

Holiday Email Marketing Checklist

 MARIGOLD™



The holiday season is a magical time filled with joy and celebration, and, of course, increased opportunities for brands to connect with their customers.

Executing a successful holiday campaign requires close attention to detail, which is why we've created this easy-to-understand holiday marketing checklist. From strategizing your marketing approach to spreading holiday cheer across platforms, let this checklist be your trusted guide to maximizing your brand's visibility and customer engagement.



HOLIDAY MARKETING CHECKLIST

September

The strategies you implement in September will prepare you for a sales frenzy this holiday season.

ORGANIZE YOUR LIST

Doing some fall cleansing of your subscriber list may not sound very exciting, but it's imperative to do to prepare your list for targeted promotions. By cleaning up your list, you'll also improve your deliverability. Keep in mind that even the most carefully crafted email marketing campaigns can face the unexpected challenge of deliverability issues, so suppress contacts who have never opened any of your emails or who have a low-quality contact score.

LEVERAGE INTERACTIVE EXPERIENCES

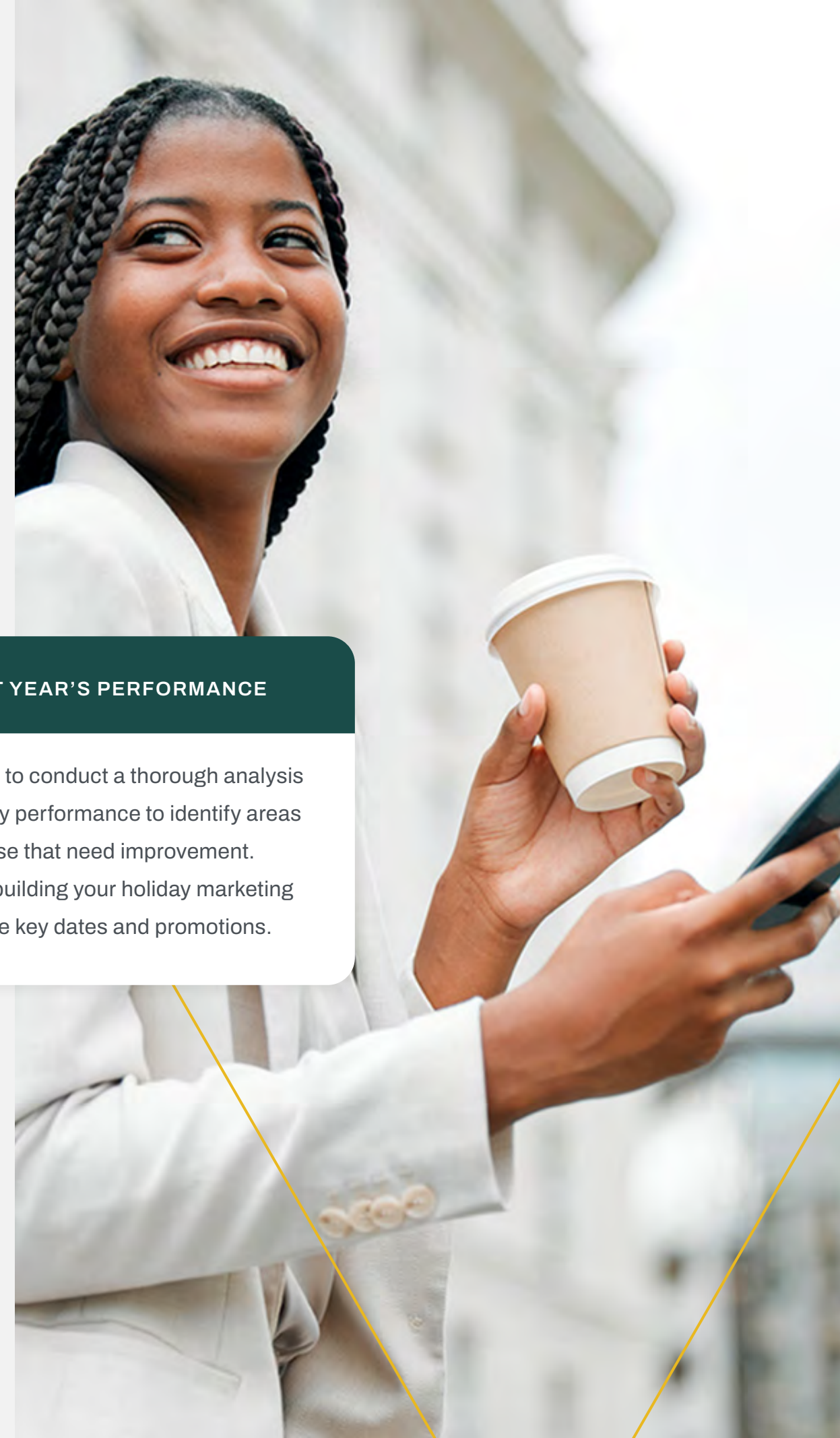
Questionnaires, polls, quizzes, contests and social stories can incorporate reward mechanics that give consumers a genuine reason to engage and submit their first- and zero-party data and opt-in to your holiday marketing campaigns.

RE-ENGAGE DORMANT CUSTOMERS

Retention will always yield a far higher ROI than acquisition, so try to win back less engaged customers by asking them questions, offering deals and adding a personal touch.

REVIEW LAST YEAR'S PERFORMANCE

This is a prime time to conduct a thorough analysis of last year's holiday performance to identify areas of strength and those that need improvement. You can also start building your holiday marketing calendar and outline key dates and promotions.



HOLIDAY MARKETING CHECKLIST

October

The days of retail marketers casting and blasting one single message to their entire database are hopefully behind us. Customers' lives evolve, and learning about them is a perpetual process.

PROGRESSIVELY PROFILE CUSTOMERS

Use the first- and zero-party data you've collected so far this year to progressively profile your customers. Forward-thinking retail marketers are progressively profiling customers' interests, preferences, motivations and desires, allowing them to ask the next best question to expand their knowledge of individuals.

MAKE SURE YOUR ISP IS READY FOR BIG EMAIL SEND VOLUME

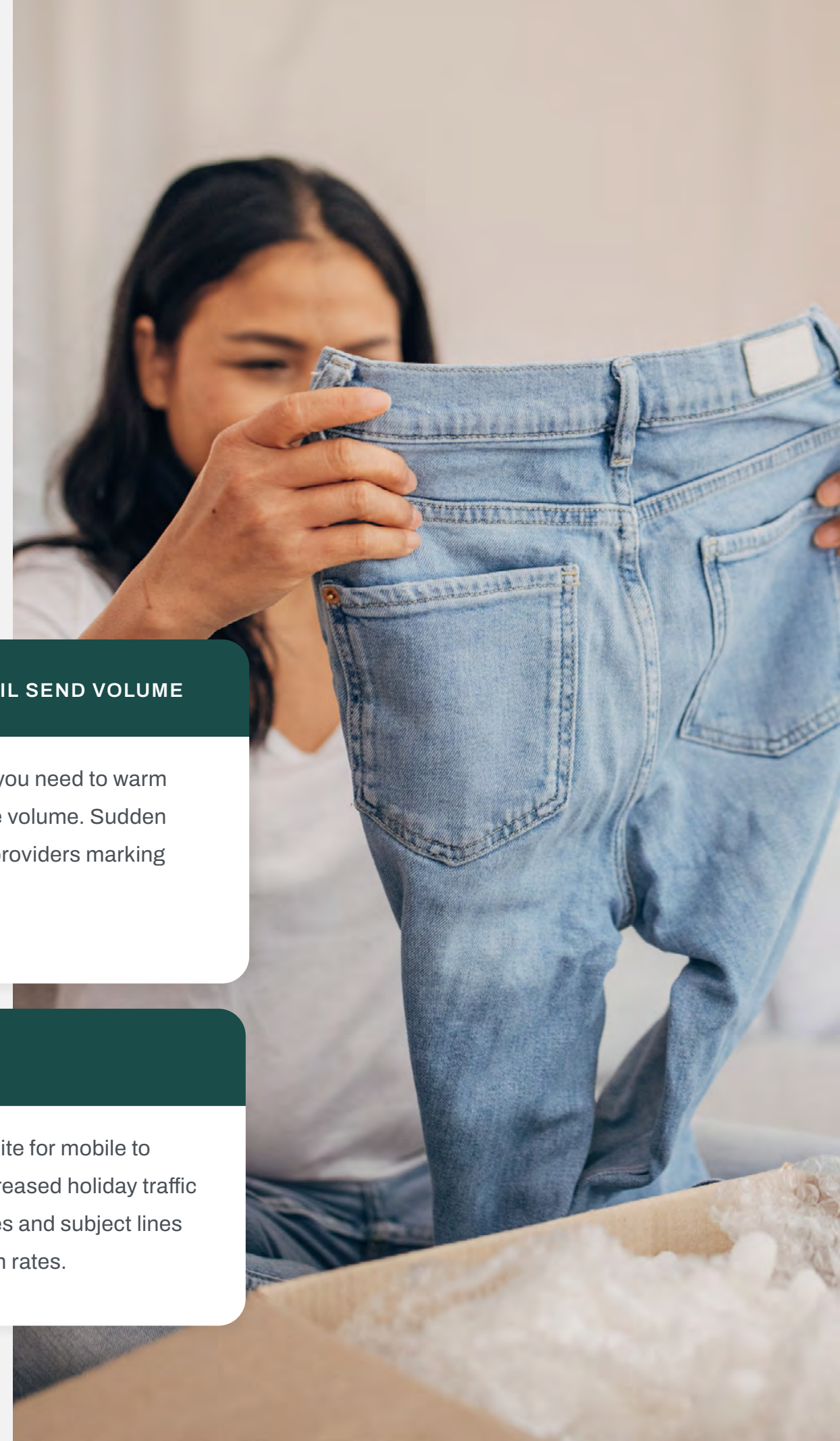
ISPs expect a level of consistency in email sending, so you need to warm up email lists with smaller batches before increasing the volume. Sudden and large increases in email sends may result in some providers marking your emails as spam.

DECIDE ON YOUR DISCOUNT AND VALUE-EXCHANGE STRATEGY

By November, customers will be expecting big discounts — so, give them something to love along with the added value of early or exclusive access to products, the chance to win a prize, loyalty rewards and the ability to unlock content.

OPTIMIZE YOUR WEBSITE

Additionally, be sure to optimize your website for mobile to enhance its speed for accommodating increased holiday traffic as well as test and optimize email templates and subject lines for increased engagement and higher open rates.



HOLIDAY MARKETING CHECKLIST

November

Black Friday and Cyber Monday will be one of the year's biggest weekends for email and SMS volume along with spikes in transactions and increased revenue. With customers actively looking for promotions and offers this month, you'll have the opportunity to put that hard-earned first- and zero-party data to good use.

MAKE A REASONABLE SCHEDULE FOR THE BEST TIMES TO SEND YOUR CAMPAIGNS

And remember that a quarter of consumers have felt frustration with brands because of communications sent at the wrong time of day.

INTEGRATE SMS INTO YOUR STRATEGY

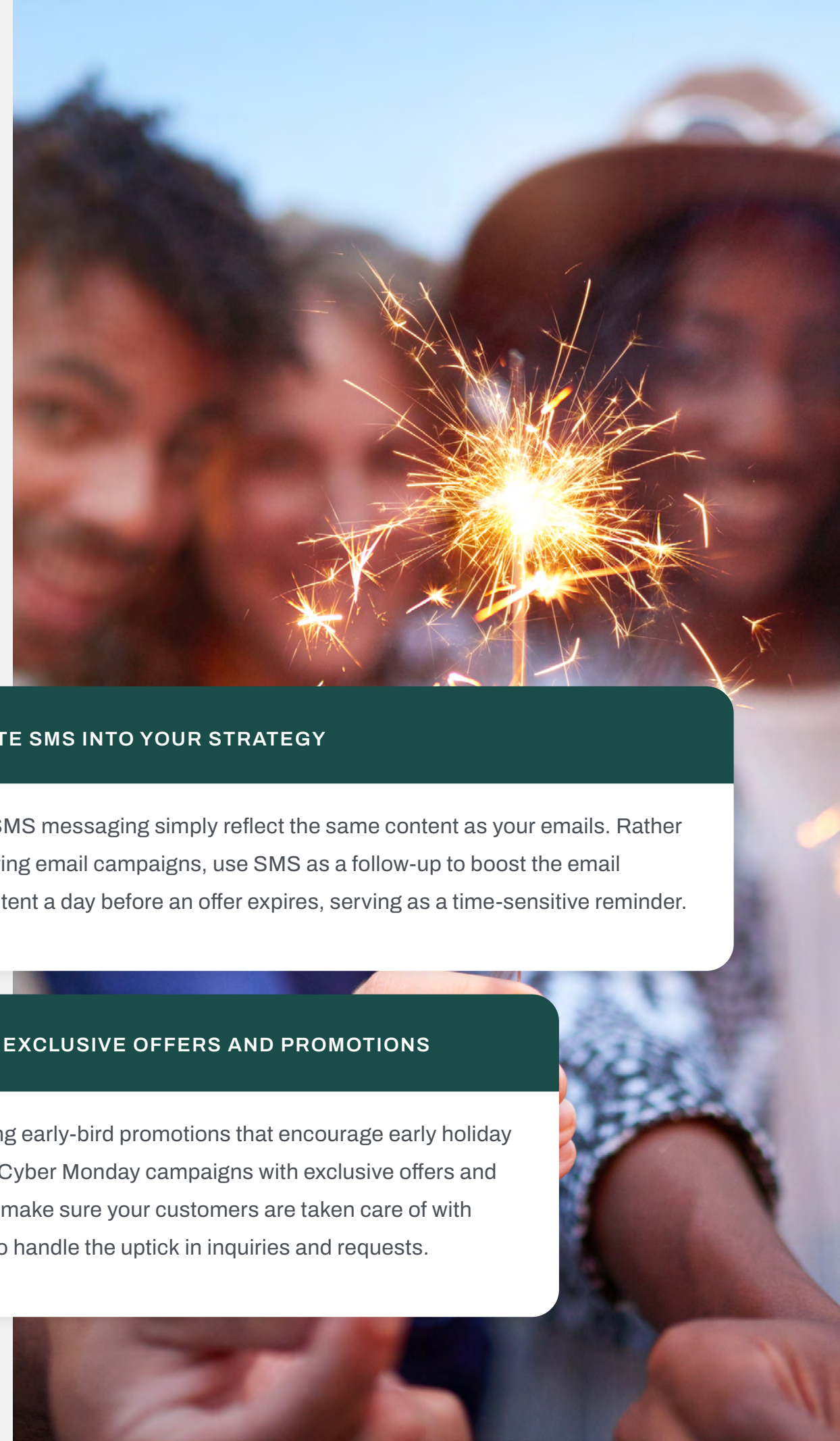
Don't let your SMS messaging simply reflect the same content as your emails. Rather than just mirroring email campaigns, use SMS as a follow-up to boost the email message's content a day before an offer expires, serving as a time-sensitive reminder.

PERSONALIZE YOUR MESSAGING

Take your first- and zero-party data beyond the basic first name in the subject line. Emails that contain dynamic content offering products your customer has expressed an interest in, that fit their declared budget and use keywords you know will elicit engagement from them will yield a far higher ROI.

INCREASE ENGAGEMENT WITH EXCLUSIVE OFFERS AND PROMOTIONS

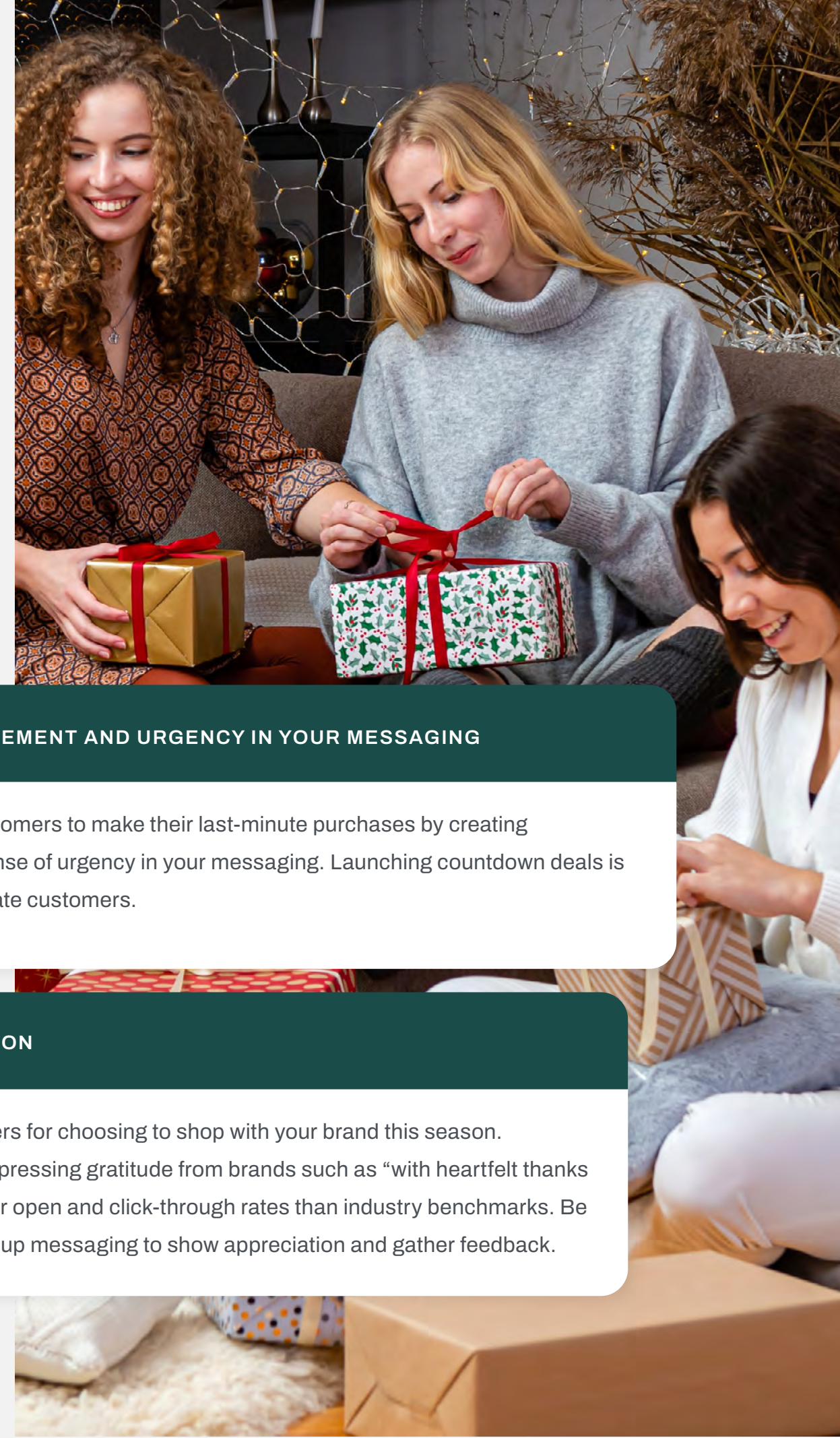
Drive more engagement by implementing early-bird promotions that encourage early holiday shopping, and launch Black Friday and Cyber Monday campaigns with exclusive offers and discounts. With all the increased traffic, make sure your customers are taken care of with enhanced customer support channels to handle the uptick in inquiries and requests.



HOLIDAY MARKETING CHECKLIST

December

With a host of unique e-commerce days in December, there's little time to relax from the fervor of bustling holiday shopping as the days toward the end of the year count down. With major gift-giving celebrations this month, now is the time to create a sense of urgency for last-minute shoppers.



BE READY TO ASSIST CUSTOMERS

Communicate last-chance shipping days and let your customers know shipping cut-off dates in messaging as well as on your owned channels. Be ready to assist your customers with additional options for purchasing and shipping, e.g., express delivery, click-and-collect, gift cards, etc.

CREATE EXCITEMENT AND URGENCY IN YOUR MESSAGING

Encourage your customers to make their last-minute purchases by creating excitement and a sense of urgency in your messaging. Launching countdown deals is a great way to motivate customers.

OPTIMIZE YOUR PERFORMANCE BASED ON WHAT WORKED LAST MONTH

Evaluate, replicate and enhance the campaign tactics that served you and your customers well during the Black Friday and Cyber Monday shopping bonanza. Analyze what worked and what didn't and then optimize your strategy to improve your December campaigns.

SHOW YOUR APPRECIATION

Say "thank you" to your customers for choosing to shop with your brand this season. Campaigns with subject lines expressing gratitude from brands such as "with heartfelt thanks this holiday season" boast higher open and click-through rates than industry benchmarks. Be sure to send post-holiday follow-up messaging to show appreciation and gather feedback.

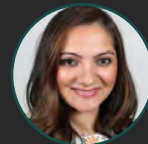
Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

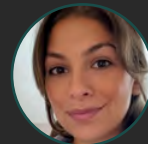
Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

The Marigold Strategic Services Team is here to serve your team with valuable insights and assistance with your marketing endeavors. Want to know more about how you can boost engagement, yield a higher ROI and close your holiday marketing season with total success? Reach out to our team to learn how we can help.



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