



Holiday Planning Cheat Sheet: *November*

To Do List

- FBA inventory for Black Friday and Cyber Monday should arrive at fulfillment centers by **November 1**
- Start or increase spend on paid in-platform advertising
- Increase promotion of shipping and return policies
- Launch Cyber 5-specific promotions
- Plan out December promotions

Keep in Mind

Retailers are launching "Cyber 5" sales earlier and earlier, so consider planning some pre-Black Friday promotions to stay competitive.

With the overall increase in ecommerce due to COVID-19, USPS and other mail carriers are going to be busier than ever this holiday season. Build a few buffer days into your delivery timelines to account for unforeseen delays and prevent customer dissatisfaction.

Holidays to Note

Veterans Day: November 11
(No USPS pickups or deliveries)

Diwali: November 14

Thanksgiving: November 26

Cyber 5: November 27-December 1

- **Black Friday:** November 27
- **Small Business Saturday:** November 28
- **Cyber Monday:** November 30
- **Giving Tuesday:** December 1

