

2022 HOLIDAY PLANNING CALENDAR AND TOOLKIT

EcoEnclose

<https://ecoenclose.com>

For more tips, check out our [2022 Holiday Planning Guide for Ecommerce Businesses](#)

Set Your Goals For The Season

Goal #1

Goal #2

Goal #3

Outline Your Key Strategies

Category	Deadline	Owner	Notes
<i>Product Changes / Launches</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Changes to Pricing, Offers, Etc</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Sales, Marketing and Advertising Strategies</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Sustainability Investments and Initiatives</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Inventory Planning and Purchasing</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Website and Digital Experience Changes</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Omni-Channel Expansion</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Other</i>			
Strategy #1			
Strategy #2			
Strategy #3			
<i>Other</i>			
Strategy #1			
Strategy #2			
Strategy #3			

Goals for Month

September 2022

	Sunday 9-4	Monday 9-5	Tuesday 9-6	Wednesday 9-7	Thursday 9-8	Friday 9-9	Saturday 9-10
Notable Days		<i>Labor Day</i>					
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 9-11	Monday 9-12	Tuesday 9-13	Wednesday 9-14	Thursday 9-15	Friday 9-16	Saturday 9-17
Notable Days					<i>National Hispanic Heritage Month Begins</i>		
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 9-18	Monday 9-19	Tuesday 9-20	Wednesday 9-21	Thursday 9-22	Friday 9-23	Saturday 9-24
Notable Days				<i>Zero Emissions Day</i>			
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 9-25	Monday 9-26	Tuesday 9-27	Wednesday 9-28	Thursday 9-29	Friday 9-30	Saturday 10-1
Notable Days	<i>World Rivers Day</i>				<i>National Coffee Day</i>		
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							

Goals for Month

October 2022

	Sunday 10-2	Monday 10-3	Tuesday 10-4	Wednesday 10-5	Thursday 10-6	Friday 10-7	Saturday 10-8
Notable Days			<i>World Animal Day</i>	<i>Energy Efficiency Day</i>			
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 10-9	Monday 10-10	Tuesday 10-11	Wednesday 10-12	Thursday 10-13	Friday 10-14	Saturday 10-15
Notable Days			<i>Indigenous Peoples' Day</i>				
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 10-16	Monday 10-17	Tuesday 10-18	Wednesday 10-19	Thursday 10-20	Friday 10-21	Saturday 10-22
Notable Days							
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 10-23	Monday 10-24	Tuesday 10-25	Wednesday 10-26	Thursday 10-27	Friday 10-28	Saturday 10-29
Notable Days						<i>National First Responders Day</i>	
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 10-30	Monday 10-31	Tuesday 11-1	Wednesday 11-2	Thursday 11-3	Friday 11-4	Saturday 11-5
Notable Days		<i>Halloween</i>	<i>All Saints Day</i>				
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							

Goals for Month

November 2022

	Sunday 10-30	Monday 10-31	Tuesday 11-1	Wednesday 11-2	Thursday 11-3	Friday 11-4	Saturday 11-5
Notable Days			<i>Veterans Day</i>				
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 11-6	Monday 11-7	Tuesday 11-8	Wednesday 11-9	Thursday 11-10	Friday 11-11	Saturday 11-12
Notable Days						<i>Veterans Day</i>	
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 11-13	Monday 11-14	Tuesday 11-15	Wednesday 11-16	Thursday 11-17	Friday 11-18	Saturday 11-19
Notable Days	<i>World Kindness Day</i>		<i>America Recycles Day</i>				
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 11-20	Monday 11-21	Tuesday 11-22	Wednesday 11-23	Thursday 11-24	Friday 11-25	Saturday 11-26
Notable Days					<i>Thanksgiving</i>	<i>Black Friday</i>	<i>Small Business Saturday</i>
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							
	Sunday 11-27	Monday 11-28	Tuesday 11-29	Wednesday 11-30	Thursday 12-1	Friday 12-2	Saturday 12-3
Notable Days		<i>Cyber Monday</i>	<i>Giving Tuesday</i>				
Social Media Posts							
Content / Newsletters							
Sales / Promotions							
New Product Launches							
New Channel Launches							
Inventory / Purchasing Deadlines							
Other							
Other							

Goals for Month	December 2022							
	Sunday 11-27	Monday 11-28	Tuesday 11-29	Wednesday 11-30	Thursday 12-1	Friday 12-2	Saturday 12-3	
	Notable Days							
	Social Media Posts							
	Content / Newsletters							
	Sales / Promotions							
	New Product Launches							
	New Channel Launches							
	Inventory / Purchasing Deadlines							
	Other							
	Other							
	Sunday 12-4	Monday 12-5	Tuesday 12-6	Wednesday 12-7	Thursday 12-8	Friday 12-9	Saturday 12-10	
	Notable Days							
	<i>Wildlife Conservation Day</i>							
	<i>World Soil Day</i>							
	Social Media Posts							
	Content / Newsletters							
	Sales / Promotions							
	New Product Launches							
	New Channel Launches							
	Inventory / Purchasing Deadlines							
	Other							
	Other							
	Sunday 12-11	Monday 12-12	Tuesday 12-13	Wednesday 12-14	Thursday 12-15	Friday 12-16	Saturday 12-17	
	Notable Days							
	<i>Green Monday</i>							
	<i>Super Saturday</i>							
	Social Media Posts							
	Content / Newsletters							
	Sales / Promotions							
	New Product Launches							
	New Channel Launches							
	Inventory / Purchasing Deadlines							
	Other							
	Other							
	Sunday 12-18	Monday 12-19	Tuesday 12-20	Wednesday 12-21	Thursday 12-22	Friday 12-23	Saturday 12-24	
	Notable Days							
	<i>Start of Hanukkah</i>							
	<i>Christmas Eve</i>							
	Social Media Posts							
	Content / Newsletters							
	Sales / Promotions							
	New Product Launches							
	New Channel Launches							
	Inventory / Purchasing Deadlines							
	Other							
	Other							
	Sunday 12-25	Monday 12-26	Tuesday 12-27	Wednesday 12-28	Thursday 12-29	Friday 12-30	Saturday 12-31	
	Notable Days							
	<i>Christmas</i>							
	<i>Start of Kwanzaa</i>							
	<i>New Years Eve</i>							
	Social Media Posts							
	Content / Newsletters							
	Sales / Promotions							
	New Product Launches							
	New Channel Launches							
	Inventory / Purchasing Deadlines							
	Other							
	Other							