



Your comprehensive guide to

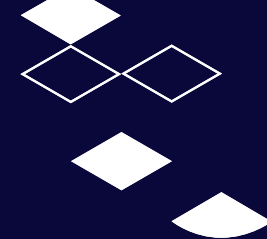
SNOWBALLING CHRISTMAS SALES

* Ultimate checklist to make your 2024 holiday
email marketing campaign shine bright *



Sender

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Are Christmas sales booming every year?

Well, the numbers show they are, and without any signs of stopping.

US holiday season sales (November-December spending period) have grown at an average of 4.9% yearly for the past decade.

If this opportunity looks like something your business could benefit from, it's best to prepare for the holiday season of 2023 as soon as possible.

Historical holiday sales (in billions)



National Retail Federation (NRF) Data on Offline & Online Holiday Season Shopping (2023)

It might be hard to fathom how big the winter sales season is.

In 2022, Americans alone spent \$936.3 billion and even more is predicted this year.

But how do you take part in this? By getting ready for the Christmas season now, of course.

If boosting profits and growing the customer base make your ears perk up, continue reading.

We're about to cover the time of the biggest marketing challenges and rewards:



Before we begin

Who is this guide for?

For B2B and B2C business owners, marketers, digital agencies, and anyone looking to boost their holiday season sales with high-converting email campaigns!

What will you get from this guide?

A comprehensive walkthrough of **planning, creating, and upgrading** your high-level email marketing strategy for the holidays.

Result-driven and proven practices for **catching quality leads** that are first in line for your holiday offers.

Ideas on how your business can make the mark this year, **leaving the competitors behind.**



Quick but lasting advice on building **conversion-oriented email & text funnels** that turn prospects into buyers.

Ready-to-go templates to get you inspired for your captivating emails, subject lines, preview texts, persuading CTAs, and catchy text messages.

Important Christmas statistics

\$936B

In 2022, holiday sales grew to \$936.3 billion in the U.S. alone. It's the highest-ever recorded holiday sales.

(Source: NRF.com, 2022)

\$270B

In 2022, U.S. shoppers spent \$201.32 billion online during the holiday season.

(Source: Salesforce, 2022)

\$833

This year, an average of \$833 per person will be spent on gifts and other holiday items.

(Source: NRF.com, 2023)

Headquartered in Washington, D.C., NRF (National Retail Federation) is the world's largest retail trade association.

Christmas: Why is email marketing important?

4500%

Email marketing has an ROI of 4500%. That's \$45 for every \$1 spent.

(Source: Mailmodo, 2023)

65%

Email marketing is the primary channel for connecting with existing customers, of whom 65% are more likely to buy again.

(Source: Invesp, 2023)

20%

Email is responsible for 20% of online holiday site visits.

(Source: Techcrunch, 2017)

3x

Average order value is 3x higher on email than on social media.

(Source: eMarketer, 2013)



Email marketing is an effective way to **skyrocket engagement and boost sales** during the Christmas season. To reach even more stunning results, combine it with **email automation**.

In this ebook, we'll answer how to do this and more to use the full potential of email marketing and create a fail-proof sales strategy for the end of the year. **Keep reading!**

Christmas holiday 2023 important dates

20-24'Nov'23 (Black Friday Week)	Sales launch with the message 'Buy Christmas gifts now'
24'Nov'23	Black Friday
25-26'Nov'23	Small Business Weekend
27'Nov'23	Cyber Monday
28'Nov-24'Dec'23	Christmas shopping deals
31'Dec'23	Clearance sales start



It all starts pretty early!

Cyber Five sets off the holiday sales fever, so creating a robust strategy is a must. The Cyber Five period — Thanksgiving through Cyber Monday — brings in record shoppers and sales for most retailers. Only with excellent preparation can you use this period to end the year with a bang!

Wait a minute! What's the hurry?

60%

of US consumers start their Christmas shopping before December.

(Source: Statista, 2023)

80%

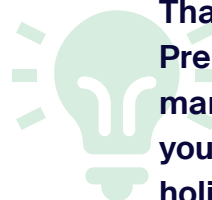
The internet influences 80% of shoppers before purchasing during the holidays.

(Source: Wordstream, 2021)

42%

In general, 42% of holiday shopping is complete for shoppers by the Black Friday and Cyber Monday period.

(Source: ThinkWithGoogle, 2020)



**That said, the earlier, the better.
Prepare an extensive email
marketing campaign to ensure that
you make the most out of the pre-
holiday sales period.**

Email marketing essentials for Christmas

Christmas email campaigns thrive on dedication and preparation. So, before you send out your first Christmas email, there are a few things you need to consider. Here's a to-do list to craft one from zero:

1. Growing your email list.

With a robust strategy, you can expand your prospects list faster and more effectively during the holiday season.

2. Crafting compelling emails.

When it comes to creating an engaging email for your subscribers, every element, from the subject line to content and CTA (Call-to-Action), plays a crucial role.

3. Designing automated sequences.

You must send the right message at the right time to convert your prospects into buyers. The best way to do it? A series of targeted emails.

4. Planning your sending schedule.

Some days and hours can help with open and engagement rates. Select the optimal time to send your emails to achieve better results.

5. Analyzing your campaign performance.

Tracking your campaign performance regularly gives you valuable insights into optimizing it in real-time.



We'll explore each step in greater detail in the following pages, beginning with effective strategies for growing your email list.

Email list growth

Preparation for the holiday marketing campaign

Do you already have an email list? Great! The holiday season is the perfect opportunity to expand it quickly and immensely, as people are already willing to give their email in exchange for Christmas discounts and offers. Now, you need to implement an effective strategy to collect them!

Importance of starting to build your list early:

226%

Businesses have seen their sales grow as much as 226% during Black Friday.

(Source: Blogging Wizard, 2023)

86%

For 4 out of 5 companies, almost 86% of their yearly leads quota was acquired over the Black Friday weekend.

(Source: Blogging Wizard, 2023)

Start as soon as you can

Filling your email list with fresh prospects paves the way to your Christmas sale success. And as proper preparation prevents poor performance, it's best to start way before the holiday season.

How to grow your email list?

There's more than one proven strategy to grow an email list. Yet, time and time again, we were convinced that opt-in popups are the unbeatable way to capture quality leads effortlessly and quickly.



NEXT:

How do you create high-converting Christmas popups and forms?

Form & popup creation: Best practices

How to create a high-converting popup? (+Examples)

Whether your email list has 1 or 1 million contacts, the following tips on best popup practices will help you grow it effectively. Let's look in-depth into each popup element:

Design

- Include relevant, high-quality images or graphics that align with your content to maintain credibility
- Keep minimalistic design – avoid all excessive design elements that can distract from the main message
- Use colors that match your brand and are consistent with your website's design
- Select easy-to-read fonts for headlines and body text; the web-safe fonts are Arial, Helvetica, and Times New Roman
- Ensure the popup is mobile-friendly and displays correctly on various devices
- Include a clear and easily accessible close button to decrease the bounce rate.



Pro Tip. Consider color psychology to evoke desired emotions in your audience. For example, Christmas-related colors like red, green, and gold carry festive connotations.

Example

The example popup is a dark-themed modal window with a close button (X) in the top right corner. On the left side, there is a stack of three gift boxes with gold ribbons and bows, set against a background of small white stars. The main text on the right reads "Additional 15% OFF everything" in a large, bold, gold font. Below this, a smaller line of text says "Sign up and get a secret discount code to save this holiday season!". There are two input fields: "Enter your email" and "Enter your name", both with dark gray backgrounds and white text. Below the input fields is a prominent orange button with the text "CLAIM 15% OFF" in white. At the bottom, a small line of text states "We value your privacy and will never send irrelevant information".

Source: Sender popup template

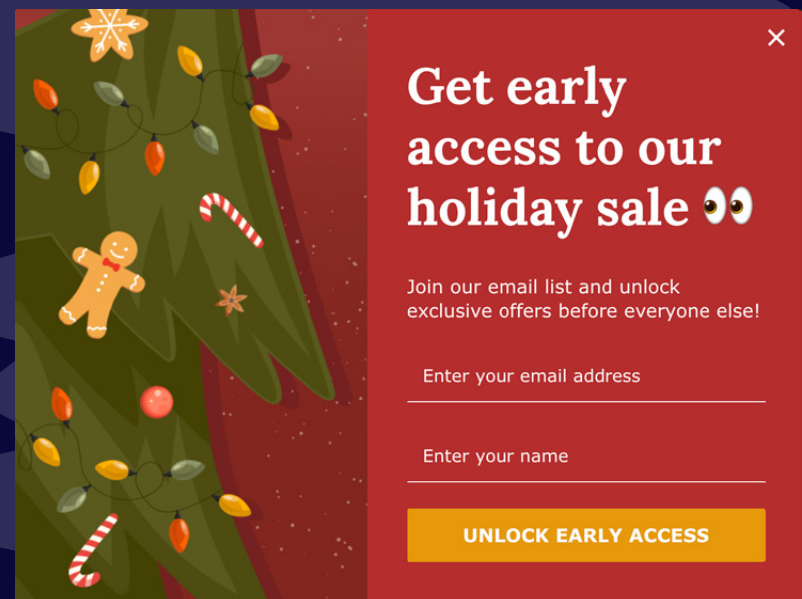
Copy

- Make your headline succinct and attention-grabbing, allowing the reader to understand the value in a split second
- Complement the headline with a subheadline that provides additional context or incentive
- Use a tone that fits your brand, preferably friendly, fun and festive – it's Christmas, after all!
- Highlight the benefits of your offer rather than just listing features – describe how your offer solves a problem or fulfills a need
- Create a genuine urgency or scarcity by mentioning limited-time offers or quantities
- Tailor the copy to match the content or page where the popup appears.



Pro Tip. Include trust-building elements like testimonials, reviews, or security badges. But only if they don't overwhelm the site visitor.

Example



Source: Sender popup template

CTA

- Make your CTA text specific and use action-oriented words – clearly convey what you want the user to do (e.g., "Subscribe Now," "Get 20% Off")
- Emphasize the value or benefits the user will gain by clicking the CTA (e.g., "Unlock Exclusive Access")
- Use contrasting colors for the CTA button to make it stand out from the rest of the page.

Example

Win a \$50 Gift Card!

Subscribe to our newsletter to enter the holiday giveaway.

Enter your email address

Enter your name





ENTER TO WIN

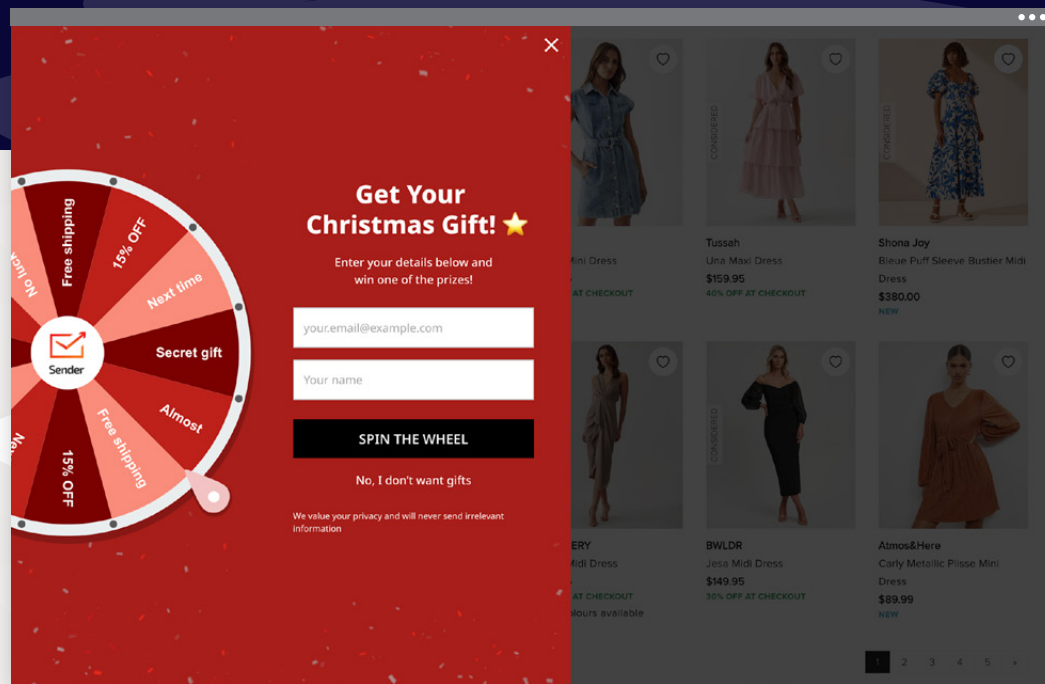
We value your privacy and will never send irrelevant information.

Source: Sender popup template

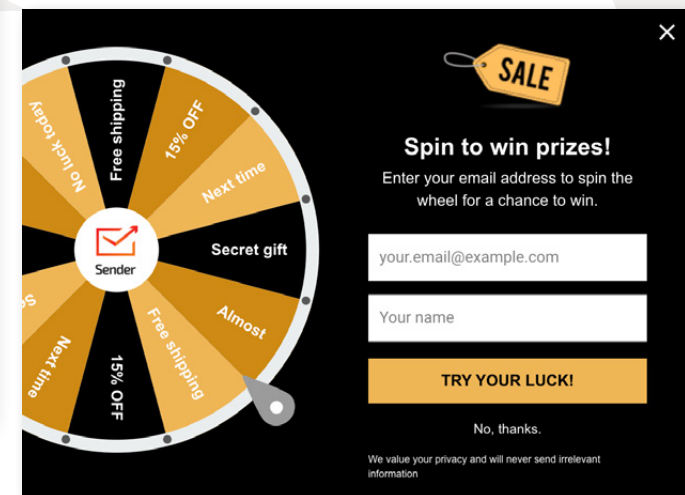
Triggers

Choose triggers that fit your goal best:

-  **Exit-intent popups.** Trigger popups when a user is about to exit your website, offering discounts, special offers, or downloadable resources to entice them to stay or convert
-  **Time-based popups.** Show popups after a certain amount of time spent on a page. Start with a longer delay (60 seconds) for informational content and a shorter delay (15 seconds) for product pages
-  **Scroll-triggered popups.** Activate popups when users scroll down a specific percentage of a page to capture and convert already interested visitors
-  **Click-triggered popups.** Display popups when users click on a specific link or button. Ensure the linked text or button text hints at the value the user will receive.



Source: Sender Spin-to-win form templates



Gamification: Spin-the-wheel popups

Spin-to-win popups gamify the shopping experience, making it more engaging and incentivizing customers to leave their email addresses for a chance to win the prize. It boosts lead generation AND also drives sales.

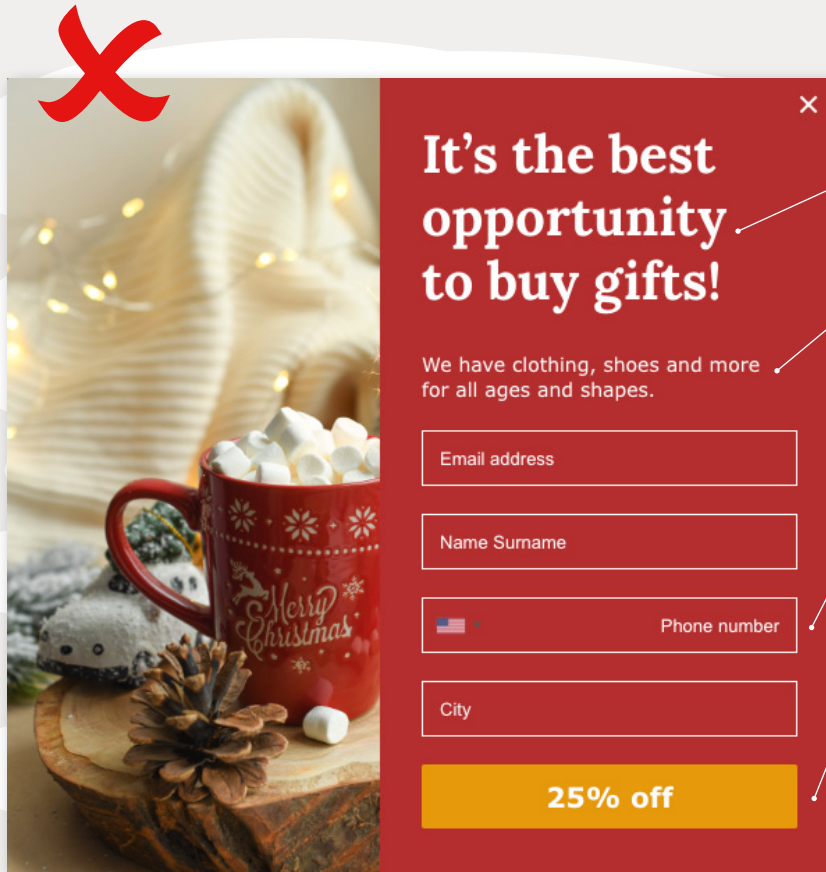
- Keep it comprehensible and human-friendly. Visitors should easily understand how to spin the wheel and claim their prize
- Offer prizes that provide real value to your visitors and are relevant to your product or service, ensuring they'll get it in exchange for their email addresses

- When the user spins the wheel, the prize will appear on the wheel. However, it's crucial to send an automated welcome email. This step ensures that, even if they don't purchase immediately, you start the nurturing process towards conversion.



Pro Tip. Schedule your spin-the-wheel popup's start and end in advance so you're sure everything's on point and can enjoy your Christmas dinner without thinking about popups.

How to improve your popups?



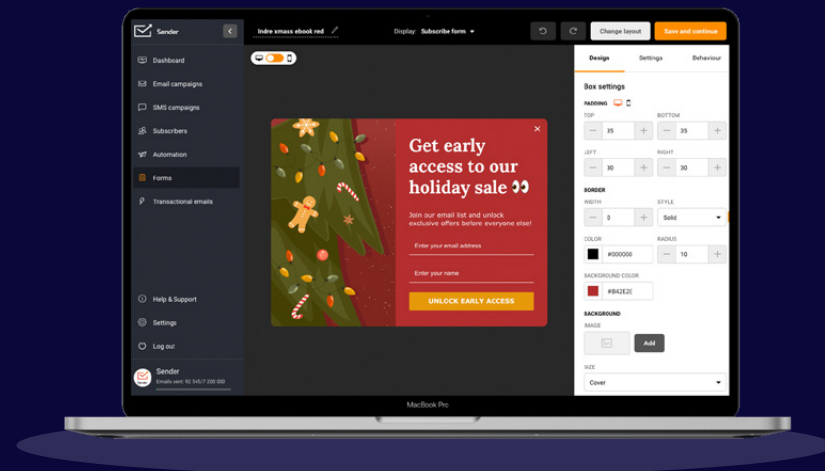
- 01 Headline should quickly communicate value
- 02 Subheadline should focus on benefits for newly subscribed
- 03 Ask as little personal information as possible
- 04 Use action-oriented words and include what the reader gets in CTA



Source: Sender popup template

Bonus expert tips:

- A/B test different triggers, timings, and content to refine your approach and maximize conversions
- Implement an exit-intent popup on your shopping cart page offering a discount to reduce abandoned carts
- Use page-specific popups that align with the page's content. For instance, offer 25% off last season's clothing catalog or a free care kit with new-in sneakers
- On product pages, opt to display popups with discounts rather than email sign-up popups
- After users complete the desired action, direct them to a dedicated thank-you page with a secondary CTA for further engagement (e.g., "Continue Shopping")
- The less information you ask, the bigger your chances of receiving it. Usually, asking just for the email address is enough
- Inform users how their data will be used and about opt-out options to build trust and increase the chances of conversion
- Set how often a user sees the popup, as excessive popups can be overwhelming
- Experiment with design, copy, and incentives to find the most effective popup combination.



Does growing your email list at lightning speed seem tempting?

Create high-converting popups effortlessly and at no cost with a human-friendly popup builder.

Try it utterly free today with Sender.

Taking care of your email list

Unfortunately, constantly adding new contacts to your list isn't enough. To ensure your email list has only engaged prospects, you must review it consistently. Here's how you maintain and improve the quality of your email list:

- **Re-engage.** Consider sending the inactive subscribers re-engagement emails with special offers, surveys, or "We Miss You" messages.
- **Clean it regularly.** Remove subscribers from the list if they haven't opened or clicked on your emails in a long time.
- **Monitor engagement metrics.** Keep an eye on open, click-through, and conversion rates to understand what's resonating with your audience and adjust your strategy accordingly. We'll delve deeper into key metrics analysis in the 'Analyzing your campaign performance' section.

Finally, you should **divide your email list into segments** based on interests, demographics, and behavior to send targeted emails and relevant content, which leads to better engagement and conversion rates. These are 4 main segments based on the customer's history with your brand:

01

The **VIP segment** consists of customers who spent the most, bought at least two times, or are regular buyers. They're less likely to look for discounts.

To effectively engage your VIP customers, making them feel valued is essential. Consider inviting them to join an exclusive membership or loyalty program and offer perks like early access to sales and new product launches.



Pro Tip: VIP customers are more likely to provide valuable feedback. Given the significance of their opinions, set up an automated feedback email sequence tailored to this segment.



Christmas season idea: Invite your VIP customers to early holiday sales. Accentuate that they're the first ones to be able to shop the deal; they can buy the products that are usually quickly sold out and have them delivered early before the holidays. If you're selling services, emphasize that VIP customers don't have to wait during a busy period.

Taking care of your email list

02

New subscribers segment that should receive welcome messages.

Create a dedicated welcome email sequence tailored to effectively engage and convert new subscribers. After the initial welcome email, the subscribers get an impression of what to expect from the following emails, so you should think it out to the last detail, including content, design, and brand voice. Here's what you should include in your welcome email sequence:

- **Product-focused email.** Highlight your product or service's key features and benefits, showcasing its value to new subscribers
- **Educational email** (with the best-performing blog post or onboarding). Share valuable information or resources related to your industry or niche, helping new subscribers learn more about your brand
- **Special offer email.** Provide an exclusive discount or promotion to motivate new subscribers to make repeat purchase
- **Product demo offer** (mostly for B2B). Offer a product demonstration or trial to introduce your solution and its benefits.



Pro Tip: Include 'Follow us on social media' block in your welcome emails, encouraging the new subscribers to engage with you on other important channels.



Christmas season idea: Offer a free holiday-related gift with the new subscriber's purchase.

Taking care of your email list

03

Discount-only shoppers segment comprising subscribers who often show less interest in new product launches.

Tailor your communication to these subscribers by regularly sending them sale announcements, exclusive discount codes, and automated birthday offers to keep them engaged and motivated to make purchases.



Christmas season idea: Send an email announcing a holiday sale.



04

Recent buyers segment consisting of customers who bought from you in the past 30 days.

Target this segment with upsell or cross-sell emails based on their recent purchases. For instance, if they've bought a laptop in the past 30 days, you can recommend accessories like a mouse, headphones, or other items to enhance their experience.



Christmas season idea: Offer a BOGO deal on recommended items, suggesting the second item can be gifted during Christmas. Alternatively, you can upsell with an email offering to wrap the recently bought items as a Christmas gift for a small extra cost.

Crafting compelling emails

How to ensure your subscribers can't resist opening your email?

Thanks to a poorly crafted subject line and preview text, it can all go to waste even if you offer the world in your email. Lucky for you, there's a formula for creating effective subject lines and preview texts:

Subject line

- Aim for 21-38 characters, and be concise
- Ignite curiosity: pose a question, use a teaser, or hint about email content
- Communicate the value of opening the email
- Match with email content to avoid frustration
- Use emojis to add visual interest but do it sparingly and ensure it's relevant
- Never capitalize all letters



Pro Tip. To make it irresistible, personalize the subject line with the recipient's name or other details (e.g., recent purchase).

Preview text

- Stick to 30-80 characters
- Use it to continue or expand on the subject line's idea
- Highlight the value hidden inside
- Put the most important words in front as the email client may cut them



How to ensure your subscribers like love what they find in the email?

01

Include an offer that's impossible to refuse

No doubt, your subscribers are expecting seasonal deals. To drive sales, give them just that and a bit more. Here's a list to choose from:

- Discounts for product groups
- BOGO (Buy One Get One)
- Bundle deals
- Free smaller product
- Free shipping
- Free upgrade
- Loyalty points
- Flash sales



Pro Tip. For good measure, highlight the limited time to use it (FOMO), throw in a free item with every purchase, or offer to wrap the gift.

02

Don't underestimate the content

Straight-to-the-point email content always works best, but it doesn't mean you can't play with it for better results:

- Keep it up to 200-250 words and break it into separate paragraphs
- Personalize based on the recipient's preferences and behaviors
- Focus on a single main message or CTA
- Add an "unsubscribe" link
- Consider including social proof or personalized recommendations as an additional incentive



Pro Tip. Enhance your email content with storytelling for a captivating audience experience. For example, instead of dull product listings, use narratives to showcase the benefits effectively.

03

Close with a banger CTA

This is the final step before sealing the deal, a cherry on top if you will. Here's how to make the most of it:

- Create a sense of urgency with words like "Now" and "Today"
- Use a verb that encourages action
- If it's free, ensure you include it
- Say what awaits after clicking, e.g., "Get a Free Gift"

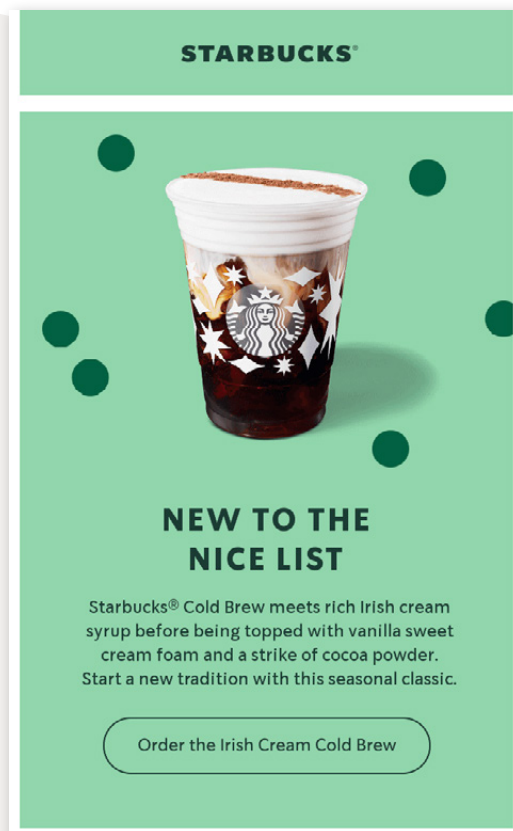


How to create a visually stunning email that lures subscribers in?

No, not with bright colors and flashy images. We're talking about good design that catches the eye and eases readability. Do the following to avoid the most common Christmas email mistakes made by marketers:

Brand your email

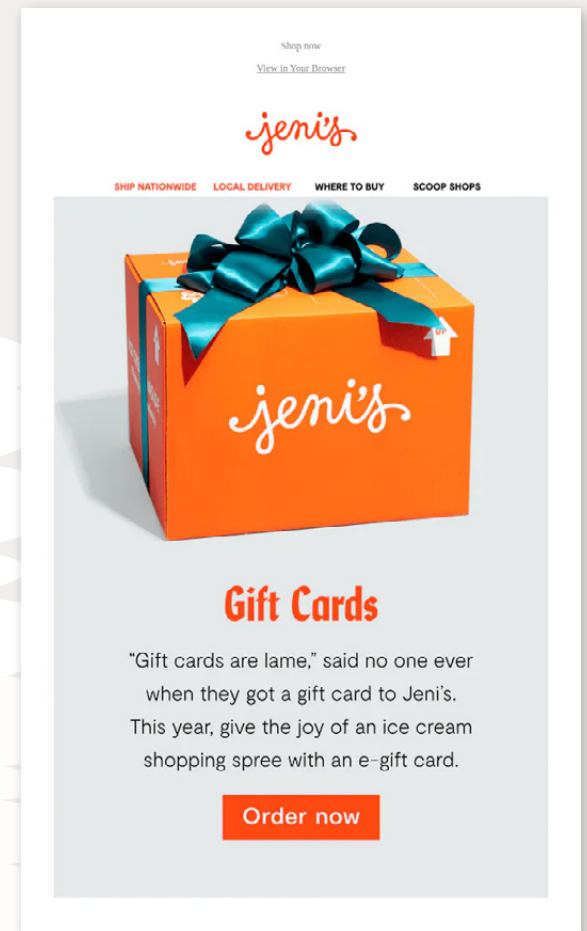
Use brand-consistent design elements: your logo, color palette, typography, and other details relevant to your branding.



Ensure readability

These best practices ensure that your email is easy to read every time:

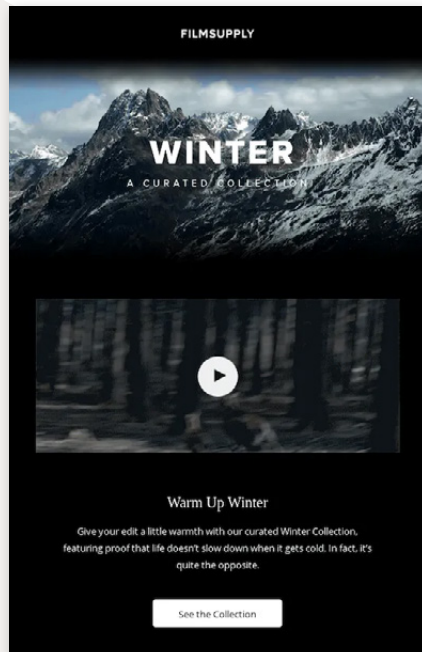
- Leave plenty of white space to avoid overcrowding the email
- Ensure proper spacing between different email elements
- Use visual hierarchy, headers and subheaders, bullet points, and lists to guide the reader through the content seamlessly
- Set important text at a minimum of 16px, and use 18px-20px for headers.



How to create a visually stunning email that lures subscribers in?

Include visually unique content

Incorporate on-brand and engaging product images and interactive elements like videos, GIFs, animations, etc.



Improve deliverability

To ensure your Christmas emails reach the inbox and not the spam folder, focus on enhancing deliverability by optimizing your email size. The most effective approach is to utilize .png format images and compress them. If your email provider doesn't do it automatically, you can use a tool like www.tinypng.com.

Reducing the email size also guarantees that the entire message is delivered intact. Aim for a size below 102 kb, as any part above is cut, and the subscribers have to click on "View the entire message" to see the rest.



More tips for making the mark:

- Use responsive design so that your email looks good on any screen
- Use the power of contrast to lead the reader's eyes where you want to (e.g., make the CTA button in brighter color)
- Highlight the most important parts with larger images and fonts and put them higher in the email



Designing automated sequences

Why automate Christmas email marketing campaigns?

75%+

Over 75% of marketing departments increased their conversion rates by implementing marketing automation software.

(Source: Oracle, 2022)

18x

Sending targeted emails using marketing automation software can drive 18 times more revenue than general, irrelevant email blasts.

(Source: Software Path, 2020)



Automated email sequence blueprint for holidays



Below, you'll find a holiday email sequence. It's not set in stone, so you should add or remove elements based on your business goals:

Welcome to the Subscribers List Email	Send this email to your newest prospects once they sign up.
Holiday Gift Guide Email	Curate Christmas gift guides with your top products to present them as great purchase options. Send this email to all active subscribers.
VIP Early Holiday Sale Emails	Give your most loyal and valued customers early access to exclusive Christmas sales. Send this email to VIP subscribers.
Holiday Sale Announcement Emails	Inform about your biggest holiday-themed discounts and limited-time offers. Send this email to all non-VIP subscribers.
Last-Minute Gift Ideas Email	Remind your audience that there's still time to buy a Christmas gift from your business. Send this email to subscribers who still haven't purchased during the holiday sale.
Post-Sale Thank You Email	Thank each customer for their purchase and include a reminder of ongoing sales (optional).

Planning your sending schedule



A well-structured sending schedule helps you stay relevant. Conversely, emailing subscribers after a period of silence or in erratic patterns might lead to high bounce and unsubscribe rates. Moreover, a meticulous sending schedule can enhance your open rates, as your emails are more likely to be seen when delivered at the right time.

Type of email	Day to send	Time to send
Welcome Series to the Subscribers List Email	Across 30 days after the subscriber submitted their email address, the first being sent within 24 hours.	 Best times 8-10 AM, 1-3 PM, 5-6 PM (local time) for B2C, and 10 AM for B2B.
Holiday Gift Guide Email	A week before major shopping holidays like Black Friday.	
VIP Early Holiday Sale Emails	1-3 days before the start of official Black Friday and Christmas sales.	
Holiday Sale Announcement Email	On the days of Black Friday and Christmas sales.	 Day of week Any day from Tuesday to Friday for both B2C & B2B.
Last-Minute Gift Ideas Email	A week before the last shipping date for guaranteed Christmas delivery.	
Post-Sale Thank You Email	24 hours after a purchase was made.	



Setting up the email sequence

Once your marvelous holiday marketing emails are underway, you have an opportunity to sit back and watch sales pour in. How? Automate the email sequence in a few easy steps:

Upload the email content

✓ DOS

- Left or center-aligned
- Font size between 15-18pt
- Proofread several times for spelling and flow

✗ DON'TS

- Excessive exclamation points, all caps, or misleading content
- Over 3 different size fonts
- Over 2 CTAs

Include text messages

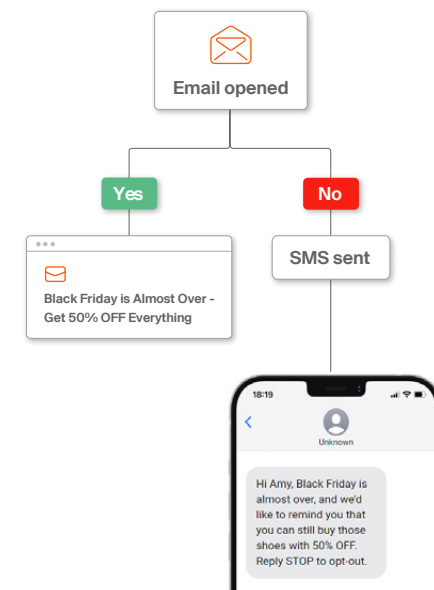
- Did you collect your prospects' mobile numbers too? When the open rate is 98% (Source: Sender, 2023), including text in your holiday marketing strategy, is a no-brainer.
- It's best to send SMS messages to subscribers who haven't opened your email or to remind them about sales ending soon.

Enable automation

- Create an automation sequence: configure triggers and set up emails/SMS sent when they're activated.
- Segment your prospects by geolocation to set up triggers based on their time zones.

Test. Test. Test

Once you've built an automated workflow, test it to ensure triggers are working correctly and the emails look good on any device. There's no such thing as too much testing. Better safe than sorry, as they say.



Mixing automation into your email marketing is a game changer for boosting conversions.

A simple email reminder with a discount code sent at the right time for inactive or disengaged users can crank up the win-back approach effectiveness to the maximum. The best part? An intuitive workflow builder makes the setup of email automation effortless. Not to mention, it's free!

Get Started For Free >>

Analyzing your campaign performance

Even if your holiday email campaigns are successful, there's always room for improvement. Monitoring key metrics provides insights on optimizing it for even better results. That said, let's look at the most significant performance indicators and how they could be improved:

Poor open rates

Boring subject line

Think about how you can spark curiosity and convey value. A/B test to find what works best.

Bad timing

Experiment with different sending times to find the optimal schedule.

Reputation and distrust

Use your brand's name and email address. Avoid using spammy words.

Overwhelming frequency

Reconsider the number of emails sent to your subscribers.

Poor click-through rates (CTR)

Weak CTA

Rewrite CTA to be clear and compelling. People should know exactly what you want them to do.

Lengthy or unappealing content

Shorten the copy or redesign the offer (change the discount and conditions or how you present it).

Unengaged subscribers

Remove inactive subscribers or create re-engagement campaigns.

Poor conversions

Ineffective landing pages

Ensure it aligns with the email content, check loading speed, and set up exit intent popups. Consider including social proof.

Complex conversion process

Simplify the checkout process by minimizing steps, reducing form fields, and testing it in real time.



Templates, tips & tricks

Subject lines & preview texts

Here are some interesting numbers to explain why the subject line quality matters. Here's what 2023's statistics say about the number of emails opened based on the subject line:



47%

of email recipients open an email based on the subject line

(Source: Zippia, 2023)



69%

of email recipients report spam on the subject line alone

(Source: Invespcro, 2023)

What makes a good subject line?

33% of email recipients open emails with attention-grabbing subject lines. (Source: Zippia, 2023)

There are two main ways to make yours captivating:

1. Use catchy words and symbols

- Words and phrases that create a sense of urgency can increase the open rate by **22%**. The same goes for ones that induce curiosity. (Source: Zippia, 2023)
- The word “free” can increase the open rate by **10%** while “video” by **7%** to **13%**. However, the word “newsletter” can decrease the open rate by **18.7%**. (Source: Gitnux, 2023)
- The subject line with the keyword “how to” has an average open rate of **37.2%**. (Source: Gitnux, 2023)
- Including numbers can lead to a **57%** average open rate and emojis – **56%**. (Source: Gitnux, 2023)
- A question mark in email subject lines increases the open rate by **44.4%**. (Source: Zippia, 2023)

2. Use the power of segmentation and personalization

- Segmenting your email list also leads to highly effective subject lines. To increase open rates and engagement, craft subject lines that resonate with each group.
- Personalizing your subject lines based on customers' demographics, preferences, and behavior increases email open rates by at least **50%**. For example, with the first name included, the open rate is higher at **29%**. (Source: Gitnux, 2023)

Subject line + preview text examples

What does a good email-opening duo look like? Once your subject line catches your readers' attention, add a preview text summarizing the email's value to spark curiosity and encourage recipients to explore further. It's actually that simple! Here are 10 irresistible subject lines and preview text combinations you can use for inspiration:

Subject line: 🎁 [Name], Enjoy 15% Off Everything!
Preview text: Holiday savings are here for a limited time!

Subject line: 🛍️ [Name], Shop the Season with 25% Off!
Preview text: Exclusive holiday deal just for you awaits inside.

Subject line: ⌚ Last Chance for 15% Off Everything!
Preview text: Don't miss out on our holiday savings – time's ticking!

Subject line: 🎁 [Name], Enjoy Free Shipping on All Orders!
Preview text: Celebrate the holidays by spending less on your favorites!

Subject line: 🎄 [Name], Your Holiday Gift Awaits
Preview text: Give and receive with free shipping this season.

Subject line: 🎉 Festive Treat: Free Shipping for [Name]!
Preview text: Shop for yourself and your loved ones stress-free!

Subject line: 🎁 [Name], Gift Yourself!
Preview text: Buy One, Get One Free Today!

Subject line: 🛍️ [Name], Don't Miss Out!
Preview text: Grab your free item before it's gone!

Subject line: 🎉 Unlock Big Savings with Bundles!
Preview text: [Name], shop smart this season with our offers.

Subject line: ⌚ [Name], Don't Wait! Grab A Free Gift
Preview text: Limited quantities available – explore our bundles!



6 ready-to-send email templates for holiday marketing

Self-love

Subject line: 🎁 Treat Yourself This Holiday Season

Preview text: Enjoy a lovely 25% off sitewide

Hi [First Name]!

The season of giving is here, and guess what? It's time to treat yourself! 🌲 ✨

Embrace the joy of self-care and indulge in our exclusive holiday offer: a delightful 25% off sitewide. 🛍️ 🧑🏻‍🎄

Whether it's that cozy sweater you've been eyeing or something to brighten your space, now's your chance to unwrap a gift for yourself. After all, you've been spreading cheer all year! 🎁 ❤️

Use code TREATME25 at checkout and enjoy a special holiday treat from us. Hurry, this festive offer lasts only until [Date and time]! ✨

[CTA Button: Choose Your Gift]

Exclusivity

Subject line: Unwrap the Magic: Flash Sale Alert! 🎁

Preview text: Shop now and get a \$50 gift!

Happy Holidays, [First Name]!

Get ready to unwrap the holiday magic... 🌲 As a token of our gratitude for your loyalty, we're thrilled to invite you to our Exclusive Holiday Sale.

🎁 Shop now and enjoy fantastic discounts on your favorite items. But that's not all – as a special treat, we're gifting you a \$50-worth surprise! 🎉

It's our way of saying thank you for being a part of our incredible journey.

Spread joy, shop, and claim your gift before it's gone.

[CTA Button: Use Exclusive Offer]

6 ready-to-send email templates for holiday marketing

Urge to buy all the gifts now

Subject line: 🕒 Last Chance: Flash Sale Ends Soon!

Preview text: Shop unique gifts and enjoy FREE shipping over \$100!

Hi [First Name]!

Ready to make this season even merrier? Our Flash Sale is here to spread joy! 🎉

Shop now and snag unique gifts for everyone on your list. Here's some extra magic: Spend over \$100 and enjoy FREE shipping!

From cozy knits to delightful stocking stuffers, we've got presents that'll have everyone grinning ear to ear. Don't miss out – the clock's ticking! ⌚

[CTA Button: Shop Now]

A one-time offer

Subject line: 🎁 Double the Joy: Exclusive Offer Inside!

Preview text: Enjoy the gift of giving with our limited-time BOGO deal

Hey [First Name],

Happy holidays from [Your Brand]! ✨ Brace yourself for a deal like no other – our exclusive Buy One Get One offer! 🎁

Imagine: With every purchase, you get another treat for yourself or a loved one. We'll have this offer only one time, so hurry! 🌲

Shop now and double the holiday cheer! 🛍️

[CTA Button: Buy One, Get One]

6 ready-to-send email templates for holiday marketing

Reminder to take care of gifts

Subject line: 🎁 You Still Have Time!

Preview text: Save 20% on all gifts and receive them before Christmas

Hey [First Name]!

Enjoy a festive 20% off sitewide with promo code: HOLIDAYJOY.

It's our gift to make your season even brighter. 🛍️
But hurry; time is running out to snag these savings and deliver your gifts before the holidays. 🚚🎁

Don't miss out on spreading the joy with our curated collection.

[CTA Button: Shop Now]

Limited edition product announcement

Subject line: New Product Drop Alert! 🎁

Preview text: Limited Edition Christmas [Product] – Get Yours Now! 🌲

Hi [First Name],

The holidays are almost here, and we've got something magical for you: our Limited Edition Christmas [Product] [Product Name]!

🌟 **What Makes It Special:** [Briefly mention the unique features or benefits.]

🎁 **Limited Stock:** Act fast - this limited edition is flying off the shelves!

👤 **Perfect for Gifting:** Spread the joy with a unique holiday gift!

🚚 **Fast Shipping:** Order now for on-time delivery.

🛒 [CTA Button: Shop Now]


Warm wishes,
[Your Company Name]

[CTA Button: Shop Now]

Best text marketing practices and 5 ready-to-send templates

If you've decided to include SMS messages in your holiday marketing strategy, you've made the right choice. Here's what to consider when you begin:

- 🔊 **Make it short.** There's a 160-character limit; if you go over, the SMS message might be split in two and cost you double.
- 🔊 **Go straight to the point.** The reader should understand your main message after the first glance at your SMS.
- 🔊 **Get your timing right.** Send an SMS when your audience will likely read it, for example, during a business day's lunch.
- 🔊 **Shorten the URLs.** If you're including links in your text message, use shortened URLs to save space and make clicking easier.
- 🔊 **Include an opt-out option.** Be clear about how the recipient can stop receiving SMS messages from your brand.
- 🔊 **Personalize.** Use details about your customers for personalizing your SMS messages with their names, preferences, and location offers.



Text messages are more immediate than emails, so it's best you reserve these means for your most exciting or compelling messages.

Text message examples:

Crafting a compelling yet concise SMS text can be a challenge. But nothing you can't do with a bit of inspiration! Here are 5 stellar holiday marketing text templates to get you started:

🎄 Hi there! 🎁 Enjoy 20% off your holiday shopping at [Store] with code HOLIDAY20. Happy shopping!

🛍️ Hey [Name], ready to save big this season? Spend \$50 at [Store] and get FREE shipping. Start shopping now!

🎅 Last-minute gift shopping? Don't forget your cart at [Store]! Complete your purchase now and save 15%. Use the code CART15.

🎄 [Name], your cart misses you at [Store]! Come back and enjoy 15% off your abandoned items. Use code COMEBACK15.

🎅 Get ready to unwrap happiness, [Name]! Enjoy our Bundle Offer and make this holiday memorable. Click here to shop: [Link to Your Store]

🎁 Hey [Name], unwrap joy this season with our Holiday Bundle Deal – twice the gifts, double the fun!

10 super tips and tricks for your holiday marketing campaign

As perfection knows no bounds, we share more effective marketing campaign practices that excel in boosting sales:

1. Define your goal and stay focused on it

What you decide to accomplish with your campaign can make or break the success of it. A clear goal helps you not only to come up with an irresistible offer but also to stay on course until the end.

What could be your campaign's objectives?

- Convince existing customers to buy again
- Convert prospects to customers
- Nurture new leads
- Acquire new customers
- Shift free users to paid

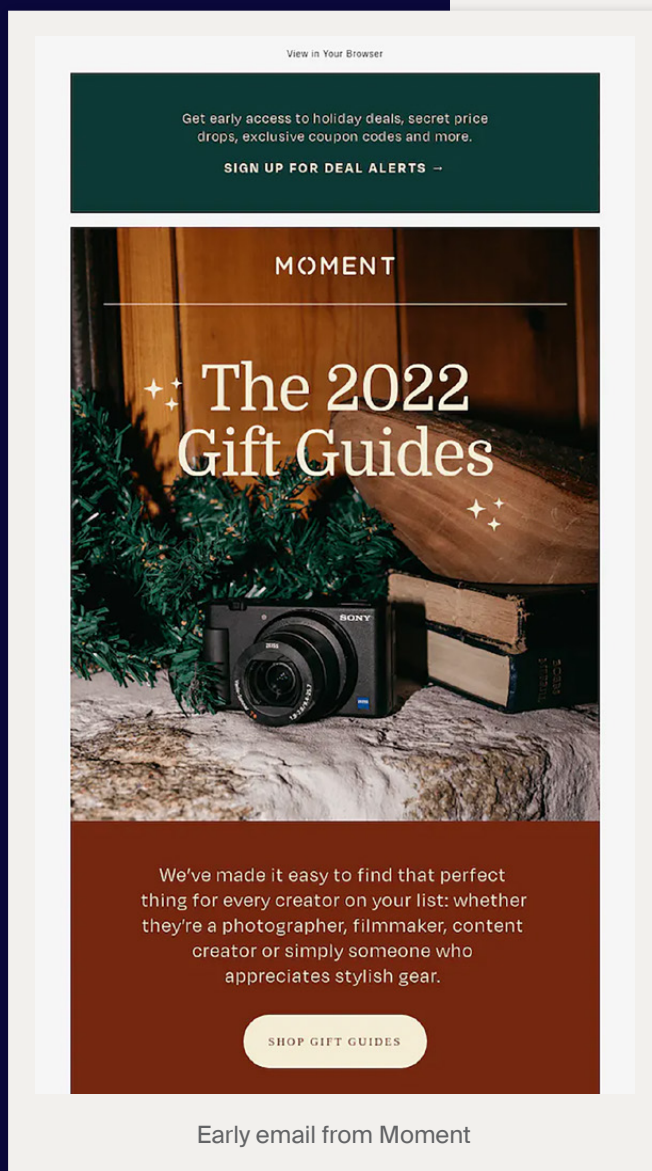
Once you have a set goal, it's much easier to plan the rest of the campaign. For example, if you want to nurture new leads, you might consider the following:

- Early warm-up discounts
- Product samples
- Personalized recommendations
- Refer-a-friend rewards

Example



Example



Early email from Moment

2. Start planning your Christmas campaign (almost too) early

Thoroughly planning your campaign means fewer unpleasant surprises in the future. That's why you should start working on your seasonal marketing campaign as early as September or even August. Here are the key steps:

Design personalized offers to different user segments

To maximize the success of your Christmas marketing campaign, you should design effective and personalized offers tailored to different user segments. Here's how you do it:

1. Tailor your offers to each segment's preferences. For example, offer discounts on products or services that align with their past purchases or interests.
2. Consider offering exclusive deals or early access to specific segments, making them feel valued and special.
3. Collect customer feedback and use it to fine-tune your personalized offers and campaigns as you approach Christmas and beyond.

Build and optimize your marketing funnel elements

Effectively optimizing your marketing funnel elements ultimately drives better results and helps achieve your campaign goals. Consider these elements:

- Create dedicated **landing pages** tailored to your campaign. Ensure they are visually appealing, user-friendly, and optimized for conversions.
- Implement strategic **popups** on your website to capture email addresses and offer exclusive holiday discounts or promotions.
- Craft compelling **ad creatives** and target them effectively to reach your audience on platforms like Google Ads, Facebook, or Instagram.
- Design and schedule a series of holiday-themed **email campaigns** that resonate with your audience. Include enticing subject lines and valuable content.
- **Incorporate SMS marketing** into your campaign for timely promotions, order updates, and abandoned cart reminders.
- Set up **marketing automation** workflows to nurture leads, automate follow-ups, and provide a seamless customer experience.

3. Give to a worthy cause

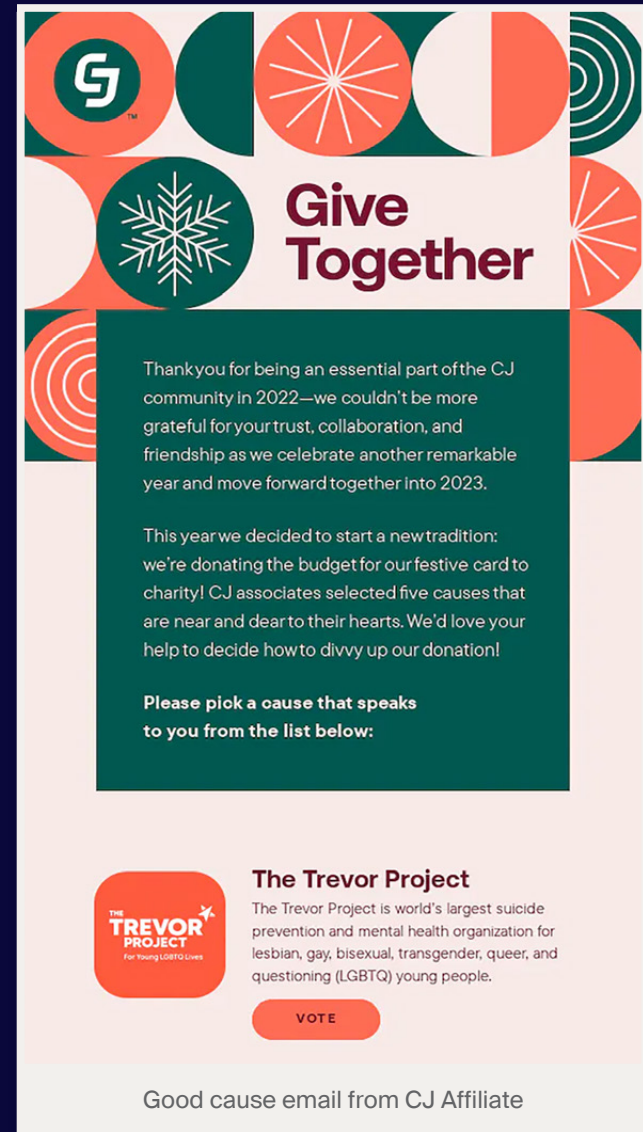
Share and show that you care – give a cause that supports your brand’s values and is popular with your audience. If it works as a donation from every sale, spending in your store will be an additional incentive. Convey this to your customers every time they purchase.

4. Build a genuine connection with your subscribers

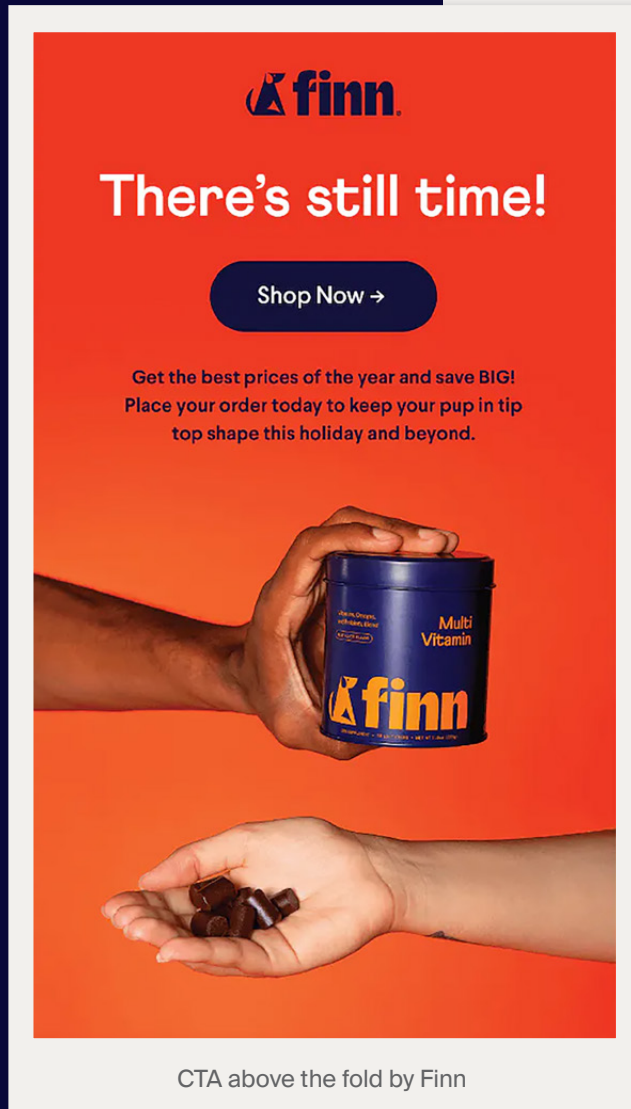
Even in this digital day and age, consumers tend to value authenticity and connection over everything else. Here’s how you, as a brand, can create and maintain mutual communication with your audience:

- **No ‘no reply’ in your email address.** As it prevents the recipients from responding and even opting out of further messages, “no reply” in an email can feel like hitting a brick wall.
- **Use a real person’s email signature.** People are naturally drawn to other people, so your email has a much bigger chance of being read if it’s signed by a human being rather than a collective team.
- **Let your audience talk.** Give your recipients easy means to reach you: include social media buttons, customer services contacts, or invite them to reply directly to your email. Answer them as quickly as you can.

Example



Example



5. Trigger FOMO

The Fear of Missing Out (FOMO) combines two senses: urgency and scarcity. Triggering is a powerful tactic to urge prospects to buy here and now. Here are some ideas on how to implement it:

- Build anticipation with sneak peeks and hints to create desire before the offer is available
- Use countdown timers to show urgency and low stock alerts to communicate scarcity
- Promote exclusive offers available only for a selected group of customers
- Highlight that the offer is a rare chance to upgrade an existing product

6. Keep the main message and CTA above the fold

In other words, place it where the recipients can see it without scrolling down. Even if scrolling comes naturally, the information above the fold will always be seen first after opening your email, thus increasing your conversion rate.

7. Choose HTML or plain-text email

Before crafting your email, decide which format you'll choose: plain text or HTML.

Each has pros & cons you need to look at depending on your industry:

	Plain-Text emails	HTML emails
Design	Consists solely of unformatted text without any HTML or styling elements	Has enabled formatting, styling, and multimedia elements such as images and links
Formatting	Limited to basic text, no formatting or styling	Visually rich and interactive
Personalization	Feels more intimate, as a personal message	Personalization possible with dynamic content
Deliverability	Higher deliverability, less likely to be flagged	Can be marked as spam due to broken tags or design errors

Other things to consider when choosing the format:

- Split test both formats to see which one performs the best;
- Consider how important is the loading time since HTML emails may load longer due to images;
- Always offer a plain text version for better accessibility.



Create stunning emails without the designer's help. Use premade email templates and drag-and-drop builder to save time and resources.

8. Use popups for different goals

Popups have versatile uses you can benefit from:

- Grow your email list by offering incentives for reader's email addresses
- Redirect casual visitors to the holiday offers page
- Recover lost revenue from abandoned carts by offering a special discount before exiting the page
- Offer first-time visitors exclusive discounts as a nudge for the first purchase.

9. Leverage the power of social media

Even if emails and texts highly benefit your holiday marketing campaign, it's always best to scale your efforts across different channels. One such is social media networks:

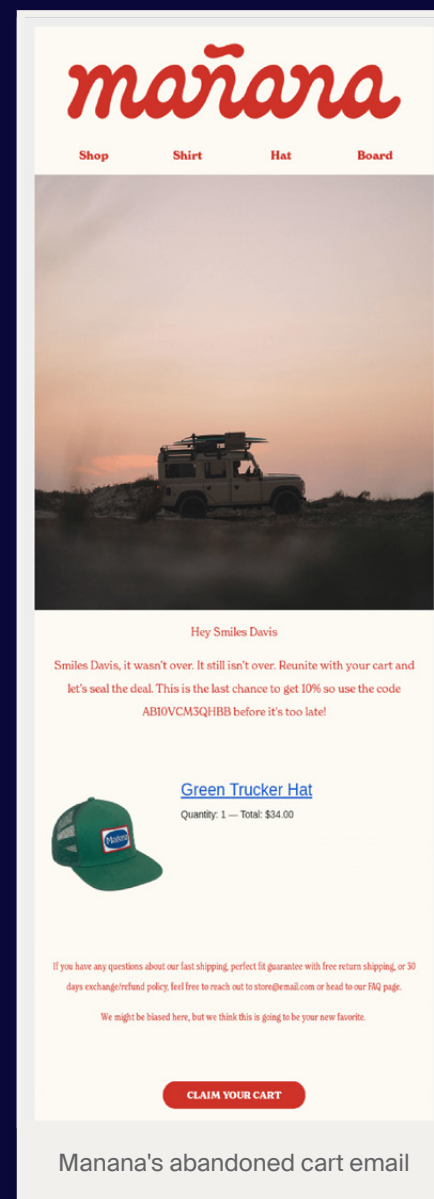
- **Promote your offers in various channels.** In addition to email and SMS marketing campaigns, tease and share your exclusive deals in social media posts and ads for bigger visibility.
- **Reach more potential leads.** Share links to your squeeze pages, opt-in popups, or other landing pages on social media, where visitors can find incentives waiting in exchange for email addresses.
- **Host contests or giveaways.** Use them to promote your onsite offers further and consider including email address submissions as a condition for participation.

10. Recover lost revenue

Ecommerce stores lose \$4 trillion of revenue yearly due to abandoned carts (Source: PYMNTS, 2016). And around \$260 billion could be recovered (Source: Baymard Institute, 2023). A cart abandonment sequence can be highly effective here, so here's how to do it:

- **Email 1** with cart reminder sent 1-4 hours after cart is abandoned
- **SMS 1** with follow-up sent 2-3 days later
- **Email 2 or SMS 2** with promotional discount sent a few days after follow-up SMS

Example



Bonuses

Wordlist to induce scarcity

Last chance	Act now	Don't miss out	Grab it now
Exclusive	Limited availability	Limited edition	Final offer
Hurry	Rare	Running out	Fading fast
Only a few left	While supplies last	Almost gone	Going, going, gone

Wordlist to induce urgency

Limited-time	Today only	Countdown	Before it's gone
Hurry	Quick	Limited supply	Time-sensitive
Final hours	Immediate	Instant	Now
Urgent	Rush	Now or never	Be the first

Call to Action (CTA) templates

Get The Best Price	Claim Your Offer	Snag the Deal
Get 25% Off + Free Shipping	Start Shopping	Redeem Now
Buy Until It's Gone	Discover Deals	Score Savings
Take Your 15% Off	Save Big	Take Advantage
Shop Holiday Sale	Don't Miss Out	Act Fast
Unlock Offer	Get Yours Today	Shop and Save
Explore Discounts	Shop the Sale	Claim My 25% Off

Key takeaways (TL;DR)

All good things have to come to an end. But don't worry that you've missed something really important as we've summed up all the essentials in one place.

- 01** Start working on your inventory, pricing, and marketing strategies now.
- 02** Create your holiday marketing calendar based on certain occasions.
- 03** Build and launch lead capture popups and landing pages beforehand to pack your email list.
- 04** Following tested practices, create a series of personalized emails carrying value for the recipients.
- 05** Using these emails, set up a high-converting automation sequence.
- 06** Select different user segments and target them with tailored offers to maximize conversions.
- 07** Supercharge your automation sequences with triggered text messages to drive sales and increase revenue.
- 08** Write the email subject line, the preview text, and the CTA your subscribers can't help but engage with and reap the sweet conversion rewards.
- 09** Implement unique email and holiday marketing strategies to leave your competitors behind and gain new customers.
- 10** Don't forget to analyze your campaign's performance and keep improving in the process.



Congratulations on getting a huuuge step closer to your best holiday sales season ever! Now go and make something magical! Good luck!

Do holiday marketing campaigns already look too much to handle without thinking about where to find a decent all-in-one email and SMS marketing solution? Then look no further than Sender!

Take advantage of our feature-rich package free of charge for as long as you want (2,500 subscribers, 15,000 emails monthly), or head straight to our advanced plans that don't break the bank starting only at **\$15/mo.**

**Use Code MERRYEBOOK
and Get 20% OFF**



Sender

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