

IS YOUR BRAND READY FOR


Seasonal Shopping & Events?

luzern
eCommerce

amazon advertising


Planning ahead is a great way to help set yourself up for success in the Amazon store.

MONTH	THEMED EVENTS ACROSS UK & EU*			
APR	Spring Deals 1-13 th Apr	Fashion: Mid Season 11 th Apr - 1 st May	Haircare 25 th Apr - 1 st May	
MAY	Coffee & Gaming 2-8 th May	Nutrition & Tools 9-15 th May	Baby 16-22 nd May	Pets & Smart Home 23-29 th May
JUN	Household 30 th May - 5 th Jun	Home Living 6-12 th Jun	Fashion: End of Summer 27 th June to 29 th Aug	Prime Day (Dates TBC)
JUL				
AUG				
SEP	End of Summer Sale / Back to School (Dates TBC)		Gaming (Dates TBC)	
OCT	Home Living 10-16 th Oct	World Cup (Dates TBC)	Fashion: Mid Season 3-22 th Oct	Halloween 17-31 st Oct
NOV	Early Black Friday (Dates TBC)	Toys 31 st Oct - 6 th Nov	Black Friday Week 18-28 th Nov	
DEZ	Christmas 1-21 st Dec	End of Year 26-31 st Dec	Fashion: End of Season (Dates TBC)	

 Major Amazon Events - Marketed via Internal & External Channels

 Amazon Fashion Events

 Events featuring Amazon's Giftfinder

 Category-specific Events

Mother's Day

UK: 6-27th Mar

ES, PT: 11th Apr - 1st May

DE: 18th Apr - 8th May

IT, NL: 19th Apr - 8th May

PL: 5-26th May

FR, SE: 9-29th May

* Actual event date is the last day of the Amazon event

Father's Day

IT, ES, PT: 26th Feb - 19th Mar

DE: 5-26th May

PL: 2-23th Jun

UK, FR, NL: 29th May - 19th June

SE: 23rd Oct - 13th Nov

* Actual event date is the last day of the Amazon event

*Please note that this calendar and the events may be changed or edit at Amazon's discretion.

Tips

1. PLAN FOR AMAZON PRIME DAY

- 2022 Prime Day dates haven't been announced yet.
- As we gear up for another exciting year, watch for news and updates.
- Staying up-to-date can help set you up for success.
- Begin preparing for Prime Day two months out if possible.
- This gives you time to enroll in any eligible marketing or advertising efforts.
- If you use Fulfillment by Amazon, or FBA, this can also give you enough time to send shipments to our warehouses in time for the big day.



2. PROMOTE SEASONAL PRODUCTS

- Some of the events listed in the calendar bring shoppers to the Amazon store in search of specific seasonal items.
- While you likely market your products year-round, they may fit into a specific holiday or seasonal niche.
- Boosting your marketing efforts around relevant products during these times can help lead to increased visibility and sales!
- You can market relevant listings with Sponsored Products ads, Deals, Coupons, and promotions like a buy-one-get-one offer.



Tips

3. STAY STOCKED UP

- With your marketing efforts in place on seasonal products, be sure you can keep up with demand.
- Inventory planning can help you ensure there's enough stock so you don't miss out on any sales.

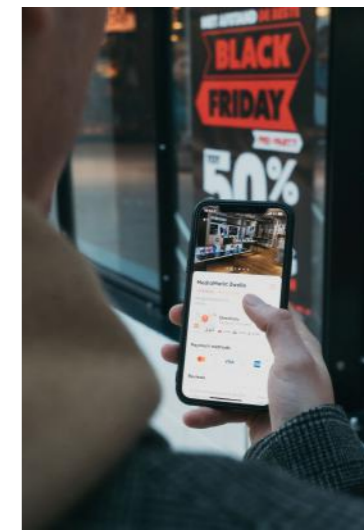
4. PLAN FOR PROPER LEAD TIMES

- If you use FBA, you know that proper lead times ensure your inventory is ready to be purchased.
- During shopping events or high traffic seasons, Amazon warehouses become very busy, so include extra lead time in your shipments.
- Consider increasing, if not doubling, your lead times to ensure you have enough inventory stocked to handle holiday or seasonal demand.
- Staying up-to-date can help set you up for success.



5. OPTIMIZE YOUR ADS

- Running Sponsored Products ads is a great way to target seasonal traffic.
- With your campaigns running, it's important to make sure they're as effective as possible.
- Take a look at your targeted keywords and adjust to include any relevant seasonal terms customers may be searching for.
- You'll also likely want to increase your budget during these peak times.
- An increased Sponsored Products budget allows your ads to be shown to more shoppers, which can lead to more sales.
- Be sure to use high-quality imagery that shows off any and all product benefits.



Get in touch to see how we're already helping leading Brands to reach and convert more customers with Amazon Advertising Campaigns.

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