

The Holiday Guide to Email Promotion for Retailers

If you have a customer loyalty program or any in-store incentives for collecting customer emails, the holiday season is a great time to get in touch. So once you have all of your holiday promotions picked out, we're going to take advantage of that email list.

Email Design

It's alright to switch up some color schemes for the holiday season, but do your best to stay on brand with your font styles and copy tone.

Include your logo somewhere on the email. You want people who read your content to associate it with your business and instantly recognize who the email is from. You should always include contact information as well, and if applicable, link your social media profiles.

Visual content always performs best, but keep in mind, more than ever before, some email clients may suppress images. Be sure anything important is displayed in text format with an image supplementing that content. Try including a photo or two of products, your storefront, or anything relevant to your promotions.

Aside from images, you don't want your emails to look crowded or overwhelming, either, so opt for a clean layout that's easy to navigate.

Subject Line

Have fun with subject lines! Make them click-worthy but not spammy. Use emojis to make your subject lines stand out from the rest.

Avoid writing things like "free" and "buy now" in your subject lines because they'll go straight to junk folders or get deleted by the user before they read your email.

A subject line that's about 7 words and 41 characters in length is recommended.

Timeline

We recommend starting with one email per week to start. Big box retailers can get away with daily emails, but unless you're doing a different daily promotion, avoid that frequency.

If you're familiar with your audience and how relevant your content is to them, this is another way you can manage sending more frequent emails. However, sending too many emails to the wrong audience can result in a quick unsubscribe.



Another great tactic is to subscribe to your competitors' emails so you can see what they're doing and how often they're sending out promotional messages.

Holiday Promo Email Example


Here we've included a simple example of a holiday promotion email.

There are images, the copy is short and gets to the point, and the content is focused on the deals.


Play around with different types of calls-to-action, from hyperlinked text and images to big, bold buttons. See what resonates with your viewers to ensure they are taking the proper next steps.







**50% OFF ON
SELECT ITEMS!**
December 10 until 12 midnight

**WARM &
COZY**
women's collection
Beautiful knit sweaters for everyday wear. Dress them up or dress them down—either way, we promise you won't want to take off our cozy sweaters.

**STYLISH
BACKPACKS**
unisex
Practical? Yep. Good-looking? Also yes. We have new packs in the shop that'll meet your needs and compliment your wardrobe.





LOGO AND CONTACT INFORMATION HERE