Your customers are planning for the holidays. You should be too. Use this calendar along with industry trends and performance data to set your brand up for success through the end of the year.

**September**

- **Goal 1: Reach New Customers**
- **Goal 2: Plan Logistics and Operations**
- **Goal 3: Focus on Analytics and Reporting**

**October**

- **Goal 1: Grow Customer Relationships**
- **Goal 2: Prepare Your Online Store**
- **Goal 3: Motivate Customers to Shop Small and to Start Shopping Now**

**November**

- **Goal 1: Convert Early and Often**
- **Goal 2: Give a World-Class Customer Experience**
- **Goal 3: Reach New Customers**

**December**

- **Goal 1: Target Last-Minute Holiday Shoppers**
- **Goal 2: Drive Customer Engagement and Loyalty**
- **Goal 3: Focus on Analytics and Reporting**