## E-Commerce Calendar

### January
1. New Year
2. European Winter Sales (until 2/20)
4. Trivia Day
9. World Nerd Day
18. Thesauras Day
25. Chinese New Year (Year of the Rat)
27. Chocolate Cake Day
28. Data Privacy Day

### February
2. Super Bowl
6. New York Fashion Week (Feb 6 - 13)
7. Wear Red Day
9. Pizza Day
14. Valentine’s Day
20. Love Your Pet Day
24. Paris Fashion Week (Feb 24 - Mar 3)
25. Mardi Gras

### March
1. Peanut Butter Lovers’ Day
3. World Wildlife Day
8. International Women’s Day
14. Pi Day/White Day (Asia)
17. St. Patrick’s Day
19. First Day of Spring
22. Mother’s Day (UK)
23. Puppy Day

### April
1. April Fools Day
7. World Health Day
12. Easter Sunday
13. Easter Monday
18. High-Five Day
22. Earth Day

### May
1. May Day
4. Star Wars Day
5. Cinco de Mayo (Mexico)
8. Teacher’s Day
10. Mother’s Day (US)
12. World Fair Trade Day
16. Love a Tree Day

### June
1. LGBTQ Pride Month
4. Hug Your Cat Day
5. World Environment Day
8. World Oceans Day
12. Euro 2020 Kickoff
20. Summer Kickoff
21. Father’s Day

### July
1. European Summer Sales (until 7/31)
4. US Independence Day
14. France National Holiday
15. Ice Cream Day
17. World Emoji Day
18. Hot Dog Day
28. Parents’ Day

### August
7. International Beer Day
8. International Cat Day
9. Book Lovers’ Day
10. S’mores Day
18. Bad Poetry Day
21. Senior Citizens’ Day

### September
7. Labour Day
9. Teddy Bear Day
19. Talk Like a Pirate Day
22. Autumn Equinox
25. Love Note Day

### October
1. Breast Cancer Awareness Month
3. National Techies Day
4. Taco Day
10. World Mental Health Day
16. World Food Day
27. Make a Difference Day
31. Halloween

### November
1. Movember (until 11/30)
3. Sandwich Day
8. Tongue Twister Day
14. Spicy Guacamole Day
17. Take a Hike Day
26. Thanksgiving
27. Black Friday
28. Small Business Saturday
29. Cyber Monday

### December
5. Day of the Ninja
10. Hannukah
18. Ugly Sweater Day
24. Christmas Eve
25. Christmas Day
31. New Year’s Eve
January

- Get the year off to a good start by wishing your subscribers a happy new year using one of our free New Year’s email templates.
- Make it your New Year’s marketing resolution to launch an email newsletter that’ll help build better relationships with your audience.
- Create and launch a 2020 email marketing strategy.

February

- Catch the ones that get away. Boost your winter sales by setting up abandoned cart emails.
- For Valentine's Day, use segmentation to suggest gifts “for him” and “for her”.
- Facebook Ads are an effective way to market your business, increase traffic to your website, and generate subscriptions.

March

- Need some ideas for your March newsletter? Here are 50 engaging newsletter ideas that your subscribers will love.
- Make sure your customers get the most critical messages wherever they are with SMS marketing.
- Give your emails the best shot of making it to your contact’s inbox by following these email deliverability best practices.

April

- Can't decide on the best idea for your subject line? Run an email subject line A/B test and let data make the choice for you!
- Let the Easter Bunny help with your package delivery -- give customers free shipping for the Easter holiday weekend!
- Ensure that you’re getting the full marketing value from your transactional emails ahead of your summer sales!
May

- Two years have passed since the implementation of GDPR. Is your email list building still GDPR compliant? Always worth checking up on!
- Boost your sales with these actionable Mother's Day email tips!
- Feeling like your emails are too rigid? Try doing something fun for Star Wars Day in your email content to change things up!

June

- Summer is another great time to have a sale and clear out your winter inventory. You can follow Europe's lead and make it last all the way to August, or adjust based on your inventory and customer preferences.
- It's time for a mid-year email marketing review! Monitor your performance using these 7 essential email marketing KPIs.
- Now that you know the best email marketing KPIs, set up a custom email marketing dashboard with our spreadsheet template.

July

- Does your email newsletter reflect your brand in the best way possible? Check out these newsletter branding ideas.
- Before you head out on your summer vacation, automate your marketing emails so you don't miss a beat!
- Don't let World Emoji Day slip by without adding a few emojis in your email campaign this month!

August

- August is usually a slow month for eCommerce, so get what you can from your visitors using these eCommerce marketing automation workflows.
- Get ready for the busy winter holidays by making sure your emails are all scheduled at the best time.
- Set up a list building strategy that will help you achieve sustainable growth over the busy holiday months coming up.
September

- Lacking inspiration for your email marketing campaigns? Check out these fantastic examples!
- See how your email marketing results fare compared to competitors by checking them against industry benchmarks.
- Find out how you can follow up with people who have already visited your website using retargeting ads.

October

- Tune out the noise and identify your top prospects over the holidays using lead scoring.
- Halloween is the time to get creative and design spooky emails that your readers will love. Have a look at our halloween email marketing advice.
- In honor of the holiday spirit, help your customers spread the love by setting up a customer referral program!

November

- Black Friday is the biggest shopping day of the year! Make the most of it with these Black Friday marketing tips!
- Black Friday is an email marketing battleground. Stand out from the crowd with these Black Friday email subject lines.
- What makes a great Black Friday email campaign? Get inspired by these awesome Black Friday emails.

December

- Stand out from your competitors with an awesome Christmas newsletter!
- December is always a crazy time for marketers. For holiday marketing success make sure your email strategy contains these 4 elements.
- Improve customer relationships for 2021 with a fortified relationship marketing approach.