

Q1

January

21-22 Chinese New Year

- ✓ Prepare for surge in buying the last weekend of the month (when the long awaited Jan payday arrives)
- ✓ Review last years figures and set targets for 2023
- ✓ Automate processes where possible
- ✓ Look at bestsellers and increase/decrease product lines

Q2

April

- 1 April Fool's Day
- 7 Good Friday
- 9 Easter Sunday
- 10 Easter Monday
- 18 US Tax Day
- ✓ Generate product reviews
- ✓ Spring sale

Q3

July

- 4 Independence Day (US)
- 11-12 Prime Day (US)
- ✓ Use results from Prime Day to plan for a successful Q4
- ✓ Mid-year check-in to review operations and targets
- ✓ Launch back to school promotions

Q4

October

- 31 Halloween
- ✓ Prepare for peak shopping months
- ✓ Schedule holiday inventory shipments well in advance
- ✓ Develop a plan for next year's inventory
- ✓ Launch Christmas promotions

February

- 14 Valentines Day
- ✓ Mid quarter IPI score check-in
- ✓ Launch Valentines Day, St Patricks Day, Easter promotions
- ✓ Audit brand and marketing assets, are your A+ pages up-to-date?
- ✓ Are all your products in your storefront? Do you have a Brand Story?
- ✓ Discount/sale to move out old stock

May

- 1 Early May Bank Holiday
- 5 Cinco de Mayo
- 6 King Charles III Coronation
- 8 King Charles III Coronation Bank Holiday
- 14 Mother's Day (US)
- 29 Spring Bank Holiday (UK)
- ✓ Mid quarter IPI check-in
- ✓ Optimise operations in preparation for Prime Day -consider Lightning Deals
- ✓ Get summer sales ready

August

- 28 Summer Bank Holiday (UK)
- ✓ Prepare for a Prime Day (Date tbc)
- ✓ Plan for Christmas
- ✓ Boost sales with Amazon product videos
- ✓ Launch end of summer sale to clear old stock

November

- 5 Bonfire Night
- 12 Diwali
- 23 Thanksgiving (US)
- 24 Black Friday
- 27 Cyber Monday
- ✓ Mid-quarter IPI check
- ✓ Stock inventory - make sure you have enough for Christmas
- ✓ Start planning for Q1

March

- 2 World Book Day (UK)
- 8 International Women's Day
- 13-15 Prosper show for Amazon sellers - Las Vegas, US
- 17 St. Patrick's Day (UK)
- 19 Mother's Day (UK)
- 20 Beginning of Spring
- 22 Ramadan begins, ends 21 Apr
- ✓ Fine tune A+ content, update your images if they need it, make sure you have a good keyword coverage

June

- 18 Father's Day (UK)
- ✓ Pride month
- ✓ Inventory needs to be checked in at FBA fulfilment centre in preparation for Prime day
- ✓ Start to think about winter/Christmas sales
- ✓ Push for sales to complete before annual summer breaks

September

- 4 Labor Day (US)
- ✓ Submit Lightning Deals for Black Friday/Cyber Monday
- ✓ Launch Halloween promotions
- ✓ Consider hiring additional freelance staff to cope with the holiday rush

December

- 7-15 Hanukkah
- 25 Christmas Day
- 26 Boxing Day
- 31 New Years Eve
- ✓ Launch last dates to order for Christmas delivery
- ✓ Start planning for January sales
- ✓ Check inventory and make sure stock arrives at fulfilment centres before deadlines