

December 2022 Marketing and Holiday Planning



We are well into a busy holiday season. Expect online shopping to be stronger than ever this year. While this can be an exciting time with record sales or donations, it is important to remember that the new year is right around the corner. Now is the time to start planning for an even more successful year ahead!

Content Ideas for December

Green Monday

1

Green Monday falls on the 2nd Monday of December and is the recommended final call for online Christmas shopping to allow for proper shipping time. Encourage your customers to get their online shopping done before time runs out!



National Thank You Note Day

2

Send a goodwill message to your contacts to thank them for being loyal customers and supporting your small business this year. Express your appreciation to them for being a part of your community and for supporting you this year by emailing an exclusive offer.

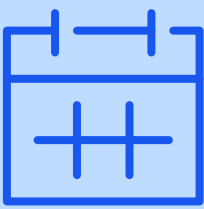


New Years Eve

3

New Years Eve is the perfect time to give your audience a sneak peek at your new upcoming offerings or services. Use this time to build value by presenting a showcase of your most popular items.

December Holidays



7 Pearl Harbor Remembrance Day

10 Human Rights Day

12 Green Monday

17 National Ugly Sweater Day

18 Hanukkah (first day)

21 Winter Solstice

25 Christmas Day

26 Kwanzaa (first day)

26 National Thank You Note Day

31 New Years Eve



December Themes

- Bingo Month
- Human Rights Week (second week)
- Write a Friend Month
- National Fruitcake Month

62%

of US shoppers buy gifts in the week before Christmas

source: Fortnly, 2021

68%

of US consumers pay more attention to emails from companies during the holiday season.

source: Salesforce, 2019