

**E-Commerce
Calendar**

2020

**Important
Dates**
January

- 1 New Year
- 2 European Winter Sales (until 2/20)
- 4 Trivia Day
- 9 World Nerd Day
- 18 Thesaurus 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 Solstice
- 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.

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Our advice

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.

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2020

Important Dates

1 January 2020						
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8 August 2020						
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9 September 2020						
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11 November 2020						
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12 December 2020						
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