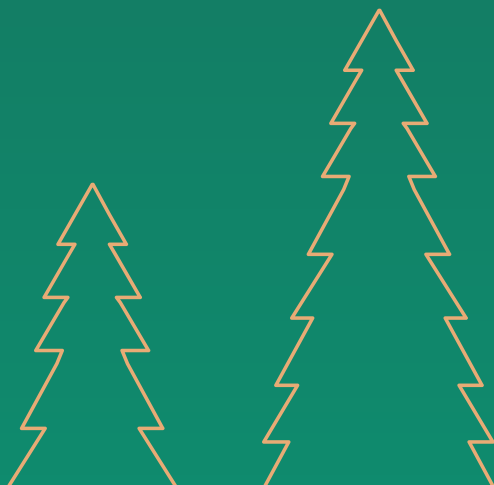




# THE BIG CHRISTMAS E-MAILING CHECKLIST



ecomail



The Christmas season is a unique opportunity to increase sales and emailing is one of the most effective ways to communicate with customers. In this checklist, we'll show you how to make the most of it to give your business a rich Christmas 🎄

**In the checklist you will find:**

- ✔ A TO-DO list at the end of each chapter
- ✔ Tips for specific campaigns
- ✔ Practical examples



# 01 | PLAN AND STRATEGY

## Recap last year

**Use the data**, you have collected from previous email campaigns. See which campaigns were successful and use them as inspiration for this year. Based on existing data, you'll be able to send relevant offers to customers and increase the likelihood of them buying from your store.

## Create your strategy

**What these tips for a killer email marketing strategy.** You'll learn which campaigns work during Christmas and how to simplify your preparation. The webinar also includes how to work effectively with contacts and tips on what to do right at the beginning of the year











## 01 | PLAN AND STRATEGY

### Create a plan for your Christmas campaign

Plan specific email campaigns **in advance**. You'll get a better idea of how many you actually want to send, and better space out your mailings. Plus, you'll avoid preparing campaigns at the last minute.

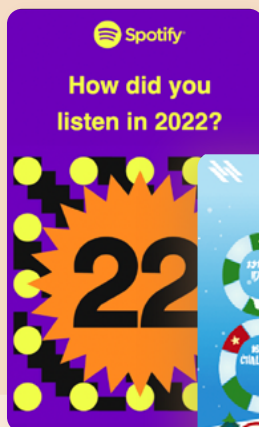
Take inspiration from our calendar. Take a look at upcoming events and evaluate whether to include them in your plan. Remember, you don't just have to send sales emails. Your customers will **appreciate other types of content** in the flood of discount offers. Plus, content campaigns are great for strengthening relationships with your recipients.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
20. 11.	21. 11.	22. 11.	23. 11.	24. 11. Black Friday 	25. 11.	26. 11.
27. 11. Cyber Monday 	28. 11.	29. 11.	30. 11.	1. 12.	2. 12.	3. 12. First Advent Sunday
4. 12.	5. 12.	6. 12. St. Nicholas Day 	7. 12.	8. 12.	9. 12.	10. 12. Advent Sunday
11. 12.	12. 12.	13. 12.	14. 12.	15. 12.	16. 12.	17. 12. Advent Sunday
18. 12.	19. 12.	20. 12.	21. 12.	22. 12. First day of winter 	23. 12.	24. 12. Christmas Eve 
25. 12. Post-Christmas discounts 	26. 12. Post-Christmas discounts	27. 12.	28. 12.	29. 12.	30. 12.	31. 12. New Year's Eve 
1. 1. 2024 New Year 						

## 01 | PLAN AND STRATEGY

**# tip** Prepare your **post-Christmas communication** in time. A lot of customers are waiting for it. During this time, they mostly **buy for themselves**, so adjust your offer accordingly. Segments that split your contacts based on the same activities are a great way to do this – for example, reach out to those who visited your e-shop before Christmas but didn't buy.

You can also **thank customers** for their loyalty, **wish them a happy new year** or use New Year's resolutions in the form of motivational newsletters.



### TO-DO LIST

- ☒ Analyse the results of last year's campaigns and see which ones worked
- ☒ Set up a Christmas strategy
- ☒ Set a specific campaign plan
- ☒ Consider post-Christmas communications

## 02 | EMAIL CAMPAIGNS

### Draw attention

During the Christmas season at Ecomail, we **send 30% more emails** than during the rest of the year. So make sure you grab the attention of your recipients. Focus mainly on the information that the recipient will see first: **the sender's name, the subject and the preheader**. Statistics show that the sender's name influences the open rate 72%, the subject 12% and the preheader 8%.

<input type="checkbox"/> ☆	Lindex	Inbox	Don't miss out on our gift
<input type="checkbox"/> ☆	Notino	Inbox	15% off everything   Make Christmas easy with code „all15“
<input type="checkbox"/> ☆	Adventure Darina	Inbox	Be the star of Christmas and give the gift of experience
<input type="checkbox"/> ☆	Veronika, PinkElephant	Inbox	A magical and sparkling Christmas with Pink Elephant
<input type="checkbox"/> ☆	Mixit	Inbox	New: Mix your own Advent calendar

**# tip** Let the AI write the best subject for you. A new feature in Ecomail offers **6 alternatives** to your subject, from which you can choose the best one. The feature, which is free for everyone, can be found in the „Settings“ section when creating a campaign.

## 02 | EMAIL CAMPAIGNS

Email subject

45 chars

Special gift - 20 % discount on everything 🎁

Recommended length is 55 characters of standard text, or 50 characters using 1x emoji or 45 characters using salutation.

✦ Generate subject using AI

Paraphrase

Exciting offer - 20 % off everything 🎁

Less formal

Awesome deal - 20 % off on everything 🎁

Less formal with emojis

🎁 Get a sweet deal! 20% off on everything 🎉

More formal

Exclusive Offer: Enjoy a 20% Discount on All Items 🎁

Shorter

20 % off everything 🎁

Longer

Don't miss out on this special gift - 20 % discount on everything 🎁

## Customize the content of your email

During the Christmas season, the main goal of newsletters is to **get users in the Christmas** spirit and get them to click through to your website, ideally to make a purchase. So be creative, but also keep in mind that you need to be specific and concise. The user won't be spending much time on your email at this time.



## 02 | EMAIL CAMPAIGNS

Take inspiration from the elements that will help you in your pre-Christmas communication:

### Christmas colours

Customize your template into a Christmas visual. To save you time, you can find ready-made Christmas templates in Ecomail.



### Themed GIFs and images

GIFs can differentiate your template and often entertain the recipient. Choose the best one directly from the photo and GIF bank, which is linked to the template editor in Ecomail. Remember that the ratio of images to text should be no more than 40%



### Countdown timer

Create a sense of urgency. Set a countdown timer in the email and ideally place it at the beginning so that it is not missed. See how to **set up the countdown timer**.

### Assure the customer of your quality

Convince the customer that your e-shop is the best choice for their purchase. Don't be afraid to **highlight the reasons why they should buy from you**. Communicate how you are better than your competitors and show reviews or awards.





## 02 | EMAIL CAMPAIGNS

### Delivery before Christmas

Every December email should include information on delivery terms. A short message will suffice at the start of Advent, but as Christmas Day approaches, communicate this information strongly.



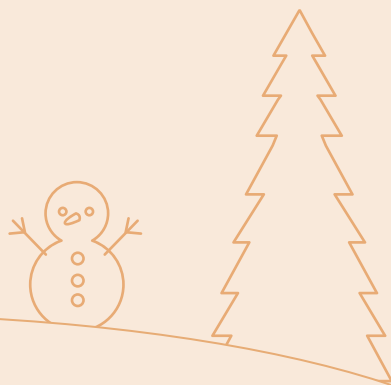
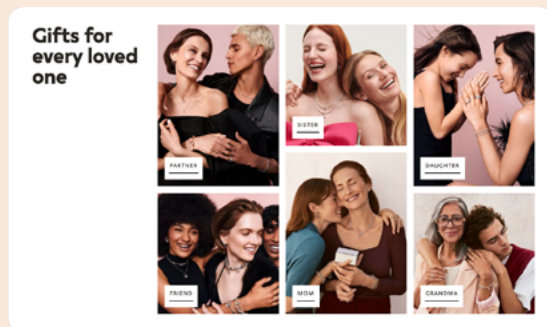
**# tip** Think about the fact that almost 85% of users open emails on their mobile phones. So adapt your newsletters for mobile devices and test the display of the sender name, subject, preheader, and content carefully.

## Ideas for specific campaigns

Before Christmas, try to **combine pure performance emails with more creative content** that both delights your customers and drives them to buy. We've put together campaigns you can incorporate into your plan.

### Guide and tips for gifts

Plan a Christmas campaign specifically focused on Christmas-themed products or **gift-buying advice**. If you can inspire clueless shoppers at the right time and make it easier for them to buy gifts for their loved ones, you've won.



## 02 | EMAIL CAMPAIGNS

### Emails with personalisation elements

Use the data you have about your customers to send them a tailored offer. You can segment your mailing audience based on previous purchases, pages visited, preferences or gender. For example, **gift tips for him, her or the kids work great.**

### Special offers

Discounted gift packs or bargain sets are particularly great during the Christmas season. Don't forget to time your **discounts and Christmas codes.**



### Support the brand

Incorporate non-sales emails into your communications to improve the relationship with your customer and strengthen your brand. These could be baking tips, trips or instructions for products that customers can make themselves at home. Try incorporating your products into the email content at the same time.

### Last minute gifts

Send a **last-minute order** by Christmas campaign, or save latecomers and offer them gifts they can have in **minutes.** Often, these are a variety of vouchers and gift cards.

**# tip** Don't worry about the Christmas copy. **ChatGPT in the template editor will help you!** Try out your personal copywriter and save time when writing newsletters.

### TO-DO LIST

- Focus on sender name, subject and preheader
- Create templates in a seasonal design
- Adapt newsletter content to the Christmas season
- Use urgency elements such as a countdown timer
- Communicate delivery options before Christmas
- Define what campaigns you'll send
- Always test email views before sending

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### Do's & Dont's of A/B testing

- ✓ Define your goals
- ✓ Test one variable at a time
- ✓ Test on a sufficient sample size
- ✓ Make changes based on your results
- ✗ Overtest your audience
- ✗ Rush to conclusions after 30 minutes

Join Ecomail Insights  
and receive weekly tips  
and data-driven insights

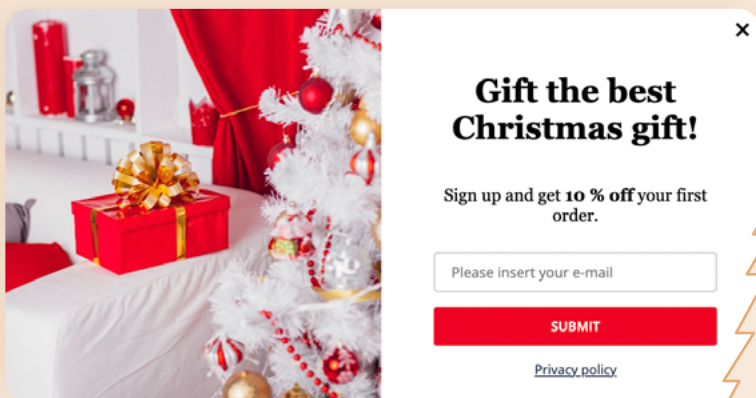
## 03 | CONTACTS

### Expand your database with new quality contacts

The more potential customers you reach, the better your chances of generous Christmas sales. Especially now, before Christmas, it pays to collect new contacts that will be active during Christmas sales and New Year sales. You can therefore **create a special campaign or a contest to maximise the number of contacts you collect.**

One effective way is to collect contacts using forms. Pop-ups, slide-out bars or static forms are especially popular. You can **set them all up directly in Ecomail**, including the mobile pop-up.

Don't forget to add a Christmas touch to your forms or offer Christmas content in exchange for an email. Recipes for cookies, tips for Christmas decorations, and instructions for making Advent wreaths, calendars, or Christmas cards work great.



### Increase the frequency of communication even with inactive audiences

The lead up to Christmas is the perfect time to get less active contacts or those who haven't yet made a purchase with you to buy. Send them special campaigns that you have prepared just for the Christmas season. We recommend keeping more regular communication only with the active part of your database.

### Send to segments

Work with your customer data to send better targeted newsletters to different groups of subscribers.

#### By activity

Send more frequently to contacts who have recently signed up with you, open emails, visit your website, make frequent purchases or have high order value. However, you'd better exclude from the segment those who bought something from you a few days ago.

#### By category

Depending on your product range, consider what might appeal to your audience before Christmas. You can offer recipients products from the category they bought from or, on the other hand, try a range of products from a completely different product category.

#### By gender

Split your database based on gender and send campaigns with gift tips for men and women.



## 03 | CONTACTS

### No email open history

Before Christmas, it's worth creating a segment of subscribers who haven't opened a selected email with a promotional offer and try sending it to them again. Ideally, at least partially edit the content of the email and create a completely new subject line.

#### TO-DO LIST

- Set up forms for collecting contacts on the web
- Create Christmas form design
- Incorporate a contact collection campaign (contest, download content)
- Communicate with the inactive part of the database
- Target segments

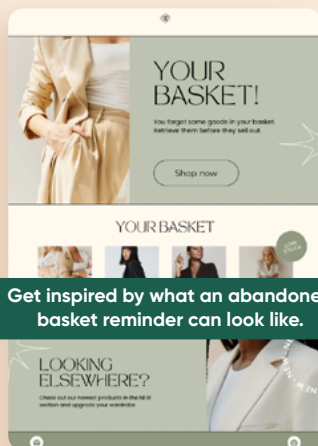


## 04 | AUTOMATION

Automated campaigns help increase conversions and this is especially true in the run up to Christmas. The following automated campaigns will boost your emailing revenue.

### Abandoned basket

Around **70% of shoppers don't complete a purchase** on an e-shop. Set up an automated reminder to remind shoppers of items in their basket – it can save up to 11% of sales from all abandonments.



Abandoned browsing is a great complement to abandoned cart automation.



### Respond to abandoned browsing

Harness the power of remarketing to increase the likelihood of purchase. If a user has visited your site but hasn't made a purchase, send them a reminder with their last viewed products. You can set up the automated response yourself in Ecomail by **following this guide.**

### Welcome new contacts with a discount on gift purchases

Welcome automations are very successful and have up to **60% open rate**. If you put the effort into them, they are a great start to building a solid relationship. Over the Christmas season, you can tweak them slightly – for example, communicate a discount on gift purchases instead of a discount on the first purchase.

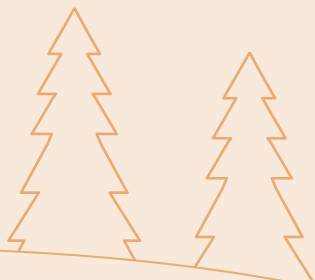


### Use cross-sell

Respond to items purchased and automatically offer accessories to go with them. This often results in the customer spending more money than they originally intended.

### Wishlist

If you allow visitors to save products to a wishlist, work with this information. As soon as a favourite product drops in price or is down to the last of its stock, automatically alert them. For the FreshLabels brand, this automation accounts for 20% of sales from all automations.

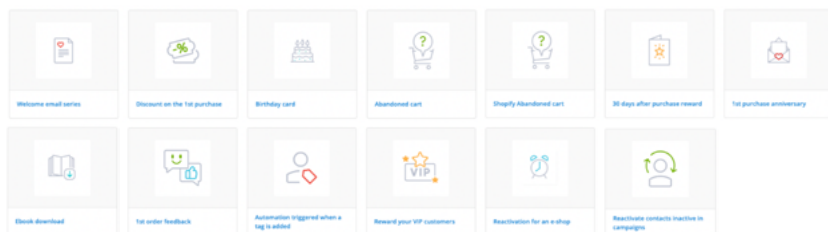




### Reward 30 days after purchase

Customers often make one-off purchases during the Christmas season. If you automatically remind them to shop with you again after Christmas, you increase the chances of them becoming your regular customers.

**# tip** Take advantage of the **preset scenarios** in Ecomail to set up automation in a few clicks.



Preset scenarios for the most popular automations in Ecomail.

#### TO-DO LIST

- Set up abandoned cart automation
- Set up abandoned browsing automation
- Greet new contacts with welcome automation
- Automatically motivate the customer to make another purchase
- Use cross-sell campaigns



## 05 | SPECIAL CAMPAIGNS

During the Christmas period, the number of visitors to e-shops rises dramatically. You can attract visitors' attention with gamification elements – for example, an interactive Advent calendar that can be tailor-made.

The increase in conversion rate is at least double compared to a traditional pop-up, but some clients achieve up to 4 times higher numbers and sales grow similarly. Find a tool online and create your own.



## Not sure about anything?

Get in touch with us!

Contact **support@ecomail.app** and we can discuss your strategy and help you set everything up.

