

BONUS: BFCM Marketing Calendar

11 Crucial Ecommerce Holiday Dates for 2021

October 31
Halloween



November 11
Veterans Day



November 25
Thanksgiving



November 26
Black Friday



November 29
Cyber Monday



December 18
Panic Saturday



December 24
Christmas Eve



December 25
Christmas Day



December 26
Boxing Day



December 31
New Year's Eve



January 1
New Year!



BONUS: BFCM Planning Calendar

Your BFCM Planning Calendar

Set your alarms. BFCM is fast approaching. Plot these dates on your calendar to make sure you're on track for BFCM success.

September

September 6-8:
Start planning

September 9-10:
**Draw up a strategy
and outline**

September 20-24:
**Review the strategy
and dive into details**

September 2x:
Finalize the strategy

October

October 1:
**Hard lock in of
the plan**

November

BFCM Planning Calendar

November

November 19-25:
**Turn on your pre-hype
BFCM Pop-Up**

**Launch pre-hype
BFCM Banner**

November 19 and November 24:
**Opt-in Invite for Prio List
and Pre-hype emails**

November 26:
**Main Black Friday
launch for general list**

Social Proof

November 29:
**Main Cyber Monday
sale for general list**

November 26-29:
**Turn on your BFCM
Pop-up**

**Add a BFCM-themed email
in Customer Acquisition**

November 25:
**VIP Early Access Sale
for Black Friday**

November 27-28:
**Surprise sale extension
for Black Friday**

November 29-30:
**Cyber Monday Sales
Closing Announcement**

**Surprise sale extension
for Cyber Monday**

Need an expert to build a custom BFCM game plan for you?

Find out the missing pieces in your lifecycle marketing system for exponential returns

Discover the growth potential of your eCommerce business

Maximize your traffic conversions and lower your CPA at the same time

Roadmap to increase your customer lifetime value and retention rate

Apply for your free strategy session here:

<https://chronos.agency/application/>

After working with Chronos, our ROI has doubled in Marketing.

**Chris & Strife,
8-figure Brand Owners**

**Chronos' clients sees
an average ROI of**

3500%

That's \$35 back in your pocket
for every dollar you spent

While they've done an excellent job in terms of revenue, they've even more impressively built our brand equity. Continuously engaging our audience is the most valuable part of their service. I'm using them now for more than one company, and they're doing fantastic on both

**Vince Wang,
CEO, Gift Accessories Company**

I had a goal to have 20% of our revenue come from email marketing. They've met and exceeded our target. They were able to take full control of email marketing, allowing my focus to be on other things.

**Founder,
E-Commerce Company**

**Their team expertly mapped
out the entire process.**

**Gabriela Miraglia,
Director of Marketing, Kerotin Hair Care**

Their commitment to incorporating all feedback into their work as well as their sense of urgency impressed us.

**Head of Products,
Wellness Company**

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