

The Square Holiday Calendar

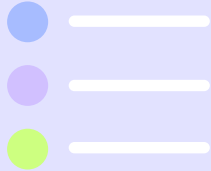


The Square Holiday Calendar

SEPTEMBER 2023

PRO TIP

Get to know your customers by starting to build up your contact list so you can reach out with exciting promotions and updates.



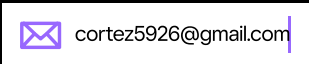
TUE
9/19

Start your free 30-day Square Email Marketing trial and send your first campaign to let customers know what you have planned this holiday season.



PRO TIP

Grow your contact list even faster by enabling email collection at checkout. In your POS app, tap [Add-Ons > Square Marketing > Settings](#).



THU
9/21

Create your custom Square Loyalty program with a free 30-day trial.

PRO TIP

Run a fall-themed loyalty promotion to let customers earn bonus points.

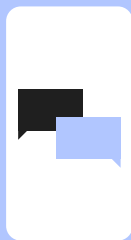
TUE
9/26

Order gift cards to get them in time for the holidays. Choose from predesigned options or customize your own design.



THU
9/28

Start your free 30-day Square Text Message Marketing trial. Start collecting customer opt-ins now so you're ready to send text message blasts during the holidays.



PRO TIP

Optimize your loyalty settings for the holidays. You can offer extra points when customers opt in to your marketing, allow them to claim their points after a transaction, and let them earn points on payments made via Square Invoices.

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SEPTEMBER



The Square Holiday Calendar

OCTOBER 2023

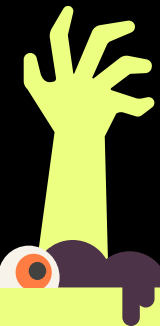
MON
10/02

Set up eGift cards to sell online and in store. Be sure to save the link for your eGift card ordering page so you can share it digitally.



PRO TIP

Celebrate the spooky season with a variety of Halloween eGift card designs or upload your own design. In your Square Dashboard click [Configure > Manage Designs](#).



WED
10/04

Send an [email campaign](#) to let customers know what's coming up, like any Halloween sales. Don't forget to include a link to your eGift card page.



THU
10/05

Create a Halloween-themed [loyalty promotion](#) to bring customers in with bonus points and spread the word with an email or text campaign.



MON
10/16

Email [customers](#) to share a special Halloween treat, like a promotion code.



TUE
10/24

Follow up your email with a [text campaign](#) to remind customers about your Halloween promotions.

THU
10/26

Remember to [order physical gift cards](#) so they arrive in time for the Black Friday shopping rush.



TUE
10/31
Halloween

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OCTOBER



The Square Holiday Calendar

NOVEMBER 2023

WED
11/01

Send an [email campaign](#) to connect with your customers ahead of Black Friday and Cyber Monday with a sneak peek of upcoming promotions.



Use this week to make sure you're ready for Black Friday and Cyber Monday.

TUE
11/14

Get your [loyalty program](#) ready so shoppers can enroll at checkout or via their digital receipt later.

TUE
11/07

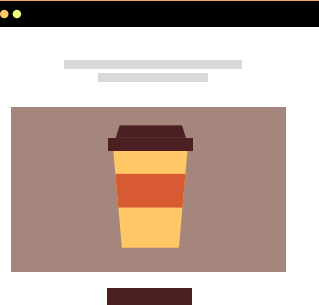
Create a [loyalty promotion](#) with double points to give customers the extra incentive to visit this month.

THU
11/09

Set up a Black Friday promotion for your [eGift cards](#) and let your customers know they're on sale with a quick text.

WED
11/15

Share your [unique phone number](#) that customers can text to join your marketing list.



THU
11/16

Give thanks by sending your customers an email or text with a special promotion.



THU
11/23

Thanksgiving Day



FRI
11/24

Black Friday

MON
11/27

Cyber Monday

WED
11/29

Review your marketing campaign performance and see how many sales can be [attributed](#) to each campaign.

PRO TIP

Check on your gift card supply and stock up with our [festive designs](#) in time for the rush.

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
NOVEMBER	26	27	28	29	30	

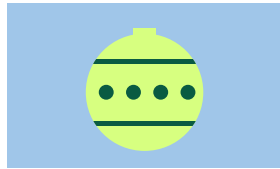


The Square Holiday Calendar

DECEMBER 2023

12/01

Create an [email campaign](#) with holiday gift ideas customers can shop at your business.



WED
12/06

Haven't set up your loyalty program yet? Now's the perfect time to start your [free 30-day trial](#) to turn holiday shoppers into returning customers.



PRO TIP

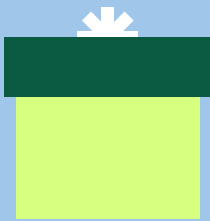


Create a [loyalty promotion](#) offering bonus points on specific items or categories to drive sales where you want.



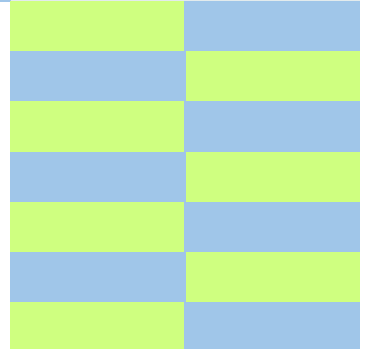
THU
12/07

First day of Hanukkah



THU
12/14

Reach last-minute shoppers with a [text campaign](#) with a link to your eGift card ordering page to help them give the perfect last-minute gift.



SUN
12/24

Christmas Eve

MON
12/25

Christmas Day



SUN
12/31

New Year's Eve

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

DECEMBER

