

Essential Q4 Dates for Ecommerce Retailers

October 2017	Monday October 9th	Canadian Thanksgiving Day	Run a novelty campaign to celebrate Canadian Thanksgiving and drive a few more sales.
	Thursday October 12th	Buy British Day	Highlighting your support for Buy British Day across social media.
	W/C Monday October 23rd	UK Autumn Half Term	Pull together a week-long campaign promoting gifts to distract kids.
	Tuesday October 31st	Halloween	Ramp up your marketing for any food, clothing, decorations and entertainment products you sell.
November 2017	Sunday November 5th	Bonfire Night	Run a Bonfire night themed campaign on your homepage in the week leading up.
	Saturday November 11th	Singles Day	Have a Chinese themed promotion on social media and consider ways of selling to the Chinese market in the future.
	Thursday November 23rd	Grey Thursday	Set up a Grey Thursday campaign to make potential customers aware of your hottest products.
	Friday November 24th	Black Friday	Launch a major homepage takeover campaign and support with email and blog content.
	Monday November 27th	Cyber Monday	Go live with some fresh new Cyber Monday promotional activity.
December 2017	Saturday December 2nd	Small Business Saturday	Proudly label yourself as a quality small business on your website for the day.
	Monday December 11th	Green Monday	Have special discounts planned that you effectively communicate on your site.
	Friday December 15th	Free Shipping Day	Introduce special discounts or product bundles for the day.
	Wednesday December 20th	Last date for two-day delivery	Install a countdown on your website in the final few days leading up to the exact last moment you can take orders for Christmas delivery.
	Thursday December 21st	Last date for one-day delivery	
	Monday December 25th	Christmas Day	Put your feet up and relax for the day - you've earned it!
	Tuesday December 26th	Boxing Day	Strike with an email campaign to promote your best January sale offers.

To discover how to smash Q4 sales at your ecommerce business, visit www.veeqo.com/smash-q4.

