

RETAIL SALES DATES

Q4 - Q1

Q4-Q1 are the biggest sales opportunities check out the important dates and selling ideas in our calendar below

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- BARWARE BEER STEINS
- MUSIC FESTIVAL GEAR
- GIFTS FOR CUSTOMERS
- GIFTS FOR BOSSES
- COSTUMES CANDY

NOVEMBER

- 11/11: Veterans Day
- 11/11: Remembrance Day
- 11/11: Singles' Day
- 11/14: Diwali
- 11/26: Thanksgiving
- 11/27: Black Friday
- 11/28: Small Business Saturday
- 11/30: Cyber Monday

- FUN SOCK DESIGNS
- BIG SALES IN US
- GIFT WRAP SUPPLIES
- CANDLES, DECOR
- SEASONAL DECOR
- TABLE SETTINGS
- SMALL GIFTS
- NEW YEARS GEAR

JANUARY

- 1/1: New Years Day
- 1/7: Ea Orthodox Christmas
- 1/13: National Sticker Day
- 1/15: National Hat Day
- 1/25-2/8: Chinese New Year
- 1/27: Grammy Awards

- FOOTBALL PARTY
- SERVEWARE
- BARWARE
- GIFTS FOR LOVE
- KIDS VALENTINES

MARCH

- 3/6: National Dress Day
- 3/8: International Women's Day
- 3/14: White Day
- 3/17: St. Patrick's Day
- 3/20: First Day of Spring
- 3/28: Holi Festival

OCTOBER

- 9/19-10/4: Oktoberfest
- 10/9-18: Coachella
- 10/14: Canadian Thanksgiving
- 10/16: Boss' Day
- 10/31: Halloween

- FLAGS
- PATRIOTIC GIFTS
- SALES IN CHINA
- HINDI DECOR
- TABLE SETTINGS
- SALES IN US
- SHOWCASE PRODUCTS

DECEMBER

- 12/4: National Sock Day
- 12/14: Green Monday
- 12/15: Free Shipping Day
- 12/10-18: Hanukkah
- 12/24-25: Christmas Eve & Day
- 12/26: Boxing Day
- 12/26-1/1: Kwanzaa
- 12/31: New Years Eve

- FITNESS GEAR
- SELF IMPROVEMENT
- EXTENDED SALES
- POD STICKERS
- POD HATS TSHIRTS
- CHINESE YEAR GEAR

FEBRUARY

- 2/2: Groundhog Day
- 2/2: Superbowl Sunday
- 2/9: Oscars Night
- 2/14: Valentine's Day
- 2/17: Family Day

- DRESSES
- FASHION ACCESSORIES
- FRIENDSHIP GIFTS
- IRISH THEMED GEAR
- GARDENING GEAR
- HINDI GIFTS



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RETAIL SALES DATES

Q2 - Q3

Q2-Q3 Provide lots of summer and back to school sales opportunities check out the important dates and ideas on our calendar

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- PRANKS
- SIBLING GIFTS
- EASTER GIFTS
- EASTER FASHION
- PET GIFTS

APRIL

- 4/1: **April Fools Day**
- 4/10: **Sibling Day**
- 4/10-12: **Easter Holy Week**
- 4/11: **National Pet Day**
- 4/22: **Earth Day**

MAY

- 5/5: **May Day Cinco De Mayo**
- 5/10: **Mother's Day**
- 5/18: **Victoria Day**
- 5/25: **Memorial Day**

- MOTHERS DAY GIFTS
- GARDENING
- BBQ & SUMMER PARTY
- TRAVEL GEAR
- BEACH PATIO GEAR

- CAMPING
- FISHING
- OUTDOORS
- GIFTS FOR DAD
- OUTDOOR SPORTS

JUNE

- 6/8: **Best Friend Day**
- 6/14: **National Flip Flop Day**
- 6/21: **Father's Day**
- 6/21: **International Yoga Day**

JULY

- 7/1: **Canada Day**
- 7/4: **Independence Day**
- 7/5: **National Bikini Day**
- 7/17: **World Emoji Day**

- CANADA THEME GIFTS
- PATRIOTIC DECOR
- PATRIOTIC GEAR
- SWIMSUITS
- POD STICKERS

- TEACHER GIFTS
- SCHOOL SUPPLIES
- COLLEGE DORMS

AUGUST

- 8/9: **Book Lovers Day**
- 8/? : **First Day of School**
(Location Dependent)

- SEPTEMBER**
- 9/7: **Labor Day**
- 9/19-10/4: **Oktoberfest**

- BBQ PARTY SUPPLIES
- HOME ORGANIZATION
- OFFICE SUPPLIES

Seller Prep Tips

- Always Plan One Quarter Ahead
- Create Cross Selling Sales Campaigns
- Celebrate Sales Holidays and Advertise Coupon Codes on Social Media
- Study Activity Trends during Each Season via Google Trends or Treendly
- Run a Contest for Your Followers
- Start PPC Campaigns 2 Weeks Prior
- Create Engaging Content for Each Holiday



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