



HOLIDAY EMAIL TIPS

The challenge of the holiday season: just when you are busiest, you need to ramp up your marketing. So how do you do everything at once?

Using scheduled campaigns and smart auto response programs allows you to send timely relevant marketing messages when you are busy doing other things.

Not sure where to start? Browse our list of 25 holiday email tips and pick a few which work for you.

REACH OUT TO THE EARLY BIRDS.

There are some folks (not me) who are very organized. They have their lists in place and pride themselves on being done with their holiday shopping ahead of the season. They shop early to save money and beat the crowds. To connect with them, focus on savings and convenience.

1. Send your first pre-season email by mid October
2. Create urgency with a “Limited Time” offer (i.e., Save 20% before Nov. 1)
3. Free Gift with Purchase while Supplies Last
4. Announce special pre-holiday hours (Beat the Rush and Save)
5. Create graphics to use as featured images as you promote email offers on Facebook, LinkedIn and Twitter
6. Run Facebook ads or contests to grow your email list early in the season, before you competitors start promoting anything

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CONNECT WITH FORMER CLIENTS

These people have bought from you before and don't need the same type of introduction a new client will need. A small nudge may be all they need to buy from you again.

7. Build a list of people who bought from you last season
8. Create separate campaigns to remind them of what they ordered last year
9. Invite them to private preview events for loyal customers
10. Conduct some A/B testing with two different versions of the same campaign. This early research will allow you to refine your message before you enter the prime holiday season
11. Use auto-response campaigns to send Thank You notes for every purchase
12. Run a refer-a-friend promotion. Reward loyal customers for forwarding you email

KICK OFF PRIMETIME

Orders and revenues peak from early November to mid December. Competition is tough so be sure to make your emails stand out.

13. Run a matching contribution campaign. Offer to donate a percent of sales to a particular charity for every purchase made by December 1.
14. Online Only Promotions – Use buy now buttons directly from email. Avoid the blitz on Cyber Monday. Run the program on Small Business Saturday to get the jump on larger retailers
15. Send electronic coupons which can only be used in your store on a particular day

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CAPTURE THE LAST MINUTE SHOPPER

Shoppers who wait till mid- December to do the bulk of their shopping are usually less price conscious. They don't have time to shop around so convenience and availability will grab their attention.

- 16. Run a campaign with last minute gift ideas. – These items are in stock and ready to ship
- 17. Promote free shipping on orders
- 18. Promote the last day to order in time for holiday delivery
- 19. Offer free gift wrap
- 20. Offer gift cards and certificates
- 21. Be sure to collect emails on anyone receiving a present from your company. This will come in handy after the holiday

AS THE DUST SETTLES

Just because the holiday is over doesn't mean the spending and shopping has stopped. Plan your post holiday campaigns to close out the year on a high note. This is a time for deep discounts to clean out the merchandise, drive inventory levels down and make room for spring. It is also time to connect with new clients you picked up during the season.

- 22. Send email encouraging anyone who received a gift card to redeem it
- 23. Send survey to anyone who shopped with your or received a gift from you
- 24. Promote Holiday Clearance or Stock Up for the New Year events
- 25. Invite everyone to join your loyalty program. Be sure to tell them what is in it for them

CLOSING THOUGHTS

People receive a lot of email this year. If you want to get noticed spend time crafting compelling subject lines, keep your emails short, with one or two calls to action. Don't be afraid to resend a campaign at a different time if the open rate was low and make sure you are continually updating and cleaning out your lists.

Good luck this holiday season!