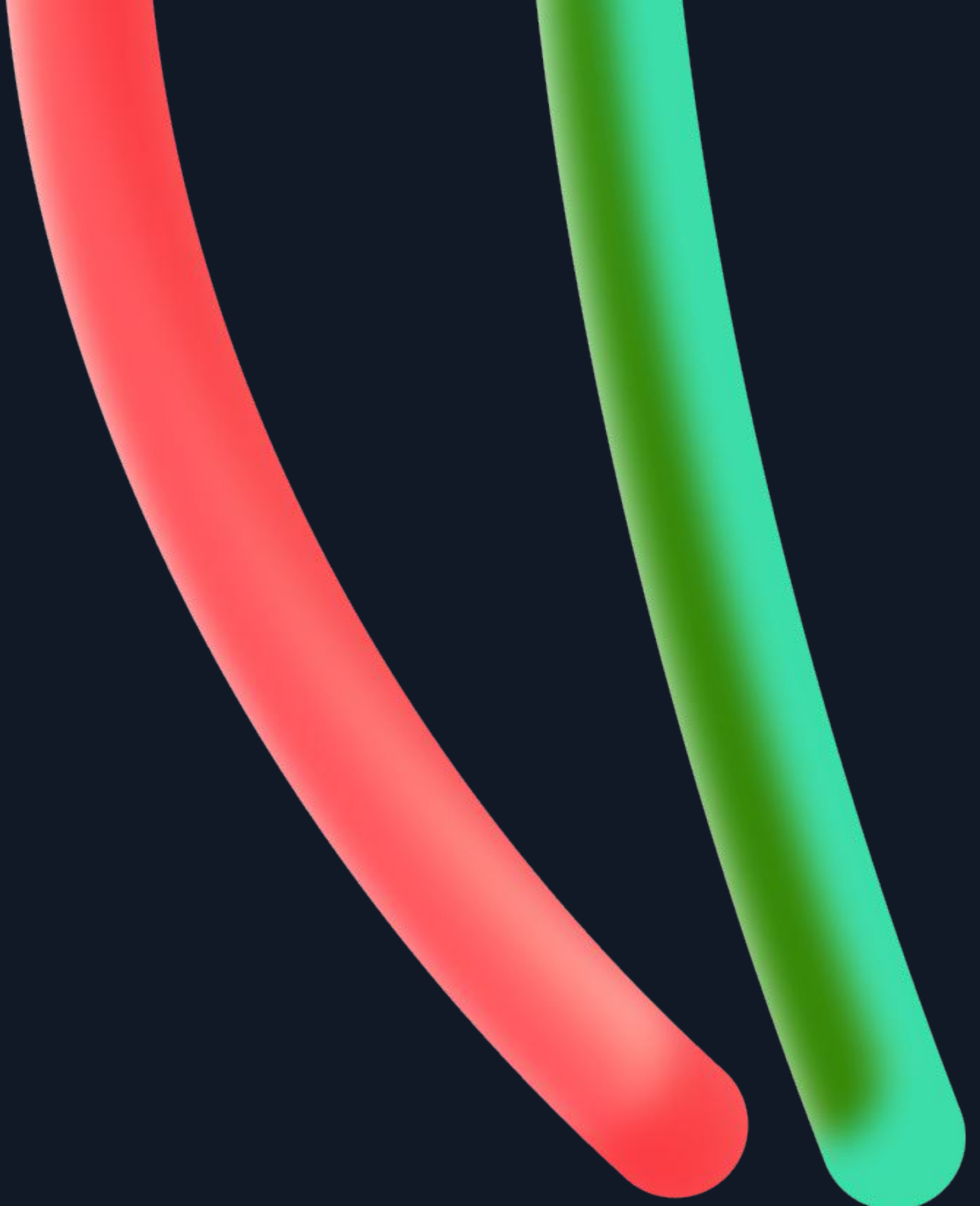


The Big

Christmas E-Mailing Checklist

E-mail Marketing





The Christmas season is a unique opportunity to increase sales and emailing is one of the most effective ways to communicate with customers.

In this checklist, we'll show you how to make the most of it to give your business a rich Christmas.

In the Checklist You Will Find:

- A TO-DO list at the end of each chapter
- Tips for specific campaigns
- Practical examples



01 Plan And Strategy

Recap Last Year

Use the data, you have collected from previous email campaigns. See which campaigns were successful and use them as inspiration for this year.

Based on existing data, you'll be able to send relevant offers to customers and increase the likelihood of them buying from your store.

Create Your Strategy

[Watch these tips for a killer email marketing strategy.](#) You'll learn which campaigns work during Christmas and how to simplify your preparation.

The webinar also includes how to work effectively with contacts and tips on what to do right at the beginning of the year



Create a Plan for Your Christmas Campaign

Plan specific email campaigns in advance. You'll get a better idea of how many you actually want to send, and better space out your mailings. Plus, you'll avoid preparing campaigns at the last minute.

Take inspiration from our calendar. Take a look at upcoming events and evaluate whether to include them in your plan.

Remember, you don't just have to send sales emails. Your customers will **appreciate other types of content** in the flood of discount offers.

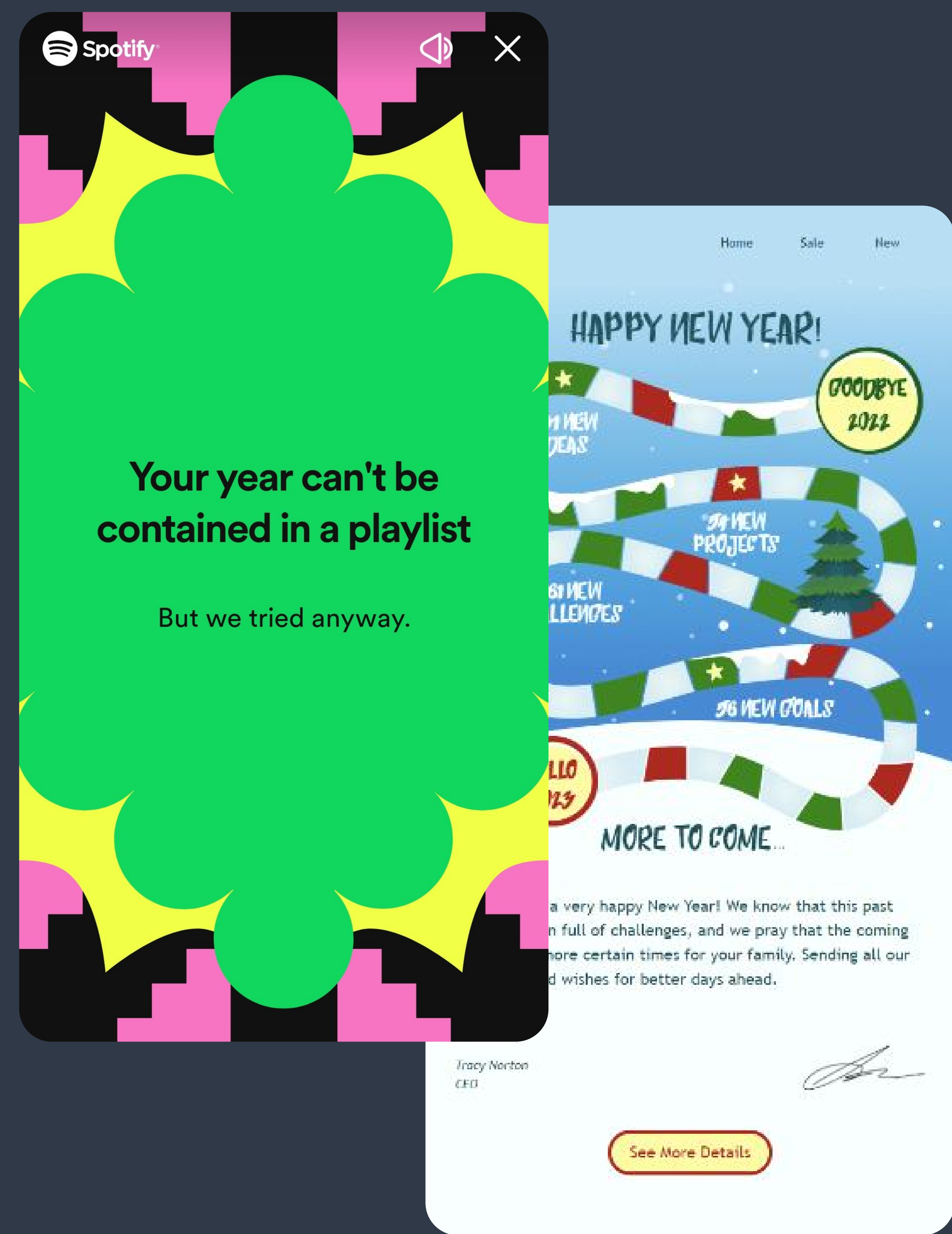
Plus, content campaigns are great for strengthening relationships with your recipients.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25. 11.	26. 11.	27. 11.	28. 11.	29. 11. Black Friday	30. 11.	1. 12. First Advent Sunday
2. 12. Cyber Monday	3. 12.	4. 12.	5. 12.	6. 12. St. Nicolas Day	7. 12.	8. 12. Advent Sunday
9. 12.	10. 12.	11. 12.	12. 12.	13. 12.	14. 12.	15. 12. Advent Sunday
16. 12.	17. 12.	18. 12.	19. 12.	20. 12.	21. 12. First Day of Winter	22. 12. Advent Sunday
23. 12.	24. 12.	25. 12. Post-Christmas Discounts	26. 12. Post-Christmas Discounts	27. 12.	28. 12.	29. 12.
30. 12.	31. 12. New Year's Eve	1. 1. 2025 New Year				

tip Prepare your **post-Christmas** communication in time. A lot of customers are waiting for it. During this time, they mostly **buy for themselves**, so adjust your offer accordingly.

Segments that split your contacts based on the same activities are a great way to do this – for example, reach out to those who visited your e-shop before Christmas but didn't buy.

You can also **thank customers** for their loyalty, **wish them a happy new year** or use New Year's resolutions in the form of motivational newsletters.



TO-DO List

- ✓ Analyse the results of last year's campaigns and see which ones worked
- ✓ Set up a Christmas strategy
- ✓ Consider post-Christmas communications
- ✓ Set a specific campaign plan

02 Email Campaigns

Draw Attention

During the Christmas season, email volumes typically **increase by 30%** compared to the rest of the year. So make sure you grab the attention of your recipients.

Focus mainly on the information that the recipient will see first: **the sender's name, the subject and the pre-header**. Statistics show that the sender's name influences the open rate 72%, the subject 12% and the pre-header 8%.

<input type="checkbox"/>	<input type="checkbox"/>	Lindex	Inbox	Don't miss out on our gift
<input type="checkbox"/>	<input type="checkbox"/>	Notino	Inbox	15% off everything Make Christmas easy with code „all15“
<input type="checkbox"/>	<input type="checkbox"/>	Adventure Darina	Inbox	Be the star of Christmas and give the gift of experience
<input type="checkbox"/>	<input type="checkbox"/>	Veronika, PinkElephant	Inbox	A magical and sparkling Christmas with Pink Elephant
<input type="checkbox"/>	<input type="checkbox"/>	Mixit	Inbox	New: Mix your own Advent calendar

Email subject

45 chars

Special gift - 20 % discount on everything 🎁

Recommended length is 55 characters of standard text, or 50 characters using 1x emoji or 45 characters using salutation.

Generate subject using AI

Paraphrase

Exciting offer - 20 % off everything 🎁

Less formal

Awesome deal - 20 % off on everything 🎁

Less formal with emojis

🎁 Get a sweet deal! 20% off on everything 🎉

More formal

Exclusive Offer: Enjoy a 20% Discount on All Items 🎁

Shorter

20 % off everything 🎁

Longer

Don't miss out on this special gift - 20 % discount on everything 🎁

Customise the Content of Your Email

During the Christmas season, the main goal of newsletters is to **get users in the Christmas spirit** and get them to click through to your website, ideally to make a purchase.

So be creative, but also keep in mind that you need to be specific and concise. The user won't be spending much time on your email at this time.

Take inspiration from the elements that will help you in your pre-Christmas communication:

Christmas Colours

Customise your template into a Christmas visual. To save you time, you can find ready-made Christmas templates.



Assure the Customer of Your Quality

Convince the customer that your e-shop is the best choice for their purchase. Don't be afraid to **highlight the reasons why they should buy from you.**

Communicate how you are better than your competitors and show reviews or awards.

tip Use Topol [pre-built templates](#) and save time.

Themed GIFs and Images

GIFs can differentiate your template and often entertain the recipient. Choose the best one directly from the photo and GIF bank, which is linked to the template editor in Ecomail. Remember that the ratio of images to text should be no more than 40%.



Countdown Timer

Create a sense of urgency. Set a countdown timer in the email and ideally place it at the beginning so that it is not missed. See how to set up the countdown timer.

Delivery Before Christmas

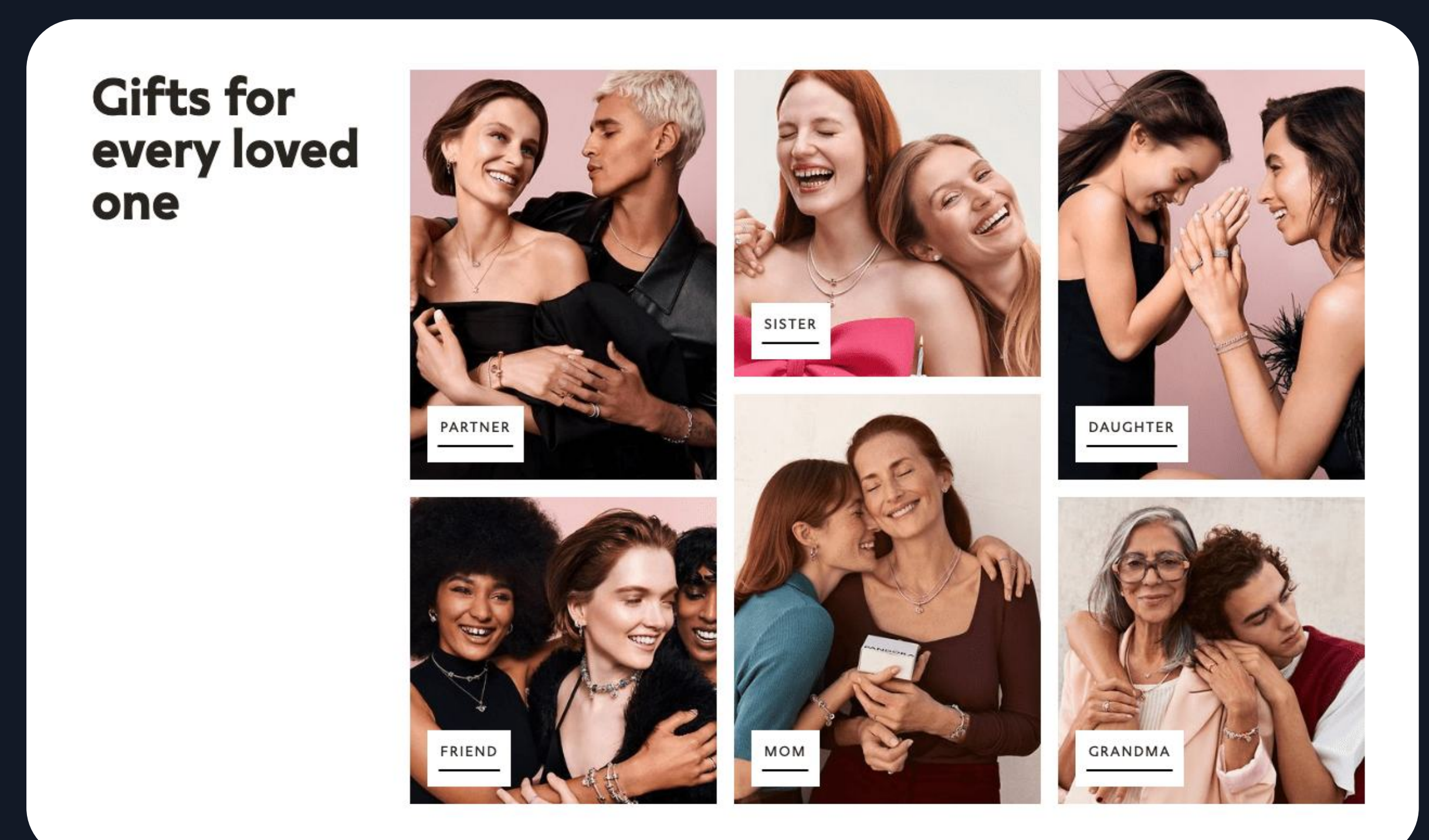
Every December email should include information on delivery terms. A short message will suffice at the start of Advent, but as Christmas Day approaches, communicate this information strongly.



tip Think about the fact that almost 85% of users open emails on their mobile phones. So adapt your newsletters for mobile devices and test the display of the sender name, subject, pre-header, and content carefully.

● Ideas for Specific Campaigns

Before Christmas, try to **combine pure performance emails with more creative content** that both delights your customers and drives them to buy. We've put together campaigns you can incorporate into your plan.



Guide and Tips for Gifts

Plan a Christmas campaign specifically focused on Christmas-themed products or **gift-buying advice**. If you can inspire clueless shoppers at the right time and make it easier for them to buy gifts for their loved ones, you've won.

Emails With Personalisation Elements

Use the data you have about your customers to send them a [tailored offer](#). You can segment your mailing audience based on previous purchases, pages visited, preferences or gender.

For example, **gift tips for him, her or the kids work great.**

Special Offers

Discounted gift packs or bargain sets are particularly great during the Christmas season. Don't forget to time your **discounts and Christmas codes**.

Support the Brand

Incorporate non-sales emails into your communications to improve the relationship with your customer and strengthen your brand.

These could be baking tips, trips or instructions for products that customers can make themselves at home. Try incorporating your products into the email content at the same time.



Last Minute Gifts

Send a **last-minute order** by Christmas campaign, or save latecomers and offer them gifts they can have in **minutes**. Often, these are a variety of vouchers and gift cards.

tip Let the AI help you with the newsletter copy. AI Assistant in the Topol Email Editor will help you with the email structure, headings, and subject line. Suggest text, improve your text, rephrase it - anything you need help with.

TO-DO List

- ✓ Focus on sender name, subject and pre-header
- ✓ Create templates in a seasonal design
- ✓ Adapt newsletter content to the Christmas season
- ✓ Use urgency elements such as a countdown timer
- ✓ Communicate delivery options before Christmas
- ✓ Define what campaigns you'll send
- ✓ Always test email views before sending



Do's and Dont's of **A/B testing**

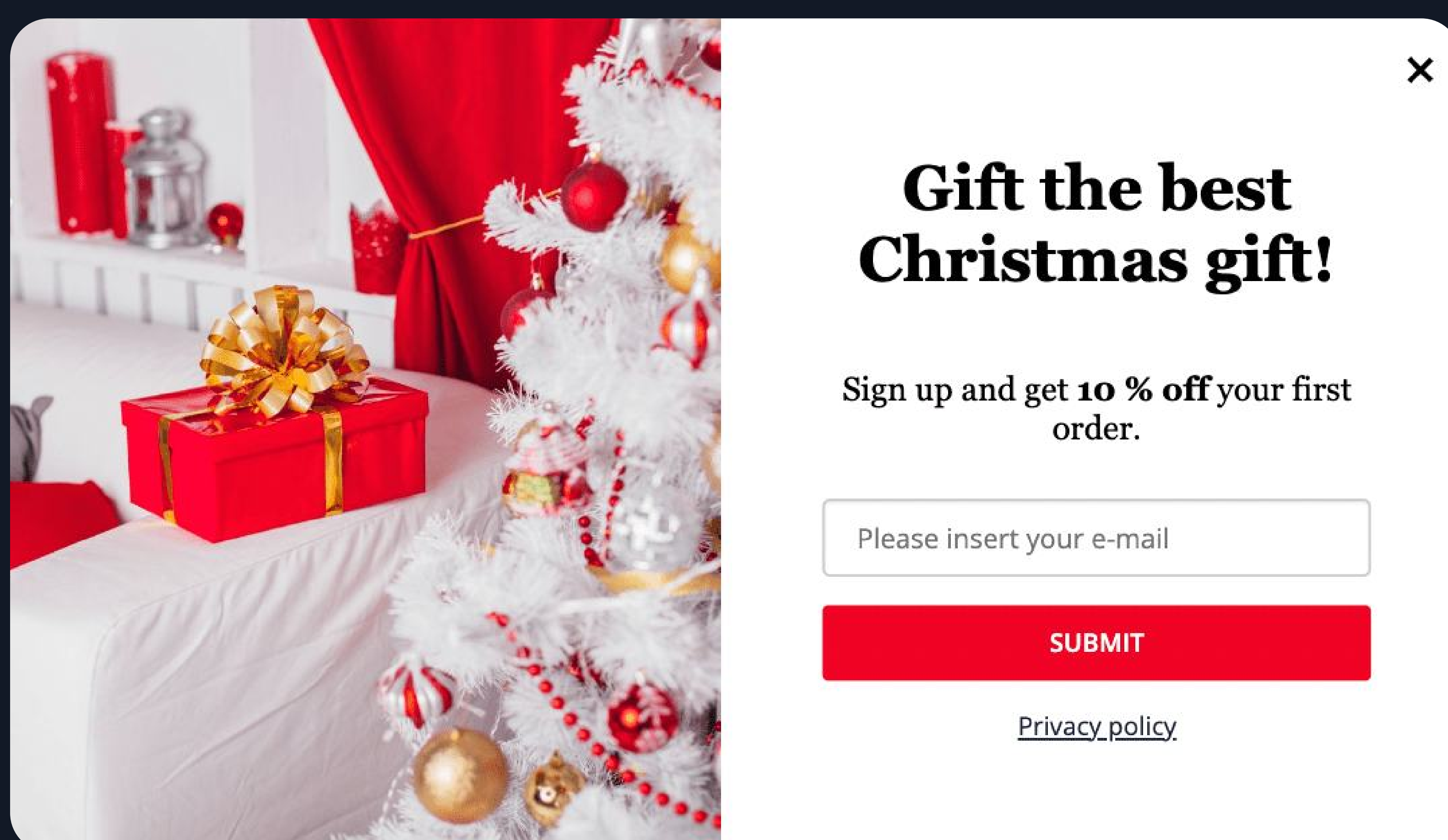
- ✓ Define your goals
- ✓ Test one variable at a time
- ✓ Test on a sufficient sample size
- ✓ Make changes based on your results
- Over-test your audience
- Rush to conclusions after 30 minutes

03 Contacts

● Expand Your Database With New Quality Contacts

The more potential customers you reach, the better your chances of generous Christmas sales. Especially now, before Christmas, it pays to collect new contacts that will be active during Christmas sales and New Year sales. You can therefore **create a special campaign or a contest to maximise the number of contacts you collect**. One effective way is to collect contacts using forms. Pop-ups, slide-out bars or static forms are especially popular.

Don't forget to add a Christmas touch to your forms or offer Christmas content in exchange for an email. Recipes for cookies, tips for Christmas decorations, and instructions for making Advent wreaths, calendars, or Christmas cards work great.



● Increase the Frequency of Communication Even With Inactive Audiences

The lead up to Christmas is the perfect time to get less active contacts or those who haven't yet made a purchase with you to buy.

Send them special campaigns that you have prepared just for the Christmas season. We recommend keeping more regular communication only with the active part of your database.

● Send to Segments

Work with your customer data to send better targeted newsletters to different groups of subscribers.

By Category

Depending on your product range, consider what might appeal to your audience before Christmas.

You can offer recipients products from the category they bought from or, on the other hand, try a range of products from a completely different product category.

By Activity

Send more frequently to contacts who have recently signed up with you, open emails, visit your website, make frequent purchases or have high order value. However, you'd better exclude from the segment those who bought something from you a few days ago.

By Gender

Split your database based on gender and send campaigns with gift tips for men and women.

No Email Open History

Before Christmas, it's worth creating a segment of subscribers who haven't opened a selected email with a promotional offer and try sending it to them again.

Ideally, at least partially edit the content of the email and create a completely new subject line.

TO-DO List

- ✓ Set up forms for collecting contacts on the web
- ✓ Create Christmas form design
- ✓ Incorporate a contact collection campaign (contest, download content)
- ✓ Communicate with the inactive part of the database
- ✓ Target segments

04 Automation

Automated campaigns help increase conversions and this is especially true in the run up to Christmas.

The following automated campaigns will boost your emailing revenue.

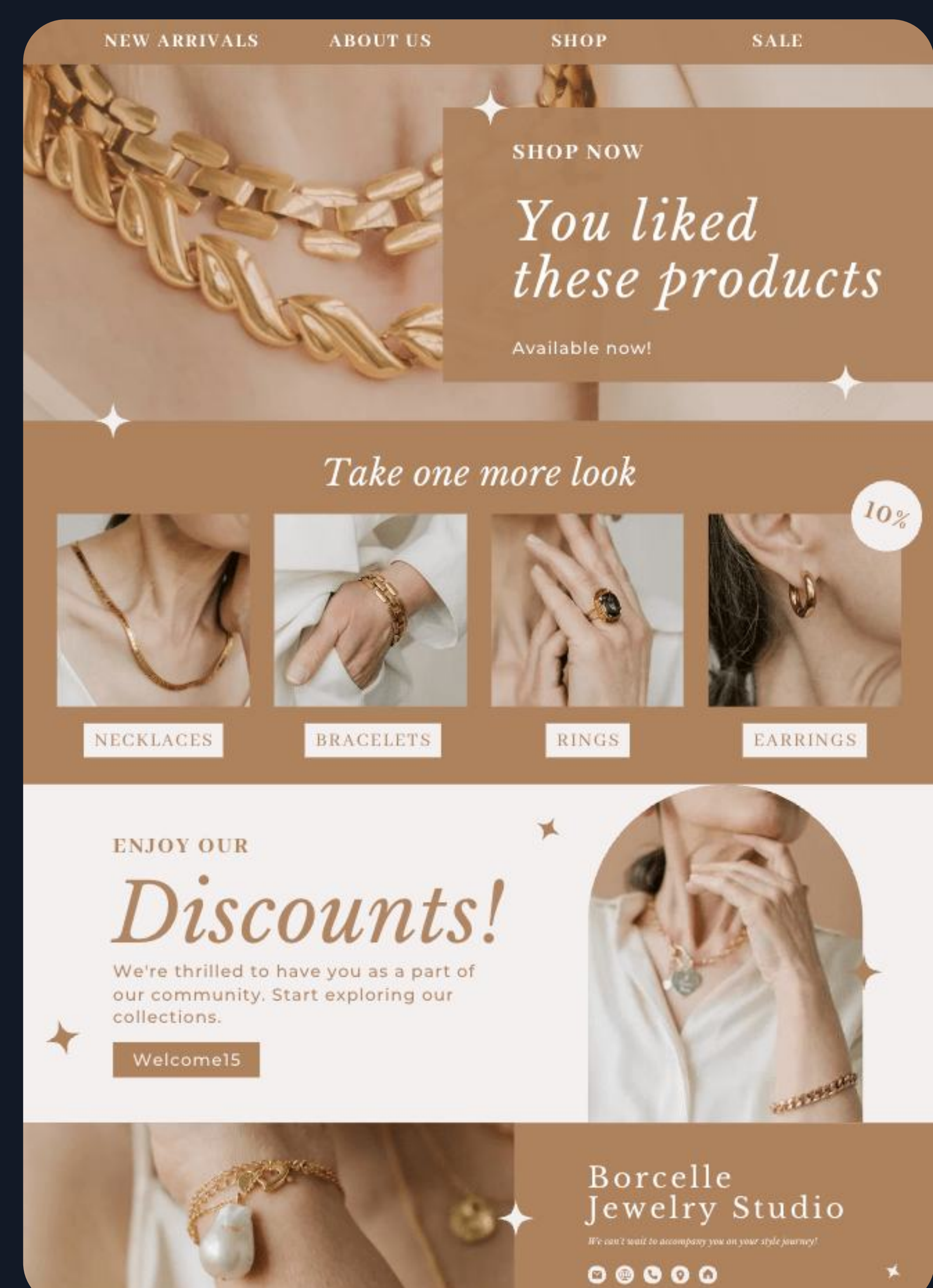
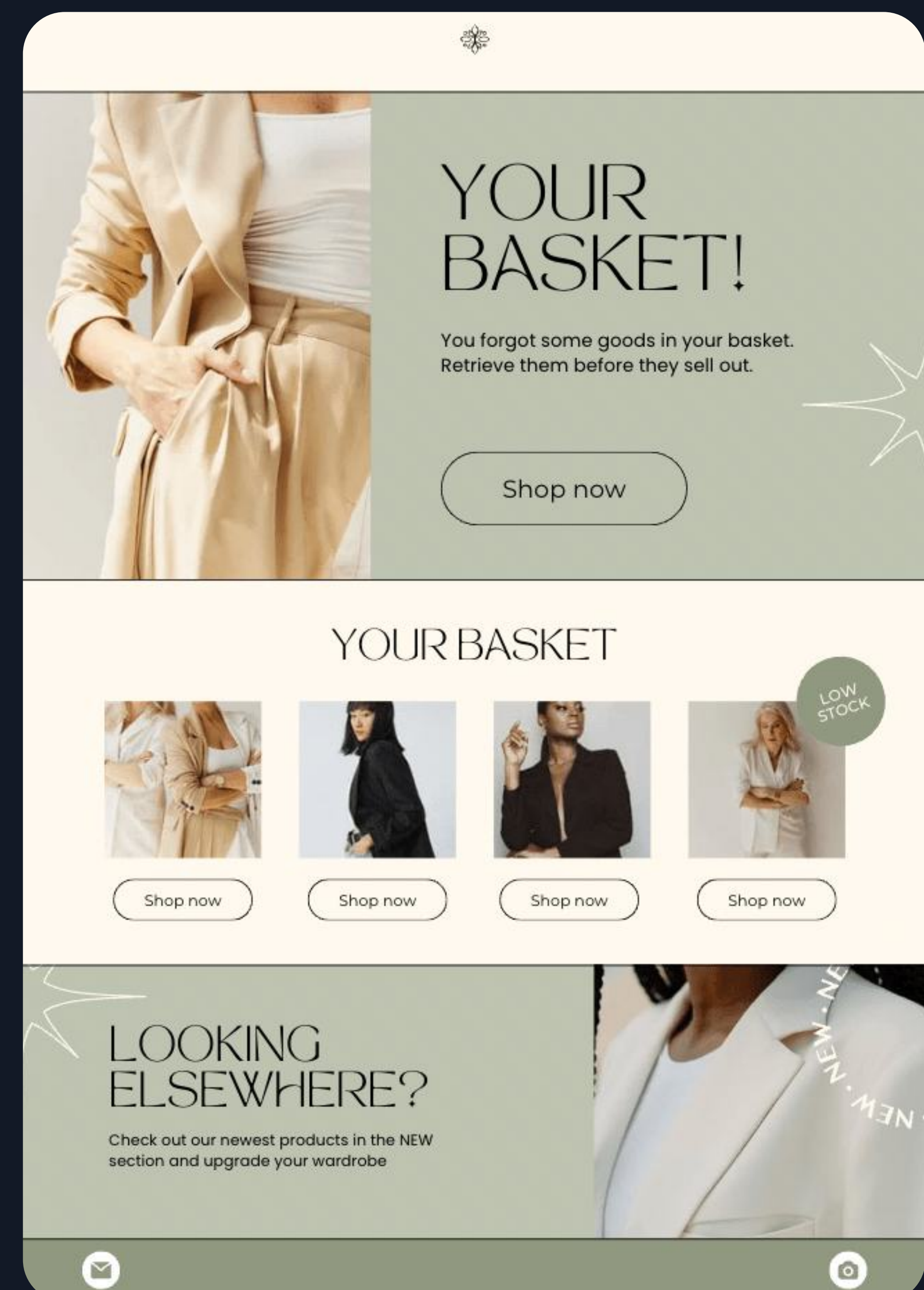
Abandoned Basket

Around 70% of shoppers don't complete a purchase on an e-shop.

Set up an automated reminder to remind shoppers of items in their basket - it can save up to 11% of sales from all abandonments.

Respond to Abandoned Browsing

Harness the power of re-marketing to increase the likelihood of purchase. If a user has visited your site but hasn't made a purchase, send them a reminder with their last viewed products.



Welcome New Contacts With a Discount on Gift Purchases

Welcome automations are very successful and have up to 60% open rate. If you put the effort into them, they are a great start to building a solid relationship.

Wishlist

If you allow visitors to save products to a wishlist, work with this information. As soon as a favourite product drops in price or is down to the last of its stock, automatically alert them.

For the FreshLabels brand, this automation accounts for 20% of sales from all automations.

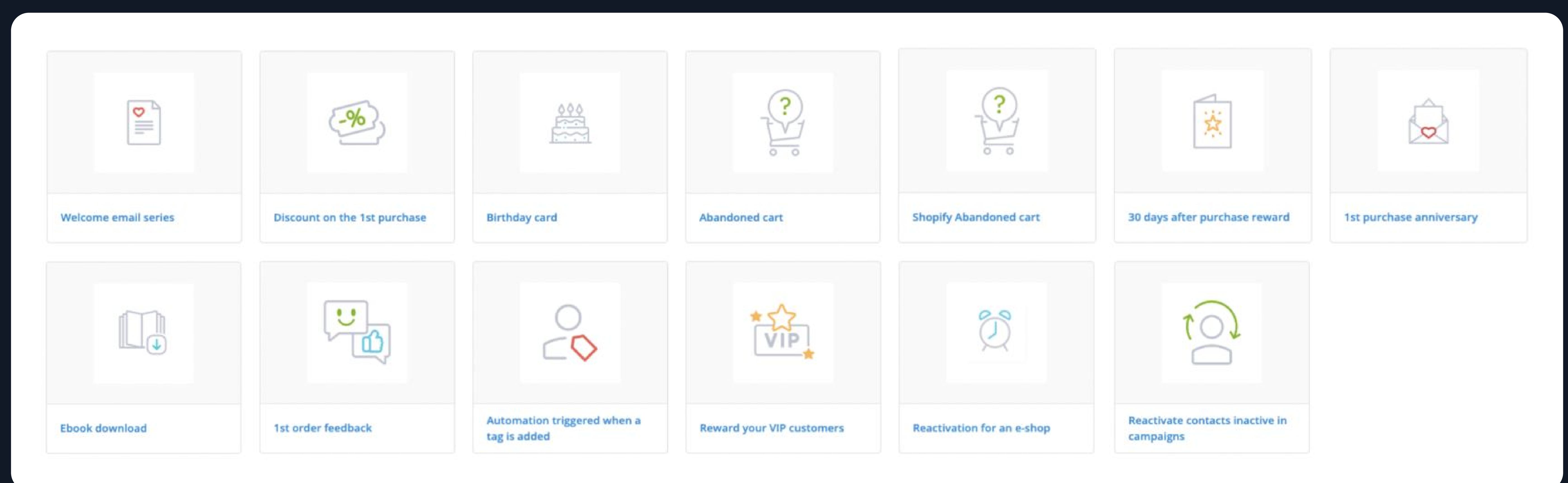
Over the Christmas season, you can tweak them slightly – for example, communicate a discount on gift purchases instead of a discount on the first purchase.

Use Cross-Sell

Respond to items purchased and automatically offer accessories to go with them. This often results in the customer spending more money than they originally intended.

Reward 30 Days After Purchase

Customers often make one-off purchases during the Christmas season. If you automatically remind them to shop with you again after Christmas, you increase the chances of them becoming your regular customers.



TO-DO List

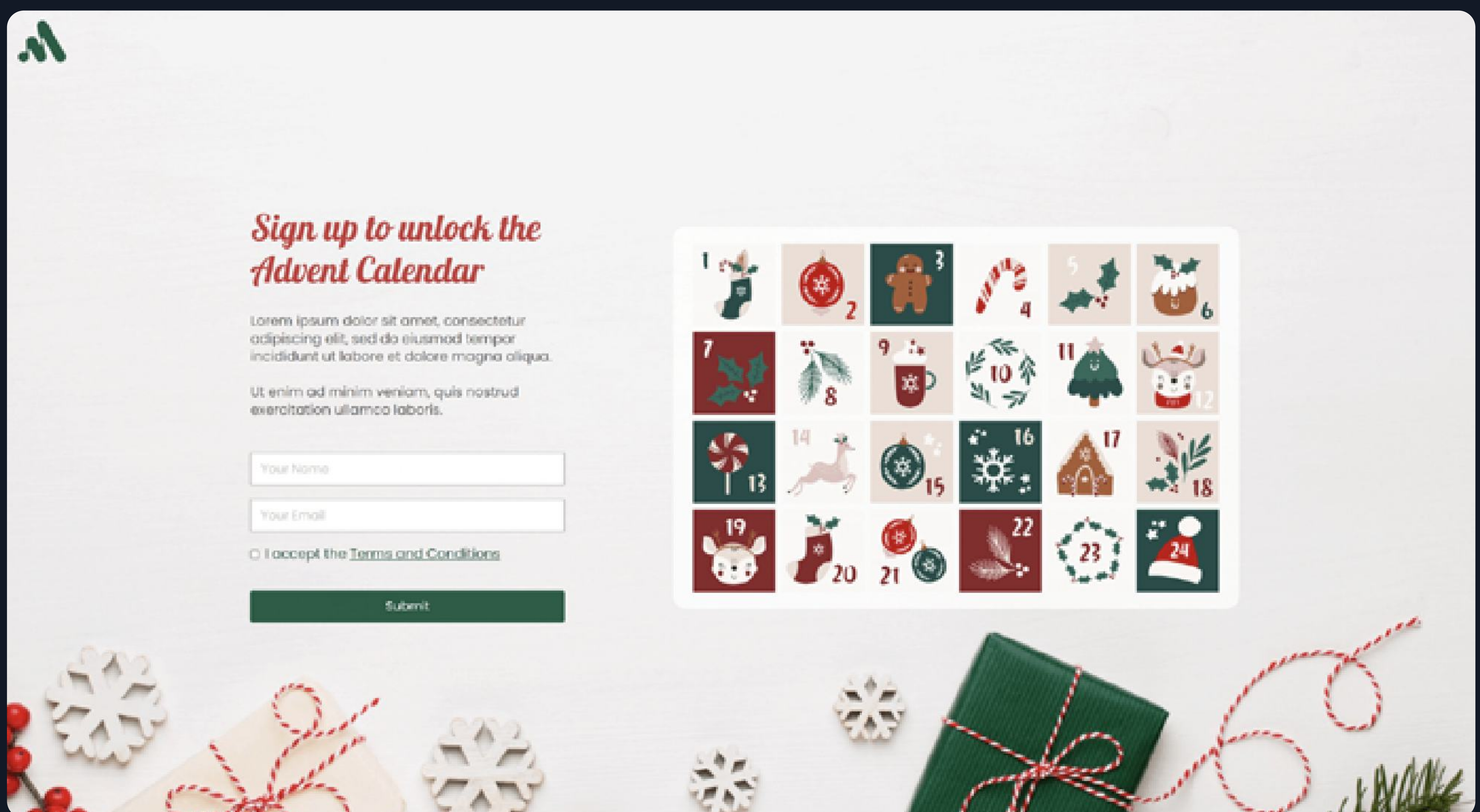
- ✓ Set up abandoned cart automation
- ✓ Set up abandoned browsing automation
- ✓ Greet new contacts with welcome automation
- ✓ Automatically motivate the customer to make another purchase
- ✓ Use cross-sell campaigns

05 Special Campaigns

During the Christmas period, the number of visitors to e-shops rises dramatically. You can attract visitors' attention with gamification elements – for example, an interactive Advent calendar that can be tailor-made.

The increase in conversion rate is at least double compared to a traditional pop-up, but some clients achieve up to 4 times higher numbers and sales grow similarly. Find a tool online and create your own.

tip Add tailored content via custom content blocks. Custom blocks allow you to prepare any visualisation you need and upload it to your newsletter.

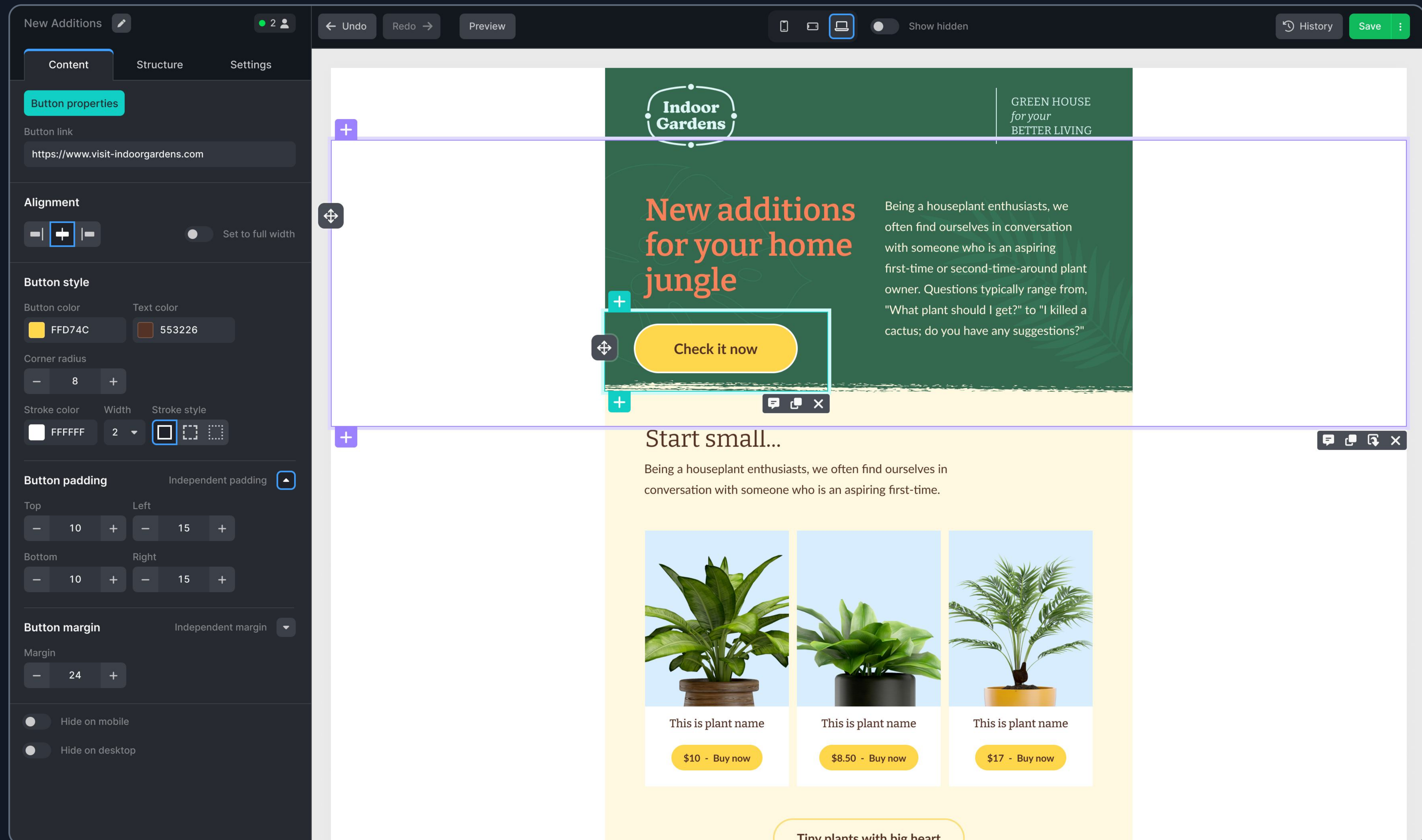


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