
- Electronic, Gift Cards, Pens, Wallets, Watches
- Cards, Gift Cards, Home & Gardening, Jewelry, Perfume, Watches
- BBQs, BBQ Tools, Glassware, Media/Movies, Patio Furniture

JUNE

- Summer Vacation
 - 18 Father's Day
 - MLB Finals
 - NHL
 - First Day of Summer
- Camping Gear, Fashion, Outdoor Clothing & Gear, Pool Supplies, Sporting Equipment
- BBQs, Golf Equipment, Men's Fashions, Sport Memorabilia, Watches, Wallets



JULY

- 4th of July
- Back to School

BBQs, BBQ Tools, Glassware, Electronic, Fashion, Home & Garden

AUGUST

- Back to School

Electronic, Fashion, Home & Garden

SEPTEMBER

- 4 Labor Day Sale

Electronics, Fashion, Home & Garden, Outdoor Games



OCTOBER

- 31 Halloween
 - Pre-Holiday
- Costumes, Accessories, Candy Home Décor
- Video Games, Home Décor, Appliances, Crafts

NOVEMBER

- Early Holiday
 - 23 Thanksgiving
 - 24 Black Friday
 - 25 Small Business Saturday
 - 27 Cyber Monday
 - 29 Giving Tuesday
- Home & Garden, Electronics, Fashion, Toys, Gift Cards

DECEMBER

- Peak Holiday
- Home & Garden, Electronics, Fashion, Toys, Gift Cards Sporting Goods, Sports Memorabilia

Top 10 Tips for Creating Promotions on eBay

- 1 Start your promotions a month before any holiday or event.

Launching promotions a month in advance gives you 3 weeks of sales and 1 week to ship an item before your buyer needs it.

- 6 Encourage buyers to spend 25-50% more than normal.

If your average selling price is \$100, try to get buyers to spend \$125-150 with a dollar-off or percentage-off discount.

- 2 Schedule future promotions in advance.

Decide what retail events make sense for your business, then plan ahead. Use the promotions tool to schedule your promotions to start in the future.

- 7 Put yourself in your buyers' shoes.

Would your promotion get you to buy? Create enticing offers that make sense to buyers. For instance, a "Buy 3, Save \$5" offer works great for socks. For iPads, not so much.

- 3 Use expedited shipping promotions when you get near a holiday/event.

The closer a holiday or event gets, the faster buyers want their item. Offering expedited shipping promotions helps convince them to buy from you.

- 8 Use social media to advertise your promotions.

Reward your Facebook, Twitter, and blog followers with codeless coupons.

Share your "All Offers" page to showcase every promotion you're running at a given time.

- 4 Monitor other ecommerce companies.

What are retail stores selling during specific holidays? When do they start putting out holiday merchandise? How are they using promotions to entice buyers?

- 9 Track your results.

Visit your promotions dashboard to track the results of your past campaigns and get a clear picture of what worked and what didn't.

Attach rates can vary, but typically, if you have an attach rate below 10%, it isn't performing as well as it could.

- 5 Merchandise around similar inventory.

Merchandise all the parts needed to complete a particular job (e.g. spring gardening, timing belt repair, a bathroom remodel) or purchase (e.g. a memory card and case for a camera, controllers and games for a gaming console)?

Don't mix categories that don't make sense together (e.g. avoid combining RV and motorcycle parts in the same promotion).

- 10 Modify your promotions as needed.

Experiment with different promotional discounts (e.g. a percentage-off versus a dollar-off discount). Then if a promotion is driving great results, consider extending it to a later date!