



Black Friday, Cyber Week, and Christmas Deals

Holiday Sales Preparation Calendar

It's that time of year again! Get your holiday sales strategies in gear with our Preparation Calendar. From understanding shopper motivation to promoting effectively on social media, we've got you covered.



November 2022



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 ☀	31 ☀	1 ☀ Run Website Health Check Analysis Update Magento to the latest version	2 ☀ Prepare email designs Implement Performance Fixes Make an inventory	3 ☀ Write Black Friday email subject lines Technical SEO audit Code Freeze	4 ☀ Black Friday banners design Optimize order and fulfilment workflows	5 ☀
6 ☀	7 ☀ Run Black Friday ads Setup Performance Monitoring and Alerting policies	8 ☀ Test navigation and internal links Prepare backup plan for shipping	9 ☀ Prepare your Social media profiles Check Magento extensions and other tools	10 ☀ Create posts for social media profiles Review and update Return Policy	11 ☀ Schedule Social media posts Create Discount Coupons and Codes	12 ☀
13 ☀	14 ☀ Share Black Friday sneak peeks email Backup your website	15 ☀ Trigger abandoned basket reminders Backup your website	16 ☀ Run Black Friday & Cyber Monday ads Backup your website	17 ☀ Share Black Friday sneak peeks on social media Backup your website	18 ☀ 1 week before Black Friday email Backup your website	19 ☀
20 ☀	21 ☀ Post Exclusive Discounts for your social media followers Backup your website	22 ☀ Marketing task Backup your website	23 ☀ Marketing task Backup your website	24 ☀ Thanksgiving • Backup your website • Monitor Website performance metrics • Magento partner support	25 ☀ Black Friday! • Backup your website • Monitor Website performance metrics • Magento partner support	26 ☀ Sent Cart Abandonment Emails Monitor Website Magento partner support
27 ☀ Special offer to the loyal customers Backup your website Magento partner support	28 ☀ Cyber Monday • Backup your website • Monitor Website performance metrics • Magento partner support	29 ☀ Abandonment Emails Backup your website Monitor Website Performance	30 ☀ Thank-you email & customer survey Backup your website			

Legends:

- Marketing task
- Technical task
- Business task



December 2022



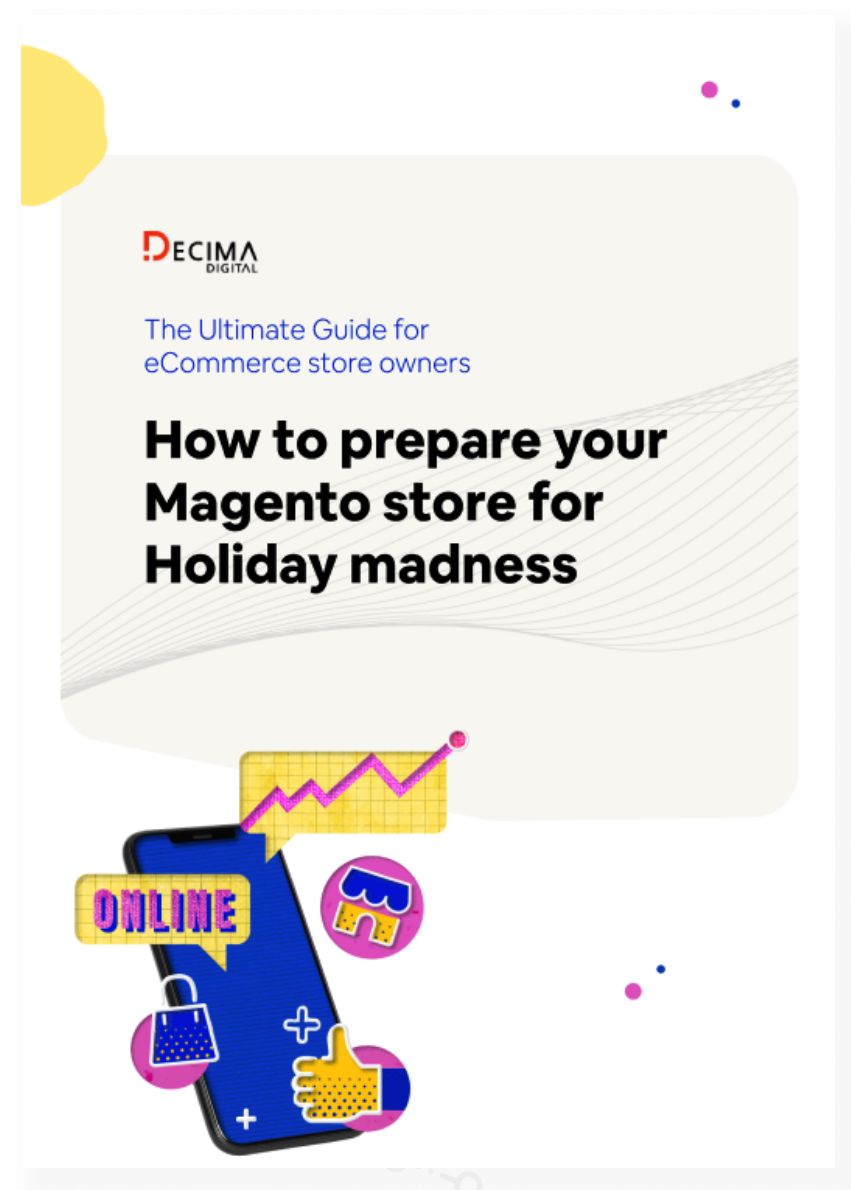
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 ☀️ <div>Send special offer to the loyal customers</div> <div>Backup your website</div> <div>Magento partner support</div>	28 ☀️ <div>Cyber Monday</div> <ul style="list-style-type: none"> Backup your website Monitor Website performance metrics Magento partner support 	29 ☀️ <div>Sent Cart Abandonment Emails</div> <div>Backup your website</div> <div>Monitor Website Performance</div>	30 ☀️ <div>Send thank-you email or customer service survey</div> <div>Backup your website</div>	1 ☀️ <div>Prepare Gift Guide</div> <div>Backup your website</div> <div>Analyze Black Friday / Cyber Monday Results</div>	2 ☀️ <div>Audit previous holiday marketing campaigns</div> <div>Backup your website</div>	3 ☀️
4 ☀️	5 ☀️ <div>Create a dedicated landing page for Holiday Gifts</div> <div>Backup your website</div>	6 ☀️ <div>Stay Active on Social Media</div> <div>Backup your website</div> <div>Check inventory</div>	7 ☀️ <div>Place a Banner With Special Holiday Offers</div> <div>Backup your website</div>	8 ☀️ <div>Backup your website</div> <div>Backup plan for shipping</div>	9 ☀️ <div>Monitor Website Performance Metrics</div> <div>Backup your website</div>	10 ☀️ <div>1 week before Christmas - post, email, article</div>
11 ☀️	12 ☀️ <div>Send special offer to the loyal customers</div> <div>Backup your website</div>	13 ☀️ <div>Stay Active on Social Media</div> <div>Backup your website</div>	14 ☀️ <div>Monitor Website Performance Metrics</div> <div>Backup your website</div>	15 ☀️ <div>Send Gift Cards for Christmas</div> <div>Backup your website</div>	16 ☀️ <div>Monitor Website Performance Metrics</div> <div>Backup your website</div>	17 ☀️
18 ☀️	19 ☀️ <div>Stay Active on Social Media</div> <div>Backup your website</div>	20 ☀️ <div>Stay Active on Social Media</div> <div>Backup your website</div>	21 ☀️ <div>Stay Active on Social Media</div> <div>Backup your website</div>	22 ☀️ <div>Last reminder before the deals expire</div> <div>Backup your website</div> <div>Magento partner support</div>	23 ☀️ <div>Greetings for Customers</div> <div>Backup your website</div>	24 ☀️ <div>Christmas Day</div>
25 ☀️ <div>Christmas Day</div>	26 ☀️ <div>Backup your website</div>	27 ☀️ <div>Backup your website</div>	28 ☀️ <div>Send thank-you email or customer service survey</div> <div>Backup your website</div>	29 ☀️ <div>Monitor Website Performance Metrics</div> <div>Backup your website</div>	30 ☀️ <div>Greetings for Customers</div> <div>Backup your website</div>	31 ☀️ <div>New Year!</div>

Legends:

- Marketing task
- Technical task
- Business task



Download



Ultimate Guide: How to prepare your Magento store for Holiday madness

In this guide, we'll cover everything from how to prepare your inventory and website, to what kind of promotions and marketing strategies to use.

Download! It's FREE

DECIMA
DIGITAL