



Your Holiday Checklist for Email Marketing Success

The 3 Worst Holiday-Email Mistakes... *and How You Can Avoid Them!*

Be Sure to Avoid:

- Sending too Many Emails:** Spam is defined as *any* unwanted message. If you plan to send multiple holiday emails, be certain your recipients will value each of your messages.
- Relying on Discounts Alone:** Discounts alone are not enough. Be sure to communicate key values, elements, and features. What is unique about your product or service? Why do your happiest customers like you?
- Sending Without Tracking:** Many businesses don't realize that when they send emails "in-house" (without an email marketing service) it's impossible to know if the emails reach the recipient. The sender can land on just one "spam list," which will reduce the message delivery rate by up to 50%!

5 Practical Steps for Maximizing Email-Campaign Performance

- Step #1**
Stand Out In a Good Way: Your subject lines should convey exclusivity and/or value-adds in order to stand out. 80% of online retailers use promotions like "Free Shipping" and "20% Off" on the holidays... so remember to be different.
- Step #2**
Use Intelligent Incentives: Incentivize your subscribers while also motivating the behaviors you'd like from them. For example, "Buy now and get \$25 off your next order" is an intelligent promotion.
- Step #3**
Say Thank You: Remember, people appreciate a "thank you" but only when it's genuine.
- Step #4**
Build Your List: Use any "touch point" with your prospects and customers as an opportunity to build your list. Always keep in mind that your subscribers will be valuable all year long.
- Step #5**
Find a Target: Send separate email messages to prospects and customers – or target the most important prospects and/or customers in each group with specialized messaging and offers.

5 Big Picture Strategies for Holiday-Email Success

- Strategy #1**
Test for Success: Testing variations in subject line, design, time sent, and other elements can have a major impact on your email campaign's performance.
- Strategy #2**
Eliminate "Ghost Subscribers": Over time, people on your list stop reading entirely, but don't take action to unsubscribe. These individuals are not worth sending to, as there is a cost associated with list size.
- Strategy #3**
Re-target Your Messages: Target the people who ARE opening your messages with special offers, *or* target the people who are NOT opening your messages with relevant communications for that group.
- Strategy #4**
Plan for January: Don't forget your long term strategy... Thinking past December can lead to a solid start in 2010.
- Strategy #5**
Harness Social Media "Buzz": Get people talking about you – especially online. Social forwarding/sharing is the most powerful internet-marketing force.

The TOP 10 Days of 2009 for Sending Holiday Emails

Monday After Halloween
Nov 2nd

Day Before Thanksgiving
Nov 25th

Black Friday
Nov 27th

Cyber Monday
Nov 30th

First Friday of December
Dec 4th

Second Friday of December
Dec 11th

Friday Before Christmas
Dec 18th

Monday Before Christmas
Dec 21st

Day After Christmas
Dec 26th

Monday After Christmas
Dec 28th

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