YOUR ESSENTIAL 2017 E-COMMERCE CALENDAR

JULY - DECEMBER

The dates you need to know for the second half of the year.

Look inside for the essential retail dates, events, tips and topics you should be ready for the rest of the year. Use this calendar as a guide to keep you organized and prepped for the remainder of 2017.
Q3 has begun, and it's time to start thinking about the holidays. From Amazon’s Prime Day and Back-to-School sales through the busy holiday rush at the end of the year, use this month to start planning your promotions.

Find out how to prep for every holiday, and keep up with industry trends, forecasts and planning webinars on the ChannelAdvisor blog.
**HOLIDAY PREP**
Take time to analyze your 2016 Q4 performance now. What did you do right/wrong last year? Start a plan to maximize your 2017 strategies.

**INDEPENDENCE DAY**
DIGITAL MARKETING
You have a treasure trove of historical Google Shopping data. Use it to get ahead of the trends and make your seasonal campaigns better.

**MARKETPLACES**
Spend some time researching your Amazon search terms, finding the most relevant words for each product listing to enhance your products' visibility. Are you using Amazon Sponsored Products?

**SUCCESS STORY**
How did Crocs expand its operations to more than 90 countries around the world? Read the full story.

**MARKETPLACES**
Earlier this year, Amazon announced FBA fee changes. Make sure you don’t get hit with unnecessary storage fees this holiday season.

**MARKETPLACES**
You can upload up to 12 photos for free on eBay, so make the most of it. Using the full limit will increase your chances of converting.

**MARKETPLACES**
Prepare back-to-school keywords and ad copy for paid search channels.

**DIGITAL MARKETING**
Consider bidding up on back-to-school related items on comparison shopping engines to give them greater visibility.
PRO TIP

It can take up to several months to get approved and launched on a new marketplace. If you’re considering expanding to a new marketplace in time for the holidays — like Walmart, Jet, Newegg, Wish or Tophatter — now is the time to apply.
**Don’t look at your Google Shopping campaigns in isolation. Learn how your products are performing on marketplaces and adjust your Shopping strategy accordingly.**

92% of retailers and brands are investing dollars in social media marketing. Are you?

**Make sure your “Add to Cart” buttons are accessible for mobile shoppers on your site.**

**Ever log into Amazon and find your listing has been overridden by another seller? Protect your brand with the Amazon Brand Registry.**

**Don’t just include the basic, required product data for your listings. Expand the data and take advantage of each marketplace’s helpful product listing features.**

**Your product content is the lifeblood of your business. Learn how retailer Peter Millar went from appearing in 5,000 search terms to 14,000.**

**Even if you’re selling first party (1P) to Amazon, there are three different ad types you can leverage to get more visibility to those products.**

Update your geographical location in eBay so that customers can estimate delivery charges.

Prepare to launch back-to-school campaign posts, graphics and photos on social media.

Are your product images good quality? Do an extensive audit to make sure all images are high resolution and optimized for each channel.

Start bidding up on your Labor Day-related keywords to maximize visibility for your products.

**Seismic Audio increased gross sales by 1,250% by expanding to Rakuten, Sears and Newegg, in addition to revamping its digital marketing strategies. Find out how on the ChannelAdvisor Success Stories page.**

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Launch Labor Day campaign postings and photos on social media.

92% of retailers and brands are investing dollars in social media marketing. Are you?
Put yourself in your customers’ shoes by browsing your website through a mobile device. Explore your site as if you were a first-time visitor. Is it easily navigable? Is customer service and company click-to-call information readily available? How about the search function, navigation menu and product pages? Make notes of short-term and long-term improvements you can make to improve conversions.
Create a calendar for your social media holiday promotions. Post short-lived promotions on Facebook, Instagram, Twitter and other channels throughout the upcoming season.

Want to be seen on eBay this fall? Do a test run of Promoted Listings and Promotions Manager with a limited number of products and scale from there.

Want to expand your inventory? Consider third-party drop shippers. Want to expand your visibility? Consider drop shipping for other retailers.

Prepare Halloween PPC keywords and ad copy.

When creating your product titles and descriptions, use the brand terms and other words people are searching with. And be sure to put the most important information in the first 25 characters of your titles.

Review the changing requirements for each of your online channels now. If you’re image sizes aren’t sufficient or your titles aren’t optimized, you could be penalized this holiday season.

Use only high-resolution images and experiment with dynamic or alternative angles to stand out from competitors. Don’t include watermarks or multiple images in one image box.

Is your site optimized for mobile traffic? Test your site using Google’s Mobile-Friendly Test.

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Create a calendar for your social media holiday promotions. Post short-lived promotions on Facebook, Instagram, Twitter and other channels throughout the upcoming season.
“The Cyber Five” — the five shopping days from Thanksgiving through Cyber Monday — is right around the corner. Make sure you’re prepared across every channel, from social media messaging to marketplace promotions to digital marketing campaign segmentation.
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<td><strong>HOLIDAY PREP</strong>&lt;br&gt;According to Adobe, Black Friday 2016 became the first day in retail history to reach over $1 billion in mobile revenue. Are you mobile ready?</td>
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<td><strong>WORLD TEACHER’S DAY</strong>&lt;br&gt;</td>
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<td><strong>DIGITAL MARKETING</strong>&lt;br&gt;Take the afternoon to test your campaigns. Why not try out new product images? Or create a new campaign for your top performers and adjust its priority to squeeze out as much ROI as possible.</td>
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<td><strong>COLUMBUS DAY</strong>&lt;br&gt;It’s usually around this time that eBay asks merchants to extend their returns policies to allow holiday gifts to be returned. Check eBay Seller Central for this announcement.</td>
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<td><strong>DIGITAL MARKETING</strong>&lt;br&gt;Use the Seasonal Bid Adjuster to find keywords that performed well in 2016, and begin preparing your keywords now.</td>
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<td><strong>SUCCESS STORY</strong>&lt;br&gt;Don’t sell direct to consumers on your website? Don’t let that stop you from giving those interested consumers a clear path to purchase. Find out how camera manufacturer Rollei did it — and got valuable data in the process.</td>
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<td><strong>MARKETPLACES</strong>&lt;br&gt;Want more positive customer feedback? Ask for it! Consider including a message on the packing slip, requesting that customers rate their experience.</td>
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<td><strong>DIGITAL MARKETING</strong>&lt;br&gt;Prepare Halloween keywords and ad copy for paid search channels, if applicable.</td>
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<td><strong>DIGITAL MARKETING</strong>&lt;br&gt;Examine your negative keywords. Save money and boost performance by eliminating keywords you don’t want in your Google and AMS campaigns.</td>
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<td><strong>MARKETPLACES</strong>&lt;br&gt;Are you responding to customers on weekends? If not, you could be hurting your metrics on marketplaces like Amazon.</td>
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<td><strong>EVENT</strong>&lt;br&gt;SMX East New York, NY</td>
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<td><strong>SOCIAL</strong>&lt;br&gt;Launch Halloween campaign postings and photos.</td>
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<td><strong>NATIONAL CAT DAY</strong>&lt;br&gt;Not all device clicks are the same, even for the same product. An increasingly important aspect of managing your bids is focusing on the mobile bid modifier and testing various mobile bids.</td>
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<td><strong>EVENT</strong>&lt;br&gt;SEMA Show Las Vegas, NV</td>
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According to Adobe, Black Friday 2016 became the first day in retail history to reach over $1 billion in mobile revenue. Are you mobile ready?
Your customers are important all year long. So build relationships that will last long after the holiday season ends. Be on the lookout for any negative (or positive) social chatter and respond to it immediately. Also, to ensure a good experience for your new customers, make sure your return policies are clearly stated on your website and you provide an easy-to-find FAQ section.
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<td>Customers may buy multiple items from you in a single day. Use the ChannelAdvisor Order Consolidator to automatically detect eBay orders from the same buyer, with the same shipping method to save on shipping.</td>
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<td>If you don’t use Fulfillment by Amazon (FBA), why not consider using it during the peak season for your top-performing products?</td>
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<td>Have a deal? Use Google Merchant Promotions to highlight your special offers on your PLAs at no extra cost!</td>
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<td>Start bidding PPC holiday keywords up slowly.</td>
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<td>Make sure to include shipping rates with each product listing on digital marketing campaigns and marketplaces.</td>
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<td>Experiment with your Google Shopping campaign structure. Depending on what you sell and how people typically find your products, you may want to consider testing multiple ways of structuring your campaigns.</td>
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<td>At busy times, don’t forget to monitor all of your feedback metrics and deal with customer queries and complaints quickly.</td>
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<td>Adjust the PPC look-back window on your bid rules to 1-2 days, to quickly respond to seasonality. Move your triggers down as well.</td>
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<td>It’s time to stand out from the holiday noise. Ramp up your Promoted Listings campaigns on eBay.</td>
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<td>Even if you’re using automatic bidding, make sure you check in on the peak days to ensure your bids are working as they should. If they’re not, re-evaluate them while in progress.</td>
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<td>Consider including tracking numbers so customers can track parcel delivery without needing to contact your customer service team.</td>
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<td>CYBER MONDAY</td>
<td>#1 Shopping Day for desktop e-commerce, based on 2016 data from comScore.</td>
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Thanksgiving

Singles Day
China’s Singles Day is the world’s biggest online shopping day of the year. In 2016, Chinese consumers spent $17.8 billion through Alibaba platforms in just 24 hours.

Black Friday
#3 Shopping Day for desktop e-commerce, based on 2016 data from comScore.
The shopping season doesn’t end in December. Take advantage of the gift cards consumers received (and products they returned) by setting up post-holiday promotions, product bundles and featured items on daily deal sites.
**HOLIDAY PREP**

- **UK retailers**: Launch Boxing Day campaign postings and photos on social media.
- Do you sell in the UK? Prepare keywords and social campaigns for Boxing Day, keep them paused until Christmas.

**MARKETPLACES**

- Update shipping deadlines on your eBay stores, e.g., “Order by X date in order to get shipping by X date.”
- Competition on Amazon is quickly reaching its peak. Double check your AMS campaigns to ensure you’ll be seen this week.
- Too late for shipping? Bid up your Google local inventory ads to guide those frantic last-minute shoppers to your brick and mortar locations.

**MARKETPLACES**

- Planning on selling internationally in 2017? Make sure you have these marketplaces on your radar.

**MARKETPLACES**

- Launch “last delivery date” ads/data feeds on paid search engines.

**MARKETPLACES**

- Compare your final channel and sales metrics to your 2017 goals and key performance indicators (KPIs) to see how you stacked up.

**DIGITAL MARKETING**

- Take advantage of returns and gift cards by setting up post-holiday promotions.
- If you offer next-day shipping, promote it to capture last-minute shoppers.

**MARKETPLACES**

- Look out for the 2018 edition of our calendar for tips and dates to help you prepare for the year ahead.
Connect and optimize the world’s commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.