

Phillips MediaSource WhitePaper

Email Marketing Tips for the Holidays

1. Have a plan and write it down

Meet with your extended team (marketing, designers, production, email service provider team, et al) to discuss the entire production process from program conception to post-deployment analysis. This may seem like a chore but identifying any disconnects in advance and making sure all teams are working together in the most efficient way will decrease chaos, promote a team spirit, and make the season a bit less frustrating

2. Feature highlights

Having a holiday centric navigation in your email will not only provide additional shopping opportunities for your subscribers but can also serve a key area in which to highlight the gifting section of your site, shipping deadlines, store hours, etc.

3. Shop for navigation

Shop by Gift Recipient: Your subscribers may be shopping for Mom or Dad, Hikers or Bikers, Bookworms or Gadget gurus. Providing multiple categorical options to your subscribers will make shopping easier and can help to gain a click when your featured item or promotion does not fit the recipient they're shopping for.

4. Maximize the footer

Another key area where you can include supplemental information and provide additional click-through opportunities is in the footer of your email. You may not currently have a footer in your email outside of the fine print, but even if you have already mapped out your communication plan for the holidays, a specialized footer can easily be added to increase engagement and educate your subscribers. The footer should be informative and not distract from your primary message. You may only need to generate a couple footers for the entire season that can be added to all of your emails without ongoing resources required from your design team.

4. Remail strategically

As we all know, email frequency increases significantly during the holiday season. Increasing your frequency can lead to several issues: increased spam complaints, higher unsubscription rates, people ignoring your email, and an overall frustrating user experience. This is especially important if you are considering remailing promotions to subscribers

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5. Launch a Countdown Promotion

There are a few different approaches you can take to an “X Days of Deals” promotion. These multi-email campaigns drive high engagement and can help your email stand out from the clutter of an overloaded inbox. You may want to send a dedicated email asking your subscribers to opt-in to this specific program. This could help you to include the additional email in your communication plan without taking away from your standard promotions all the while lowering the risk of abuse complaints and unsubscription spikes. Also, the increased engagement that you see from this promotion could potentially help with delivery rates overall.

6. Send a holiday card

Whether you say “Seasons Greetings” or “Happy New Year,” taking the time to thank your subscribers for being part of your program can go a long way in fostering stronger relationships. You can narrow this to purchasers if you wish, but typically these emails see high open rates and, strangely enough, even non-promotional holiday cards see fairly high conversion rates. After the rush of the holiday season and the barrage of promotional emails, a non-promotional holiday card can be a welcome reprieve.

Let's talk.

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