

ECOMMERCE CALENDAR

2021

**+TOP 5 leading MarketingTrends
to Boost Your Sales in 2021**



Step up your eCommerce game in 2021

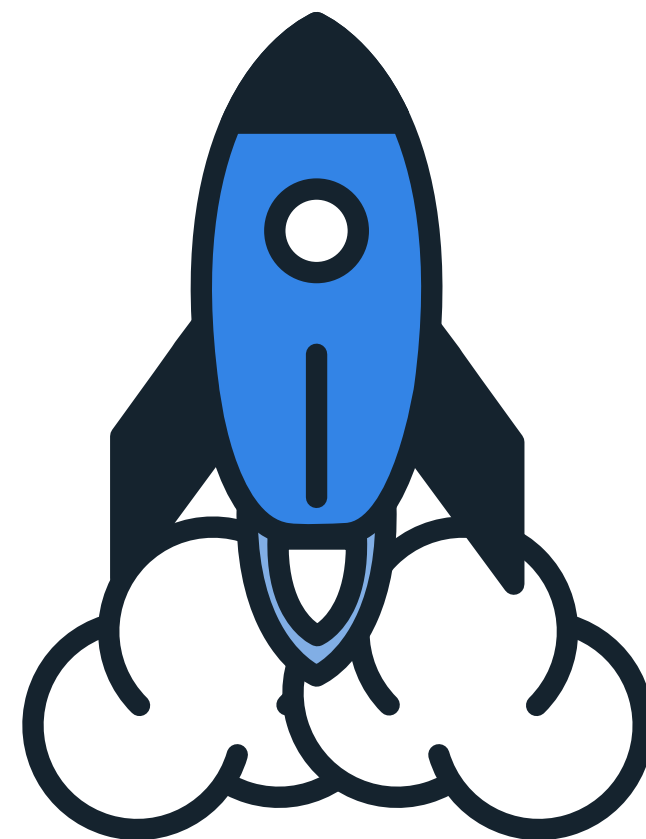
2020 was a considerable challenge not only for businesses but customers as well. We witnessed unexpected shifts in behaviour, comebacks of forgotten trends, rise in the level of competition and surprising plot-twist from TikTok.

So, the way we see it, you wrapped up this year with a big smile on your face because:

1. You're relieved that this year is finally over.
2. You outsmarted the competition and all of the challenges.
3. Things could have been much worse.

Whatever the reason behind your smile, we hope you used this year to experiment as much as possible. But even if you didn't we are sure you've gathered tons of valuable data that will help you level up your 2021 game.

But before you dive into planning campaigns, be sure to check out the list of our favourite 2021 trends. Make sure to include them in your strategy!



1 | Insights-Driven Marketing

Even though we preach about the importance of data, we're not the ones responsible for labelling data as one of the leading trends of 2021. According to MYHQ Digest - *If you're a brand looking to fly high in 2021, make insights, your best friend. With the customer's evolving rapidly, using insights would allow your business to stay ahead of your competitors.*

2 | Consumers Will Crave Snackable Content

We witnessed the rise of TikTok and Instagram Reels - and they were responsible for altering customers attention span. As HubSpot said it - *As social media attention span continues to shrink and more people scroll endlessly through feeds while bored at home, don't expect snackable content to lose steam anytime soon.*

3 | Focusing on the Products and Services

It's all about focusing on the bottom of the funnel. Explore new possibilities on the side, but stay "laser-focused" on your key buyer personas. According to Wordstream, this will also help you better understand content ROI. And according to us - the data behind it will help you pinpoint the golden formula for creating repeat customers.

4 | Increased Action on Social Issues

Millennials have a high conscious when it comes to social issues, and they have great purchasing power nowadays. But Gen Z, your soon-to-be customers, are absolute fanatics. According to AdWeek - *No previous generation has been as demanding of their employers to demonstrate a corporate social conscience. Brand marketers will feel compelled and inspired to push their organizations to take meaningful stands on social issues.*

5 | Getting to Know the Customer All Over Again

According to Brandpoint - *The pandemic has disrupted consumer behaviour like nothing before and it's becoming clearer that we won't be able to go completely back to "normal" when it's done.* Our advice is to focus on one-on-one feedbacks from your customers, and don't shy away from testing and segmenting the data on their behavior.

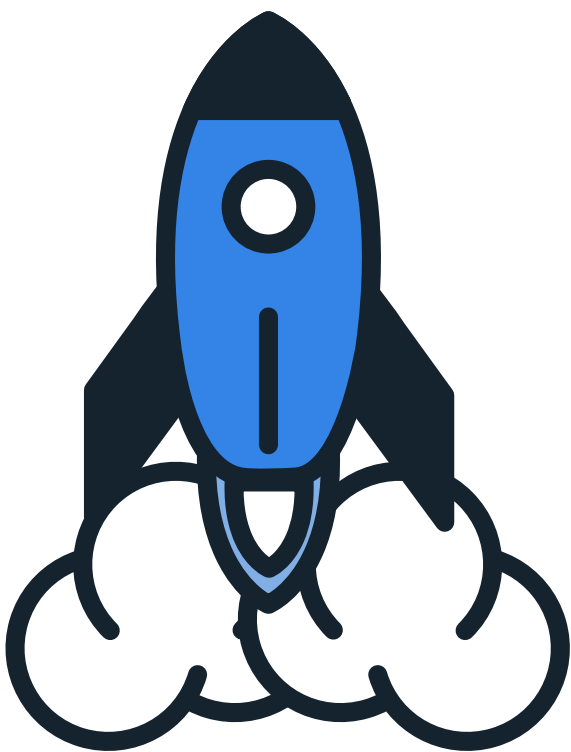
January

| M | T | W | T | F | S | S |
|---|--|----|--|---|---------------------------------------|----|
| | | | | 1 New Year's Day | 2 Groundhog Day is one month away! | 3 |
| 4 | 5 KICK-START your winter clearance sale. | 6 | 7 Eastern Orthodox Christmas | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 Valentine's Day is one month away! | 15 | 16 | 17 |
| 18 PRO TIP Overlay different reports to get precise insights. Remember that averages can be very deceitful. | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 FREE GUIDE Learn how to transform data into business intelligence with our handy downloadable guide. | 30 | 31 |

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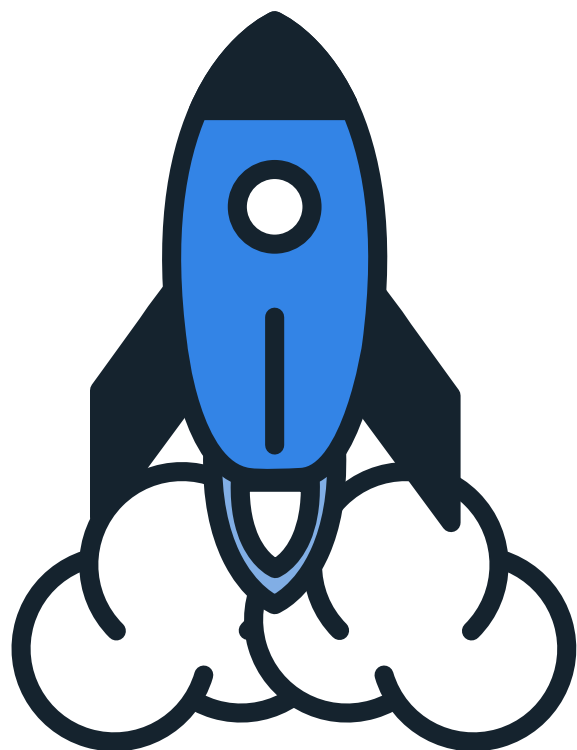
February

| M | T | W | T | F | S | S |
|---|--|---|--|----------------------------|----|----------------------------------|
| 1 BEST BUYS Make this month all about time limited deals. | 2 Groundhog Day - U.S. | 3 | 4 PRO TIP Make sure your landing pages are fully optimized with our 27-step checklist. | 5 | 6 | 7 Superbowl Sunday - U.S. |
| 8 | 9 PRO TIP Review your most successful past campaigns and optimize them to drive more sales on Valentine's day. | 10 | 11 | 12 Chinese New Year | 13 | 14 Valentine's Day |
| 15 President's Day - U.S. | 16 Mardi Gras - U.S. | 17 | 18 | 19 | 20 | 21 |
| 22 International Women's Day is in two weeks! | 23 | 24 OPTIMIZE UX in 7 steps Prepare for 8th of March by optimizing user experience. | 25 | 26 | 27 | 28 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

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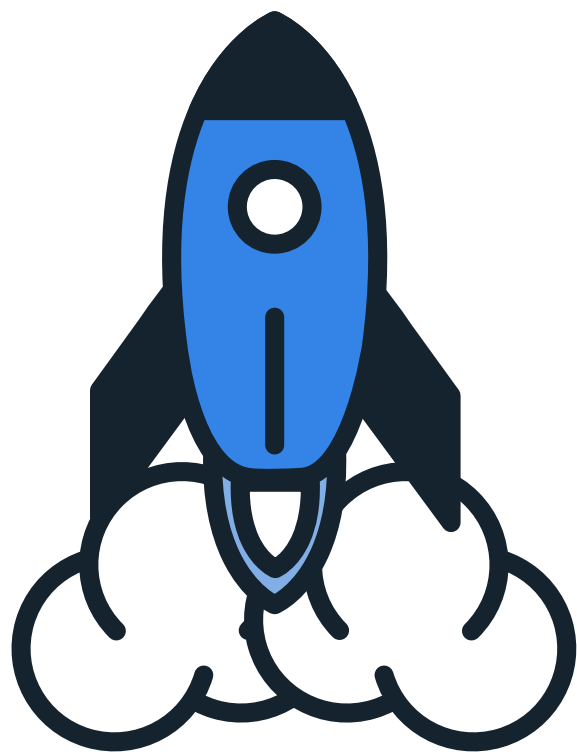
March

| M | T | W | T | F | S | S |
|---|---|--|--|--|--|--------------------|
| 1 FREE GIFT There's one week left to prepare for 8th of March. Make sure your feminine buyer persona profile is on point. | 2 | 3 St. Paddy's Day is in 2 weeks! Get ready to grab your luck. | 4 | 5 | 6 | 7 |
| 8 International Women's Day | 9 FUN DATA 38% of customers won't shop at a site with unattractive content and layout. Make sure yours is at the top of the game. | 10 | 11 | 12 Spring is about to start! What are the most important takeaways from your past sales? Analyze and optimize! | 13 | 14 |
| 15 | 16 | 17 St. Patrick's Day | 18 MARCH EQUINOX happens on Saturday, March 20, at 5:37 A.M. ET. Why not make a countdown flash sale? | 19 | 20 First Day of Spring Northern Hemisphere | 21 |
| 22 World Water Day | 23 Easter is around the corner! Make sure your data is set up correctly. | 24 | 25 | 26 | 27 | 28 Passover |
| 29 | 30 | 31 April Fool's is tomorrow! Send your users an email with a subject line that tells them their favorite item is on sale, and then surprise them with an even better offer inside. | | | | |

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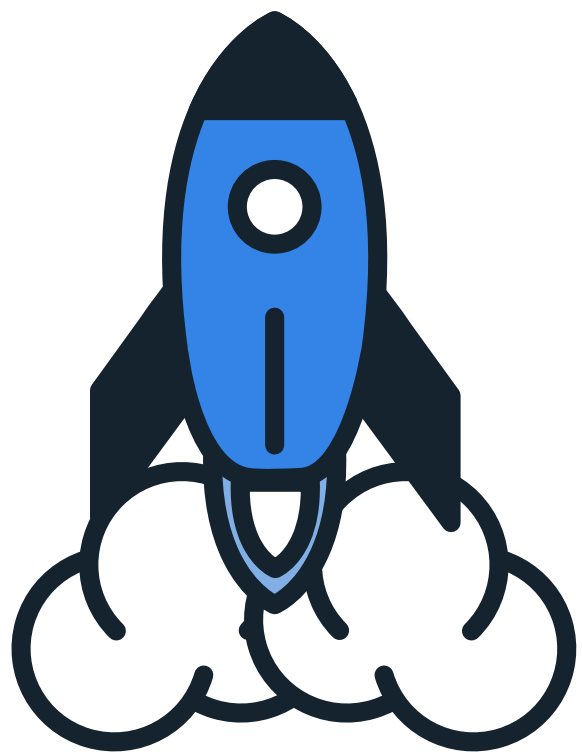
April

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|--|----|--|--|------------------------|-------------------------------|--------------------|
| | | | 1 April Fool's Day | 2 Good Friday | 3 | 4 Easter Sunday |
| 5 Easter Monday | 6 | 7 FUN DATA Today, more than 41% of customers expect live chat on your website. | 8 Q1 Review What does your data tell you? If you have trouble segmenting and reading it - reach out to us, and we'll help you. | 9 | 10 National Pet Day - U.S. | 11 |
| 12 Start of Ramadan | 13 | 14 | 15 Earth Day is one week away! Remind your customers of the importance of going green and what your company does to support the cause. | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 Earth Day | 23 | 24 | 25 |
| 26 Mother's Day (U.S.) is 3 weeks away! Follow these 5 customer-centric tips for the best results! | 27 | 28 | 29 | 30 Arbor Day - U.S. | | |

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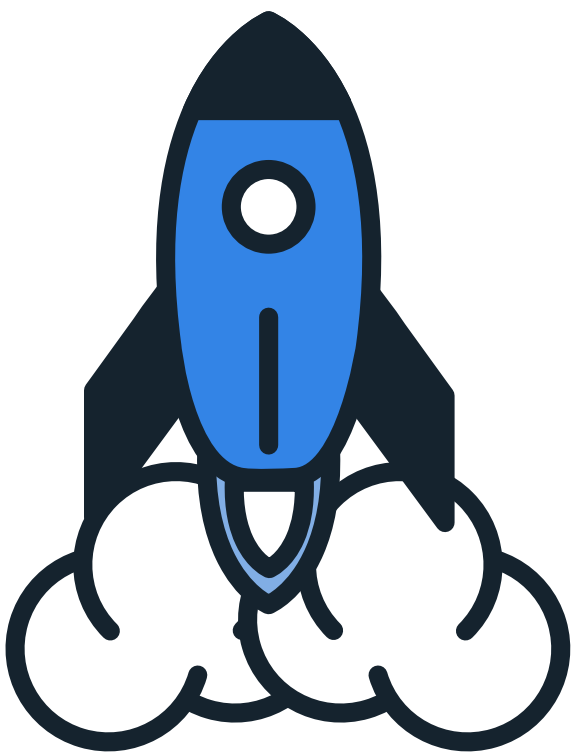
May

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|---|--|-----------------------------------|----|----|---|------------------------|
| | | | | | 1 Labour Day | 2 Orthodox Easter |
| 3 FUN DATA 84% of Americans feel that gifts from boutiques and small retail businesses are more personal and unique. | 4 | 5 Cinco de Mayo Mexico/U.S. | 6 | 7 | 8 FUN DATA 29% of Americans will buy their Mother's Day gifts online. 55% of surveyed said the free shipping is very important for them. | 9 Mother's Day U.S. |
| 10 | 11 FREE GIFT Improve your sales funnel by implementing these carefully selected six optimization steps. | 12 | 13 | 14 | 15 International Day of Families | 16 |
| 17 EMAIL OPTIMIZATION When was the last time you optimized your emails? Make sure they're top-notch prior to the Memorial Day. | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 BRAINSTORM All of these sales are a great opportunity to run experiments. Need help creating a plan? Schedule a call! | 26 | 27 | 28 | 29 | 30 |
| 31 Memorial Day U.S. | | | | | | |

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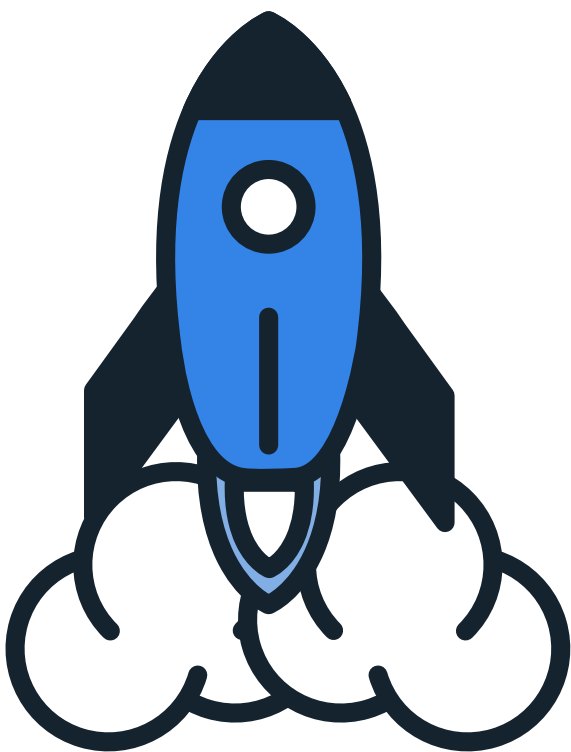
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|--|--|---|---|--|-----------|---|
| | 1 FREE GIFT Did you know that you can calculate your decisions? Our conversion funnel calculator is the best tool for making quick, data-driven decisions. | 2 | 3 AMAZON PRIME DAY Is one month away! Start preparations by analyzing and optimizing your past campaigns. | 4 | 5 | 6 |
| 7 | 8 | 9 SUMMER PRESALES Start warming up your customers for the big summer sales. Use this period to test as much as possible. | 10 | 11 | 12 | 13 |
| 14 | 15 WHAT ABOUT DADS? Remind your customers about Father's Day. | 16 | 17 | 18 | 19 | 20 Father's Day U.S. |
| 21 Summer Solstice Northern Hemisphere | 22 | 23 PRO TIP Marketing trends for 2021 suggest a further increase of collaborations with influencers. Choose one, or a few big ones, but focus on micro ones. | 24 | 25 CANADA DAY IS ONE WEEK AWAY Prepare some special deals for your Canadian customers. | 26 | 27 4TH OF JULY is fast approaching. Make sure you give your customers something truly worth remembering. Think BIG and set up your analytics. |
| 28 | 29 ADVICE Sales and special deals mean more traffic, and more traffic means more valuable data. Set up your analytics correctly and segment data to grow your online business. | 30 | | | | |

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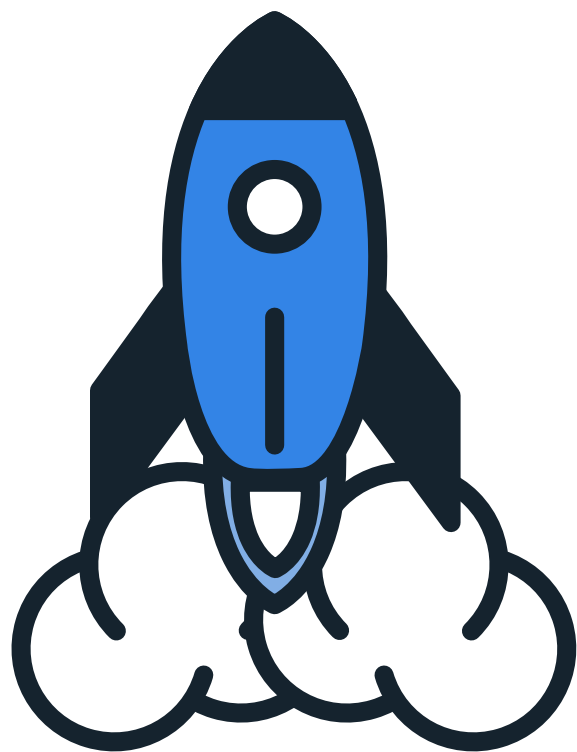
July

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| | | | 1 Canada Day Canada | 2 | 3 | 4 Independence Day U.S. |
| 5 SWEET DEALS Even if you're not in the food industry, you can play with special offers on dark and light items. Or, you can send a fun survey to get to know your customers better. | 6 | 7 World Chocolate Day | 8 | 9 FUN DATA U.S. Amazon Prime has more than 112 million members. Plan big for the Amazon Prime Day! | 10 | 11 |
| 12 Amazon Prime Day | 13 | 14 | 15 | 16 | 17 | 18 National Ice Cream Day U.S. |
| 19 HEALTHY LIFESTYLE Make this week all about promoting a healthy lifestyle - Self-Care Day is the focus of the upcoming weekend. | 20 | 21 | 22 | 23 | 24 International Self-Care Day | 25 |
| 26 HELLO, FRIEND! Prepare some BFF deals, or spin the story around customers being your friends. Award them with extra points or an item, hand out a free guide. | 27 | 28 | 29 | 30 International Day of Friendship | 31 | |

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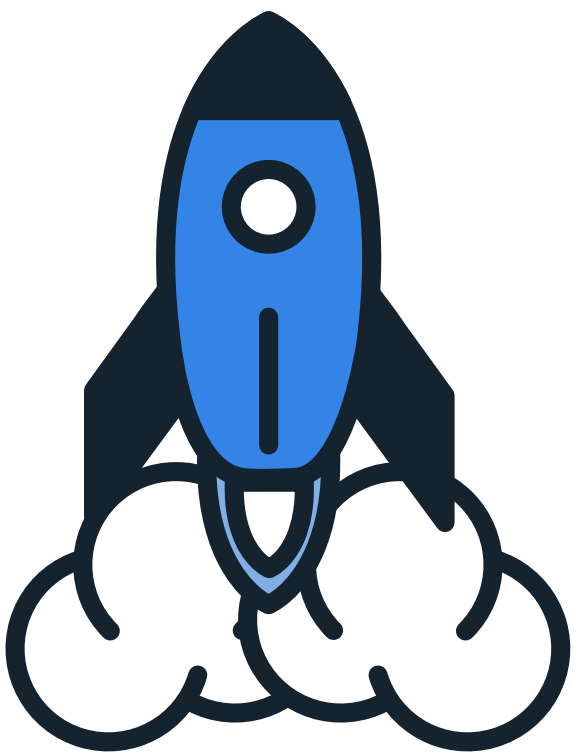
August

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| | | | | | | 1 |
| 2 HALF-YEAR REVIEW <small>August is a slow month, so take your time to analyze Q1 and Q2. Dig into data and optimize your strategies.</small> | 3 | 4 | 5 | 6 International Beer Day | 7 | 8 |
| 9 Islamic New Year | 10 | 11 | 12 | 13 | 14 Valentine's Day - China | 15 Independence Day - India and South Korea |
| 16 | 17 | 18 | 19 | 20 BTS <small>Are your customers parents, college students, none of them? Review buyer persona profile and find new opportunities to sell your products.</small> | 21 | 22 |
| 23 | 24 HIDDEN TREASURE <small>Talk about opportunities - did you know that you can find revenue hidden in your analytics? We'll help you find it. You just use it wisely.</small> | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

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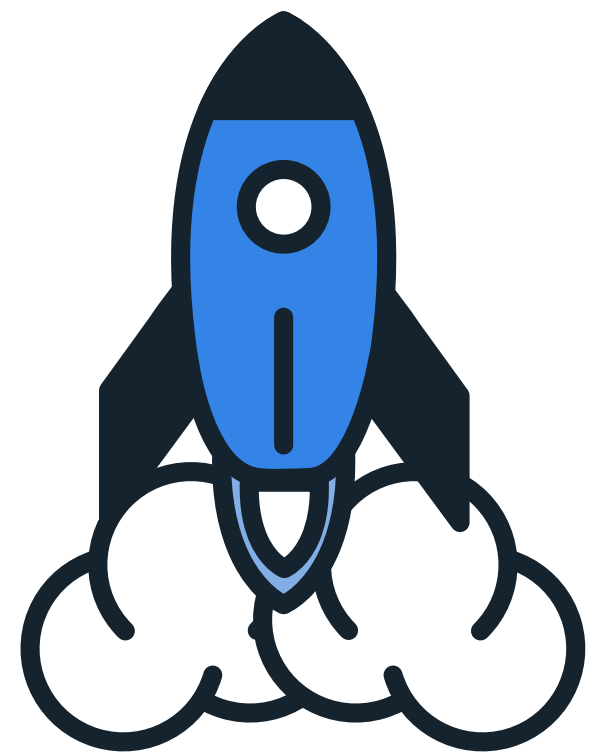
September

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| | | 1 HOW'S BTS GOING? If you didn't start running campaigns, now's the perfect time to introduce a time-limited offer. | 2 | 3 | 4 | 5 |
| 6 Labor Day - U.S. Jewish New Year | 7 Back to School - U.S. | 8 International Literacy Day | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 PLANS FOR Q4 Are you preparing for the grand finale? Halloween, BFCM and Christmas sales are fast approaching. | 17 | 18 | 19 |
| 20 | 21 EPHEMERAL CONTENT Did you know that content that disappears after 24h will be even more popular? Use it for the Fall countdown! | 22 First Day of Fall Northern Hemisphere | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 SPOOKY SEASON Make sure the design is the only scary thing about your Halloween campaign. You don't want to scare away users with bad UX. | | | |

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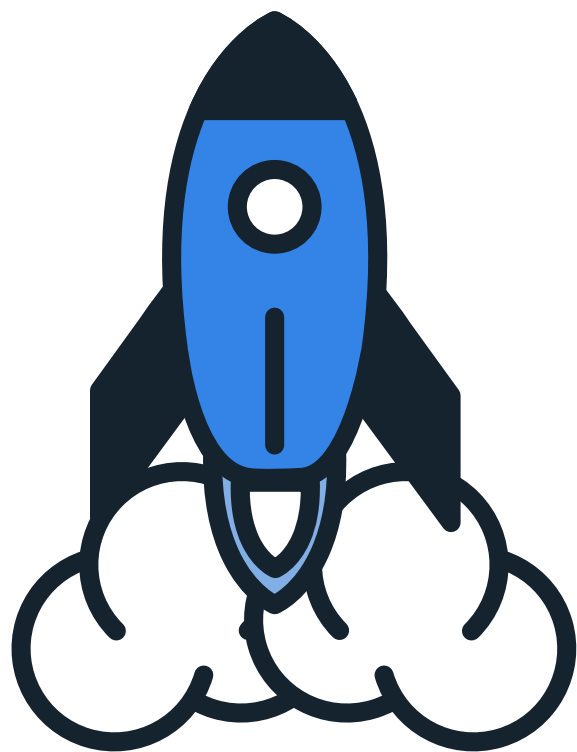
October

| M | T | W | T | F | S | S |
|---------------------------|---|--|----|---|--|-------------------------------|
| | | | | 1 WHAT DO YOU EXPECT FROM Q4? Our advice is to keep focusing on long-term objectives. Spikes in sales won't grow your business. | 2 | 3 |
| 4 | 5 FUN DATA While the official holiday season starts around BFCM, 40% of shoppers begin spending before Halloween. | 6 | 7 | 8 | 9 | 10 World Mental Health Day |
| 11 Columbus Day - U.S. | 12 | 13 FUN DATA While the official holiday season starts around BFCM, 40% of shoppers begin spending before Halloween. | 14 | 15 | 16 PODCASTS Did you tap into the power of podcasts? 2021, much like 2020, will be the Podcast Gold Rush year. Explore how can you use it to your advantage. | 17 |
| 18 | 19 SINGLE'S DAY China's 11.11. is fast approaching. Will you be joining this amazing sales opportunity? Make an experiment plan and try it out! | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 151% INCREASE IN CR Oh let's not forget increase in monthly recurring revenue by 35% - in a single experiment. We can do that for you, too. | 28 | 29 | 30 LAST MINUTE Now's the best time to trigger of those last minute offers - especially for users that added to cart but didn't complete the purchase. Give them an extra push! | 31 Halloween |

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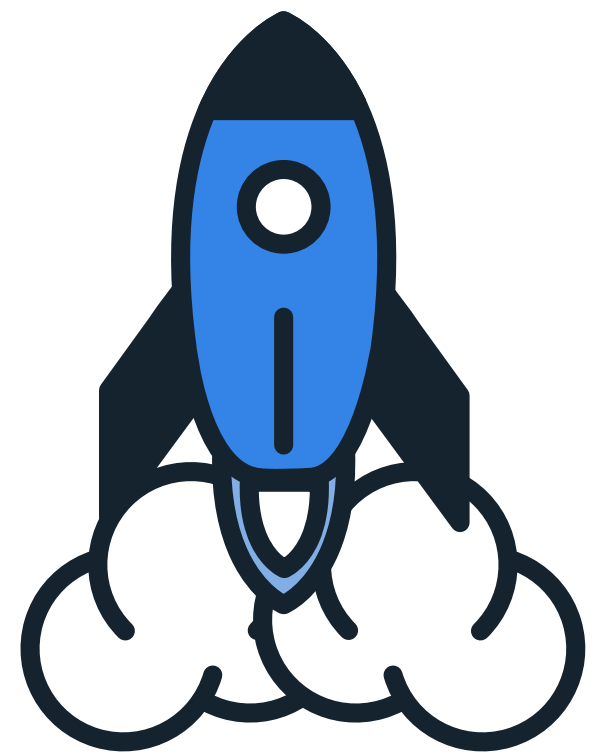
November

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|--|--|----|---|-------------------------------|--------------------------------------|-------------------------|
| 1 All Saint's Day | 2 | 3 | 4 THE BIGGEST SHOPPING DAY Single's Day popularity is growing rapidly. Use it wisely to prepare for BFCM. | 5 | 6 | 7 |
| 8 | 9 FUN DATA 38% of online shoppers complete their holiday gift-shopping in early November. | 10 | 11 Single's Day - China | 12 | 13 World Kindness Day | 14 |
| 15 TEASER TIME! This is a great opportunity to prepare a campaign that will award your existing, returning customers. Give the an early preview of BFCM. | 16 | 17 | 18 | 19 International Men's Day | 20 | 21 |
| 22 | 23 LEARN FROM THE PAST! Check out what some of the leading eComm experts predicted for BFCM 2020, and compare it to this year's situation. | 24 | 25 Thanksgiving Day - U.S. | 26 Black Friday | 27 Small Business Saturday - U.S. | 28 Start of Hanukkah |
| 29 Cyber Monday | 30 | | | | | |

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December

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| | | 1 NO ONE SAID That Cyber Monday has to last only 24h. Extend it one more day for the late shoppers - give them one last chance to use that once-in-a-lifetime offer. | 2 | 3 | 4 FUN DATA More than 60% of US consumers prefer to buy their holiday gifts online - and this was before the pandemic of 2020! | 5 |
| 6 End of Hanukkah | 7 | 8 | 9 | 10 SURPRISE! Green Monday is a great opportunity to either surprise those who missed out on Cyber Monday, or those who purchase the most! | 11 | 12 |
| 13 Green Monday - U.S. | 14 BE 100% SURE December is all about the best deals - and opportunities to increase revenue. We can help you make sure you've covered everything. | 15 | 16 GET READY! Remind your customers of the upcoming free shipping day. Encourage them to buy now to ensure they'll get their shipment by Christmas! | 17 | 18 Free Shipping Day | 19 |
| 20 | 21 First Day of Winter Northern Hemisphere | 22 MAKE IT PERSONAL Your customers are not numbers - they are humans that need a personalized approach. That's why you need to get to know them. | 23 | 24 Christmas Eve | 25 Christmas Day | 26 Boxing Day |
| 27 IT'S THE FINAL COUNTDOWN! Christmas is over - revamp your landing page design and start the dazzling countdown with special offers all the way until NYE! | 28 | 29 | 30 | 31 New Year's Eve | 1 New Year's Day | |

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