



# CHRISTMAS SALES CALENDAR

Learn how and when to  
launch your Christmas sales.

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2018



# 2018 CHRISTMAS SALES CALENDAR

Mark your calendars with these important dates.

## November

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



- Nov 1:** Early-Bird Sales
- Nov 10:** Veterans Day Weekend
- Nov 23:** Black Friday
- Nov 26:** Cyber Monday/Week

## December

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



- Dec 5:** Last week for Christmas orders
- Dec 11:** Last day for Christmas orders\*
- Dec 17:** Last day for prime orders\*†
- Dec 25:** Christmas Day
- Dec 26:** Boxing Day (UK, CA, AU, NZ)
- Dec 26:** After-Christmas Sales

\* Orders must be placed before 9am PST / 12pm EST.

† Prime products include: black/navy/royal classic t-shirts and mousepads.

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## BLACK FRIDAY

### Don't miss the busiest day of Thanksgiving weekend.

In traditional retail, Black Friday dominates for Christmas sales. Promos start on Friday morning and continue into the weekend. Take advantage of eager customers with your own Black Friday deals.

#### CTAs for Black Friday ads

- Massive deals for **Black Friday** only! Shop from the comfort of home!
- Skip the lines! We've got huge online deals for **Black Friday** only!
- Our biggest sale ever! Snag **Black Friday** deals while they last!

#### PRO TIP

Run your largest sales on Black Friday, but continue to promote Thanksgiving weekend deals on **Sat. and Sun.**



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## CYBER MONDAY

### Earn more on the largest day for online sales.

Cyber Monday beat out Black Friday and Thanksgiving as the largest online sales day in 2016. Buyers expect deals on Cyber Monday, so be prepared to launch 1-day promos for this important retail holiday.

#### CTAs for Cyber Mondays ads

- Only 4 weeks left until Christmas! Score amazing Cyber Monday deals!
- It's **Cyber Monday** and we've got the deals! Free shipping on everything!
- **Cyber Monday** starts now! Order now to get in time for Christmas!

#### PRO TIP

Many retailers now hold a 5-day online sales event called "Cyber Week." You can run your own Cyber Week: Nov. 26 - Nov. 30.





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## LAST WEEK FOR CHRISTMAS ORDERS

### Increase urgency & boost last-minute buys.

27% of Christmas purchases are made in the first 2 weeks of December — don't miss these extra sales! TeeChip orders take 5-10 business days for delivery, so remind buyers to order before December 12th\* to get their packages in time for Christmas.

### CTAs for the Last Week for Christmas Orders

- Last Week for Christmas Orders! Order now before time runs out!
- Not ready for Christmas? Now's the chance! Shop today and save!
- Christmas is almost here! Order before Dec. 12th for Christmas delivery!



#### PRO TIP

Buyers can actually order TeeChip "prime" products until **Dec. 17\*** and have orders arrive in time for Christmas. Gain extra sales by promoting these prime products: black/navy/royal classic t-shirts and all mousepads.

\* Orders must be placed before 9am PST / 12pm EST.

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## AFTER CHRISTMAS SALES

### Sell to buyers looking for post-Christmas deals.

In a recent study, 44% of American consumers said they plan to shop online for After-Christmas Sales. Many shoppers will be home for the holidays with extra time to buy year-end deals for the new year.

### CTAs for After-Christmas Sales

- Year-end deals start now! Snag some awesome designs for the new year.
- Last chance for holiday deals! Take advantage of our After-Christmas Sale!
- We've extended our Christmas sale! Shop the top designs of the year.

#### PRO TIP

Avoid trying to sell Christmas-themed designs — instead, promote your most popular designs of the year.

Source: National Retail Federation. "Holiday 2016"



# SELL LIKE A PRO THIS CHRISTMAS

TeeChip is the preferred platform  
of e-merchandise power sellers.

- Super low base costs
- Powerful e-commerce tools
- White-label custom domains

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