

Your eCommerce Yourcect Sales Calendar July - December 2023

The essential calendar for a winning eCommerce sales strategy.



Australia Post

Helping you prepare for eCommerce success.

The second half of the year boasts some of the biggest online shopping events of the season.

In this July - December eCommerce Sales Calendar, we share these key dates so you can start planning your sale event strategy now.

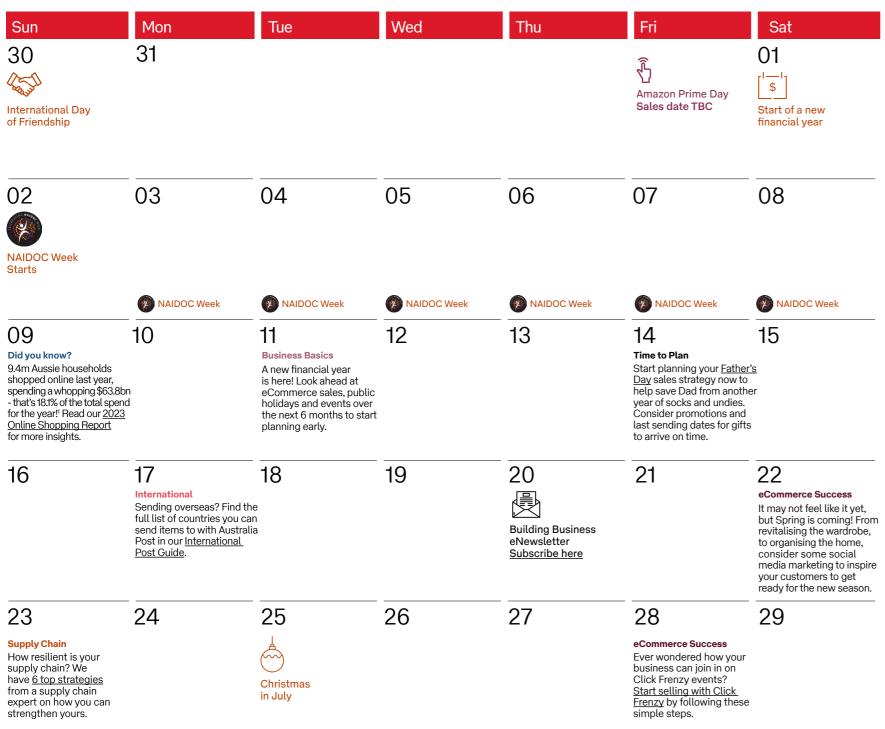
You'll also find quick links to a range of valuable resources and tips that will help you be more sustainable, grow your business and optimise your customers' experiences.

We hope this year's calendar helps you plan for success in the ever-evolving world of online shopping.

For more insights on eCommerce trends: <u>sign up</u> to our monthly Building Business eNewsletter.



July 2023



Kym Cooper, The Steepery Tea Co



August 2023

Sun	Mon	Tue	Wed	Thu
	Afterpay Day Sales date TBC	01 International Consider starting international promotions earlier than your domest campaigns. This can hel ensure delivery before Christmas Day.	ic	03
06	07 Picnic Day (NT) Bank Holiday (NSW)	08	09	Did yo 80% of with lo said th spent r regula
13 eCommerce Success Consider sharing marketing plans with yo supply chain and logisti partners so they're awa of your upcoming spike in volume due to sales events or loyalty offers.	cs re	15	16 Solution Provide Address of the second s	- 17 Buildir eNews Subsc
20	21	22	23	24
Book Week	Book Week	Book Week	Book Week	В
27 S Click Frenzy Travel	28	29 Business Basics Customer uptake of loyalty programs has grown, with most customers expecting businesses to have one. Find out how to build yours.	30	31

1 Inside Australian Online Shopping Report, Australia Post, 2023

Fri 04

11

Sat

05

Time to Plan Take a look at how you

can <u>maximise online sale</u> events and use them as opportunities to grow.

you know?

% of SME businesses h loyalty programs d their members ent more than ular customers.1



ilding Business ewsletter oscribe here

ck Frenzy vel



18

Click Frenzy Travel

Book Week

12

eCommerce Success

Building a winning eCommerce strategy can help your business stand out in a competitive and sophisticated online market.

19



Book Week



Click Frenzy Travel

Book Week

ffodil Day

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Vogue Online Shopping Night Sales date TBC	International Sending dates for international items are often a lot earlier than domestic. Consider addi last sending dates to your website to ensure customers order in time delivery by Christmas.	-	Business Basics <u>Here's a quick checklist</u> on the dos and don'ts when sending packages.		01 Eirst Day of Spring	02
03	04	05	06	07	08	09
Father's Day						Sustainability We have one of the largest electric fleets in the country for last mile delivery, with over 4,600 electric delivery vehicles (including electric bikes) in our national delivery fleet.
10	11	12	13	14	15	16
Did you know? Regional areas are seeing higher online shopping growth than metro. ¹ Consider audience targeting in your marketing plans.		eCommerce Success Cashback apps and websites have grown in popularity for both shoppers and retailers. Find out the <u>pros and</u> <u>cons for eCommerce</u> <u>businesses</u> .		RU OK? RUOK Day Building Business eNewsletter Subscribe here		
17	18	19	20	21	22	23
			Time to Plan Some of the biggest eCommerce sales events are in November and December; time to plan which promotions you'll participate in, forecast sale check stock levels and develop marketing plans.	25,	eCommerce Success Using data personalisatio can make every customer feel like a VIP and improve the shopping experience - it could even increase your sales!	-
24	25	26	27	28	29	30
	<u>8</u>					
	King's Birthday (WA)				AFL Grand Final Holiday (VIC)	AFL Grand Final

Brad Munro, Boomerangz Thongs



October 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06	07
- Ç- Daylight Saving Starts	King's Birthday (QLD) 等等 日 Labour Day (ACT/NSW/SA)		Business Basics Are you still hand-writing shipping labels for online orders? <u>Automate</u> your shipping labels quickly and easily with MyPost Business.			Delivery Experience The <u>AusPost app</u> lets your customers know where their items are and when they'll arrive - they can even redirect a parcel!
08	09	10	11	12	13	14
Time to Plan More merchants are starting their Black Friday/Cyber Monday sales earlier and running them for longer – don't miss this opportunity to capture more sales and acquire new customers.)	World Mental Health Day			Did you know? By 2023, we expect around 1 in 3 dollars will be spent online. ¹	
15	16	17 Building Business eNewsletter Subscribe here	18	19 International Read our <u>quick guide to</u> <u>completing your customs</u> <u>declaration forms</u> to help your items clear destination customs for faster delivery.	20	21 Business Basics To ensure notifications aren't sent to customers too early - or too late - lodge your accurate manifests to Australia Pos at the same time as parce lodgement to improve the delivery experience.
22	23	24	25	26	27	28
	Nelbourne Fashion Week	Click Frenzy The Main Event	Click Frenzy The Main Event	26 Sick Frenzy The Main Event		
		Melbourne Fashion Week	Melbourne Fashion Week	Melbourne Fashion Week	Melbourne Fashion Week	Melbourne Fashion Week
29	30	31				
Melbourne Fashion Week	eCommerce Success Time to get spooky! Consider running a Halloween promotion on social media or via email marketing e.g. '31% off storewide' or a '31 hour sale' to celebrate.	Halloween				

1 Inside Australian Online Shopping Report, Australia Post, 2023

November 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Sustainability Our team is targeting Net Zero by 2050. Learn more.		Business Basics Time to update your website with Christmas sending dates, delivery speed options and returns policy details. Display information somewhere highly visible like your home page or at checkout		02	03	04 දි Derby Day (VIC)
05	06 Recreation Day (TAS)	07 Melbourne Cup (VIC)	08	eCommerce Success Make it clear in your shopping cart that you send with Australia Post – this gives your customers the confidence to use thei Parcel Collect, PO Box or Parcel Locker address.		11 Singles Day Emembrance Day
12 Oiwali	13 ∧ ∠∠ National Recycling Week	14 E Building Business eNewsletter Subscribe here	15	16	17	18
		$\bigwedge_{L \to 0}^{\Lambda}$ National Recycling Week	$^{\wedge}_{L_{\Delta}}$ National Recycling Week	$^{\Lambda}_{L \rightarrow}$ National Recycling Week	$^{\Lambda}_{L_{4}}$ National Recycling Week	$\bigwedge_{L \to 0}^{\Lambda}$ National Recycling Week
19	20	21 Click Frenzy Black Friday	22	23	24 View Black Friday Sale	25
∧ ∠ ∖ National Recycling Week			Click Frenzy Black Friday	Click Frenzy Black Friday	Click Frenzy Black Friday	Click Frenzy Black Friday
26	27	28	29	30		
	G) Cyber Monday Sale			eCommerce Success End of season sales are here! Make sure your website is up to date with any promotions and the latest shipping information to maximise this sales opportunity.	1	
Click Frenzy Black Friday	Click Frenzy Black Friday	Click Frenzy Black Friday				



1111996 anterer

atters

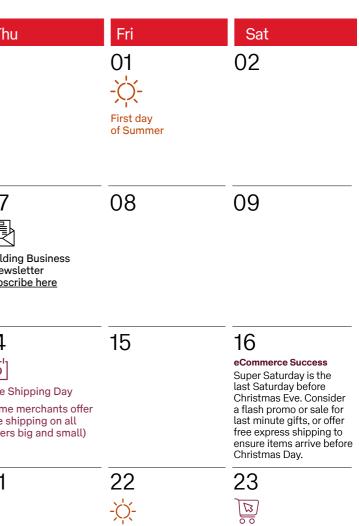
anseres.

Lucy Giardina and Chanel Colombano, Daydream Boutique



December 2023

Sun 31 X New Year's Eve	Mon	Tue	Wed Delivery Experience Our free 24/7 Parcel Lockers are an easy your customers to co their items - day or n	way for ollect
03	04 Sustainability Green eCommerce is a growing trend led by a generation of mindful shoppers. Find out how you can <u>offer sales while</u> staying sustainable.	05	06	07 Euildi eNew Subsc
10	11 Green Monday	12	13	14 [¹ so] Free S (some free sl orders
17 Did you know? The <u>Business Support</u> <u>Portal</u> (BSP) is the faster way to log an enquiry on behalf of your customers It can also help you quick and easily manage quer such as tracking and parcel redirection.	s. ly	19	20 International To avoid delays, <u>decl</u> what your item is and it's made of in the co <u>description</u> , including Country of Origin and tariff code where pos	<u>d what</u> ntent g the d HS
24	25	26 Boxing Day	27	28



ন্থ Super Saturday Sale

30

29

Summer Solstice

Time to Plan With the new year only a few days away, consider reflecting on 2023. Start making a list of wins, challenges and opportunities for your business to kick off with in 2024!