

December 2024 Marketing and Holiday Planning

We are well into a busy holiday season. Expect online shopping to be stronger than ever this year. While this can be an exciting time with record sales or donations, it is important to remember that the new year is right around the corner. Now is the time to start planning for an even more successful year ahead!

Content Ideas for December

Green Monday

1

Green Monday falls on the 2nd Monday of December and is the recommended final call for online Christmas shopping to allow for proper shipping time. Encourage your customers to get their online shopping done before time runs out!

National Thank You Note Day

2

Send a goodwill message to your contacts to thank them for being loyal customers and supporting your small business this year. Express your appreciation to them for being a part of your community and for supporting you this year by emailing an exclusive offer.

New Years Eve

3

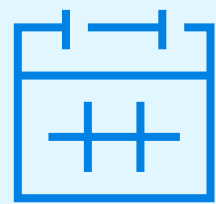
New Year's Eve is the perfect time to give your audience a sneak peek at your new upcoming offerings or services. Use this time to build value by presenting a showcase of your most popular items.

30%

of shoppers say they are more likely to make a purchase from a small business this holiday season if they provide a personalized customer service experience.

Source: [CTCT Small Business Now report](#)

December Holidays



- 7 Pearl Harbor Remembrance Day
- 9 Green Monday
- 10 Human Rights Day
- 20 National Ugly Sweater Day
- 21 Winter Solstice
- 25 Hanukkah (first day)
- 25 Christmas Day
- 26 Kwanzaa (first day)
- 26 National Thank You Note Day
- 31 New Year's Eve

December Themes

- Bingo Month
- Human Rights Week (second week)
- Write a Friend Month
- National Fruitcake Month

57%

of retail businesses say discounts and sales (percentage off, flash sales, BOGO, etc) are the most effective for driving revenue during the end-of-year/holiday season.

Source: [CTCT Small Business Now report](#)