



Christmas TIPS for email marketing

SUBJECT LINE AND CONTENT

Take some festive email-writing tips from Father Christmas

EMBRACE A SENSE OF URGENCY

AND BE A SAVIOUR

It is your last chance for delivery, everything is selling out fast - but don't worry, you can order now.

Take time to review who your audience are, what they need, and what you can do for them during this busy period.

CHRISTMAS IS A TIME FOR ENGAGEMENT

and connections

CRACK THE PERFECT SUBJECT LINE

Keep fresh ideas flowing to stand out from the Claustrophobic flood of communications. Don't be afraid to embrace puns and emojis. Do a re-send to non openers with a fresh subject line!

FRAME YOUR EMAILS

as personalised festive greetings. Remember only 15% of your list are regular openers so it's never too late to make a first impression!

DATA

Check your list twice

DON'T LET THE CHRISTMAS RUSH

LET YOUR DATA GO STALE

Great segmentation and targeted activity will let your brand's family know you care.

FESTIVE MULTIVARIATE TESTING COULD BRING REWARDS.

Split your data and and truly engage your audience with personalised products and messaging.

FOCUS ON PROSPECTIVE NEW CLIENTS AND ON THOSE THAT CLICK MORE OFTEN BUT ARE NOT CONVERTING.

Christmas can be a great tipping point for sales, or a time when decision makers finally get a chance to reflect.

MAKE SURE YOU ARE COLLECTING NEW CONTACTS AND ADDING VALUE TO YOUR BRAND

10% off if you sign up for newsletters, data capture forms on the website.

Make sure you keep your nice and naughty lists updated.

DESIGN

Apply your Christmas tree decoration strategy

GET THE BASIC RIGHT

-IT HAS TO BE MOBILE FRIENDLY!

53% of emails are opened on mobile so make sure your campaign looks great on every device.

CATCH THE EYE

You only have a few seconds to catch your audiences attention, so don't be afraid to go all out on design. Experiment with festive fonts, icons, and calls to action.

Tell your customers clearly what you want out of your email - whether it is to book a table or to order your new product, make sure your call to action is central to your design and messaging.

ACTION

ENGAGE WITH YOUR AUDIENCE

Tools such as animation and interactivity will help you get creative in the way you communicate- and will tempt those all-important click-throughs.

DON'T BE AFRAID TO ASK

EXTRA TIPS

Be a good Santa!

DON'T FLOOD YOUR SUBSCRIBERS

WITH TOO MANY EMAILS

Frequency is important at Christmas, but make sure your emails are engaging and relevant or you risk being put on the naughty list!

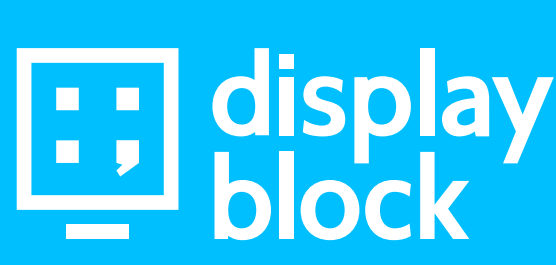
TAKE TIME TO CONNECT WITH YOUR FOLLOWING

Don't just sell! Christmas is also a great time to think about gathering customer feedback, sending e-cards, video greetings, gifts and other unique offers that will personify your brand.

MERRY CHRISTMAS

FROM THE DISPLAY BLOCK TEAM

Get in touch if you need any further help with your Christmas campaigns!



displayblock.com

Contact display block for all your email marketing needs. We do planning, design, HTML coding and campaign deployment.

SOURCES:

<https://econsultancy.com/blog/63714-30-christmas-email-marketing-tips-from-the-experts/>
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