



HOLIDAY EMAIL MARKETING: The E-commerce Owner's Ultimate Guide





If you've got big dreams for growing your store, the ultimate season to make your goals a reality is Q4. But with so many marketing channels available, it can be difficult to know which one can give you the most bang for your buck.

We'll let you in on a not-so-secret secret.

Averaging a [\\$42 return on investment](#) for every \$1 spent and a [projected 4.6 billion users](#) by 2025, emails are where the money-making opportunities are at.

Let's explore why email marketing is so important to hitting your year-end sales goals, plus some of the top tips and examples to guide you through your next winning campaign.



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Worried about cash flow for Q4? Don't be.

Find out how [SellersFunding can help](#) keep sales moving.

Holiday Email Marketing:

The Q4 opportunity you don't want to miss

No matter which way you cut it, a strong holiday email marketing strategy can make all the difference in the results you achieve for the year.

Before we get into the details of how to optimize your campaigns, let's have a quick refresher on some of the reasons investing your time and money in holiday email marketing is totally worth it.



Get shoppers excited for Q4 events 🎉

[Black Friday](#), [Cyber Monday](#), and Boxing Day are all huge money makers for ecommerce stores. If you use email marketing correctly, you can build anticipation to keep shoppers coming back year after year, resulting in a compound effect on your leads and sales.



Rise above the noise

When the holiday season hits, every brand is vying for shoppers' attention. Social media channels are flooded with ads and promotions, making it difficult to get noticed. But when you've built a relationship with consumers via email, you're more likely to capture and keep their attention — resulting in more click-throughs to your store versus the other guy's.



Build brand loyalty

People buy from brands they trust. But for many online retailers, building that connection with shoppers is easier said than done. After all, online shoppers don't get to see your staff, everyday operations, or even products the same way they would at a brick-and-mortar. Luckily, you can use your email marketing to share deeper content that helps educate and inspire your audience, boosting their trust in your brand.



Reduce your holiday marketing spend

With more brands in the market bidding for clicks, Average Cost of Sale (ACoS) rates can go through the roof during the holidays. Without razor-sharp control on your ad spend, it's easy for paid advertising costs to spiral out of control. Holiday email marketing is one of the few channels that doesn't come with a per-click price tag, yet still allows you to speak directly to your audience.

Create email marketing campaigns that get results this holiday season

There's no denying Q4 is a high stakes season.

You need to beat the noise and stay top of mind if you want to increase your order volume, boost average order value, and leverage repeat purchases. But don't sweat it! We compiled some tips to help you drive results.



Get personal in your email messaging

[74% of marketers](#) say a personalized campaign increased their customer engagement levels and helped them secure a [26% increase](#) in opens.

Personalized messages are a great way to reduce customer annoyance and unsubscribes. But don't just go for the usual name drop. Zoom in on the details to add value they might not expect. For example, you could personalize emails using your subscriber's:

- ➔ Wants in their wishlist
- ➔ Purchase behaviors
- ➔ Feedback on last year's holiday events and products
- ➔ Abandoned cart items
- ➔ Needs expressed through past email actions



A/B test seasonal features 📺

What better place to spread some cheer than in your emails? Using your emails to build anticipation for fun holiday promotional events can boost open rates and get shoppers ready to take action on the big day. Test these changes to see which combinations of seasonal elements drive the best results.

For example, for your Black Friday event, you could add a countdown with different deals each day to show your subscribers all the fantastic offers coming their way. Here are some areas that could most likely use a seasonal spice up:

- ➔ Subject line
- ➔ Body copy
- ➔ Images
- ➔ CTAs
- ➔ Transactional emails (e.g., post-purchase thank you's, shipping notifications and receipts)



Educate then sell

When your target customer is just a few clicks away, it can be tempting to hit their inbox with ad after ad to secure more sales. But this approach isn't great for winning with email long-term. Instead, educate your audience on areas they're interested in. Then, link to items that will help solve their problem or need.

For example, if your customers are looking for gifts for their brothers, uncles, or fathers, you could share ideas for finding the right gifts for men based on their passions and hobbies. Then send your subscribers to a relevant page with products they could purchase for their male family members.



Create unforgettable offers

Holiday deals are some of the best seen all year, so it's vital you bring your A-game when crafting offers. Subscriber-only offers are a great way to amp up the exclusivity angle.

You can also study your competitors' offers, as well as brands in related niches, to find out how they approached their holiday offers in the past. Aim to make your offer a once-a-year deal and encourage shoppers on social media to subscribe to your newsletter so they don't miss out.

Here are some questions to think about:

- ➡ What products are our competitors' audiences excited to waitlist for?
- ➡ What were their top-performing products and bundles last year?
- ➡ How can we outdo our competitors' past and current deals?

💡 Pro tip: It's a good idea to sign up for your competitors' email lists a year ahead to see what offers they run. But the second-best time to get on your competition's email list is now!

"We had the biggest order in company history come in from Sam's Club during Q4 of last year for tens of thousands of units."

[Find out how sellers like CROSSNET](#) saved millions in revenue with flexible e-commerce funding.

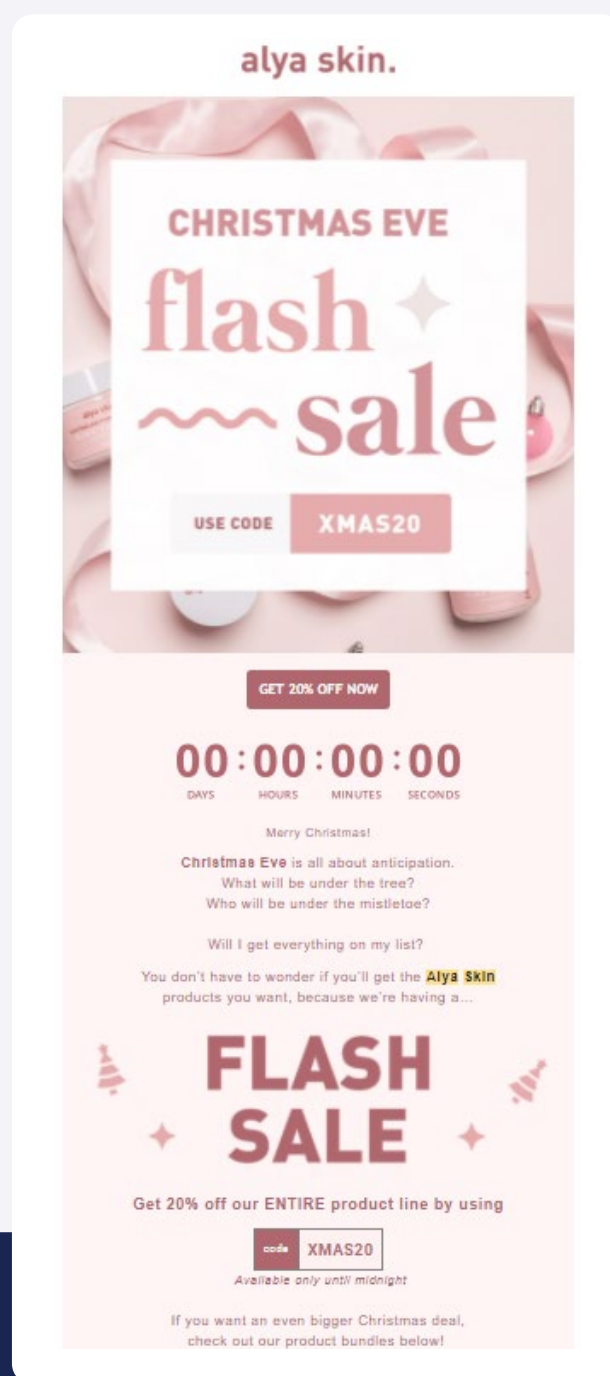
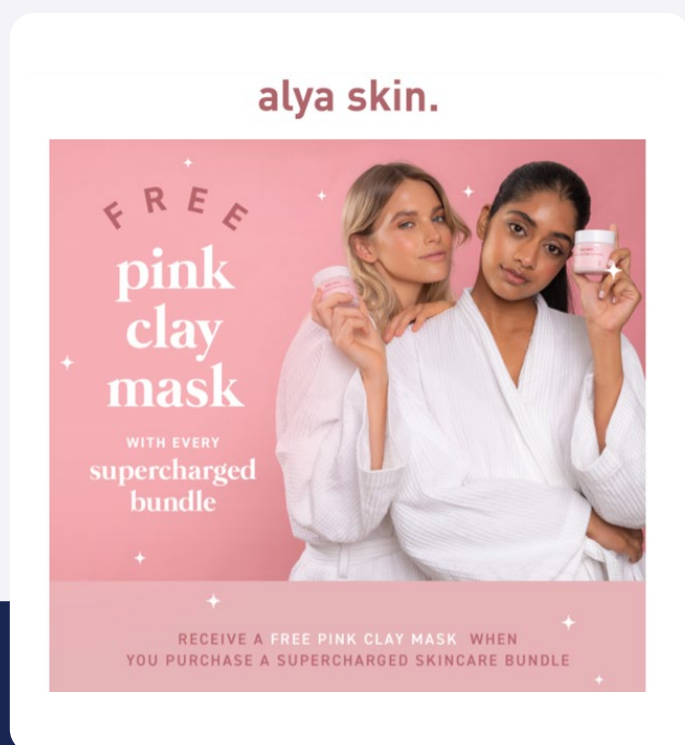
3 Stellar holiday emails to inspire your own

In life, we can all do with a little inspiration sometimes, and the same goes for your holiday email marketing. Let's take a look at some brands that have nailed their holiday email offers and campaigns:

Alya Skin

From ultra-crisp branding to unmissable deals, [Alya Skin](#) knows exactly how to keep its reader base engaged throughout the holidays.

Take a leaf out of Alya Skin's book and drip feed offers, getting bigger and better as the main event draws closer. With the right offer and rhythm, you'll be able to build anticipation and scoop up sales from your subscriber list.



Oh Polly

Breathtaking designs, deals, and content are what apparel brand [Oh Polly](#) is all about — look no further than its holiday emails.

Whether it's promoting their Christmas party range or highly-anticipated Black Friday drops, Oh Polly always keeps their tone fun, fresh, and exciting — with a healthy dose of suspense to keep shoppers engaged.

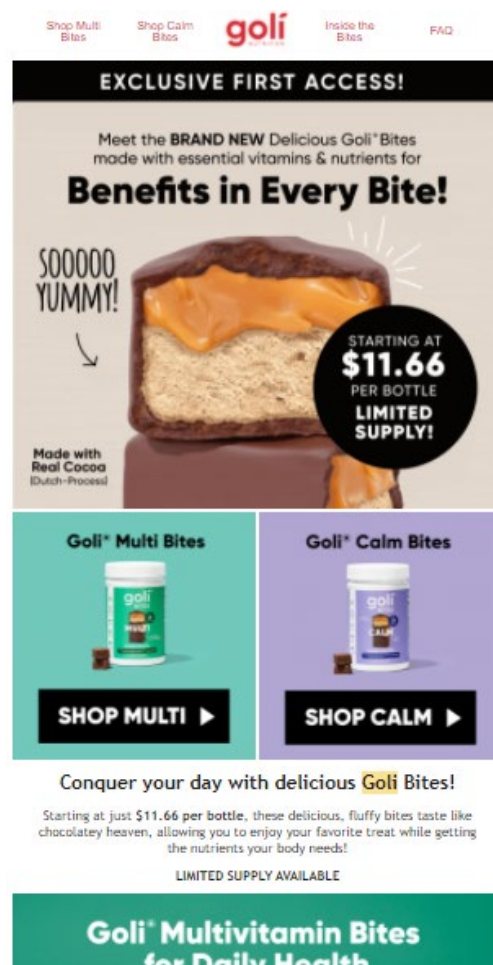
If we can learn anything from Oh Polly, it's that you shouldn't hold back on having a little fun with GIFs, limited-time collections, and declining discounts to lock in orders early.



Goli

Whether it's pushing their latest health-boosting gummy or showing us chocolate can be healthy, [Goli](#) is the master of unforgettable product launches. During the holiday season, Goli ups the ante by combining exciting product launches and exclusive access, with deals through multibuy, flash sales, and steep discounts. No wonder they hold the record as the best performing health product SKU on Amazon. 🎉

Take Goli's lead and save some great products to drop in the holiday season. Then, treat your subscribers like royalty by giving them first dibs on your deals.



Make the season bright with a high-ROI email strategy

The holiday season offers your brand the biggest opportunity to test out new email strategies, launch new products, and speak to different audiences. Since the holiday season is the season for giving, aim to educate, build trust and instill loyalty with every email you send.

Finally, don't forget to have fun! Emails are a quick and light-hearted way to keep the connection going with your prospects and customers. Take the time to make sure that, out of all the emails to hit their inboxes this time of year, yours are ones customers will actually look forward to reading.





About SellersFunding

E-commerce is booming, and traditional banks and funding partners are still catching up.

At SellersFunding, we're changing the way e-commerce sellers scale their business by providing them with fast, flexible funding options they can't find anywhere else.

Reach out today to learn more about how we can help you scale.

Need flexible funding for your holiday launch?
SellersFunding can help in as little as 48 hours.





Learn more about SellersFunding [here](#).