4 Holiday Campaigns
You Should Set Up (and Test) Now

With the holidays quickly approaching, the best-prepared marketers have already started to put their plans together, and email sits at the core of many successful plans. Here are four emails marketers should set up and test prior to their holiday campaign launch.

1 Welcome Email

Generate 4x more opens and 5x more clicks and engage your contacts quickly.

Segment: Create a segment of all new contacts with an email address.

Automation: Set up a triggered email that fires once contact information is acquired.

Creative: Focus your message around welcoming the new contact (and hopefully future customer) to your exclusive emails. Consider messaging like "Wait, [First Name]! You left something behind!"

CTA: Offer an attractive first-purchase in-centive right away to increase conversion chances.

2 Browse Abandon Email

Achieve 80% higher open rates and 50% higher click-through rates than traditional emails.

Segment: Create a segment of contacts who browse several pages on your website and leave without any conversion.

Automation: Set up at least two triggered emails. The first to be sent 30 minutes after a browse abandonment and the second to be sent an hour after.

Creative: Focus your message on why customers would want to stay opted-in to your communications. Consider messaging like "Don't miss out on all the great deals coming up for the holidays."

CTA: Ask contacts to opt-in to receive communications from your brand.

3 Abandoned Cart Email

Average a 44% open rate and 5% conversion rate and introduce a second chance for a sale.

Segment: Create a segment of all contacts who add something to their cart and leave without purchase.

Automation: Set up a triggered email that fires an hour after cart abandonment.

Creative: Make your message about creating a sense of urgency. Include an image of the product that was abandoned and consider messaging like "Other people are looking at this item, don't miss out!"

CTA: Make the ask. Encourage contacts to make the purchase.

4 Win-back Email

Retain your existing customers — They spend 67% more than first-time buyers.

Segment: Create a segment of contacts who convert and are also opted-in to your marketing communication.

Creative: Include important information about the order or conversion. But also include additional information relevant to the conversion. If someone made a purchase, recommend related products.

CTA: Include CTAs to related products or content that will keep customers engaged.

The Marketer's Maintenance Schedule

It's important to review your marketing performance on a regular basis. Refining and adjusting your campaigns can help your brand win customer loyalty year-round. Here's a quick schedule that can help you not only maintain, but also improve your marketing campaigns.

Daily

Reply Management:
Monitor your inbox for replies and messages related to your campaigns that require your attention.

Weekly

Database Growth:
Get a weekly snapshot of the new contacts you've acquired.

Customer Lifecycle Maturity:
Check that your customers are moving through the lifecycle at a healthy rate.

Campaign Trends:
Look at your campaigns to identify customer trends in each campaign.

Customer Engagement:
Check in on opens, clicks, and conversions, and tweak each campaign accordingly.

Monthly

Overall Platform Health:
Ensure contacts and data feeds are importing into your system properly to feed into your campaigns as intended.

Content Calendar:
Look at the month ahead and adjust content based on your past campaigns and upcoming needs.

Quarterly

Customer Persona Definitions:
Review criteria for customer segments to ensure everything is still aligned to deliver the best content and offers to every customer.

Yearly

Strategic Roadmap:
Review your strategy and results, and use the insights to update your strategy for the year ahead.

Competitor Analysis:
Check in on your competitors to get the best idea for where your brand stands in the marketplace.