

# EMAIL MARKETING CAMPAIGNS YEARLY PLANNING 2016

# FORWARD

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Dear Readers,

Despite rumors to the contrary, Email Marketing remains one of the most important tools to connect with your customers. Email marketing is also effective in winning new customers and generating revenue – much [more effective than Social Media](#). Most customers also view email as their favorite means of [communicating with businesses](#).

The key to successful email marketing consists of one fundamental element: sending relevant emails. What do we mean by relevant email? A relevant email is an email with content that your contacts are likely to find interesting, helpful, or appealing.

Relevance is highly dependent on timing: the most relevant emails are sent exactly when recipients are most likely to find their content appealing. Appealing emails are more likely to be opened, clicked, and converted. Sending the right email at the right time depends on planning. This Whitepaper is intended to help you look ahead and choose the perfect moment for your email marketing campaign(s). Use the targeted tips and strategies for specific campaigns as well as browse occasions for new campaigns.

In this Whitepaper you will find the most important dates of the calendar year. You will see suggestions of how to use the calendar to design creative, inspiring email marketing campaigns. We have also included important milestones to keep in mind while planning your yearly email marketing campaign, the required resources, as well as possible challenges.

Good luck and Happy Emailing!

[Your Newsletter2Go Team](#)

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The beginning of the year is traditionally a time of new resolutions and new plans. It's also a great opportunity for email marketing: speaking to your customers about the desire for self improvement. Many people yearn to re-invent themselves – to shed bad habits and practice more positive ones.

It's therefore a perfect time to introduce new products, offer new memberships or take advantage of new opportunities. Even more, it's the perfect time to fulfill long-held dreams (vacation, a dream car, or a new dream apartment). Create an email marketing campaign that works along with your customers' dreams. Communicate support, and motivate people using the language that they typically use.

#### The most common New Year's Resolutions:

- Losing weight
- Living healthier
- Becoming more organized
- Saving more
- Learning something new
- Spending more time with the family

#### Challenges:

Clear separation from the holiday shopping season. Christmas offers from last year should not be combined with new offerings.

Anticipating New Year's resolutions for each customer. For local marketing it might be worthwhile to take a look at regional Google Trends.



#### Schedule:

- 01.11.  
Analysis of recipient segmentation based on common NY Resolutions
- 01.01.  
Sending sales newsletters immediately after New Years

#### Resources:

- Personalized sales newsletter
- Targeted landing pages
- Personal product recommendations

## 2016 – varies depending on country ——— CARNIVAL



The “fifth season” is quite important in some regions in Europe, particularly in western Germany. In Switzerland and Austria, the festival is popular and characterized by its own unique customs. Because of regional variations, location-based personalization is highly recommended and also quite useful. But even in areas where no carnival is celebrated, the carnival feast can be involved in your email marketing activities.

Of interest are, for example, the world’s various customs and traditions. These are useful in order to tell interesting stories and to promote specific products. The Brazilian Carnival in Rio, the famous Venice Carnival, Mardi Gras in New Orleans, and the Carnival parade in Notting Hill in London, awaken wanderlust and arouse curiosity.

For carnival-related organizations and clubs, it can be worthwhile to take advantage of professional email marketing software in order to safely and securely reach all of your members and deliver news and event updates.

### Schedule:

— 01.12.

Evaluating regional trends from last year

— 06.01.

Delivery of sales and content newsletters with products and creative ideas

### Resources:

- Personalized sales newsletter
- Lists of carnival-related events
- Stories from previous years

### Challenges:

Responding to regional characteristics.

Taking advantage of Carnival in regions where it does not have an enormous amount of cultural traction.

In contrast to the Western New Year, which is barely celebrated in the Asian cultural area, the Chinese New Year has enormous significance. This is especially important for international companies, who ignore it at their own peril.

The date is based on the Chinese lunar calendar and changes annually. In China and many parts of East Asia, the holiday is a very big deal. Even if the Asian market is not hugely important for your company quite yet, it would be wise not to ignore one of the most important holidays in a huge, still-growing market.

The Chinese New Year is primarily a family event and is by far the most important Chinese holiday. Traditionally, one travels home for the festivities and distributes (mostly) monetary gifts. Red envelopes are traditionally, which are now also produced by western companies. People's houses are decorated in red, the color of happiness. (Clothes, food & renovation needs are popular)

There are 3 official public holiday days surrounding the Chinese New Year, but many people take off considerably longer, usually at least one week. The 2016 Chinese New Year overlaps exactly with Carnival in Germany.

#### Challenges:

Knowing and taking into account the cultural differences to the western New Year.

Choosing the exact right moment to get in touch. During the festival, the family is front and center.



#### Schedule:

##### — 25.01.

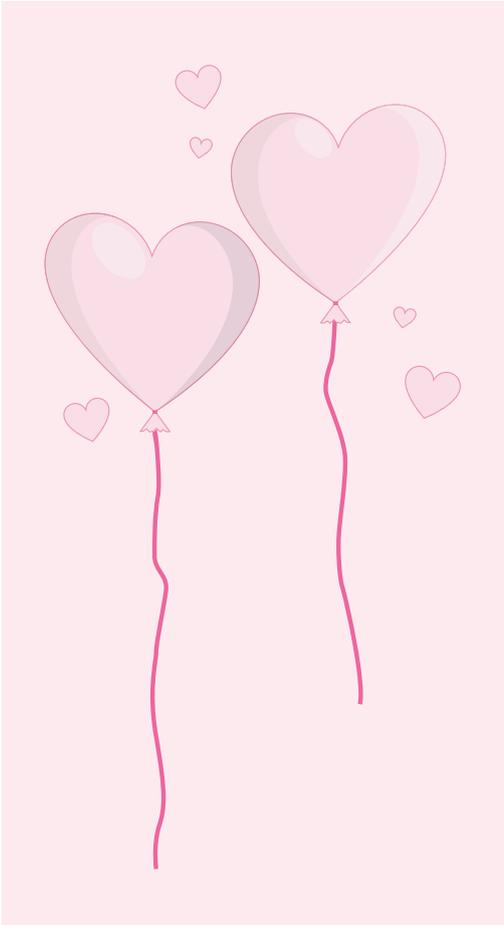
Sending offers for New Year's preparation

##### — The Holiday itself:

Delivery of New Year's Specials (as a "red envelope")

#### Resources:

- Thematically-adjusted sales newsletter
- Personalized voucher and discount codes
- Online gift certificates



Valentine's Day is known as the day of lovers, and is originally a day of remembrance for Saint Valentine.

The classic Valentine's Day celebration consists of flowers, chocolate, and expressions of affection. Jewelry and other small tokens of love are also often exchanged, mostly given by men to women.

In Asia, Valentine's Day has a special significance: Especially in Japan, Korea and China, it's normal to make a present of a single chocolate. In most cases, women give men a piece of homemade chocolate. It's not exclusively for lovers, though - smaller, less expensive gifts are exchanged among friends, colleagues and family. In return, one month later, on "White Day", men give their beloved a piece of white chocolate.

Focus your marketing on small to large gifts that can be marketed as having to do with love or friendship. Take advantage of the typical Valentine's Day symbols of hearts, roses and angels. This primes your customers and will help you establish a connection with them.

#### Schedule:

— 15.01.

Create online greeting cards

— 01.02.-07.02.

Delivery of sales newsletters with gift ideas

#### Resources:

— Custom Online Greeting Cards (with branding)

— Personalized sales newsletter



#### Challenges:

Do NOT send your emails too soon. In January, many recipients are still busy with other activities.

Standing out from the crowd of Valentine mailings, e.g. by using symbols in the subject line.

The beginning of spring initiates the transition to the warmer seasons. Nature comes back to life and the days become significantly longer and brighter.

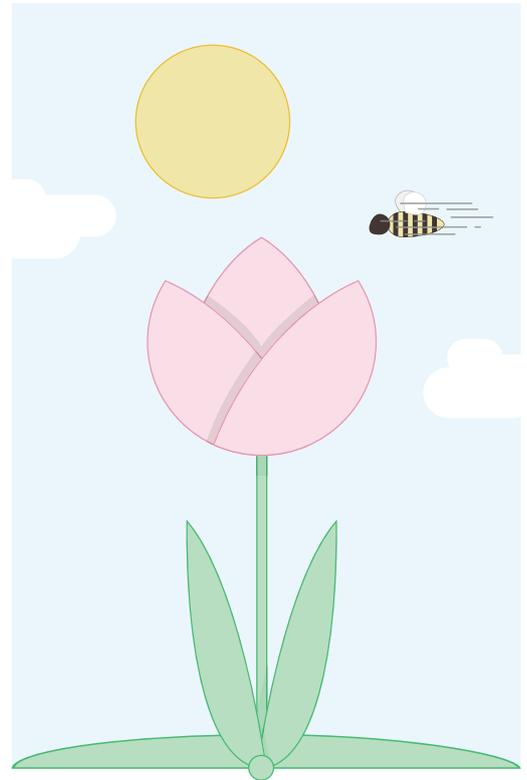
On the one hand, this offers an opportunity to double down on New Year resolutions. After the winter “hibernation” is over, many people are motivated to start up their intentions again, or to move to the next step if they have been successful so far. The theme of self-improvement is relevant again.

Overall, all outdoor activities are perfect: Sports, exercise, hikes, and trips. The longing for summer, for sun and warm-weather holidays is very high. The beginning of spring is thus a perfect time to start with email marketing for seasonal summer goods. It is also great for booking last-minute springtime holidays.

### Challenges:

Predicting future interests and the needs of your recipients:  
What is important this summer?

Even if the weather is cold right now, how can you get people excited for warm weather?



### Schedule:

— 01.02.

Analysis of what worked for your last year, and of this year's summer trends

— 01.03.

Sending newsletters

— 01.04.-01.05.

Followup newsletters

### Resources:

- Personalized sales newsletter
- Customized for different recipients based on past behavior and demographic information
- Followup mailings with increased time pressure (“Still interested?”)





The Easter festival is celebrated throughout the Western cultural area, with many different regional customs. The best known of these is probably the Easter egg hunt. In this tradition, the Easter bunny hides painted eggs, which are then searched for by children. Due to the wide distribution of this tradition, adults can also be addressed with the subject of eggs / egg hunt.

In the strongly Catholic regions of Europe (especially France, Spain), the Easter Bells are very well known, which bring candy. The search for surprises and small gifts as a whole is very popular and can be transferred perfectly to email marketing. For example, you could offer a virtual Easter egg hunt or an Easter picture puzzle. In addition, of course, Easter-related decorations, candy or baskets are always popular items at this time of year.

#### Schedule:

— 01.02.

Personalized sales newsletters for Easter travel

— 01.03.

Personalized sales newsletters for Easter items (decorations, sweets)

— 13.03.

Begin an Easter-related sweepstakes

#### Resources:

- Sales Newsletter for different recipient groups
- Personalized newsletter with “Easter surprises”
- Custom online greeting cards or other content

There are normally three important days surrounding the Easter holiday: Good Friday, Easter Sunday and Easter Monday. This means that it is also a popular date for short trips. Schoolchildren often have a few extra days for a holiday trip or at least a short outing.

#### Challenges:

Stand out from your competitors by creating creative, useful content.

Balancing the religious aspect of the holiday with secular activities.

## FATHER'S DAY ————— Varies depending on location

Fathers day is also celebrated throughout Western Europe and the rest of the world. It is mainly geared towards fathers, of course, but has been broadened in some areas to more of a "Family Day."

In the USA, Father's Day (June 19, 2016) is mainly about celebrating the importance of fathers for families as well as for society. The entire family honors the father figure on this day. Because it is so close temporally to Mother's Day, some German-speaking countries have altered it slightly to a more neutral "Day of Honoring." to deal with the Father rather than neutral Ehrentag.

Regardless, fathers are often given gifts by their family – by their children as well as spouses or partners. Gift ideas can easily be presented in sales newsletters during the week leading up to Father's Day.

Fathers can also be encouraged to give themselves a gift, using the slogan "You've Earned it" or something similar. Personalized offers or coupons can be sent directly to fathers based on their interests and behavior.

### Challenges:

Finding the balance between Father and Family Days, and respecting the personal nature of the holiday while nonetheless taking advantage of marketing opportunities.



### Schedule:

#### — 15.04.

Sending newsletters with upcoming Father's Day Events

#### — 20.04.

Delivery of sales newsletters with gift ideas for fathers

#### — Previous week:

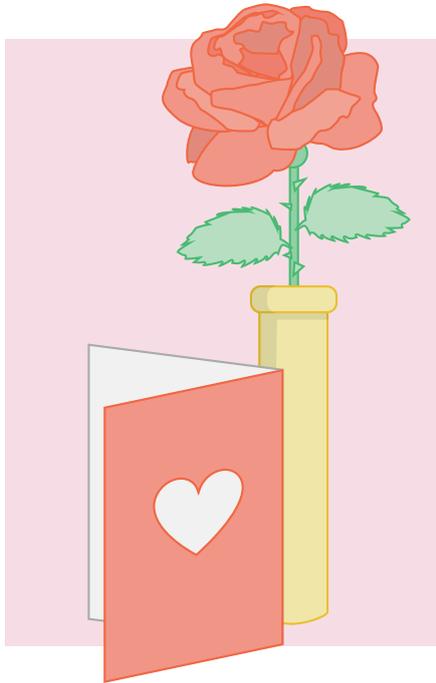
Delivery of sales-newsletters with special offers for Food & Accessories

### Resources:

— Personalized newsletter with product offerings and event suggestions for fathers

— Personalized newsletter with gift suggestions to various recipient segments

## Varies depending on location ————— MOTHER'S DAY



Mother's Day is primarily a day of flowers: more flowers are sold on Mother's Day than on Valentine's Day. Not everyone has a sweetheart, but we've all got mothers!

The holiday in honor of mothers is not fixed by law, but rather is based on conventions of industry associations. This means that Mother's Day is celebrated at different times around the world. In the UK it is on March 6, 2016. In the United States and Germany, it does not occur until May.

Besides flowers, there are certain kinds of gifts that are always popular. These include beauty and wellness gifts, like perfume and lotion and other accessories. Mother's Day is an occasion to indulge one's mother in return for their efforts on our behalf.

### Schedule:

#### — 10.04.

Send a newsletter that informs your contacts about your firm's Mother's Day products

#### — 20.04.

Sales newsletter with gift ideas for moms

#### — The day before:

send newsletters with sales last minute offers

### Resources:

- Newsletter with gift ideas and suggestions on how your customers can honor their mothers
- Coupon codes or discount vouchers for mothers

As an email marketer, the thematic focus of your campaign is clear: on recognizing the work of mother's and of helping people find the perfect gifts to honor that work. In addition to family members, it is also worthwhile to address mothers in your emails. Send personalized offers or discounts that encourage women to give a gift to themselves, and encourage them that "You deserve it!"

### Challenges:

Perfect timing: send a reminder a few days before Mother's Day with gift ideas that are guaranteed to arrive in time for Mother's Day.

## BEGINNING OF SUMMER / MIDSUMMER ——— 21.06.

The summer solstice – the longest day of the year – heralds the beginning of summer in the Northern Hemisphere. The exact timing varies slightly from year to year, but falls sometime between the 20th and 22nd of June.

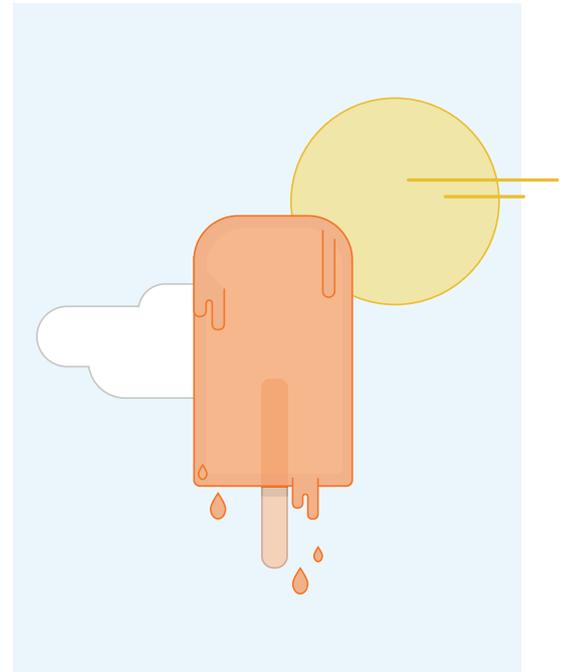
The solstice has a particular resonance in the Nordic countries, where in the northernmost regions the sun does not set for several days. The Swedish midsummer festival is the second most important celebration of the year. It occurs on a Saturday between the 20th and 26th of June. Celebrations include a feast, a decorated tree trunk and singing and dancing.

These customs are becoming increasingly popular in Germany and the rest of continental Europe. For email marketers, they offer opportunities for travel guides and products, or suggestions of how best to celebrate with friends and family.

It is also smart to use the date to reinforce summer-related marketing. Most summer activities are likely in full swing, so it can be helpful to advertise spontaneous holidays or products, and retain the ability to adjust your campaign based on, for example, current weather situations in certain regions.

### Challenges:

In certain continental European countries, the festivities around mid-summer can have low levels of awareness. You will need to introduce your customers to the holiday.



### Schedule:

#### — 01.05.

Sales newsletter for midsummer travel (e.g. the midnight sun in the Arctic Circle)

#### — 15.05.

Sending newsletters with event ideas and product suggestions

#### — 01.06.

Delivery of last minute newsletters for summer trips

### Resources:

- Personalized suggestions for trips and matching products
- Event Guides for enjoying midsummer festivals

## 10.06.-10.07.2016 – EUROPEAN FOOTBALL CHAMPIONSHIP



The 15th UEFA European Championship will be held in France. The opening and final venue is the Stade de France in Saint Denis near Paris. As in the past, this championship offers businesses numerous opportunities related to the tournament, football fans, as well as sports fans in general.

Email marketers have numerous possible points of contact with customers: fans who'd like to travel to the games; team-related clothing and accessories; sporting goods in general. Consumers can also be inspired to be the best that they can be – just like the members of the teams.

One potential risk for marketers is how vigorously UEFA protects its intellectual property. This includes the trademark UEFA European Championship and other associated brands and intellectual property. The proper name of the Championship can't, therefore, be used in your marketing materials.

In order to implement email advertising in connection with the European Championship without risk, it is possible to use more generic terms like champion, champ, or simply football. Self-created content, including mini football games or prediction competitions, are possible as long as there are no explicit references to UEFA.

### Challenges:

Maintaining flexibility. The tournament is impossible to predict, so you should have various campaigns ready to go from the outset.

Unless you're a sponsor, you cannot associate yourself with the tournament itself.

### Schedule:

— 01.05.

Preparation of quotations and self-created content; Planning of possible tournament results and appropriate responses

— 23.05.

Delivery of sales newsletters

— 30.05.

Delivery of Content newsletters

— During the tournament:

Spontaneous responses to current developments

### Resources:

— Timed product deals

— Own content with branding (matches, competitions, etc.)

The Summer Games will be held in 2016 in Rio de Janeiro, Brazil.

The International Olympic Committee (IOC) is one of the most stringent agencies in the world with regard to copyright and trademark protection. The Games are extremely dependent on sponsorship and advertising revenue, which is why non-official advertising by unaffiliated companies can be severely punished. Olympic-related copyright and trademarks can be used in editorial content or in reported items, but cannot be used in conjunction with marketing offers or other kinds of advertisements.

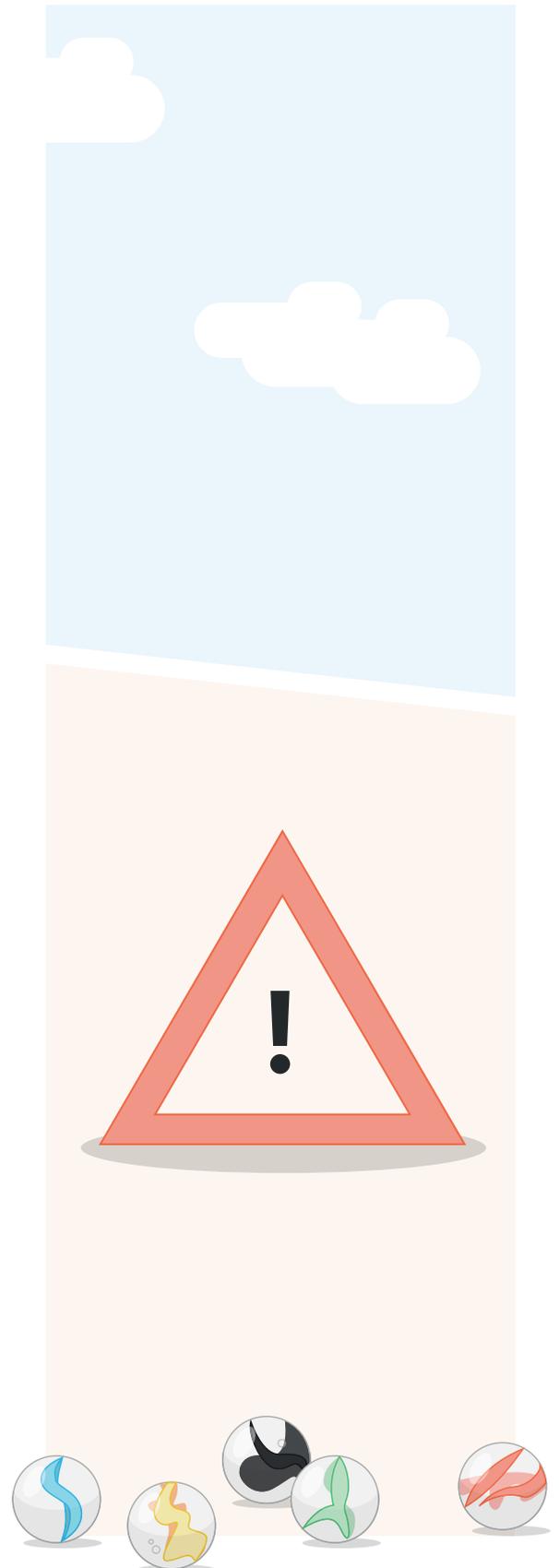
You should also be quite careful when using Olympic-related symbols. These include, for example, gold medals or the Olympic rings.

Despite the restrictions, you can be creative. Advertise your sports-related products, or encourage people to get fit and/or try something new.

You can find an overview of the guidelines on advertising here: [http:// www.rio2016.com/sites/default/files/users/flavio/brand\\_protection\\_guideline\\_for\\_advertising\\_market.pdf](http://www.rio2016.com/sites/default/files/users/flavio/brand_protection_guideline_for_advertising_market.pdf)

### Challenges:

No association with the games allowed, so advertising on this occasion is difficult if you are not an official partner.





The most famous Oktoberfest in the world takes place in Munich. Millions of visitors from around the world flock there every year. The festival actually begins at the end of September and ends during the first week of October. It lasts between 16 and 18 days.

In recent years, it's become normal to dress up for the holiday in traditional Bavarian clothing, even for international visitors traveling to Munich. In addition, there are more and more mini-Oktoberfest celebrations held throughout the world that are based on the Munich model.

Newsletters with product advertising can act as both Oktoberfest guides as well as an advertising space. Explain the history of the celebration, any local Oktoberfest celebrations, and awesome Bavarian-style clothing, decoration or drinks.

#### Schedule:

##### — 01.08.

Sales newsletter for travel to the original Oktoberfest in Munich

##### — 15.08.

Sales newsletters for accessories (clothing, etc.) and content-newsletters (guides, interesting content)

##### — Week of Oktoberfest:

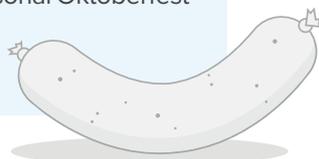
Ideas how to create an Oktoberfest at home

#### Resources:

- Personalized product offerings for clothing, travel, and food
- Useful content with branding, for example, Oktoberfest guides or manuals for a personal Oktoberfest

#### Challenges:

Already lots of hype around Oktoberfest. Useful content to convince your customers of your own added value.



Halloween is already one of the best marketing opportunities of the year in North America, and is increasing in popularity in continental Europe, particularly amongst the younger generation.

A wide range of Halloween-themed products are appropriate, supported by Halloween-themed parties and events. Ghost, spiders, witches and other fancy dress costumes are the norm. The biggest winner around Halloween in the retail world, however, are sweet-manufacturers.

Pumpkin carving is also becoming increasingly popular. Consider creating an email contest in which customers send photos of their carved pumpkins and the most interesting one gets a prize. Same goes for unique and well-done costumes. Halloween party guides and sales actions for decoration and food are also possibilities.

The Mexican Day of the Dead might also be relevant to contacts who are more interested in unusual festivals. The “Día de los Muertos” lasts from October 31 until November 2. Skulls and colorful flowers are the most important symbols. Take advantage of this opportunity to stand out from the masses of Halloween-related email.

### Challenges:

The right timing. The date coincides with the beginning of the Christmas season. Guides and suggestions should normally arrive 1-2 weeks before Halloween.



### Schedule:

— 01.09.

Preparation of newsletters and offers

— 01.10.-20.10.

Delivery of sales and content-newsletters with accessories, products and creative ideas

### Resources:

- Personalized Product Recommendations (costumes, decor)
- Halloween Guides for their own party (e.g. ideas for a fancy dress party, instructions for pumpkin carving)



25.11.

**BLACK FRIDAY**

The Friday after Thanksgiving is typically the busiest shopping day of the year in the United States. It officially kicks off the holiday shopping season, and really is its own high-point. Most retailers make enormous percentages of their entire year's revenue during the weekend after Thanksgiving.

In the weeks following Black Friday, more and more retailers have started introducing special sales actions, for example Cyber Monday. These sales actions normally last at least a few days, with some lasting an entire week.

Black Friday is gaining in popularity in Europe, including in Germany. There's no Thanksgiving or national holiday on Black Friday, of course, but Black Friday does offer opportunities for online retailers to engage with customers. Online merchants might consider using the Black Friday holiday as the jump-off point for their own holiday marketing plans.

A holiday that does not yet have much awareness is "Single's Day", which takes mostly in Asia (this year on November 11). For many retailers in Asia, it's the most important online shopping day of the year. If you're active in Asia, make sure that you don't miss out!

**Schedule:**

## — 01.10.

Preparation of offers and determining a concrete schedule

## — 20.11.

Sending teaser newsletters and offline-discount offers

## — 25.11.-02.12.

Sending sales newsletters for Black Friday and Cyber Monday

**Resources:**

- Convincing product Offers
- Daily newsletters with short-term offers
- Target group-specific landing pages

**Challenges:**

It's difficult to stand out from competitors without compelling offers and effective marketing campaigns. A careful balance should be maintained between promotion and heavy-handedness.

## ADVENT

Begins on 27. November

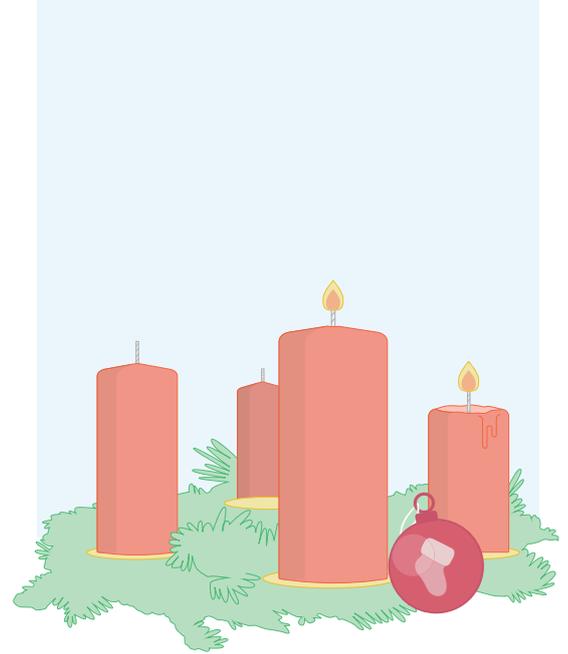
Advent is one of the most important moments of the German holiday calendar, and remains very important in a number of other European countries. Advent normally begins at the end of November or early December.

In addition to its religious virtues, Advent Sunday is a well-loved time for shopping. Consider coupling in-store deals with online sales and/or announcements. Sending emails with online rebate offers, exclusive offers for newsletter subscribers, or codes for offline discounts, can be very effective.

Even in countries where Advent is not a specifically important holiday, the time at the end of November and beginning of December is well into the Christmas shopping season. “Pre-Christmas” sales can be effective, and can give you greater flexibility.

### Challenges:

Balancing marketing opportunities without burdening your contact list. Make sure that every message you send is targeted, appropriate, and contains products and content that your contacts will love.



### Schedule:

- 01.10.  
Preparation of discount offers and your own original content
- 01.12.-24.12.  
Sending Advents-themed newsletters

### Resources:

- Personalized newsletters with appropriate and convincing product offers
- Landing pages with Advent-related calendars, themes, and content
- Digital product offers and rebate codes



## 24.12.-26.12. — CHRISTMAS/BOXING DAY



The Christmas Holiday does not need much of an introduction. It is one of the most important marketing points of the year in nearly all Western countries. That being said, Christmas-related email marketing is most effective if divided into three distinct time periods: pre-Christmas; during the holiday; and afterwards.

**Pre-Holiday:** The busiest time of the year for you and your business. Focus on receiving and shipping customer orders, and sending follow-up emails wishing a happy holiday.

**During the Holiday:** Wish your customers a happy holiday, timing the email to arrive when they're at home. You don't have to be in the office to send great newsletters.

**Post-Holiday:**

- Special post-Christmas discounts, and special week-long offers between Christmas and the New Year.

Boxing Day takes place immediately after the Christmas holiday, and is of particular significance in Britain, Ireland and the Commonwealth. It was traditionally the day when servants would receive gifts from their employers. These days it is a shopping day in the tradition of Good Friday.

**Challenges:**

Starting your planning early enough to ensure that any packages arrive on time.

Paying attention to customers who'd like to make purchases on your website, even if your office and fulfillment offices are closed for a few days.

### Schedule:

#### — 01.09.

Preparation of your special offers and scheduling

#### — 01.11.-15.12.

The best time to send sales newsletters prior to Christmas

#### — 25.12.

Post-Christmas sales offers

#### — 26.12.

Boxing Day offers and product recommendations

### Resources:

- Personalized sales newsletters with product recommendations
- Automated follow-up newsletters regarding items left in checkout queues
- Online codes for shopping during and after the Holiday

New Year's Eve is one of the largest celebrations in the world. Each country has its own particular nuances, and customs can even vary from one area to another. Whether it is eating with family or celebrating in Times Square, though, the one common theme is "celebration."

As an email marketer, New Years Eve presents numerous opportunities. There are, of course, product opportunities for the festival itself, as well as for the coming year. Many people also use the extra days off to travel somewhere, either by flying or driving.

Regardless of how you plan your email marketing campaign, you should make sure that you send your newsletters in time. The holiday season is packed with marketing opportunities, and it's really important for you to take the time to plan interesting product offers, sales, and content.

### Challenges:

Correct timing between Christmas and New Years. It can be difficult to create targeted offers with differentiated products that speak to both post-Christmas themes as well as for the new year.



### Schedule:

— 01.10.

Send sales newsletters regarding New Years Eve travel plans

— 15.12.

Send content newsletters

— 27.12.

Announce New Years Eve discounts/sales/products

### Resources:

— Personalized travel recommendations

— Online Announcements and Offline Discounts



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Emails That Make People Happy.

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