



Tis's the season to soar!

HOLIDAY PROMOTION PLANNING GUIDE

for your
Subscription Box Biz

2022 Special Dates

The following are special dates from November to January to take advantage of holiday promotions and give attention to.

Veterans Day - November 11

This is a day to commemorate, not commercialize. Give honor to those who have served in the U.S. military.

Thanksgiving Day - November 24

This day is a great time to stop for a moment and appreciate what you have. Many businesses use this day to thank their customers.

Black Friday - November 25

This is the biggest shopping day of the year. It is good to prepare for this day with an incredible offer.

Small Business Saturday - November 26

A day aimed to draw attention to small businesses by encouraging customers to support local businesses rather than industry giants.

Cyber Monday - November 28

The Monday after Black Friday, is the biggest online spending holiday to date. Just like Black Friday it is good to have a big promotion.

Green Monday - December 12

The second Monday in December and one of the busiest retail shopping days in the US. It's the day when shoppers realize they only a few shipping & shop days left.

2022 Special Dates (con't)

The following are special dates from November to January to take advantage of holiday promotions and give attention to.

Hanukkah, December 18–December 26

Hanukkah, also known as the Festival of Lights, is celebrated by the Jewish community and lasts 8 days and nights.

Winter Solstice, December 21

Target audience: people in the Northern Hemisphere

Winter solstice is the darkest day of the year, so make your posts and campaigns bright and welcoming to create positive vibes.

Christmas Eve - December 24

For last minute shoppers this is a hustle day. You can offer great deals and send a email with a printable gift certificate to open on Christmas Day.

Christmas Day - December 25

For many this is Holy day and meant to be celebrated with family and friends.

Boxing Day - December 26

It's celebrated in Canada, UK, Australia, South Africa, and New Zealand. It is a day to continue celebrating with family and friends.

Kwanzaa, December 26–January 1

Kwanzaa is a 7-day holiday when families honor their African heritage. During each of the seven days, a candle is lit to recognize one of seven core values. On the last day of Kwanzaa, families come together and exchange gifts.

New Year's Eve - December 31

The last day of the year is usually celebrated with social gatherings and watching fireworks. It's a great day to send New Year's wishes, reflect on the past year, or run special promotions.

Offers that are Irresistible

Create an offer that will be an incentive to buy. You may think adding an offer will cut into your profit margin, yet the opposite is true.

When you have an irresistible offer on your longer term plans (ex: 6 or 12 months) this helps your lifetime value and gives time to create a committed member.

Offer Ideas YOU might choose:

Discount: I only suggest this if you have a higher priced box so it doesn't cut too much into your profits. You can offer a percentage or an amount off the first box or entire membership.

Free Gift: Offer a special gift that will be an incentive to buy. Consider the weight of the free gift so it does not affect shipping costs. The free gift should be the incentive to purchase now.

Free Box: Offer a free addition box with a longer term plan commitment (ex: 6 or 12 months). These free boxes can be overstock boxes.

Extra Product: Add in extra product from past boxes that a new customer would like.

Service: Add in a service to the membership. An example is a consultation, coaching, private party, or live demonstration, etc.

Surprise: Offer a surprise gift of a certain value. People love surprises. (ex: \$50 value surprise gift)

Add Offer to your Website Header:

The offer should be in the header of your website. It should be designed in a way that it is very clear, but doesn't take away from your box. It needs to look extremely enticing. Include the offer in your emails and social media posts.

Use "Limited Time" to create a sense of urgency in your offer.

HoliDAYS Promotions



Black Friday: Friday, November 25th

Small Business Saturday: November 26th

Cyber Monday: November 28th

Green Monday: December 12th

Hanukah, December 18 - 26th

Super Saturday: December 17th

National Free Shipping Day: December 19th

Winter Solstice: December 21th

Boxing Day: December 26th

Kwanzaa, December 26-January 1

