



CUSTOMCAT

# 2025

# ECOMMERCE CALENDAR

# JANUARY 2025

**Themes:**

- New Year Sale
- Resolutions
- MLK Day Sale
- Lunar New Year



Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	01 New Year's Day	02	03	04 National Trivia Day
05	06	07	08	09	10	11
12	13	14	15 National Hat Day	16 Get to Know Your Customers Day	17	18
19	20 Martin Luther King Jr. Day	21	22	23	24	25
26 Australia Day	27	28	29 Lunar New Year	30	31	01

**January 1: New Year's Day**

- Kick off the year with "New Year, New You" campaigns featuring fitness products. Use past purchase data for personalized email recommendations and create urgency with countdown timers to drive conversions.

**January 25: Resolution Campaign Close-Out**

- Wrap up January by offering deals on resolution-focused products like fitness apparel. Use automated emails to remind shoppers to stick with their goals and highlight your products as solutions.

**Pro Tips**

- Use Instagram Story polls or email surveys to connect with customers.
- Reward engagement with perks like discounts or free shipping.
- Apply insights from January campaigns to refine spring and summer strategies.



# FEBRUARY 2025

## Themes:

- Black History Month
- Presidents Day Sale
- Super Bowl
- Valentine's Day



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01
02 Groundhog Day	03	04 National Sweater Day	05	06	07	08
09 Super Bowl Sunday	10	11 Armed Forces Day	12	13 Galentine's Day	14 Valentine's Day	15
16	17 Presidents Day	18	19	20	21	22
23	24 World Bartender Day	25	26	27	28	01

### February 14: Valentine's Day

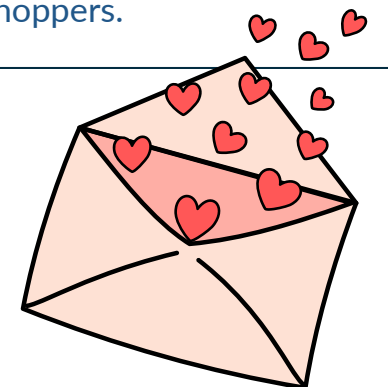
- Add a touch of romance to your store with red and pink visuals across your website and social media. Start promotions in late January to account for shipping deadlines and capture early shoppers.

### February 19: Presidents' Day

- Combine winter sales with patriotic themes to promote high-value items like furniture, appliances, or electronics. Use ads featuring leadership and national pride to engage your audience.

### Pro Tips

- Offer discounts on ready-to-gift items or Valentine's Day bundles.
- Use email campaigns with vibrant visuals and engaging messaging to attract shoppers.



# MARCH 2025

**Themes:**

- Women's History Month
- Reading Month
- March Madness
- St. Patrick's Day
- Spring Begins



Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	01
02	03	04 Mardi Gras	05	06 National Dress Day	07	08 International Women's Day
09 Daylight Savings	10	11	12	13	14	15
16	17 St. Patrick's Day	18	19	20 First Day of Spring	21	22
23	24	25	26	27	28	29
30	31					

**Mar 8: International Women's Day**

- Honor women's achievements by featuring women-owned brands or products designed for women. Collaborate with female influencers or pledge a portion of sales to women-focused causes. Keep your messaging empowering and authentic to resonate with socially conscious audiences.

**Mar 31: End-of-Q1 Promotions**

- Wrap up the quarter with flash sales and early discounts on spring items. Clear out winter designs and build anticipation for upcoming seasonal launches. Share Q1 milestones or customer success stories to inspire and engage shoppers.

**Pro Tips**

- Showcase user-generated content spotlighting women entrepreneurs.
- Reward loyalty members with exclusive perks for Q1 milestones.
- Analyze Q1 performance to strategically promote complementary products.

# APRIL 2025

**Themes:**

- Tax Day
- Easter
- Mother's Day Prep



Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01 April Fool's Day	02 National DIY Day	03	04	05
06 Pajama Day	07	08	09	10 National Siblings Day	11 National Pet Day	12 Passover
13	14	15 Tax Day	16	17 Get to Know Your Customers Day	18	19
20 Easter	21	22	23 World Book Day	24	25	26
27	28	29	30	31	01	02

**April 1: April Fool's Day**

- Delight audiences with playful campaigns like "fake" product launches or surprise flash sales. Keep it fun and redirect attention to your real offers.

**April 10: Siblings Day**

- Promote sentimental or quirky gifts for siblings, featuring budget-friendly bundles for all ages.

**April 15: Tax Day**

- Encourage customers to spend their tax refund by treating themselves.

**April 22: Earth Day**

- Highlight eco-friendly products and green initiatives. Share your sustainability efforts and connect emotionally through impactful storytelling.

**Pro Tips**

- Gamify Earth Day with rewards for eco-friendly actions.
- Partner with green organizations for joint campaigns.



# MAY 2025

**Themes:**

- Mother's Day
- Father's Day Prep
- Memorial Day Sale



Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	01	02	03
04 Star Wars Day	05 Cinco de Mayo	06	07	08	09	10
11 Mother's Day	12	13 World Cocktail Day	14	15	16	17
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31

**May 11: Mother's Day**

- Elevate your Mother's Day offerings with exclusive gift sets and free personalization. Start promotions in April to encourage early orders and ease shipping concerns. Add perks like discounts on orders over a certain amount to make gift-giving effortless.

**May 27: Memorial Day**

- Kick off summer with promotions on summer-themed items like t-shirts, tank tops, and more. Use patriotic colors and themes of gratitude in your marketing to honor military families and tie into the holiday spirit.

**Pro Tips**

- Share video testimonials highlighting customer favorites for Mother's Day.
- Incorporate military appreciation initiatives into Memorial Day campaigns.
- Promote warm-weather clothing bundles to capture the excitement of summer's arrival.

# JUNE 2025

**Themes:**

- Pride Month
- Summer Begins



Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06 National Donut Day	07
08	09	10	11	12	13	14 Flag Day
15	16	17	18	19 Juneteenth	20	21
22 Father's Day	23	24	25	26	27	28
29	30 Social Media Day	01	02	03	04	05

**Pride Month**

- Show your brand's support for the LGBTQ+ community by running Pride-themed campaigns. Highlight relevant products or pledge a percentage of sales to LGBTQ+ organizations.

**June 15: Father's Day**

- Focus on practical and hobby-driven gifts for dads. Create "Dad-approved" bundles. Begin campaigns in May to give shoppers time to plan their purchases.

**June 21: First Day of Summer**

- Celebrate the season's start with promotions on summer essentials. Pair campaigns with sunny, vibrant visuals to evoke a feeling of summer excitement.

**Pro-Marketing Tips**

- Partner with travel bloggers or influencers to promote vacation-themed products.
- Run "Summer Essentials" campaigns featuring bestsellers for beach and outdoor activities.



# JULY 2025

## Themes:

- Independence Day
- Prime Day
- Back to School Prep



Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01 International Joke Day	02	03	04 Independence Day	05
06	07	08	09	10	11 National French Fry Day	12
13	14	15	16 National Hot Dog Day	17 Get to Know Your Customers Day	18	19
20 National Ice Cream Day	21	22	23	24	25	26
27	28	29	30 International Day of Friendship	31	01	02

**July 4: Independence Day**

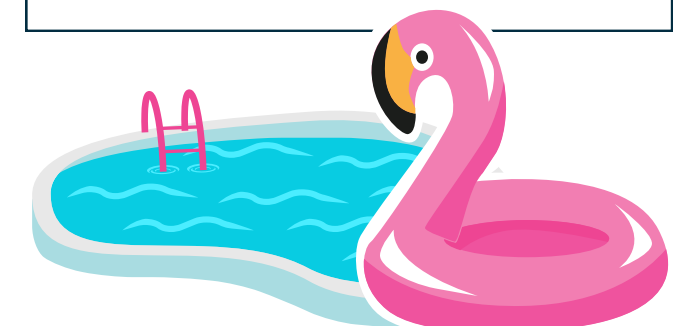
- Celebrate with patriotic promotions and summer-themed discounts. Use red, white, and blue visuals in your ads to grab attention, and consider running a giveaway or contest centered around the holiday theme.

**July 15-16: Amazon Prime Day (Estimated)**

- Compete with Amazon by offering exclusive discounts. Start teasing your sales in early July to build excitement and reward loyal customers with early access.

**Pro Tips for Prime Day**

- Run a "Why Wait?" campaign in the weeks leading up to Prime Day to secure early sales.
- Use countdown posts on social media to generate buzz around your upcoming discounts.





# AUGUST 2025

**Themes:**

- Back to School
- Labor Day Sale Prep



Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	01 National Girlfriend Day	02
03	04	05	06	07	08 International Cat Day	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26 National Dog Day	27	28 National Burger Day	29	30 National Beach Day
31						

**Back-to-School Season (All Month)**

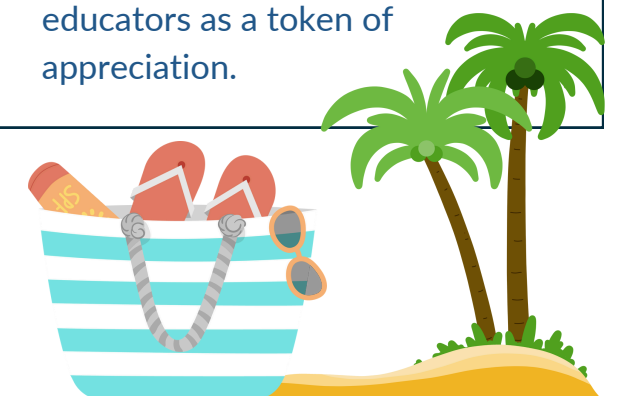
- Tap into the back-to-school rush with discounts on essentials like bags and apparel. Create special bundles for students, parents, and teachers. Use targeted ads on platforms like TikTok and Instagram to connect with younger audiences.

**August 26: National Dog Day**

- Celebrate our furry friends with promotions on themed gifts. Boost engagement by hosting a social media contest, like "Show Off Your Dog's Best Look."

**Pro Tips**

- Collaborate with schools or educational influencers to enhance credibility and expand your reach.
- Offer exclusive deals or freebies to educators as a token of appreciation.



# SEPTEMBER 2025

Themes:

- Labor Day
- Fall Begins



Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	01 Labor Day	02	03	04	05	06
07 Grandparents Day	08	09	10	11 Patriot Day	12	13
14	15	16	17	18	19	20
21	22 First Day of Fall Rosh Hashanah	23	24	25	26	27
28	29 National Coffee Day	30	01	02	03	04

**Sept. 2: Labor Day**

- Celebrate the unofficial end of summer by promoting seasonal clearance sales. Highlight discounts on summer items with themes like “Last Days of Summer Savings” to create urgency and clear stock for fall.

**Sept. 15: Get to Know Your Customers Day (Q3)**

- Engage your audience and build loyalty with interactive activities like polls, quizzes, or live Q&A sessions. Gather insights to better understand your customers and reward their participation with exclusive discounts or freebies.

**Pro Tips**

- Host a “Goodbye Summer” sale featuring steep discounts on seasonal items.
- Use insights from customer feedback to refine your fall and holiday promotions.
- Launch a referral program tied to Labor Day deals to attract new customers and reward loyal ones.

# OCTOBER 2025

**Themes:**

- World Mental Health Day
- Halloween
- Holiday Prep



Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01	02 Yom Kippur	03 National Boyfriend Day	04 National Taco Day
05	06	07	08	09	10 World Mental Health Day	11
12	13	14	15	16 Get to Know Your Customers Day	17 National Pasta Day	18 Sweetest Day
19	20	21	22	23	24	25
26	27	28	29 National Cat Day	30	31 Halloween	01

**Oct. 10: World Mental Health Day**

- Promote products that align with mental wellness. Share valuable content to build trust and foster meaningful connections with your audience.

**Oct. 31: Halloween**

- Enhance your 2024 success by launching limited-edition Halloween products. Engage followers with spooky social media contests, like costume challenges or “best-decorated space” competitions, to boost interaction and user-generated content.

**Pro Tips**

- Use AR features to let customers “try on” outfits or visualize Halloween-themed products.
- Offer early discounts in September for decorations or themed clothes.
- Partner with influencers in DIY or party-planning niches to showcase themed products.



# NOVEMBER 2025

**Themes:**

- Veterans Day
- Thanksgiving
- Black Friday



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01 World Vegan Day
02 Daylight Savings Begins	03	04	05	06	07	08
09	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 Thanksgiving	28 Black Friday	29 Small Business Saturday
30						

**November 28: Black Friday**

- Refresh your best-performing deals from last year with new incentives to attract returning and new customers. Kick off early-bird sales for email subscribers and loyalty members to create exclusivity. Incorporate countdowns on sold-out items to heighten urgency and drive conversions.

**Pro Tips for Black Friday**

- Use geo-targeted ads to highlight same-day pickup or delivery options.
- Offer discounts on digital gift cards to cater to last-minute shoppers.

**November 29: Small Business Saturday**

- Shine a spotlight on your unique story and products. Highlight the value of supporting small businesses with special offers or bundles.

**Pro Tip for Small Business Saturday**

- Run “Shop Small” discounts or giveaways to thank loyal customers.

# DECEMBER 2025

## Themes:

- Cyber Monday
- Hanukkah
- Winter Begins
- Christmas
- New Year's Eve



Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	01 Cyber Monday	02 Giving Tuesday	03	04	05	06 Trivia Post
07	08	09	10	11	12	13
14	15 Hanukkah Begins	16	17	18	19 Ugly Christmas Sweater Day	20 Super Saturday
21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa	27
28	29	30	31 New Year's Eve	01	02	03

**December 1: Cyber Monday**

- Go heavy with promotions for your online store. Target cart abandoners with special offers, and promote bundles to boost sales.

**December 20: Super Saturday**

- Cater to last-minute shoppers with expedited shipping, digital gift cards, and urgency-focused ads. Emphasize convenience with messaging like "Gift in Minutes."

**Pro Tips**

- Use predictive analytics for bundles and upsells.
- Keep momentum with flash sales and surprise offers between holidays.

**Beyond the Holidays**

- Celebrate brand milestones with special events or anniversary sales.
- Collaborate with other brands for joint promotions.
- Reward VIP customers with exclusive discounts and early access.

