

Simple Tips for Making your Christmas Email Marketing Campaigns a Success!

The Christmas Carol was first published on December 19, 1843 and there is much we can take from the tale by looking at the past, present and future of your email marketing strategy over the Christmas period. In this Ask the Experts article Simon Bowker, Managing Director at eCircle gives advice on how best to maximise your Christmas campaigns with some simple email marketing tips. From rewarding your customer, creating online conversation and successful testing, all the tips can be put into practice almost immediately.

The Past

What worked for you last year? Take a look back at your email metrics to shed some light on this. What subject lines worked best? When was the highest CTR? What template was the most effective? It's also important to assess what didn't work and why this might be. By looking at the past you can build on last years' Christmas campaigns and plan some realistic KPI's.

Plan around the advent calendar: A countdown to Christmas will add to the excitement of the holiday period, set deadlines on your offers as a way to secure a sale, consumers will be looking to save money on their purchases so will be searching for the best deal. To ensure delivery before Christmas remind them to buy before a certain date. For the last minute shoppers offer faster delivery options, such as overnight shipping at a discounted fee or a buy online and pick up in store service.

The Present

Be the bearer of good tidings: Reward your customers. Why not send an email offering users a £15 gift card if they spend £50 online, for example. Not only will this make them feel good it will encourage them to make a repeat purchase. Gift cards are also perfect for lazy shoppers as they can be emailed directly and they're also fantastic gifts for those hard to buy for people.

Keep the conversation flowing: Now is the time to look at your data. What does it tell you? Do some people respond better to offer driven campaigns or perhaps others prefer more content driven emails such as gift guides? Use personalisation in the form of dynamic content to send relevant and timely messages. Highlighting their interests will allow your email to stand out amongst the rest.

Testing the turkey: We all know that Christmas can be a busy period for marketers, so it is important not to waist valuable time. You've checked last years' campaign statistics, now it's time to test your creative. Make sure your template is rendering properly. Remember tablets may well be top of people's lists for Christmas gifts this year and £1.64billion will be spent online via mobile phones, so spend time testing new technology for renderability. To save time in other areas you could use a system that will conduct real time multivariate testing, which will ensure you are getting the best possible results over the Christmas period, while you're enjoying your Christmas turkey.

Recommend a gift: Consumer recommendations in the form of customer reviews are becoming more important to people when they are looking to order the perfect gift online. Why not include some within your email to reinforce your offer. It's also a good idea to include a link back to an online feedback page where users can leave their own reviews encouraging customer engagement.

The Future

Enjoy a Christmas CTR: Statistics from an eDigitalResearch survey showed that 75% of respondents were online either on Christmas day or Boxing day, with 15% and 23% making online purchases. This study also shows John Lewis had similar statistics with shoppers making an online purchase every 10 seconds on Christmas day and a record number of visitors to the John Lewis website between 11am and midday on Boxing day. Don't miss out on this great opportunity to target customers. Let your email software do the work and set triggered messages over the holidays.

The key to doing email marketing successfully is to keep in mind that building a relationship requires conversation so make the conversation your New Years' Resolution! All the good work over the

Christmas period should be reinforced throughout January such as rewarding customers who have given feedback on your products or welcoming new subscribers with a New Years' incentive.

The great thing about most of these email marketing tips is that they can be put into practice almost immediately. By rewarding your customer, keeping it relevant and testing ways to generate customer involvement over the Christmas period you'll be well on your way to raising your revenue in the final quarter and into the New Year.

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