



BEST HOLIDAY EMAIL MARKETING STRATEGIES



TABLE OF CONTENT

1. Introduction

PG- 1

2. Some of the best holiday dates

PG- 2

Halloween

PG- 2

Black Friday

PG- 3

Hanukkah

PG- 3

Thanksgiving

PG- 4

Christmas

PG- 5

Cyber Monday

PG- 5

3. How do you plan the right strategy?

PG- 6

Review the past success

PG- 6

Trial and error method

PG- 7

Analyze the frequency of emails

PG- 7

Competitor never off the radar

PG- 7

Connecting with theme

PG- 7

Eliminating the uninterested prospects

PG- 8

Well-made CTA

PG- 8

Planning the post-holiday emails

PG- 8

A precise and useful content

PG- 8



4. When to start the holiday email marketing strategy?

PG- 9

5. How to design out of this world email copy?

PG- 9

Subject lines

PG- 9

Using the right images

PG- 10

Tone of the content

PG- 10

Personalizing the email

PG- 10

Adding interesting emojis

PG- 10

Shooting out emails aligned with time zone

PG- 10

Automation of the emails

PG- 10

Marketing of events

PG- 11

Segmentation as per the industry

PG- 11

Emails optimized for mobiles

PG- 11

6. Conclusion

PG- 11



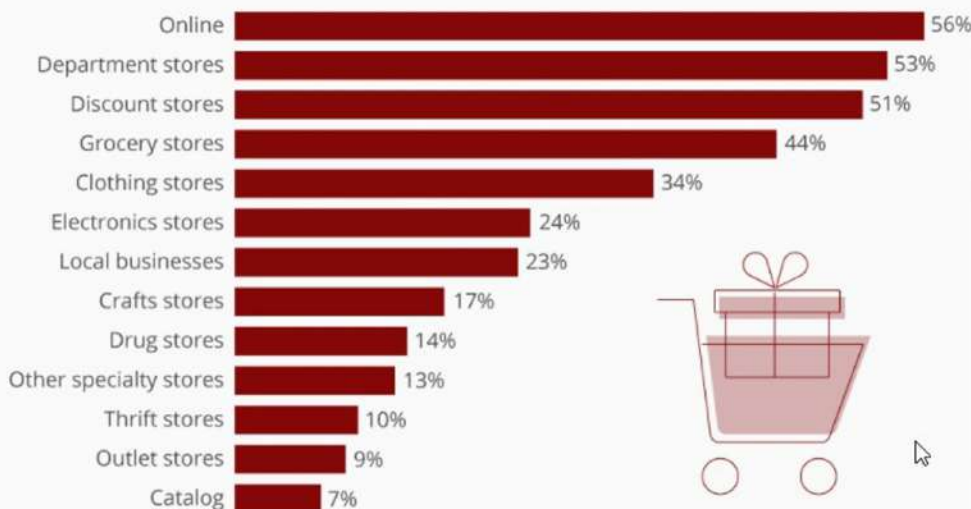
1

INTRODUCTION

Holidays bring hope, happiness and a retreat from the busy world. It makes us optimistic about a better year ahead, and motivates us to go on a shopping spree.

Where Consumers Spend Their Holiday Dime

% of U.S. consumers planning to do holiday shopping at the following locations



Marketers belong to the chunk of the population who are the happiest along with consumers.

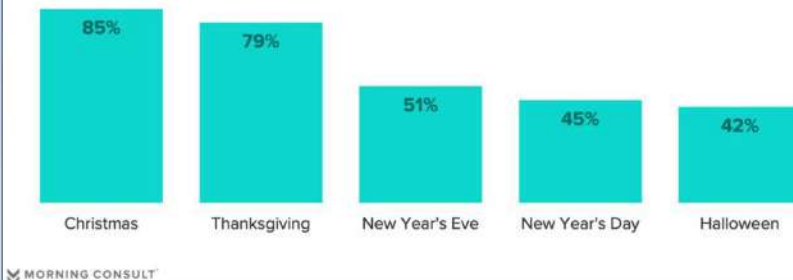
In this Statista report, one can see where the majority of US consumers like to spend on holidays. The online stores being the favorite one. **56%** of them would like to spend on it, followed by department stores with **53%**. A good **34%** would like to spend on the clothing stores while **24%** on electronic stores.

And on which holidays are they going to spend more?



Holiday Events Americans Plan to Celebrate in 2020

Share of consumers who said they were going to celebrate a particular event:



While the celebration in this graph, doesn't necessarily mean spending, but yes they might spend more.

This gives a brief picture of where marketers should have their focus.

They need to prepare a separate strategy for all the holidays, and get in touch with the best customers.

2

SOME OF THE BEST HOLIDAY DATES ARE

Halloween

The witch or the vampire day brings a smile to the face. The day conveys that getting scared is also an enjoyment. The dark or the night theme adds a mysterious touch to the Halloween day. It is celebrated by old and young with the same enthusiasm.

Marketers could tap this energy for their benefit and get them to purchase the products.

Fun fact: This Ghoulish festival is celebrated on 31st October every year. The Romans introduced the lightning of candles inside the pumpkin.



Black Friday

It is known as the busiest shopping day in USA. The majority of the population is excited to get the best deals with relaxed prices by the retailers and shopkeepers. Many marketers would be looking into tap the opportunity to send the maximum number of emails to customers and draw their attention. So, if any brand wants to stand out then they need to have a super strategy to target these customers precisely.



Fun fact: Black Friday was known before as Big Friday.

Hanukkah

The festival of lights is another joyful day of the year. The Jewish festival confirms the ideals of the religion Judaism. The candle lighting brings a sense of hope. To start off the celebration, one needs to have 44 candles, as every day a specific number of candles has to be lit.

The feeling that the pain and suffering would soon be eradicated, is enough for the humanity. You should make this festival as the connecting point with the customers with the rightly designed emails.





Fun fact: Chocolate coins wrapped in the gold aluminum foil, saving bonds are the modern gifts given during Hanukkah.

Thanksgiving

The day is all about being thankful to the supreme power who has blessed you with the worldly comforts. Often people complain about the things which they don't have. The day is to remind them there is more to just having more pleasure and comforts of life.



Fun fact: The Christmas, "Jingle bell" song was originally penned for Thanksgiving day.



Christmas

It is celebrated with much grandeur in all the countries.

While you can send a good number of emails on this day to reach out to customers, there are high chances that it would get overlooked. The cluttered inbox being the main reason. If all the marketers send email on this day, then recipients would be annoyed. So, plan the right way.



Fun fact: In USA, children put stockings out during this time.

Cyber Monday

The Blue Monday or the Cyber Monday is the first Monday just after the Thanksgiving holiday. The online shopping which has now become a trend, gets a major boost during this day. Customers are encouraged to go for heavy shopping so that the retailers earn huge profits. It is also the best platform for one-stop shopping where one can find almost all the products online.

While on Thanksgiving, people have a good time eating nice food and enjoying with friends and families, on Cyber Monday, they go on a shopping spree just like Black Friday but online. Thus, it gives the best opportunity to email marketers to grab the attention of these customers.





They can promote their best products and services with bright visuals online. The tactic really works as the customers are attracted to visuals than content



Interesting fact: 25% of the shoppers buy electronics items on this day. This should be considered by the marketers

3

HOW DO YOU PLAN THE RIGHT HOLIDAY EMAIL STRATEGY?

The strategy needs a better approach than the usual days.

It's a fact; when you understand the psychology of the customer in any scenario, you could become the best marketer.

The difference during the holiday season is that customers would be willing to spend more only if the product or service is worth it. They have a variety of options in the market, and you need to cut through the noise to reach them. The following strategic points help to fine-tune the process:

Review the past success

As a marketer, analyze what went right wrong last year and what was right. This could help you plan the right strategy and include the winning process this year as well. Including some novel strategies along with the successful old ones, could help you succeed in your holiday email marketing strategy.



Review the past success

A trial and error practice before the actual holiday email campaign could be helpful. You could find out any shortcomings in your strategy and fix it at the right time. As they say, a stitch in time saves a nine, so when you find the error at the beginning stage itself, it could mitigate the effects of any disaster or just ward it off.



This leap of faith works in most scenarios.

Analyze the frequency of the emails

This is absolutely essential. The frequency of the emails on regular days and on holidays needs to be different. While on regular days, people don't have time to check emails due to work, during holidays they are just not interested in checking it. You need to just find your way to connect with them.



Marketers are left in a dilemma in such a scenario. So, the crucial step which they could take here is to just strike the best way, whenever the customer opens and reads the email. They should come up with their best content, images, video, integrated into the content so that customer is motivated to read all.

Conveying your information and motivating them to take the right action is not a cakewalk. You have to be thorough in your research and mind reading to get them on your side. Once you execute this step, you would completely understand your customer.

Your competitor should never be off the radar

Keep your competitor close to your heart. You can design the best content, send it at the right time and all, but if you forget your competitor, it's a risk you ignored.

They are your best teacher and you could learn the best street-smart tricks from them. Even their failures, success could be an eye-opener for you.



Connecting with the theme

Every holiday revolves around a theme, just as Halloween means scary theme, Christmas means decoration of Christmas tree and celebration with families and friends, Black Friday reminds of great shopping, and so on.





Marketers should just instantly connect with themes to design the aligned email content. Going off the track would be of no use.

Eliminating the uninterested prospects



No one is clueless about the prospects who have been dormant for months and even for years. So, it's better to remove these prospects from your recipients list at the earliest; otherwise, you stand to lose your time and effort.

Well-made CTA

Every marketer wants a result-oriented call to action button. They should plan the content and placement rightly to attract the prospect's attention. This is something to be included in the strategy. When you plan from where you can generate the right action, half of the job is done.



Planning the post-holiday emails



Marketers should have regular communication with their customers after the holidays as well. No one can expect to get exponential sales in the holiday season if they are not in the right touch with their customers. So, plan the strategy to send some offers that customers can use after holidays. It would not only make your relationship stronger but meaningful with the customer.

Plan for a precise and useful content

You would obviously not want content that requires much effort, but in the end, don't give the desired results. So, develop the content that you think is useful for the customer, such as they would be pushed to read the content.



Keep the content simple so that recipients could easily understand the same. It would also make the prospect familiar with your service. When they find affinity, it would be fun to sell any product and service to them.





4

WHEN TO START THE HOLIDAY EMAIL MARKETING STRATEGY?

This is the right question. Most of the companies start implementing marketing plan just before two months before the holiday season starts. It gives them the right strategic advantage over their competitors.

But some start off late to connect with the customer at the sweet time.

There are some interesting facts:

- ➔ Almost **35%** of them start their holiday shopping before the month of November
- ➔ **43%** would start in November
- ➔ **81%** would have their holiday gift shopping on December

Thus, it proves marketers should keep an eye over all the holiday months for the easy communication with the customers. They could target the Halloween shoppers, Black Friday shoppers, Christmas shoppers, New Year shoppers, and many more.

5

HOW TO DESIGN OUT OF THIS WORLD EMAIL COPY AND SEND IT?

While many marketers struggle in this art, some have mastered it.

You have to take the right plunge to become one of the experts in email designing. Any artisan knows they failed as a newbie before establishing themselves as experts. The following hacks could help you out in the world of innovative and eye-catching email design:



Subject lines

This hack is always crucial as the subject line content is the first thing that catches the eye of the recipient. One can't afford to go wrong here. Design the best one.



Using the right images


While the content is crucial in an email, do not forget that images are equally important. The audience is more attracted to visuals. So, think of the best way of how you could add the right visuals at appropriate places. It could boost the holiday spirit significantly.

Tone of the content

Understand the mindset of your customer. They are in a holiday mood and would not like any content that is too pushy. Get them to understand your purpose with the content that is also beneficial for them. This would bring both of you on the same page to start further conversation.

The content flow should be interesting so that they are motivated to read further and take the right action.

Personalizing the email



This practice is the most popular one in any season. If the email is not personalized, recipients would be least interested in checking it. So, whether it is the interest, preference, likes, anything related to the customer, understand it thoroughly and then accordingly design the email to win the customer's hearts.

Adding some interesting emojis

Holidays are all about fun and excitement. You should always add a colorful touch to keep the recipient interested. The Santa emoji, Christmas tree emoji, Halloween emoji all lighten up the mood and keep the customer to read the content.

While designing perfect images could take some time, emojis are available at your fingertip. Make it exciting and playful for your benefit.

Shooting out emails aligned with the right time zone

Most marketers would be under pressure to be in touch with as many recipients across the world. In this mission, they should not miss out to note the time zones at which the emails have to be sent.

Automation of the emails

Keeping track of all the emails that need to be sent to prospects could be a bit tiresome. Automated emails are the game changer as it could take off the workload of the marketer.



The technology is a relief from the tedious and mundane task. It just shoots out the email to the prospects across the world at the best time.

Marketing some of your promotional events

You could send the regular content with the visuals of your recently organized events. Customers like to read the latest happenings and events of an organization. This is not a daily event, so that could be the reason for their interest. Include a bit of everything, the pictures of your product launch, people who attended the event, appreciation by visitors, among others.

Segmenting as per the industry

If you are sending the holiday emails but to different B2B customers, industry-wise, you need to craft different emails for the same. The needs of different industry customers would not meet as they have distinguished products and services.

Emails optimized for mobiles

Emails should always be optimized for mobiles. The current generation of customers is hooked to their mobiles, and if you send emails that look a mess on mobiles, it's a grave mistake.

At this juncture, you just can't afford this mistake. You need to be smart enough to fix all the errors to have a clean and readable email content on mobiles.

6

CONCLUSION

Marketers should unleash their potential with the best holiday email marketing strategies. Just as a caterpillar transforms itself into a beautiful butterfly from the cocoon, marketers need to transform themselves into super-targeted marketers by coming out from the shell of a pre-determined thinking pattern.

Learning new holiday email marketing strategies is the key here. You can implement the same to check the outcome, and find some unique ones specific for your business. The more experimental approach could bring better results.





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.

Follow Us On



/InfoClutch/



/company/infoclutch



/InfoClutchData



/infoclutch/

940, Amboy Ave,
Suite 104, Edison, NJ 08837

+1(888) 998-0077 | sales@infoclutch.com | www.infoclutch.com