

The Holiday Marketing *Calendar*

2026 edition

Everything you should be **posting**,
emailing, and **pinning** between now and
New Year's.



Before the rush

Complete this page first

YOUR PREP CHECKLIST

- ☐ **Pick your 1–3 holiday offers.**
A bundle, a gift card, a limited item.
- ☐ **Decide your Black Friday deal now,** not the night before. Write down the details and dates
- ☐ **Build one gift guide** on your website. Every post, pin, and email can point back to it.
- ☐ **Start pinning holiday content.**
People search Pinterest early, so pins made now have time to show up.
- ☐ **Look up your shipping cutoffs** with your carrier and pick your own "order by" date.
- ☐ **Batch your graphics.** Make your sale templates once, then just swap the words.



KEY DATES AT A GLANCE

Sat, Oct 31	Halloween
Wed, Nov 11	Veterans Day
Thu, Nov 26	Thanksgiving
Fri, Nov 27	Black Friday
Sat, Nov 28	Small Business Saturday
Mon, Nov 30	Cyber Monday
Tue, Dec 1	Giving Tuesday
Fri, Dec 4	Hanukkah begins at sundown
Sat, Dec 19	Super Saturday
Fri, Dec 25	Christmas
Sat, Dec 26	Kwanzaa begins
Thu, Dec 31	New Year's Eve

WHY I SAY START EARLY

*One of my clients tripled their website visits in November and December from Pinterest **alone**.*

November


HOT TIP:

My clients who show more of their personal side get SO much more engagement around the holidays. People love festive things! Share the cake you made for Thanksgiving or the craft you did with your kid. Even if it's not about your business, it still counts and the engagement is meaningful

Post or pin
 Email your list
 Key shopping date

SUN	MON	TUE	WED	THU	FRI	SAT
1 Holiday shop page goes live	2	3 Pin 5 gift-guide pins	4	5 Email: send your gift guide	6	7 Gift-idea Stories with a poll
8	9	10 Tease your Black Friday offer	11 Veterans Day	12 Post your gift guide as a carousel	13	14
15	16	17 Email: open your Black Friday waitlist	18	19 Behind-the-scenes Reel: packing orders	20 Email: waitlist reminder	21
22	23 Email: early access for your list	24 Countdown Stories start	25 Email: "sale starts Friday"	26 Thanksgiving Thank-you post (no selling today!)	27 Black Friday Launch! Email by 8am	28 Small Biz Saturday "Shop small" Stories
29 Email: "deal ends tomorrow"	30 Cyber Monday Last-call email	MY NOTES				

December

Post or pin
 Email your list
 Key shopping date

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Giving Tuesday Share a cause you support	2	3 Gift card post: "the gift that never ships late"	4 Hanukkah begins at sundown	5
	6	7 Post your "order by" date	8 Email: shipping deadline heads-up	9	10 "Gifts under \$[X]" Reel	12 Customer favorites carousel
13	14 Email: final shipping reminder	15	16 Push gift cards, pickup and digital gifts	17	18 Email: last-minute gift ideas	19 Super Saturday Last-minute gift Stories
20	21 Email: gift cards still arrive on time	22	23 Email: thank you for this year	24 Schedule a holiday greeting and log off	25 Christmas Rest and enjoy <3	26 Kwanzaa begins After-Christmas sale starts
27	28 Year-in-review post	29	30 Email: tease what's coming in January	31 New Year's Eve Thank-you post	MY ORDER-BY DATE	

Your Black Friday weekend game plan

DON'T SKIP THE EMAILS

Everyone's posting on social this weekend. The clients I see doing the best are the ones who also send fun emails.

Thanksgiving

THU, NOV 26

Post: a real thank-you to your customers. No offer.

Stories: a peek at your day.

Tonight: schedule tomorrow's email and post.

Black Friday

FRI, NOV 27

Email by 8am: the offer and when it ends.

Post: launch graphic, deal in big text.

Stories: 3+ through the day with a link sticker.

Small Biz Saturday

SAT, NOV 28

Post: Front facing video about what problem your business solves

Stories: packing orders, doing the real things behind your business

Email (optional): "in case you missed it."

Sunday

SUN, NOV 29

Email: "the deal ends tomorrow."

Post: a carousel of customer reviews.

Stories: answer the questions people DM you.

Cyber Monday

MON, NOV 30

Email twice: morning, then a last call at night.

Post: "last chance" graphic.

Stories: add a countdown sticker.

Giving Tuesday

TUE, DEC 1

Post: a cause you care about, and why.

Email: welcome your new customers.

Then: breathe. The hardest week is done! :)

FILL IN BEFORE THE WEEKEND

My offer

Starts

Ends

Feeling behind?

Do just these five and you're still ahead.

- 1 Email your list on Black Friday.** If you only send one email all season, make it this one.
- 2 Pin your three best products with long-tail keywords.** Skip "gifts for her" and try "cozy gifts for new moms under \$50." Specific searches mean less competition and buyers who are ready to shop.
- 3 Post your "order by" date** and repeat it in Stories every few days until it passes.
- 4 Sell gift cards.** They save every last-minute shopper after shipping closes.
- 5 Reuse what worked last year.** Your best holiday post from 2025 deserves a second round.



Hi, I'm Bella!

I help small businesses get found online and plan marketing that doesn't eat their whole week. If you're looking for more personalized attention, I'd love to help!

Website Design

SEO

Social Media Management

Pinterest Marketing

Email Marketing

Follow @currentllymktg

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