

BIGGEST SHOPPING DAYS of 2017

NOVEMBER



GRAY THURSDAY - NOVEMBER 23

Consumers who can't wait for Black Friday hit stores and websites on Turkey Day, gobbling up great deals. Thank your best customers with special offers and rewards for their loyalty. Not open? Put the deals online. Don't sell online? Send out a targeted email with deals that are good as soon as you re-open your doors. Whichever path you choose, promote it well beforehand via email, social, and your website.

BLACK FRIDAY - NOVEMBER 24

Though Cyber Monday has surpassed it in terms of gross dollars, Black Friday remains a crucial shopping day. In fact, many experts now class Black Friday not as a day but a period of time that can exceed two weeks, starting well before Thanksgiving. Why? Because it pays for retailers to plan ahead and build momentum with a well-thought-out, multiplatform marketing strategy.

SMALL BIZ SATURDAY - NOVEMBER 25

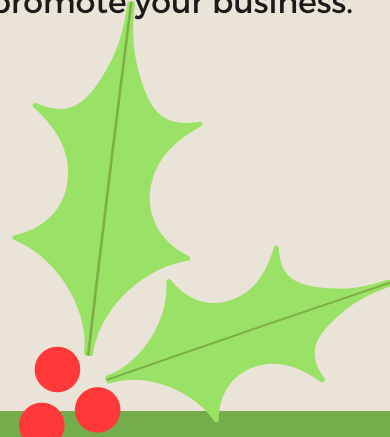
Consumers spent a record \$16.2 billion on Small Business Saturday in 2015, up 14% over the previous year. This is a huge opportunity for local retailers to emphasize a local presence and attract shoppers. Build your big day around what makes your store stand out from the rest and offer unique specials. Multiply your promotional power with tie-ins to charities, your local chamber, and other businesses.

CYBER MONDAY - NOVEMBER 27

Boosted by double-digit growth in mobile shopping, Cyber Monday is the king of the holiday shopping scene. If you sell online, tease your Cyber Monday shoppers well ahead of time. If you don't sell online, make the most of Cyber Monday by using mobile and online advertising to promote your business.

GIVING TUESDAY - NOVEMBER 28

Giving Tuesday is a tremendous opportunity to demonstrate why local businesses are vital to thriving communities. This special day, when the focus is on giving back, gives you an opportunity to showcase everything your business does to makes a difference. Why not offer a percentage of the profits to the good causes your business supports?



DECEMBER



GREEN MONDAY - DECEMBER 10

Historically the busiest day of the month, the second Monday in December marks the start of the home stretch. Gross sales often approach Cyber Monday totals. Consumers don't expect as many deals, so it's a great day to highlight unique services and high-quality items.

FREE SHIPPING DAY - DECEMBER 15

Get it to them free by Christmas Eve. Consumers love free shipping, and participating in Free Shipping Day is the retail equivalent of fishing while they're biting! While it isn't free for you, free shipping often leads to larger purchases and reduces shopping stress.

SUPER SATURDAY - DECEMBER 23 CHRISTMAS EVE - DECEMBER 24

The procrastinator's big-spending ball. The last Saturday before Christmas and Christmas Eve are the two of the most frenzied shopping days of the season. Panicked procrastinators and cool-headed bargain-hunters jam stores and sites before the clock runs out. You'll need top sellers, a full staff, delightful deals, and plenty of gift bags and boxes.



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