

The logo for Infoclutch, featuring the word "Infoclutch" in a blue, sans-serif font. The "i" and "o" are stylized with infinity symbols.

Infoclutch

# *Email Marketing Strategies for Holiday Season*





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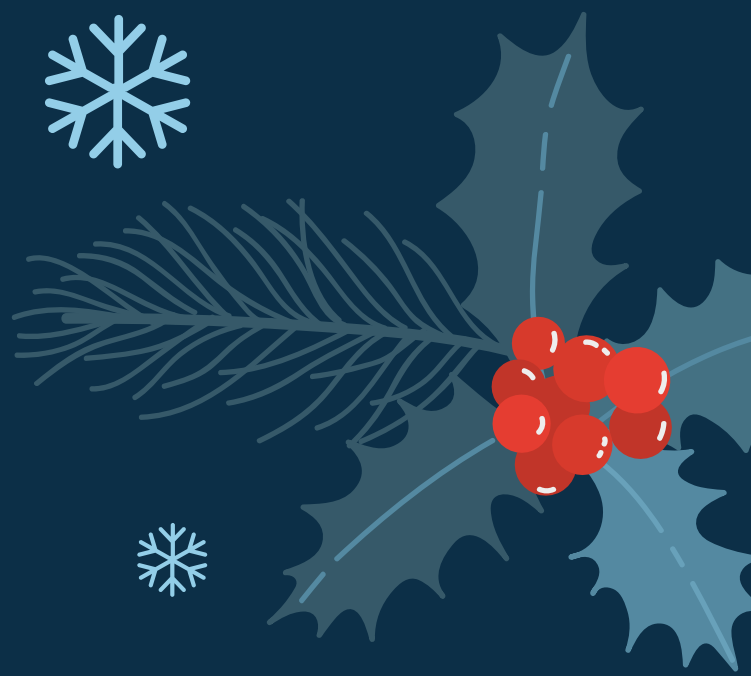
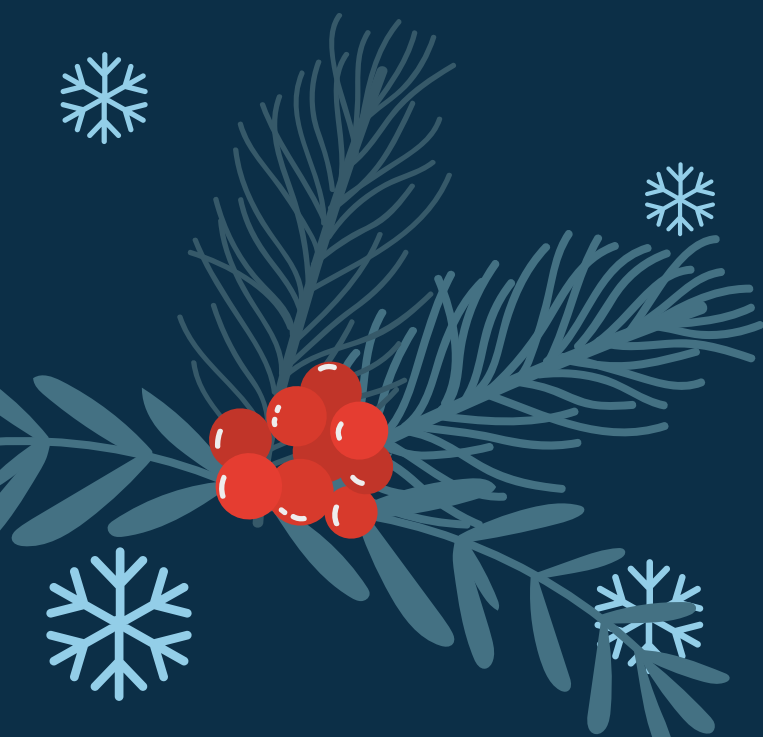
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# Introduction

A lot goes into while planning the email marketing strategy for the holiday season. It goes well beyond the regular email marketing process, as you have to think strategically and plan the marketing approach for different holidays such as:



Cyber Monday



Hanukkah



Thanksgiving



Black Friday



Christmas

When you stand out from the crowd, you have more chances of connecting with a larger section of people, thus increasing the number of conversions.

In USA, every year the big marketing game starts well before the holiday season, so you have to plan to gain the advantage of reaping huge sales and profits. Listing out the dates, and events can make this process seamless

## December 2016

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12	13	14	15	16 Free Shipping Day	17	18
19	20	21	22	23	24 Super Saturday	25 Christmas / Hannukah
26 Boxing Day	27	28	29	30	31 New Year's Eve	

Most of the time, brands would be too preoccupied with what's right in front of them, that they forget the holiday season is just around the corner. You should never start promoting your service or product just before some days of the BIG DAY, as it would not generate substantial results.

So, here comes the importance of strategy and planning in email marketing.

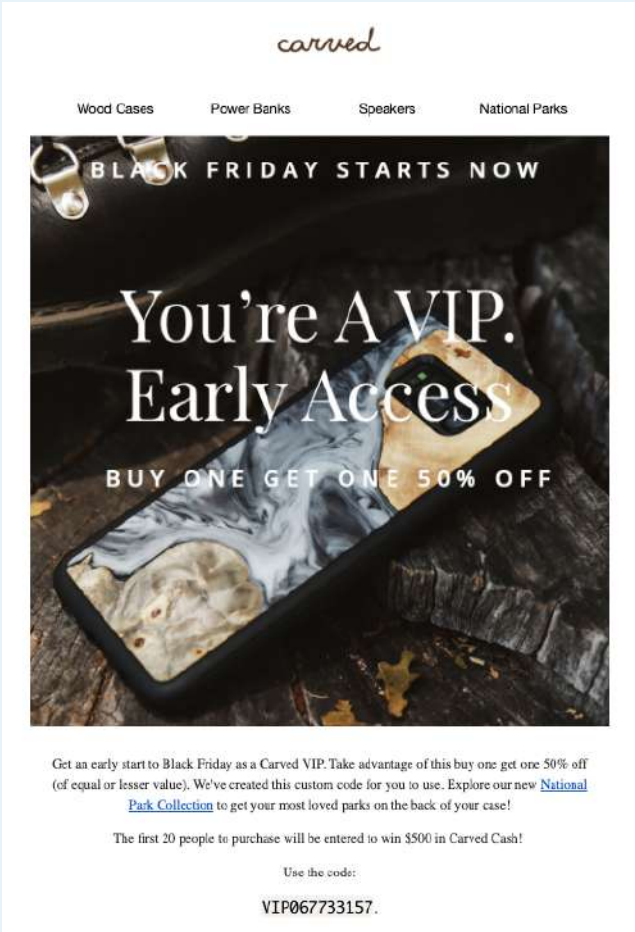
# Strategy and Planning

The better planning you do, the higher is the chances of success.

Planning an email campaign needs a better understanding of your subscribers, as it is not a regular email marketing approach which you would be following.

You have to find the answers to these questions:

- **Where are these subscribers from?**
- **What are the services they are looking for?**
- **What are the challenges they might face during the festive season?**  
**What solutions can you provide them?**



When you have the answers to all these questions, then you can sell, upsell or cross-sell your product to the customer. You become aware of the future expectations of these customers and the different ways to market your services to them in the near future.

Email marketing strategy also needs to be changed every holiday season for captivating the attention of the customer. A new idea or tactic can hit the right chord with the customer. Check the example below:

Don't you think when you convey the message, "you are a VIP early access," it would make the customer feel special, further motivating them to purchase your product or service.

Online customers have become smart, and they look for a variety of online options before finalizing the right one. So, while sending an email to these customers, when you provide some special offer or service to them, it could result in better conversions.

# Designing the Newsletter

A Christmas newsletter is meant to spread the spirit of the holiday with the right Christmas design elements.

You have to find out what your subscribers are emotionally connected with and then add the appropriate elements to it.



This strategy helps to capture the heart of the customer and connect with them instantly. It also helps in motivating the reader and sharing the information with their friends and families. An inspiring newsletter adds the “wow” element to the campaign and can hold the attention of the subscriber for a longer period.

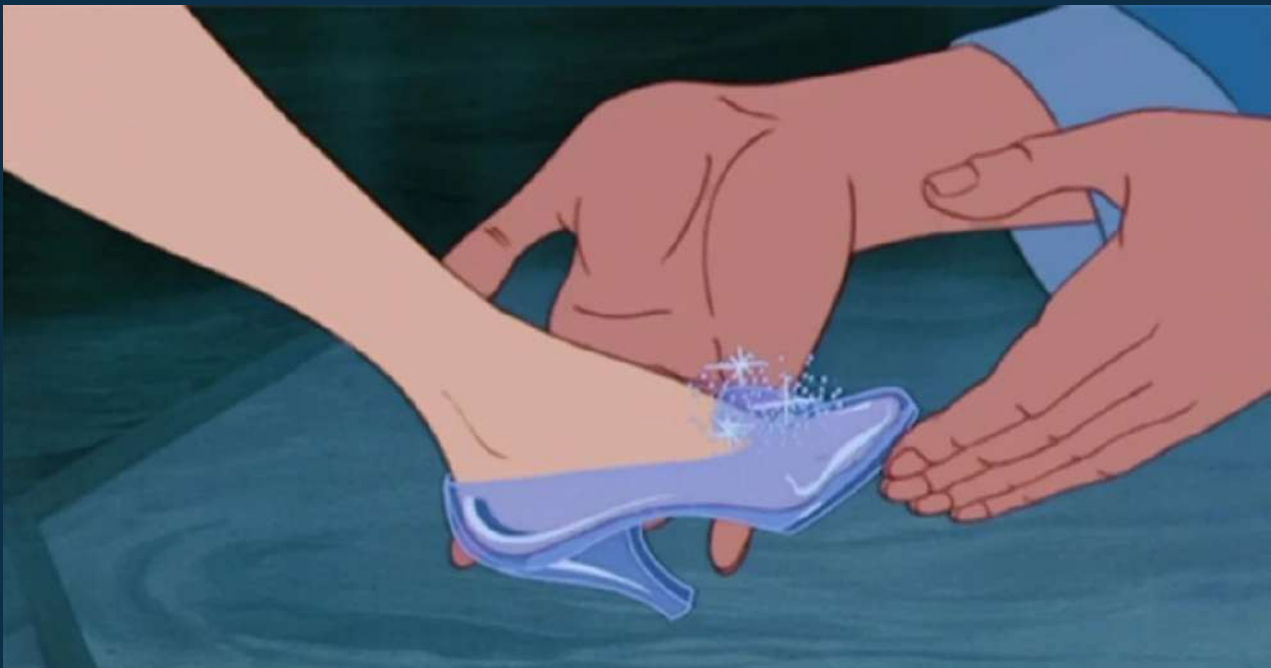
You have to modify the newsletter content, even as per the festive date aligning with the recipient’s needs. The better the correlation you have between the content and the holiday date, the higher the chances of success.

Nobody buys all the products at a time during Christmas. If you are offering different products, it’s better to create a checklist of everything that would suit the need of each of the customers. For example, home decorations, lights, gifts, accessories, etc. You can then offer your subscribers a reminder of the options from which they can choose and buy in the latter process. Creating a special package for the family can help you in going the extra mile of motivating the customer to purchase your product.

# Sending the Targeted & Personalized Holiday Emails

Targeted holiday emails have been found to have a higher engagement rate than the generic mass email. Segmenting the list is one of the effective ways for tailoring the messages as per the customer’s buying patterns and specific needs, interests.

**Just as in Cinderella’s story, the shoe was personalized only for Cinderella, you have to send personalized and targeted emails to each of the customers. It will help in reaching the right customer having higher chances of conversion.**



The criteria for the segmented email marketing include:

## Coupon lovers



identifying customers who are known to purchase the coupon codes very often. It helps to engage with the most price-sensitive shoppers. By creating this segment, you can avoid offering discounts to your loyal subscribers.

## Interests



identifying customers who are known to purchase the coupon codes very often. It helps to engage with the most price-sensitive shoppers. By creating this segment, you can avoid offering discounts to your loyal subscribers.

## Frequent abandoners of the shopping cart



Segmenting these kinds of shoppers enables to entice and reengage these customers for finishing the purchase process.

## Seasonal shopper and year-round shopper



identifying customers who are known to purchase the coupon codes very often. It helps to engage with the most price-sensitive shoppers. By creating this segment, you can avoid offering discounts to your loyal subscribers.



# Segmentation by Location

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Email segmentation and targeting by location is one of the complex but relevant strategies which has to be followed by businesses. Some of the local offers can add the right touch to the emails.

As celebrations of holidays might vary a little from region to region, the idea of local offers has a higher chance of success.




## Free Shipping


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The free shipping message works in most of the cases as during the holiday season, customers look out for buying the products at heavy discounts. When they receive any message of free shipping, they would surely grab the same.

Many of them would also be worried, whether their order will reach them on time or not. The above email includes all the necessary elements such as navigational bar, banners, social media icons, and secondary offers. The email is especially targeting the late shoppers who often purchase Christmas gifts through free overnight shopping.

Shop last minute gifts at [PUMA.com](#). The countdown is on. If you are unable to see the message below, [click here to view](#).




[MEN](#)[WOMEN](#)[KIDS](#)[SALE](#)[FIND A STORE](#) 

# FREE OVERNIGHT SHIPPING\*

ENDS TODAY AT 2PM EST.


[SHOP NOW](#)




HOLIDAY SALE EVENT


# UP TO 50% OFF\*\*

[SHOP NOW](#)











GIFT CARDS



GIFT GUIDE



HOLIDAY FAQ






# Cart Abandonment Emails






Cart abandonment emails are one of the powerful strategies for your ecommerce marketing plan. As per a finding, **68.81%** of the shopping carts are abandoned, and **29.9%** of the cart abandonment email clicks result in a purchase.

The retail sector has seen some of the highest abandonment emails with a rate of **75.6%**, but as you can see with the below holiday email marketing tactic, you can run the business as usual:



Bryan Anthonys

NECKLACES   CHOKERS   BRACELETS   EARRINGS   RINGS




THESE LOOK GOOD IN  
YOUR SHOPPING CART

(But we think they'd look even better on you)


LOVE IT? WE LOVE IT TOO -  
YOU KNOW YOU WANT IT.

GO TO MY CART


YOUR SHOPPING CART




To The Moon & Back Ring	1	\$32
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Focus Baseball Cap	1	\$29
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Reach For The Stars Necklace	1	\$48
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COMING  
SOON



CUSTOMER  
FAVES



SHOP  
INSTAGRAM



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# Differentiating your Brand by Telling a Story

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Every brand has to differentiate itself from other competitors and convey the same to their customers. You can also try the same method via email campaign and tell your story to the customers. It can start off with the customer experience with your brand. The positive as well as the negative ones, and how it was improvised, etc. You can even thank your customers and highlight the social posts with positive reviews, in the emails sent to the customer.

## Using a More Viral Content-Driven Approach

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Content, as we know is the king, but viral content is the queen here.

You can scan the viral content sites to get relevant ideas for customizing the content for your readers



As online shopping becomes popular in recent years, customers are becoming more familiar with the campaigns of the holiday season than ever before. As they see the same thing every year, they are accustomed to the tactics used by various companies. In, such a scenario developing innovative viral content can help in attracting the right customer. A “content-first approach” is the key to success in a viral email marketing strategy.

# Marketing Automation for Email Success

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Reaching the right people at the right time is what every marketer wants. Email open and engagement rate is the next thing that comes into their mind. By now, you would know that marketing automation is the secret weapon to contact the best customer at a convenient time. The tool automatically inserts the right data for each of the customers.



## Targeting warm leads using the lead scoring method

Leveraging the engagement details of the customers by scoring the contacts is a great way for building the consumer profiles. It helps in better segmentation of the contact for the email marketing of the holiday season.



## Modifying the lists based on the behavior

When you have the right picture of the subscribers engaging with the emails, then the right parameters can be set in determining whether the user is of the low-level or the high-level engagement. One can then use the automation based on the behavior of the user for modifying the list.



## Setting up the abandoned automation workflows

Sending reminder emails to the abandoned cart user is a tedious task as here you have to strike the right button by motivating the customer to purchase the product at the discount prices of the holiday season.

# Building a Smart Email Marketing Schedule

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Marketers should not wait till the last minute for starting their holiday email marketing campaign. Promoting long before the holiday can put them ahead of their competitors trying to sell the same service or product.

## So, when is the best time to start the holiday marketing campaign?

Different strategies work for different holidays, it has been found that emails related to Black Friday sale reap better profit when send just before the holiday. It is like a reminder email that pushes the customer to make the purchase. The case is different for Christmas, where an email send a few weeks before the holiday and the days after December give wonderful results.

A marketer has to plan the timing and at how many intervals the emails have to be sent to the customer. The holiday email schedule can be built by considering these factors:



### The buying cycle

It's determining when to send the emails by working backward, which is from the holiday date and the average purchasing time. For, example if the buying cycle is 1-2 weeks, you have to send emails between December 4- December 11 for targeting the high-end Christmas buyers.



### Using logic

Building campaigns that look after each stage of the buying cycle, starting from creating product awareness, offering incentives and promotion to the shoppers for converting, focusing on the special features of the service, etc.

## Conclusion

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You can also pre-plan what you are going to do after the holidays. As, after the holiday season, the wins and losses will be fresh in your mind, you can document those and plan to implement some quick actions for your next holiday season email marketing strategy.

These strategies would have a higher chance of success due to the higher relevancy. Collecting some genuine feedbacks of customers, whose details you have can also help in understanding where you nailed it and where it went haywire. The more information you have, the easier it becomes to understand the shortcomings and improvise the strategy the next year.

# InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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