



Steal This Calendar To Make Sure You're Ready For The 2021 Holiday Season.

Campaign ideas to get you through Black Friday and the rest of the year.



2021 HOLIDAY CALENDAR

9-Week
Overview

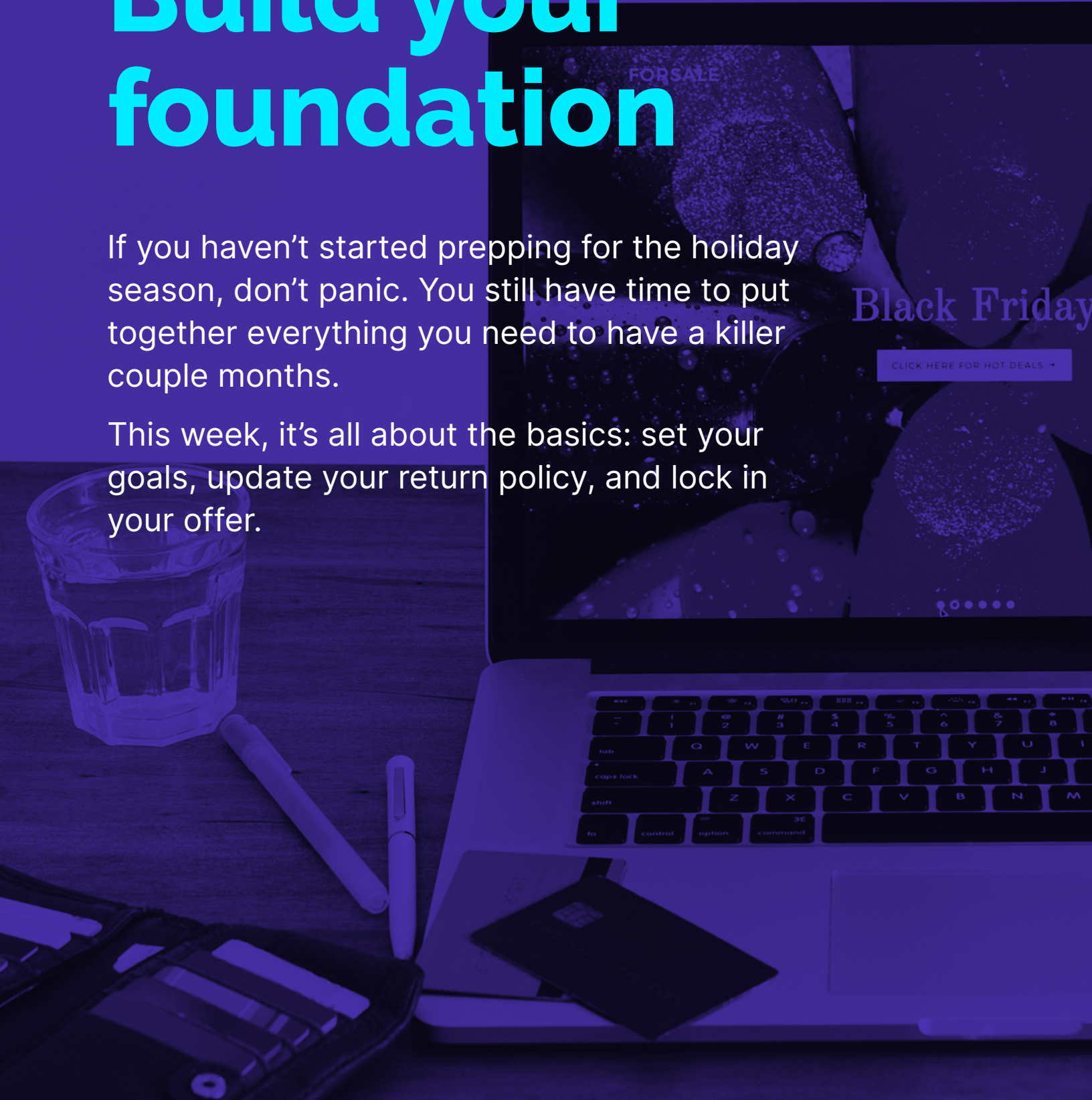
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
WEEK 1	OCTOBER 31	NOVEMBER 1	NOVEMBER 2	NOVEMBER 3	NOVEMBER 4	NOVEMBER 5	NOVEMBER 6
		Set your goals		Update your return policy		Lock in your offer	
WEEK 2	NOVEMBER 7	NOVEMBER 8	NOVEMBER 9	NOVEMBER 10	NOVEMBER 11	NOVEMBER 12	NOVEMBER 13
		Segment your audience		Finalize shipping deadlines	Veteran's Day Prep your holiday images	Test your checkout flow	
WEEK 3	NOVEMBER 14	NOVEMBER 15	NOVEMBER 16	NOVEMBER 17	NOVEMBER 18	NOVEMBER 19	NOVEMBER 20
		Prep your onsite campaigns				VIP Email #1	
WEEK 4	NOVEMBER 21	NOVEMBER 22	NOVEMBER 23	NOVEMBER 24	NOVEMBER 25	NOVEMBER 26	NOVEMBER 27
	VIP Email #2	Email #1 to non-VIP members	Turn on your countdown timer		Thanksgiving	Black Friday Email #1 to non-VIP members	Small Business Saturday Email #3 to non-VIP members
WEEK 5	NOVEMBER 28	NOVEMBER 29	NOVEMBER 30	DECEMBER 1	DECEMBER 2	DECEMBER 3	DECEMBER 4
	First Day of Hannukah	Cyber Monday Send CM email to customers	Giving Tuesday	Turn off your BFCM-specific campaigns			
WEEK 6	DECEMBER 5	DECEMBER 6	DECEMBER 7	DECEMBER 8	DECEMBER 9	DECEMBER 10	DECEMBER 11
		Last Day of Hannukah	Share holiday gift ideas Offer to BFCM purchasers			Last chance reminder to BFCM purchasers	
WEEK 7	DECEMBER 12	DECEMBER 13	DECEMBER 14	DECEMBER 15	DECEMBER 16	DECEMBER 17	DECEMBER 18
			Shipping deadline reminder				
WEEK 8	DECEMBER 19	DECEMBER 20	DECEMBER 21	DECEMBER 22	DECEMBER 23	DECEMBER 24	DECEMBER 25
		Gift card offer	First Day of Winter			Christmas Eve	Christmas Eve
WEEK 9	DECEMBER 26	DECEMBER 27	DECEMBER 28	DECEMBER 29	DECEMBER 30	DECEMBER 31	JANUARY 1
	Boxing Day First Day of Kwanzaa Post-holiday offer	Gift card offer				New Year's Eve End of year offer Make sure all holiday themed campaigns are off	New Year's Day Post-holiday

WEEK 1

Build your foundation

If you haven't started prepping for the holiday season, don't panic. You still have time to put together everything you need to have a killer couple months.

This week, it's all about the basics: set your goals, update your return policy, and lock in your offer.



November 1:

Set your goals for the holiday season

Whether this is your first Black Friday or you've been at it for years, goals will help you stay on track.

If you've never experienced BFCM, goal setting can feel daunting. So start by looking at the last few months of data you have. From there, you can test out something like a 20-30% increase.

Not sure what to focus on? Here are 4 ideas:

- Total sales
- Traffic to your store
- List growth (email and text)
- Website conversion rate

If this isn't your first rodeo, take a peek at the data you have from previous holiday seasons and take it from there.

November 3:

Update your return policy

This time of year, your customers are doing a lot of shopping for family and friends. If they purchase a gift for late December at the beginning of November, your typical return policy might not work.

What is your return policy?



Huckberry Support
14 days ago · Updated

Follow

We want you to love your Huckberry experience, so we offer free returns on orders sent to U.S. addresses within 60 days of delivery (excluding final sale items). We also accept returns of packages delivered to international addresses that are initiated within 60 days of receipt; international customers outside the U.S. are responsible for return postage. [See here](#) for further instructions.

Orders placed between November 1st and December 31st are eligible for return within 90 days.

Remember: if your customers have to go searching for the information, it will impact conversion. Make it as clear as you possibly can in as many places as you can so there's no confusion. Otherwise, you risk losing them.

November 5:

Craft an irresistible offer

Your offer is your hook. And it's the most important aspect to nail no matter what time of year it is. But especially for Black Friday. Luckily, you have so many different options to choose from:

- Buy one, get one (BOGO)
- Free gift with purchase
- Exclusive products
- Bundles

Just remember that you might need a couple different offers this holiday season. So start with your BFCM offer, figure out how long that will run, and from there decide on your post-BFCM offers for the rest of the year.

If you're stuck, take a peek at offers you've run in the past to find out what your audience responds best to.

If you're not sure, you can test out a poll like Chelsea from Kōv did →

In case you're curious, this is the text she sent to VIPs (but you can also send around an email!):

Kōv: Hey, it's Kōv!
We're thinking ahead to Black Friday. As one of our VIPs, we'd honestly love your input.
We want to know the campaign you'd love to see most from us - let us know with this one question poll!
<https://promotions.lpage.co/campaigns/2880612>
Reply STOP to unsubscribe.

The screenshot shows a survey titled "KōV" with the subtitle "Help us decide our holiday plans!". The text reads: "Black Friday is around the corner. As a Kōv VIP, we'd love your input on what campaign you'd like to see most over the holidays." The question is "What type of promotion would you like to see us run for Black Friday? (Choose one)". There are four radio button options: "Free shipping on all orders", "Buy one product get a second free", "Surprise free gift with any purchase", and "Sitewide discount eligible on any product". At the bottom, there are "Vote" and "Show Results" buttons. A small disclaimer states: "This voting is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply." The StrawPoll logo is at the bottom.



And if you're looking for offer inspiration, check out this video with [5 offer ideas you can steal.](#)



WEEK 2

Create a magical experience

Have you ever gone to a website or read an email and been blown away? It probably doesn't happen very often...which is why these experiences stick with you.

So be thoughtful about every step of the experience for your audience and do whatever you can to make it magical. Start by thinking about all the little things that make a difference to you when you're doing your own holiday shopping.

November 8:

Segment your audience

The more relevant your messaging is, the better performance will be. But that doesn't mean you need to go crazy. Your segmentation can be as simple as:

VIPs

Everyone else

VIPs look different for every brand. You could define it based on number of orders placed, amount spent, or anything else that makes sense for you.

What really matters is that you make them feel special. You want to reward your VIPs and give them a reason to keep coming back. Because ultimately, you need to prioritize repeat purchases if you're going to build a successful business.

Or you can take it a step further and target 3 different groups:

VIPs

Anyone who's made
a purchaseThose who haven't
made a purchase

Really what matters is that you do whatever you can to send messages that are specific to each audience as possible. But if that's not in the cards this year, that's OK too!

November 10:

Lock in your shipping deadlines

Logistics have never been crazier and it's only going to get worse as the holiday season progresses. Which means the sooner you share your holiday shipping deadline with your audience, the better.

It also needs to be called out as much as possible. Don't make visitors to your site search. With Privy, this is super simple. Add a bar or banner to the top of your site with shipping deadlines and you're good to go!

And if you're looking for shipping deadlines, the ShipBob team put this together:

- **UPS Surepost and FedEx SmartPost** – December 9th
- **UPS Ground** – December 15th
- **FedEx Ground** – December 15th
- **USPS Priority** – December 17th
- **USPS First Class** – December 17th

November 11:

Prep your holiday images

In our latest book, [Ecommerce Marketing Recipes](#), Liz Giorgi, co-founder and CEO of [soona](#) describes your homepage as the equivalent of a store window.

So think of all the quaint store windows you've passed as you're window shopping. That's what you're up against. Which is why your images matter.

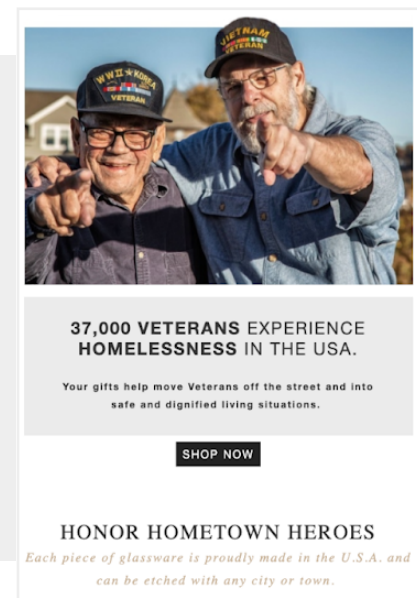
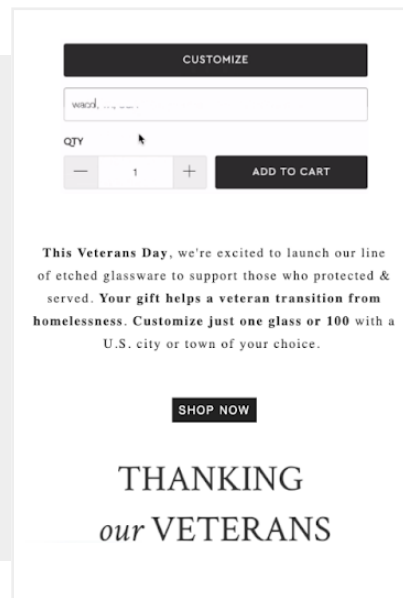
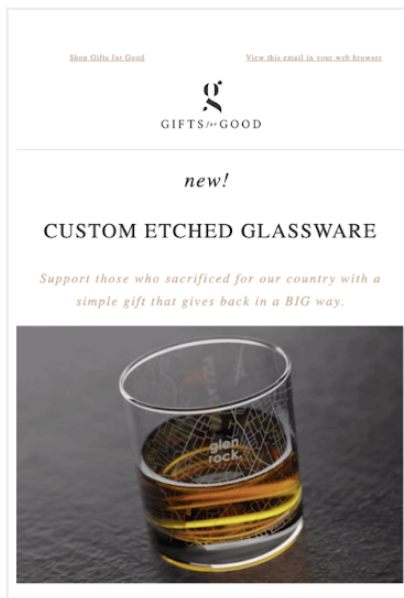
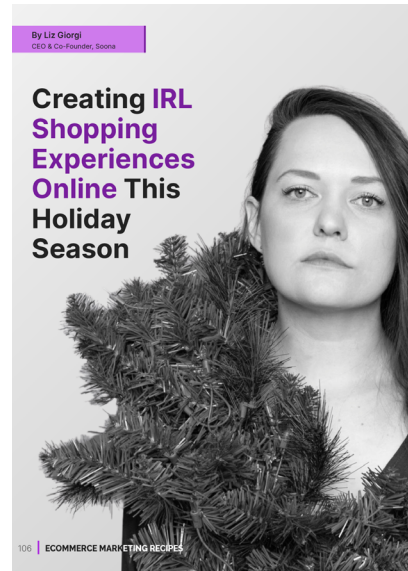
Something as simple as adding in sprigs of evergreen trees or wrapped presents can make your homepage and product pages

By the way, today is also Veterans Day. And while chances are, there's not a clear overlap between your products and veterans, there's a huge opportunity to get creative.

Donate a portion of your sales for the day to veteran causes.

Put together a list of veteran-owned businesses and organizations and share them with your audience.

No matter what you sell, there's an opportunity here to show your audience that you care. Take this email from Gifts for Good:



November 12:

Test your checkout flow

The last thing you want is for shoppers to drop off at the very end of the process. Start by going through your checkout flow. Even better, ask a friend to give you feedback about how to improve the experience.

If you can remove friction wherever you possibly can, you'll improve your conversion rate. Which is especially important during the holiday season when you're likely getting more traffic than usual.

For example, make sure your shipping policy is extra clear before someone gets to checkout. Don't make shoppers add items to their cart to calculate shipping costs.

Test out options like Shop Pay, PayPal, and the ability to pay in installments. Each can be critical for boosting conversion in the checkout process.





WEEK 3

Make sure your campaigns are ready

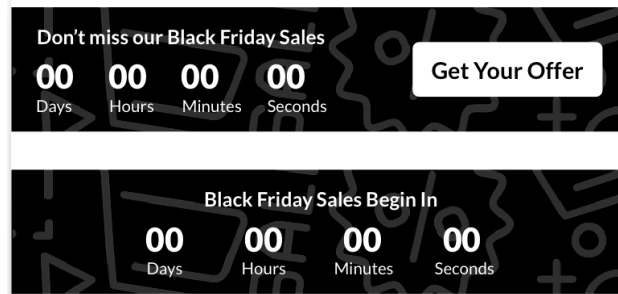
Now that you have your offer for BFCM, you need to do everything you can to make it clear to site visitors the moment they land on your store. So this week it's all about the last minute details and building excitement.

November 15:

Prep your onsite campaigns

List growth is more important than ever. You're probably getting a ton of new visitors to your store, but chances are, they're not going to buy. So you need to find a way to capture their emails and phone numbers so you can reach out to them even after they're gone! [Steal these 3 secrets for growing your list.](#)

And Privy's list growth bar will help to boost list growth even more! Offer a special discount to visitors who join your email list before Black Friday.



You're also going to have a ton of shoppers who add items to their carts and don't end up actually making a purchase. So you need to have campaigns like cart savers and abandoned cart emails in place to do whatever you possibly can to save these sales. [Here's everything you need to know about saving abandoned carts this BFCM.](#)

The [Privy Growth Plan](#) has everything you need to launch each campaign and have your best BFCM ever.

We're even launching an offer countdown that runs between Black Friday and Cyber Monday to drive urgency and help you get sales over the holiday weekend.

November 19:

Build hype with your VIPs

You already have your list of VIPs. Now, it's time to send your first email. You want to make them feel special. So make it extra clear that you're letting them know first because they're one of your best customers.

Whether you're running a sitewide discount, exclusive product, or bundle offer, they should be the first to know what's coming.

WEEK 4

Your Super Bowl is here!

It's go-time. All the hard work you've put in is going to pay off this week. Just remember to take a deep breath and stay focused. It's not time to relax just yet.



November 21:**VIP Email #2**

Your customers are getting an insane amount of emails. But your job is to get them excited about spending their money with YOU.

You've already shared your BFCM offer with them. But now it's time to let them shop first before your inventory runs out. Just make sure you call out that they're getting early access before anyone else. Remember: you want to continue to make them feel special.

November 22:**Email #1 to non-VIP members**

Remember that first email you sent to your VIP list? It's time to get the rest of your list excited now, too.

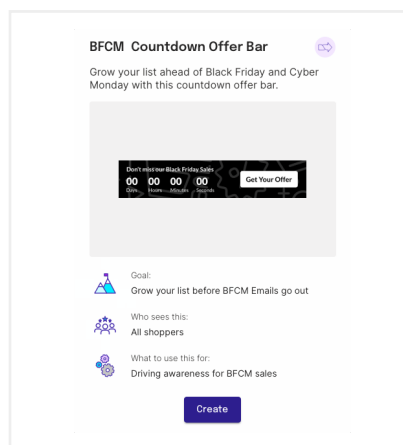
It's as easy as copying that email to your VIPs, tweaking it to make sense for this audience, and hitting send.

Again, this is just to build excitement. You're not actually driving sales yet, just priming people so when they see your next email come through, they want to open it.

November 23:**Turn on your countdown timer**

Head to your [Privy account](#) and turn on your countdown timer! It will help you increase urgency and drive sales Black Friday through Cyber Monday.

Don't see it yet? This is a brand new play this BFCM. It launches November 11th.



November 25:

Thanksgiving

Enjoy time with your family! A ton of brands start sending emails on Thanksgiving. So feel free to start your offer early, or you can wait til tomorrow to open the floodgates.

Just know that as soon as your audience starts shopping, you need to be able to answer questions ASAP or you might lose them.

November 26:

Black Friday

It's officially time to share your offer with the rest of your list.

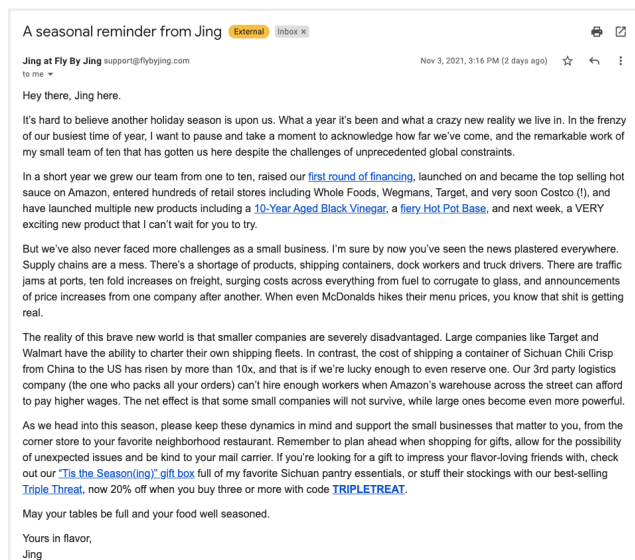
Remember: people are getting tons of emails today. So you want to give yourself more than one opportunity to land a sale. Don't feel weird about sending multiple emails this weekend. It's the only way you're going to see results.

November 27:

Small Business Saturday

Today is Small Business Saturday, which means it's the perfect time to by leaning into the fact that you're a small brand run by a real person, not Amazon. So in your reminder emails to your VIPs and rest of your audience, make sure you're doubling down on that.

This email from Fly by Jing is an amazing example →





WEEK 5

Keep going! You're almost there.

The Super Bowl of ecommerce is almost over. But don't let off the gas just yet, there's still a lot to do before you can totally unwind for the season.

November 28:

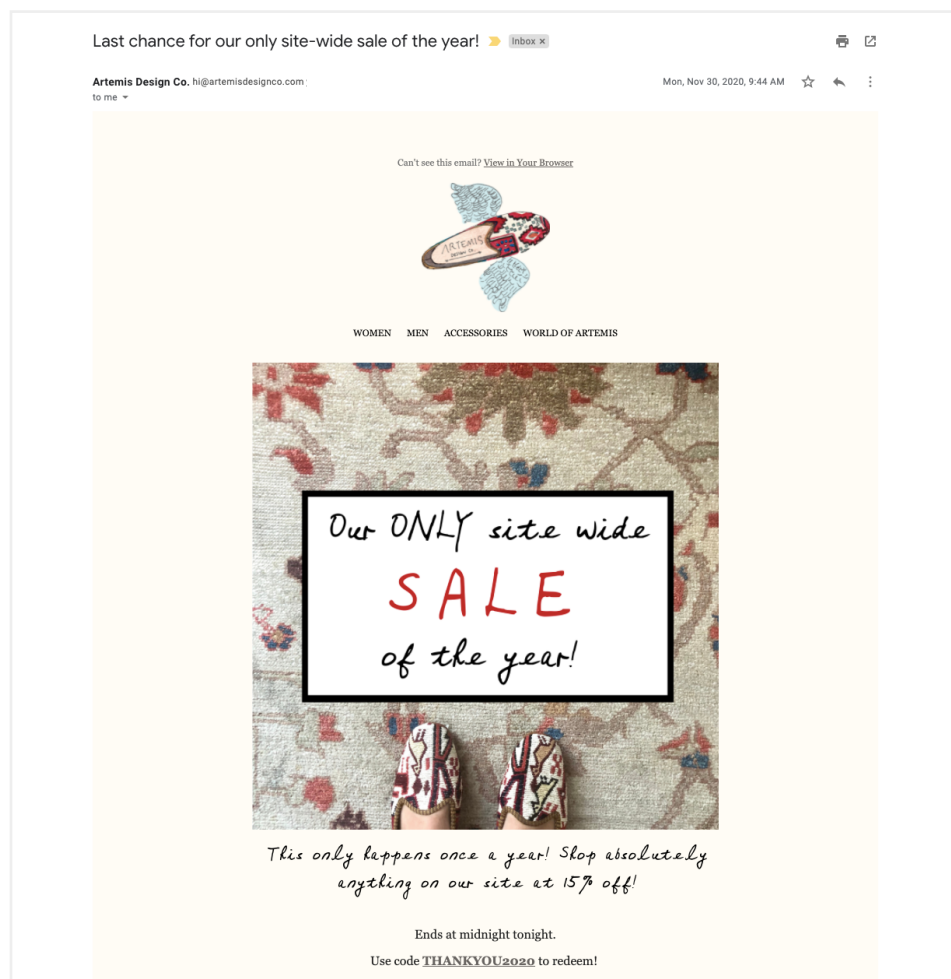
First Day of Hanukkah

Today is the first day of Hanukkah (it ends on December 6th). And while you don't have to send anything specific for Hanukkah vs. Christmas, inclusivity is something that stands out to a lot of people.

November 29:

Cyber Monday

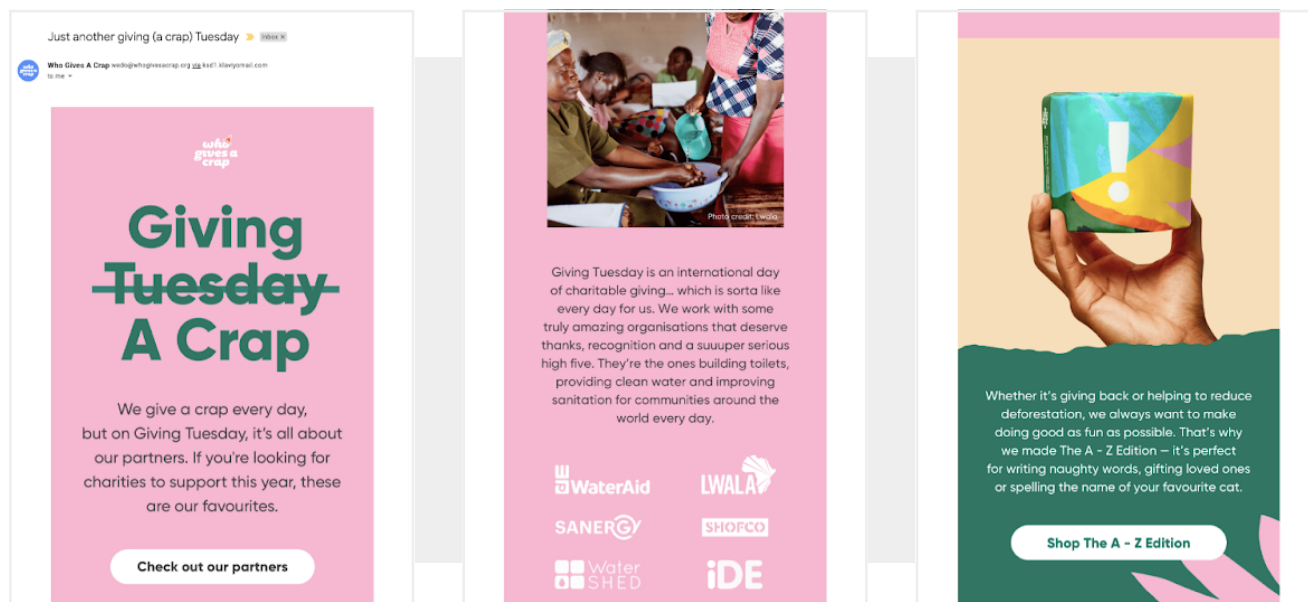
Chances are, your BFCM offers end today. DO NOT expect your audience to remember that. You need to remind them. Send emails, text messages, share it on social. Call it out wherever you possibly can.



November 30:

Giving Tuesday

It's Giving Tuesday. So it's the perfect opportunity to donate a percentage of proceeds to an organization that's close to your heart, or you can do something similar to this email from Who Gives A Crap and highlight charities that align with your brand, mission, and vision:

**December 1:**

Turn off your BFCM-specific campaigns

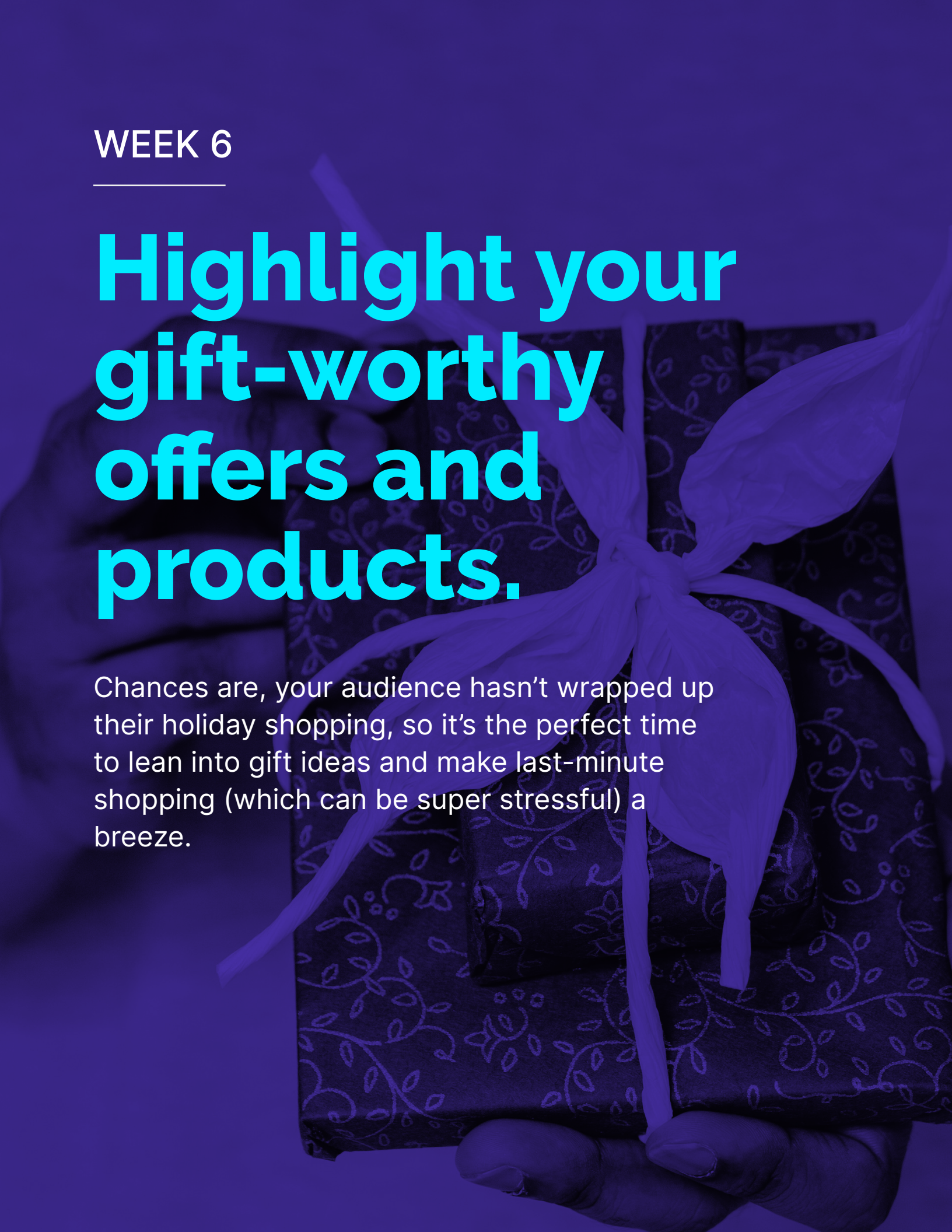
Once the holiday weekend is over, it's time to make sure all the campaigns on your site aren't showing outdated information. So anything you changed that was specific to your BFCM campaigns should be turned off.

But remember: you still have the rest of the year for holiday-specific campaigns. So make sure you keep any festive images!

WEEK 6

Highlight your gift-worthy offers and products.

Chances are, your audience hasn't wrapped up their holiday shopping, so it's the perfect time to lean into gift ideas and make last-minute shopping (which can be super stressful) a breeze.

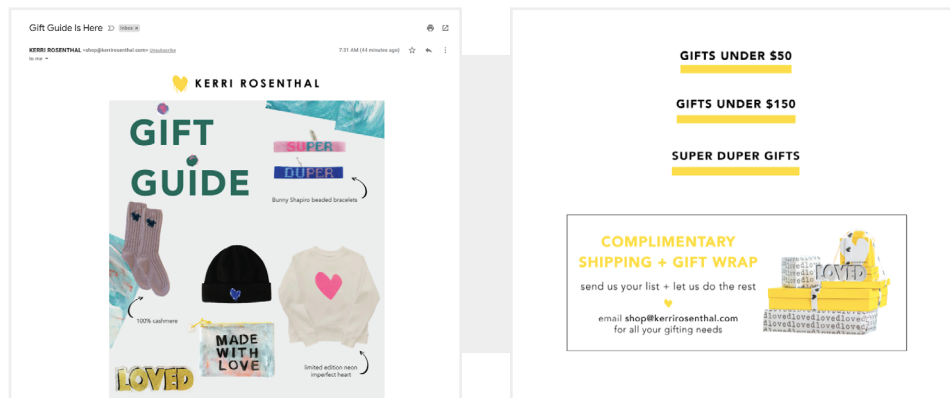


December 7:

Share holiday gift ideas

It's crunch time! And a lot of people wait 'til the last minute to do their shopping. So it's the perfect time to call out gift ideas.

This email from Kerri Rosenthal makes it really easy to shop gifts in your price range. But it doesn't stop there. It also calls out free shipping and gift wrapping:



Something like this gift guide is the perfect thing to share with anyone who hasn't made a purchase recently.

But what about the people who just made a purchase over Black Friday? Think about an offer that might get them to buy again. It could be a free holiday gift with purchase, or a % off. Maybe free shipping is all you need to do to move the needle. The important thing is that you make it clear that you know they've purchased from you recently.

December 10:

Last chance reminder to BFCM purchasers

If you sent an offer to recent customers, make sure you send a last chance reminder. Remember inboxes are insane this time of year. So you can't just assume that your audience is seeing your messages.



WEEK 7

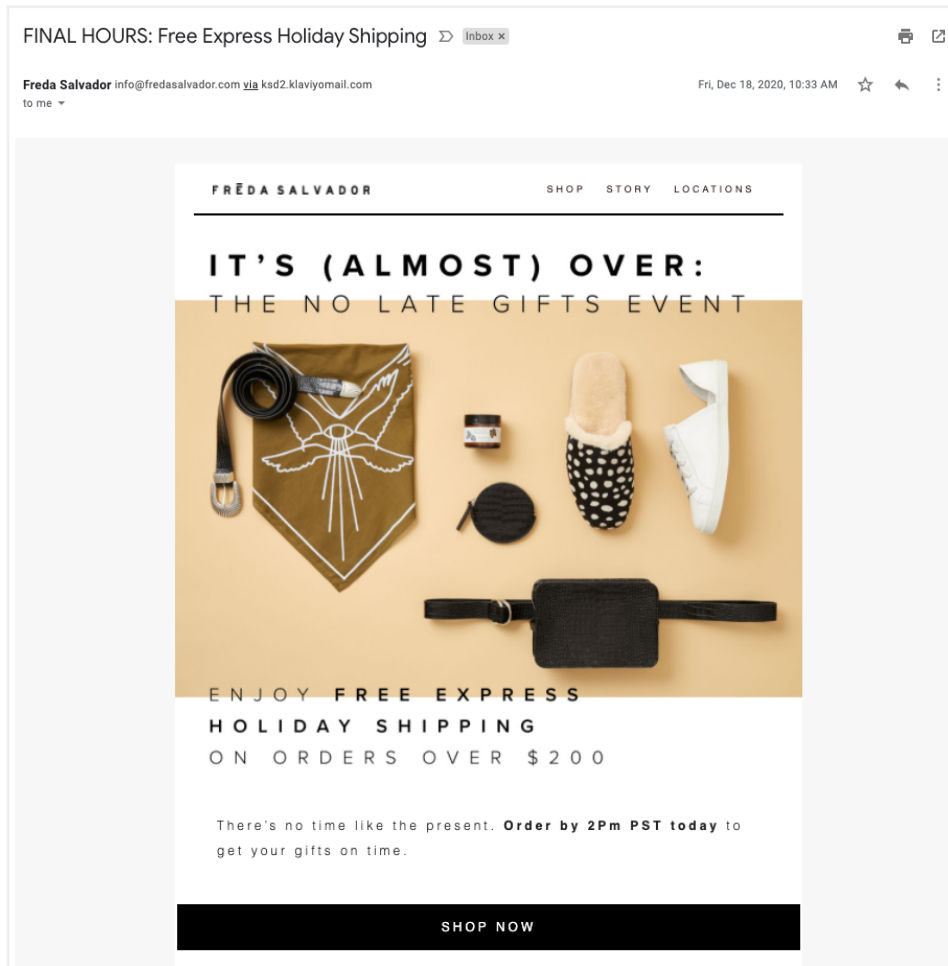
The final countdown is on.

You're so close to the finish line. Your shipping deadline for customers to receive gifts in time is likely sometime this week, so make sure you're sending reminders and using urgency to generate sales.

December 14:

Shipping deadline reminder

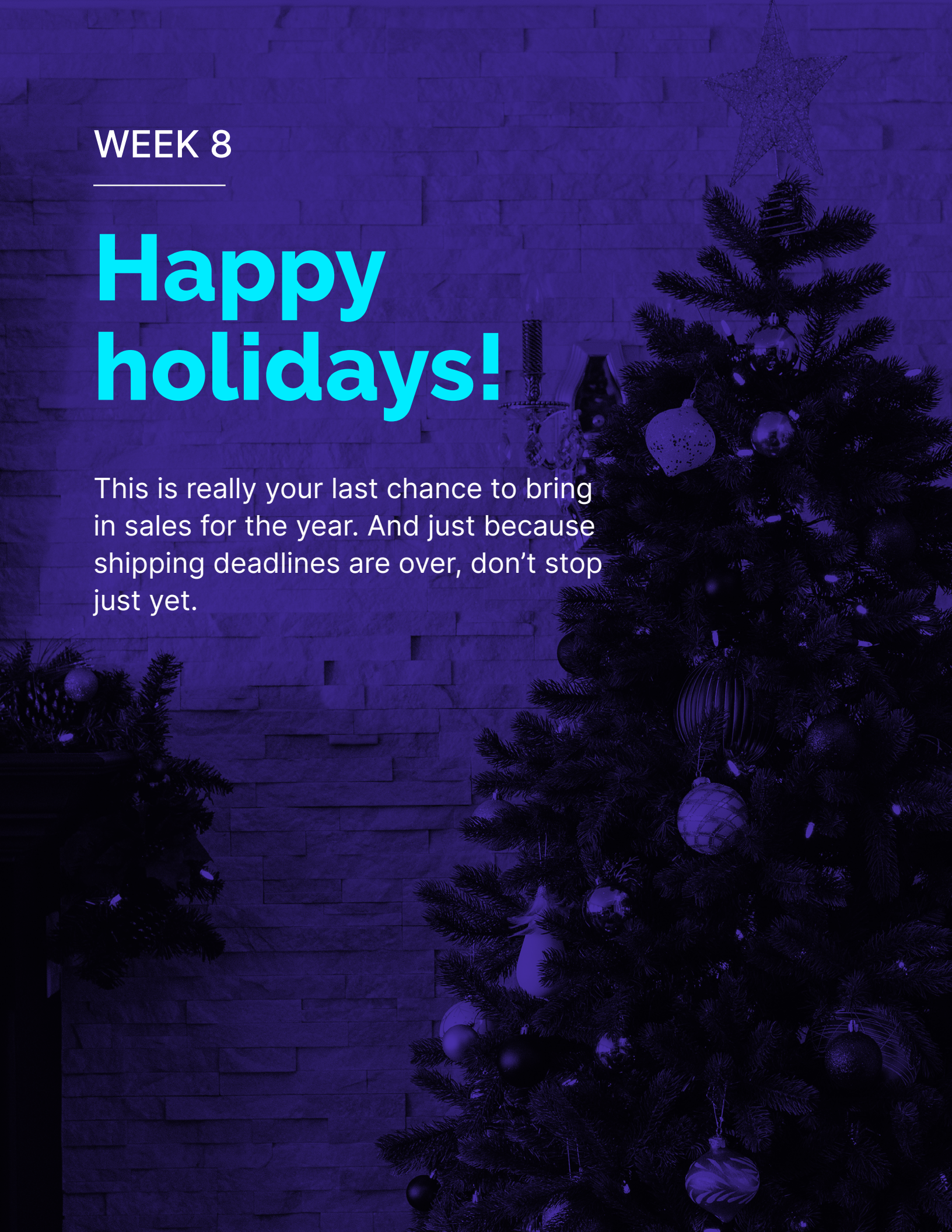
No matter when your shipping deadline is, you should absolutely be sending last chance reminders to your audience:



WEEK 8

Happy holidays!

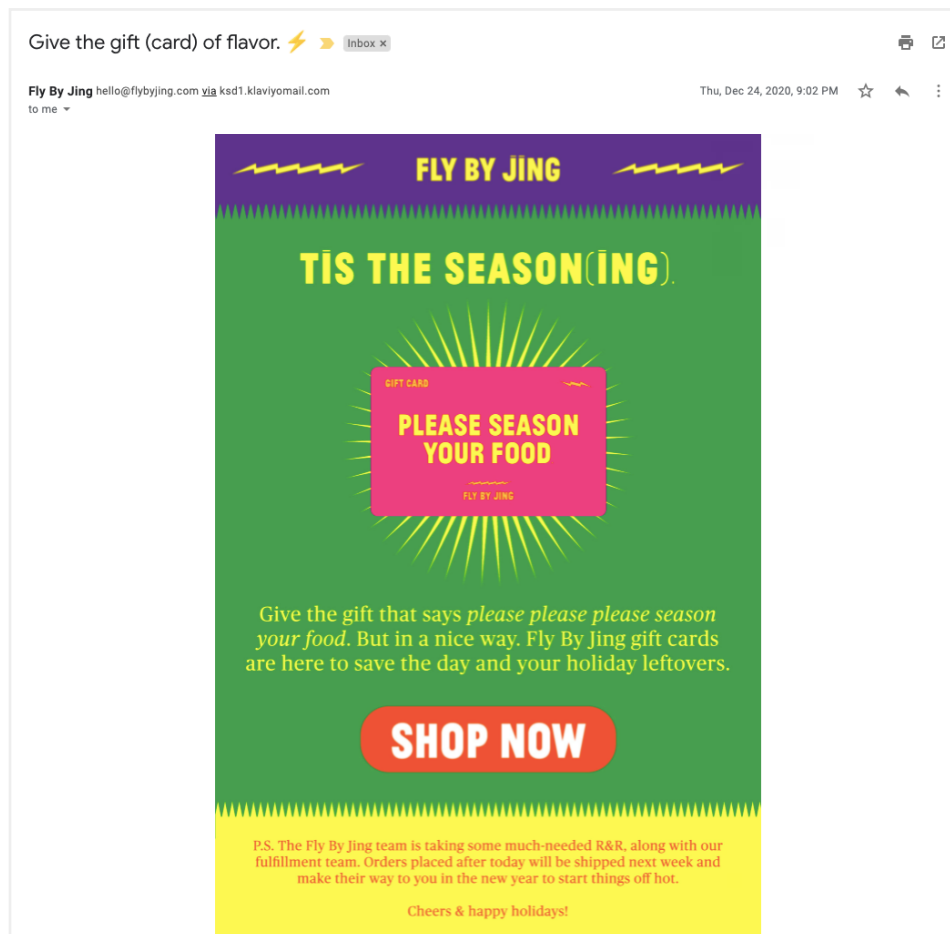
This is really your last chance to bring in sales for the year. And just because shipping deadlines are over, don't stop just yet.



December 20:

Gift card offer

Since it's officially too late to send anything else, it's the perfect time to remind your audience that it's not too late to send a gift card! You can keep it super simple:



December 21:

First Day of Winter

Winter is officially here! And while it might not make sense to send separate communication just for this, you can absolutely work it into your other messages.

December 24:

Christmas Eve

This would be the perfect time to send a last chance reminder email about gift cards!

December 25:

Christmas

You don't need to send any communication today, but if you want to send a thank you email to everyone who's supported you over the last year, this is a great time to do it.

Thank you for being here with me ❤️ 📧 Inbox x



Genevieve at underbares genevieve@underbares.com
to me ▾

Wed, Dec 23, 2020, 11:34 AM ☆ ↩ ⋮

Hi Lauren,

I wrote and rewrote this note to you in my head and on paper more times than I can count. I stopped. I looked at my end of year reflection note to you from 2019. I think the best thing to do is write to you from my heart (sometimes writing from the heart results in grammatical errors, bare with me).

The week our world shut down in March, I was in Fall River, MA with our manufacturing partners. They were already "socially distancing" and discussing their plans to work for the state of Massachusetts to produce PPE. We talked about underbares production hitting pause. I didn't realize that pause would last as long as it did. I also didn't realize we would band together to create fabric face masks.

But, we did. The spring became about what I called: project face mask. I asked one of my best friends, a former ICU nurse, to tell me everything she and her colleagues knew (and liked?) about face masks, and she did. I asked our retail partners if they could donate any deadstock cotton fabric we could use to make the masks, and they did. I asked you if you would be willing to help me fund our manufacturing partners producing the masks, and you generously did. I reached out to hospitals in Boston and DC asking if they needed the masks, and they did. I asked those of you who are essential workers if you needed the masks, and you did. Together, we did what we could to get masks to those who needed them most. Thank you.

This year I learned what it is like to have no control over timelines: hello delayed product launches; hi restocks that were supposed to happen in the summer and then the fall and will now happen in 2021; hey developing and testing new sizes that we literally cannot wait to launch (those of you waiting to test and wear these new sizes - and styles! - thank you for your understanding and for your patience).

This year I understood that writing down three things I'm grateful for each day really does make a difference. I looked back on my small weekly planner where my "I'm grateful for..." notes were scribbled down and noticed there were some themes. I kept thinking my themes and my lists were too intimate to share. Maybe you'll nod your head reading these. I'm not sure if there is a right way to express gratitude, but this practice helped me so I'm going to share it with you. Now, back to the "themes" - I'm grateful for:

(people) My husband, family, friends. Our wonderful underbares community. Customers sending kind feedback and excitement. Customers who care enough to tell me what is working and what isn't. FaceTime and video chat (to see people I love or to meet people I want to get to know better or to just see another human in general).

(things that make me realize I'm small, and the world is so much bigger than me) Bright blue skies. Crisp morning walks. Leaves changing colors.

(little things that spark joy) A big cup of tea. How much time is "saved" when the commute from your bedroom to your kitchen table in your apartment is suuuuper quick and convenient. Yummy breakfast. Big windows that let light in. Waving to friends who stop by to say hello.

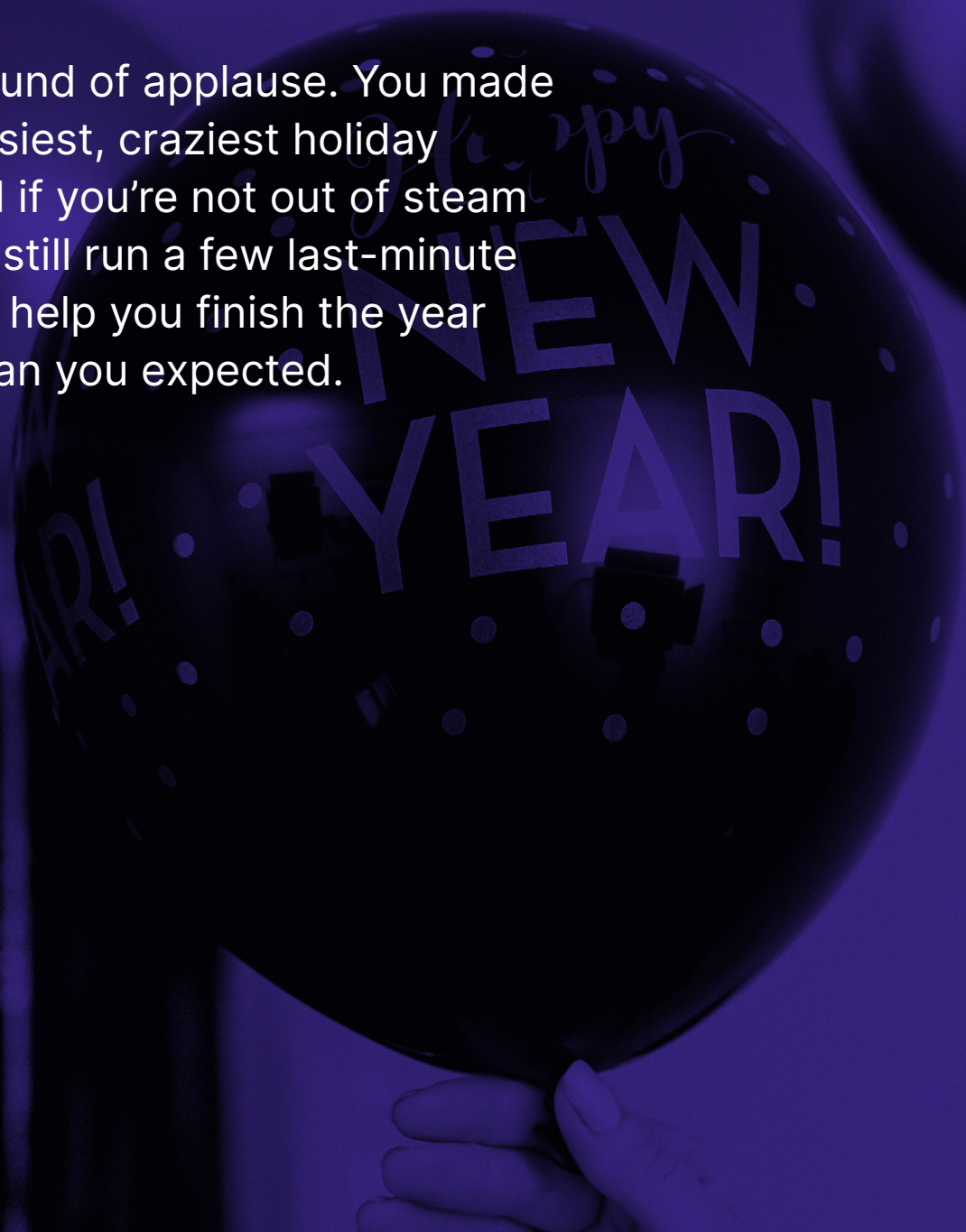
Alongside each of these lists, I write quotes that inspire me or remind me to be present. One that I wrote often is: I am here now. And, that's really what I wanted to say. I am here now. You're here with me. Together we've been here all along, and I'm so incredibly grateful for you being here with me, for your support, for your kindness, and for your belief in [underbares](#). I wish you happy holidays and a happy (almost) new year. Please stay comfy, happy, and healthy.

Love,
Genevieve

WEEK 9

YOU MADE IT! 🖐️🖐️🖐️

You deserve a round of applause. You made it through the busiest, craziest holiday season ever. And if you're not out of steam just yet, you can still run a few last-minute offers that might help you finish the year even stronger than you expected.



December 26:

Boxing Day, First Day of Kwanzaa

This is the perfect time to send a message about getting what you really want this holiday season. Your audience might have gotten gift cards or cash that's burning a hole in their pockets. So make sure you stay top of mind and highlight any post-holiday campaigns you're running. Or just show off your best sellers from the entire year.

December 31:

New Year's Eve

Now's your chance to try one more promo this year! Try running a special offer for one day through midnight. It's on theme and will help you end the year strong. Go back to the offer ideas and try something new for a short period of time. Just make sure you don't forget the last chance email to remind everyone that it's almost over!

And don't forget to turn all of your holiday-themed campaigns off! It doesn't give a great impression if January rolls around and you're still promoting holiday offers that don't exist anymore. So comb through your site just to make sure.




December 31:

New Year's Day

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Happy New Year! 

LAKE & SKYE hello@lakeandskye.com gga@gmail.com mccv.net
to me

Fri, Jan 1, 10:05 AM ☆ 📧 ⋮

LAKE & SKYE



Wow what a year! Complex and challenging in so many ways, but we're here and for the most part, made it through. New beginnings are a beautiful energy, wrapped up with hope and possibility for the things to come. I don't think

many of us expected a year like 2020, but looking ahead, I for one hope that 2021 brings us all the things we yearn for.

As a small business this past year had its up and downs but our community means the world. **Thank you** for being here, shopping small with us and other businesses like ours.

One thing I'll be doing more of this year is **sharing wellness content** focused on breathwork and kundalini, which is my background and passion. It's a daily practice and tool I use and rely on and that's never been more needed than now. First up, here is a meditation you can do to prevent burnout, something we're all experiencing on some level (thank you 2020!).



We also have some exciting launches coming up in 2021 and this community will be the first to hear about all our newness here.

Wishing you a beautiful New Year.

Courtney
LAKE & SKYE FOUNDER



For your best holiday season ever, [get Privy's Growth Plan](#). It has everything you need to bring in sales through Black Friday Cyber Monday and beyond.

P.S. If you want to get [started with SMS this Black Friday](#), you still have time.

