

2019

HOLIDAY CALENDAR

ECOMMERCE OPPORTUNITIES TO PLAN FOR

JAN

- 01 New Year's Day
- 21 Martin Luther King Day

FEB

- 03 Super Bowl
- 14 Valentine's Day
- 18 President's Day

MAR

- 17 St. Patrick's Day

APR

- 15 Tax Day
- 19 Good Friday
- 21 Easter
- 22 Earth Day

MAY

- 05 Cinco de Mayo
- 12 Mother's Day
- 27 Memorial Day

JUN

- 16 Father's Day

JUL

- 04 Independence Day
- 16 Amazon Prime Day
- Early to Mid-July Back to School Buying Begins

AUG

Start Holiday Readiness Activities – Site optimization, campaign planning, email templates, etc.

SEP

- 02 Labor Day

OCT

- 14 Columbus Day
- 31 Halloween

NOV

- 11 Veteran's Day
- 28 Thanksgiving
- 29 Black Friday
- 30 Cyber Saturday

DEC

- 01 Cyber monday
- 24 Christmas Eve
- 25 Christmas Day
- 31 New Year's Eve