

Email marketing in the festive season

Creating Christmas campaigns that convert - UK edition



Newsletter2Go

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Introduction



Introduction

Christmas time: it brings to mind unwrapping shiny gift boxes, enjoying delicious feasts with the family and drinking mulled wine whilst watching the Queen on the telly. But also: longer opening hours for shop workers, short-tempered customers tired of waiting in queues, items quickly going out of stock and general postal chaos.

The Christmas season generates more retail revenue around the world than any other time of year.

Whether you work in brick-and-mortar retail, in e-commerce, in an agency or in a non-profit, it's going to be a busy time of year. Which is why you want to get it right.

One of the biggest challenges of all marketing – but Christmas marketing in particular – is to be heard above the noise. How do you get shoppers to notice what you have on offer when everyone else is also fighting for their attention? With email marketing, of course!

This is one channel you do not want to overlook in your Christmas marketing plan. Use the fact that you have a direct line to your customers' inboxes to nab and hold their attention. And if you, too, are perchance feeling the Christmas stress, don't worry. We've got heaps of ideas for your Christmas campaigns right here: photo collections to download, campaign concepts, calendars for planning and long lists of subject-line suggestions. It's everything an email marketer could want for Christmas. Enjoy!

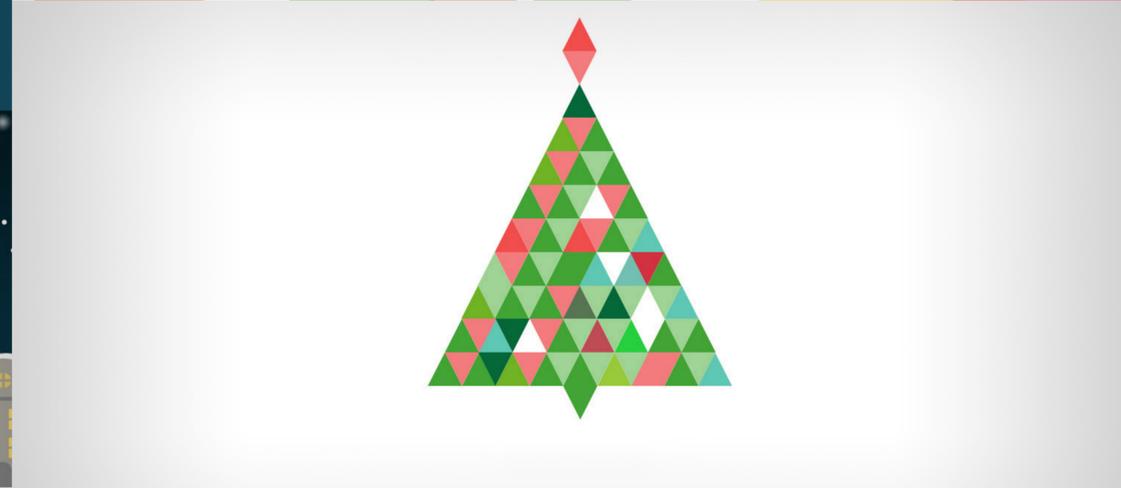
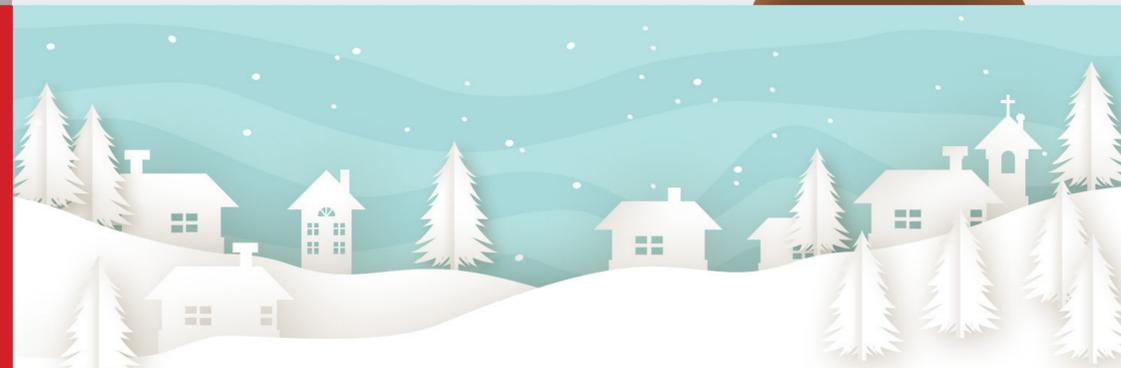
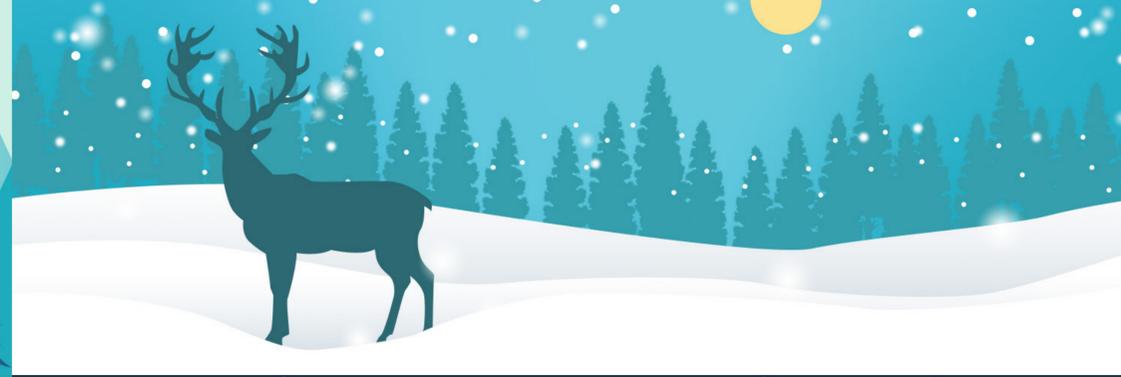
Sending you festive greetings.

Cheers,



Mara Taylor

Online Marketing Manager for English



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- 20 festive header images
- 9 seasonal banners
- 80 Christmas photos

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1

The festive season in numbers



The festive season in numbers

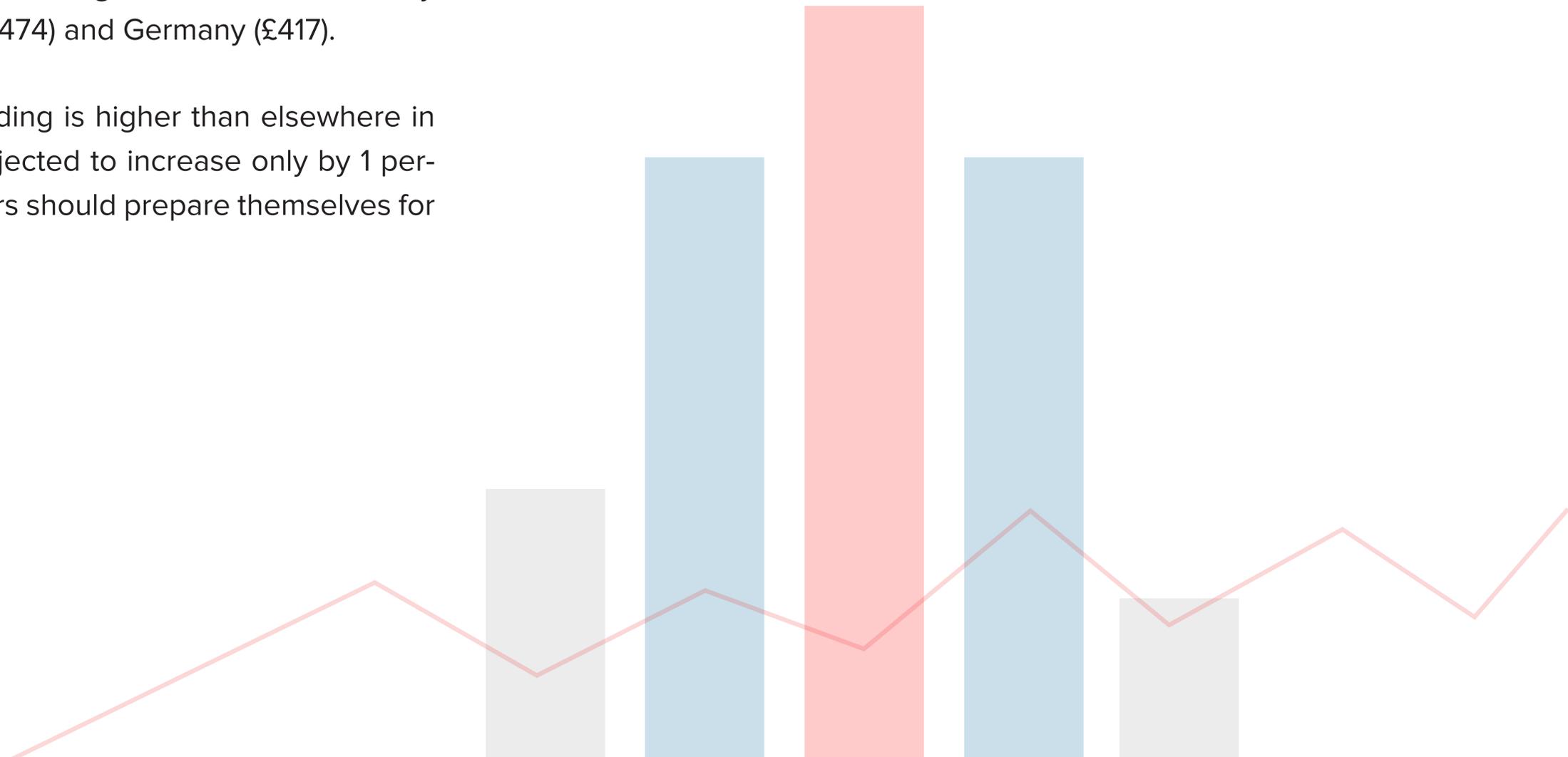
It's sensible amidst the bustle of the festive retail season to take a moment to understand current financial trends. Let's take a peek at projected spending data from an extensive European survey carried out by Deloitte in November 2018.



The festive season in Europe

Good news first: in 2018 more Christmas spending will take place in the UK than in anywhere else in Europe. **UK residents plan on spending £567 per person this festive season, which represents the highest per capita spending in Europe and 42% higher than the European average.** The UK is followed by Spain (£526), Austria (£475), Italy (£474) and Germany (£417).

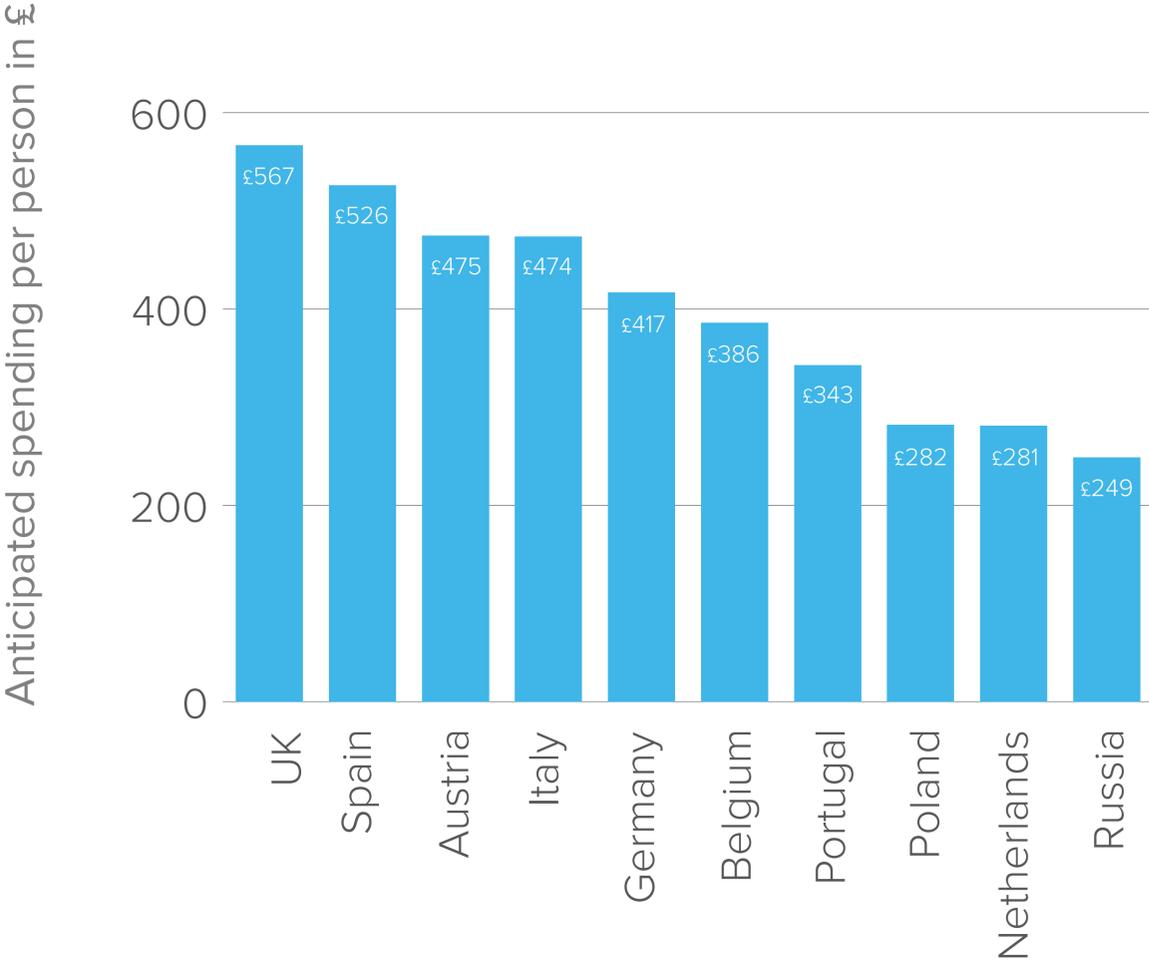
The bad news? Although UK spending is higher than elsewhere in Europe, Christmas spending is projected to increase only by 1 percentage point year-on-year. Retailers should prepare themselves for tough competition.



Christmas spending in the UK

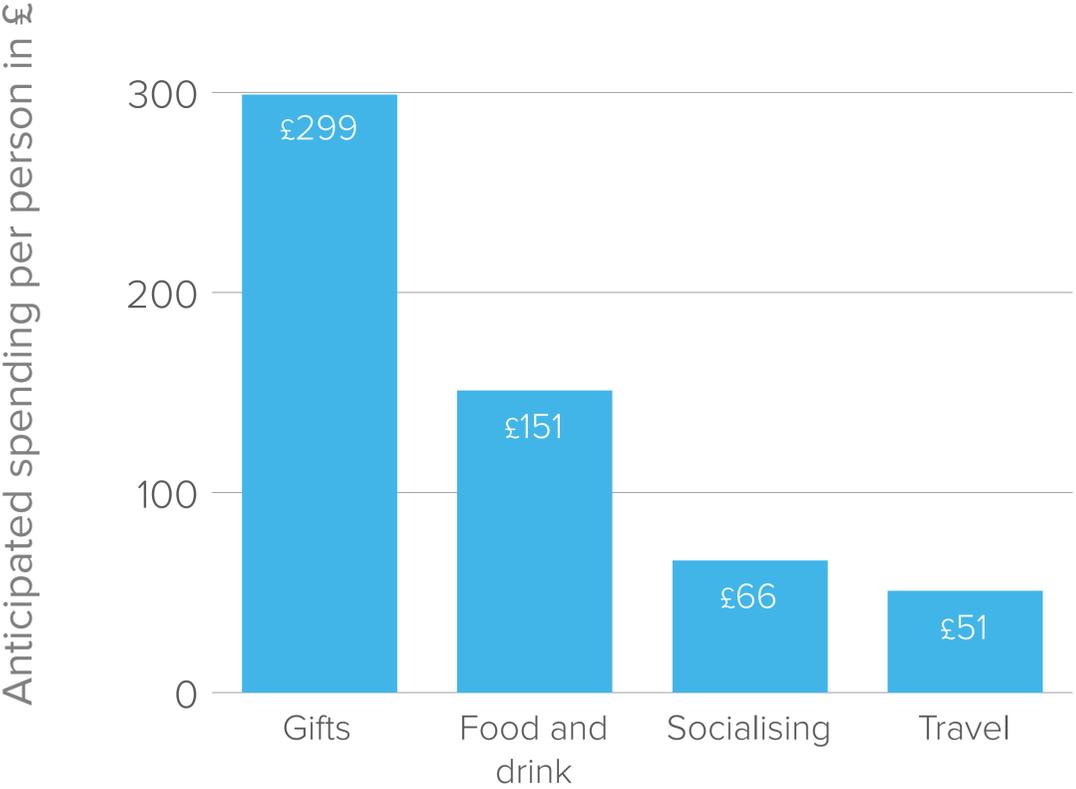
How will UK residents be spending that £567 in the festive season? Of that average per capita spending, the lion's share will go towards gifts. UK residents anticipate spending £299 or 52% on Christmas presents. Food and drink, socialising and travel will make up the remaining expenditure.

And where do they plan to buy those gifts? Online sellers will come out on top this year. With one of the strongest online markets in Europe, **the e-commerce sector will see UK residents spend £238 or 42% of their overall festive spending online**, which is 11 percentage points higher than the European average of 31%.



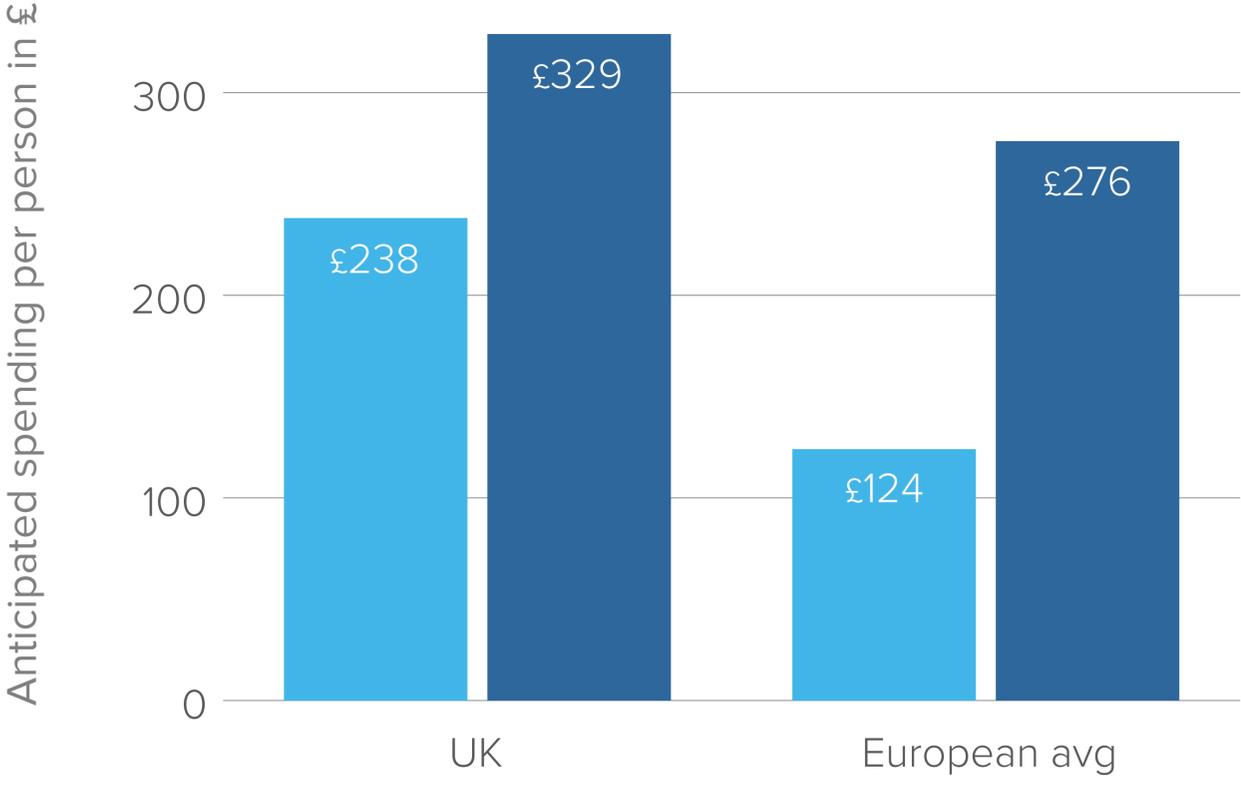
Source: Deloitte

Breakdown of anticipated 2018 Christmas spending in UK



Source: Deloitte

Anticipated 2018 Christmas spending online vs high street



Source: Deloitte

2

Planning Christmas campaigns that convert



Planning Christmas campaigns that convert

Email marketers need a plan of action for the Christmas season. While it might be enough to send out a single Christmas card to friends and family for the whole season, in marketing a single Christmas email campaign is simply not enough. There are so many bank holidays and special shopping events in November and December that to maximise your email marketing you should have multiple campaigns running in parallel. Keep reading for our detailed campaign ideas. We hope they inspire you this festive season!



12.11	13.11	14.11	15.11	16.11	17.11	18.11
Start of festive season 19.11	20.11	21.11	22.11	Black Friday 23.11	Small Business Saturday 24.11	25.11
Cyber Monday 26.11	Giving Tuesday 27.11	28.11	Advent calendar announcement 29.11	St Andrew's Day 30.11	1st day of Advent 1.12	 1st Sun of Advent
3.12	4.12	5.12	6.12	7.12	8.12	 2nd Sun of Advent
Manic Monday 10.12	11.12	12.12	13.12	14.12	15.12	 3rd Sun of Advent
17.12	18.12	Last-minute Christmas mailing 19.12	20.12	Winter Solstice 21.12	22.12	 4th Sun of Advent
Christmas Eve 24.12	 Christmas Day 25.12	Boxing Day 26.12	27.12	28.12	29.12	30.12
 New Year's Eve/ Hogmanay	New Year's Day 1.1	2.1	3.1	4.1	Twelfth Night 5.1	6.1



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Campaigns

- Black Friday weekend
- The Christmas countdowns
- Christmas
- Boxing Week

Black Friday weekend

A shopping holiday that began in the US, Black Friday now marks the inception of the Christmas season shopping spree in the UK and Ireland, as well. A few associated American shopping holidays, such as Small Business Saturday, Cyber Monday and Giving Tuesday, have also made their way across the pond. But unlike its American counterpart, Black Friday weekend in the UK, and indeed throughout most of Europe, is associated more closely with online shopping than high-street crowds.

But has the UK market reached a Black Friday saturation point? A 2018 survey by pwc concluded that less than 50% of UK residents were interested in Black Friday. However, this disinterest skewed towards older target groups. For those under 34, interest in the shopping event was over 60%.

Ideas for promotions

1. Offer discounts at various times – “The earlier you buy, the better your discount!”
2. Include freebies or free shipping with a purchase
3. Take advantage of Giving Tuesday by donating a percentage of profits made that day



Start the festive period right!

Perfect subject lines for your Black Friday weekend campaigns



Fancy 10% off on Black Friday?



Cyber Monday – the sale of the century!



Morgan, help us celebrate Giving Tuesday!



Treat yourself this weekend – 40% off your favourite items



12% off only until midnight – you'd better hurry, Frances!



With us, Black Friday lasts all year – lock in a low subscription rate



Small Business Saturday – all shop visitors get a free gift



Cyber Monday means free shipping, Alex!



Help yourself and someone else – 10% of all profits today go to charity



See something you like? Now's the time to save money!

The Christmas countdown: Advent

Once you flip that wall calendar to its final page, it's all systems go for the Christmas countdown. First, let's look at the most famous of all Christmas countdowns – Advent. This centuries-old tradition of opening a tiny door each day of December transfers well to email marketing. If you run regular daily or weekly campaigns, remember to always send at the same time of day, so your customers come to expect your mailings.

Ideas for promotions:

1. Offer your subscribers a discounted treat for each day (or each Sunday) of Advent
2. Intrigue your subscribers with facts and stories. Christmas is a wonderful time for storytelling. Send them a mini-chapter of an ongoing festive story each day in a way that features an individual product.
3. Pique their interest with an advent puzzle. Instead of giveaways, engage your subscribers through interaction. Send an email for each day (or each Sunday) of Advent. Insert a small section of an image in each email and encourage your recipients to guess what the full image is. Raffle off prizes to those who guess correctly!



Every day a new surprise!

Perfect subject lines for your advent calendar campaigns



Sam, it's time for a peek behind the first door!



Have you started decking your halls yet?



Your 3rd door is waiting for you, Alex



The 2nd week of Advent only – 20% off entire purchase!



Baby, it's cold outside. Warm up with our advent special



You've still got 10 days to design your own Christmas tree topper



Your neighbours have ordered their Christmas pudding, have you?



Let Christmas come early – give yourself something special today



All stocking stuffers on sale for the 3rd week of Advent only!



Advent is flying by – get your free express shipping now!

The Christmas countdown: other festive celebrations

For those living in Scotland, the Christmas countdown starts a day earlier, with St Andrew's Day on 30 November. Outside Scotland, too, there are also more occasions to celebrate in December besides Advent. Don't forget the Winter Solstice, which is the darkest day of the year, and "Manic Monday" or "Green Monday". The second Monday of December is a strong sales day every festive season. It's when consumers start fretting about completing their Christmas shopping. Items no longer being in stock is another big concern for this day. In brief, it's the day to close the deal.

Ideas for promotions

1. Get in the festive spirit on St Andrew's Day. Promote products associated with Scottish traditions
2. Emphasise premium delivery services and how many of your customers' favourite items are still in stock on Manic Monday
3. Infuse the Winter Solstice with light and warmth. Send campaigns with cosy pictures and warm colours to lift your subscribers' spirits on the darkest day of the year

ST ANDREW'S DAY	30.11.2018
 Run promotion	
MANIC MONDAY	10.12.2018
 Run promotion	
WINTER SOLSTICE	21.12.2018
 Run promotion	
LAST-MINUTE CHRISTMAS DEALS	19.12.2018
 Run promotion	

Perfect subject lines for other Christmas countdown campaigns



Happy St Andrew's Day! Ready for fireworks in your inbox?



Our St Andrews Day gift to you – 30% off all traditional Scottish music



Open the festive season with this St Andrew's Day discount



Don't make Christmas come late this year. Order Mum's present today!



Buy one stocking stuffer, get one free – while supplies last!



Make this Christmas better than last Christmas – don't wait until the last minute to shop!



14 days to go until Christmas! Are you ready?



Oh, the weather outside is frightful, but our deals are so delightful!



Happy Winter Solstice! Celebrate the sun's return with these bright deals!



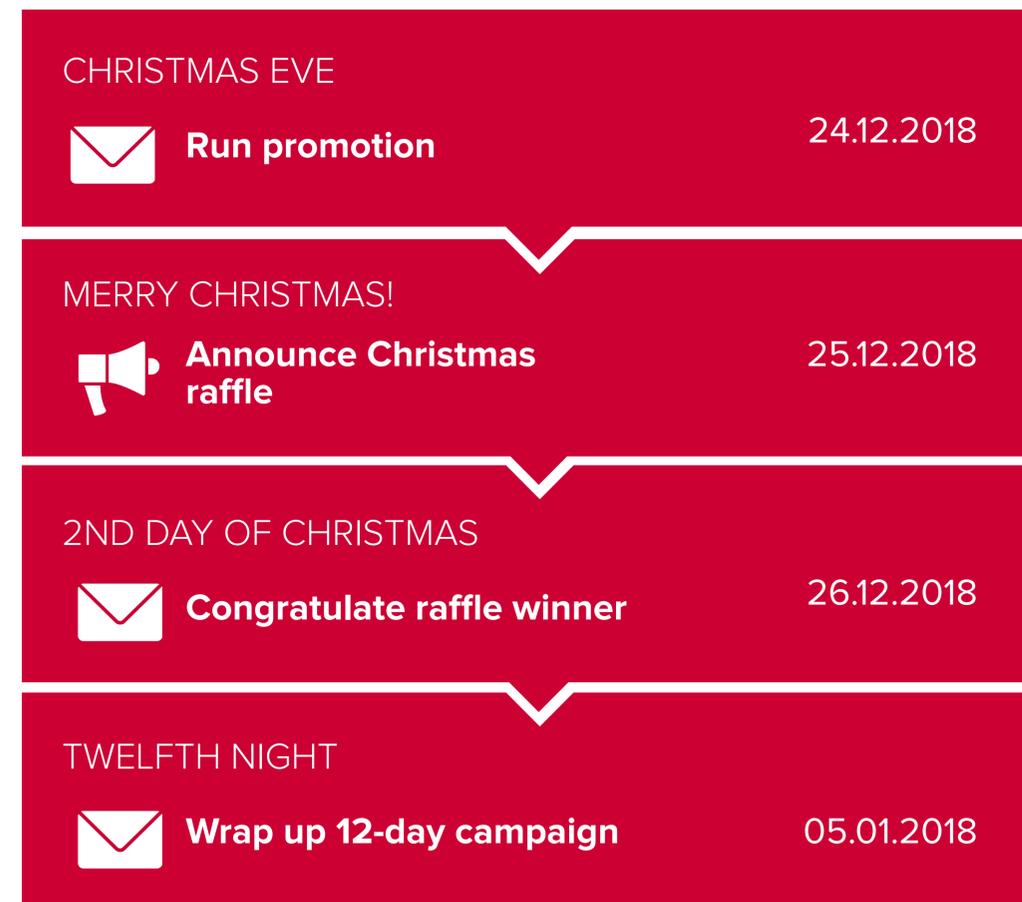
This is not a drill: last-minute Christmas shopping ends in 24 hours

Christmas

Remember that few people spend time with email on Christmas Eve and Christmas Day. The most important promotional campaigns should be over and finished now. But you can still schedule mailings for these two days. Some people might peek at their email on their phone when they need a breather. For those who do, it's a great time to entertain them and wish them a Merry Christmas. Create digital cards, pass along recipes and games they'll love, or run a Christmas giveaway. Don't forget, too, that Christmas lasts for 12 whole days!

Ideas for promotions:

1. Christmas is unboxing day! Raffle off small giveaways. The cost of a raffle ticket? An unboxing video of customers opening your well-wrapped products
2. 12 Days of Christmas. Send your customers vouchers for those wishlist items that never showed up under the tree
3. Twelfth Night. Offer your customers deals on overstocked Christmas items that can be stored until next year's festive season



Perfect subject lines for your Christmas campaigns



★ Now bring us your figgy pudding! Send in pictures of your Christmas feast and enter to win!

★ Your Christmas present is waiting for you!

★ Didn't find what you wanted under the tree?

★ Time for a holiday from your Christmas holiday? Book your flight today

★ Pulled all the Christmas crackers? Here's one last surprise for you!

★ For Christmas comes but once a year – festive greetings from all of us at Company Name

★ Unboxing Day is the new Boxing Day!

★ The most wonderful time of the year – Christmas lasts for 12 whole days

★ What are you giving yourself for the 3rd day of Christmas?

★ Twelfth Night savings! Beat next year's Christmas rush

Boxing Week

Boxing Day, which falls on 26 December and is traditionally one of the busiest shopping days of the year in the UK and Ireland, has recently become Boxing Week. This transformation happened because it's not just for brick-and-mortar stores anymore. Online stores have declared it Boxing Week, with sales starting as early as Christmas Eve and lasting through New Year's. Whilst Boxing Day footfall on high street decreased in 2017 by 4.5% year-on-year, this doesn't mean revenue has slumped. Instead, shoppers are turning more and more to online platforms for their Boxing Day experience. Whether you're online or on high street, as a retailer you can still make the most of this last chance to increase turnover for 2018.

Ideas for promotions:

1. Unhappy with your Christmas gifts? Receive a £20 voucher for each present you donate
2. In-store goodies! Entice customers into your shop with in-store prize draws, goodies and giveaways
3. Boxing Week without the 6am queue! Start promoting your discounts early and remind your customers often



End the year strong with a final Boxing Week push!

Perfect subject lines for your Boxing Week campaigns



Donate instead of re-gift – don't let it gather dust



Another person's treasure ... donate those unwanted gifts!



Christmas may be over, but Boxing Week is just beginning



Skip the queue! Free shipping on all Boxing Week orders



Pssst, Toni, need a break from family time? Visit our shop on Boxing Day!



Do you miss the shops? They miss you, too! Come in for a Boxing Day special!



2018 is ending and so is Boxing Week. Last chance for bargains, Alex!



Sam, here's something to sweeten your New Year's Eve



Treat your friends to something nice this New Year's



Morgan, start your new year off right with a free fitness class

3

Designing festive campaigns that convert



Designing festive campaigns that convert

The festive season represents a time to spruce up your email marketing campaigns. Ensure your mailings imbue your recipients with the Christmas spirit. Layout and colour scheme, images and language – all important elements should be coordinated for the full effect!



Copy and content

Even more so than the rest of the year, marketing copy for this season needs to awaken emotions. Think of the famous Christmas adverts, with their warm colours and soothing scenes. Use catchphrases from known Christmas carols or greetings to trigger a feeling of the festive period. Conjure up celebratory associations by using the language of all five senses.

Tip: Charles Dickens's *A Christmas Carol* offers some of the most famous inspiration for Christmas stories everywhere! Weave the ghosts of Christmas past, present and future into your marketing copy for especially evocative prose.

Verbs	Adjectives	Nouns
baking, cooking, roasting	abundant	baubles, bells, Christmas tree, Tannenbaum
carolling	angelic, harmonious	evergreen, holly, ivy, mistletoe
celebrating	bright, candlelit, lit, illuminated	Father Christmas & elves
cracking	cheerful	festivities, festival
decking/decorating	evergreen	gingerbread, mince pies, Christmas pudding
giving	joyous	goodwill
ringing	redolent	sleigh bells
trimming	sacred	tidings
wrapping/unwrapping	thankful	yule, yuletide, yule log

Emojis

[Emojis](#) illustrate emotions. These tiny expressions and images began as a way to bring clarity to ambiguous language. Now they're practically a language of their own. They can add a spot of colour to the inbox and draw your subscribers' interest. Thousands of emojis exist – of course there are specific Christmas emojis, too! Insert these emojis into your festive mailings. 🌲

Get creative with these Christmas emojis!



Santa Claus



Mrs Claus



Christmas tree



Deer



Snowman



Snowman without snow



Snowflake



Candle



Pie



Candy



Star



Baby angel



Bell



Wrapped gift



Ghost (of Christmas past?)

Five rules for successful subject lines

- 1 Start with the most important information
- 2 Aim for a character length of 30–50 to keep it mobile-friendly
- 3 Use the [preview text](#) in a complementary manner
- 4 Make it personal. Insert customised fields – such as first names, recently purchased products and wish-list items – for more effect. The more personal you get, the more likely the recipient is to open the email
- 5 Insert action verbs in the imperative: book, buy, check, come see, discover, find, hurry, order, rush, save, shop, stock up, visit, watch for

Design, images and colours

Use festive colours

Our subconscious reacts strongly to colours. Make sure to give your campaigns the right overall look. The colours we associate most strongly with Christmas are, of course, red, green and white. Another popular festive scheme is gold and silver. Whatever you select, choose a colour palette and images that immediately let your customers know what you're talking about: the most wonderful time of the year.



Red - the color of love, Father Christmas and poinsettias. Red has long been a colour symbolic of the festive season



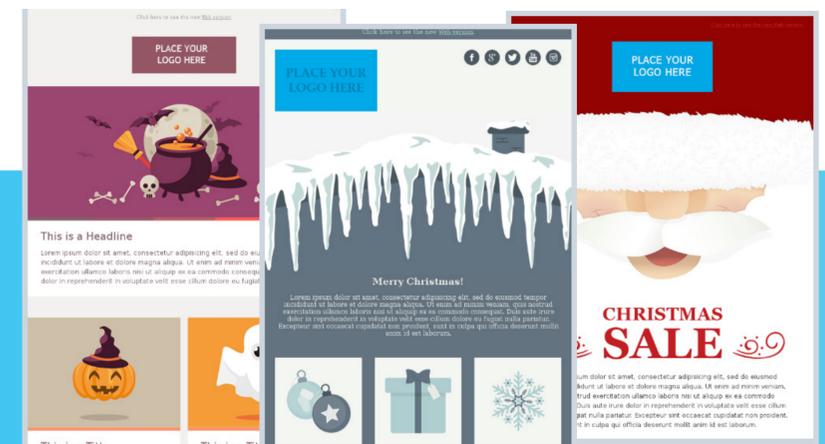
Green - the colour of balance, nature and hope. The evergreen Christmas tree has been a symbol of Christmas for centuries



White - the colour of purity, snow and sleigh rides. Associated with Christmas thanks to the song “White Christmas” famously sung by Bing Crosby

Newsletter2Go has [ready-to-go Christmas templates](#) for your festive mailings.

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Christmas imagery

A few simple Christmas icons or images sprinkled throughout your mailing can be a splendid way to decorate your copy with more subtle Christmas elements. Choose the level of “festiveness” you want to incorporate into your mailing based on your target group. In the more understated B2B sphere a handful of elements discreetly placed in your mailing can lend your text the refined feel you’re looking for. In B2C you may want to place a stronger emphasis on the celebratory spending of the Christmas season.

Iconic Christmas imagery

Christmas tree	gifts
snowflakes	Father Christmas
Santa Claus hat	stars
mince pies	reindeer
angels	nativity scene/manger
baubles, tinsel & fairy	holly & ivy
lights	fir branches



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Layout for Christmas campaigns

If you're looking to create an understated but refined Christmassy look, choose cool colour schemes such as blue and white/silver. Use stars or snowflake imagery sparingly to lend your mailing that festive polish.

If your target group responds well to mailings that are a bit more attention-grabbing, then use all layout elements available to you to convey festive joy. Powerful colours such as bold reds and greens send the right message.

Besuchen Sie hier die Webversion.



PLACE YOUR LOGO HERE

Merry Christmas!

❄️

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Your signature

Besuchen Sie hier die Webversion.



PLACE YOUR LOGO HERE

Merry Christmas!

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Your signature

Besuchen Sie hier die Webversion.

PLACE YOUR LOGO HERE



Merry Christmas!

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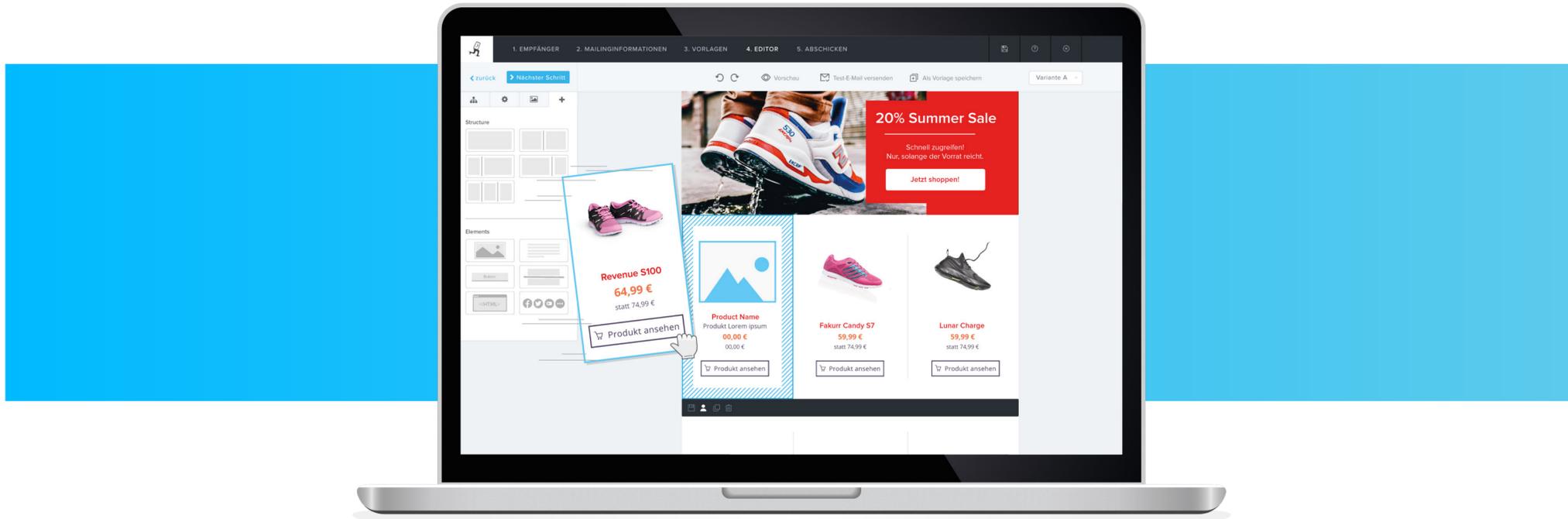
Conclusion



The Christmas season offers so many excellent opportunities to connect with your customers. But remember, creating a successful Christmas campaign is so much more than just wowing your customers with sales and deals. It's a time of year that brings smiles to everyone's face.

But it's also a time of family stress, forgetfulness and financial worries. Plan your campaigns as an email series with many friendly reminders. Use a light touch to underline price-cutting and savings. Help your customers remember purchases that might otherwise slip their minds. And, above all, show sympathy for the stress everyone (including you and your team) is under. It is a season of thankfulness and gratitude. Use that to connect with your subscribers in an authentic way.

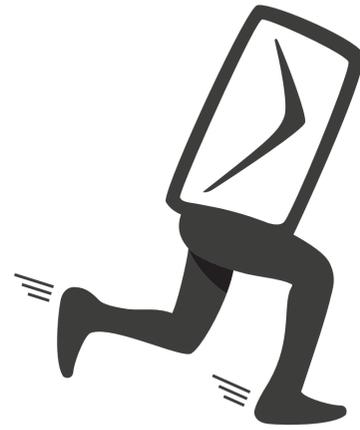




Founded in 2011, Newsletter2Go GmbH is now one of the leading email marketing software providers in Europe. Newsletter2Go has grown from 4 to 60 employees since its inception. This puts Newsletter2Go among the top 30 fastest-growing digital companies in Germany.

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