

# The Email Marketing Holiday Calendar

A Retailer's Guide to  
Holiday Marketing Success



salesforce

marketing cloud

2015

# Email Marketing Holiday Calendar

As marketers know, the email marketing holiday season begins long before we see the first Christmas tree in stores. In fact, the holiday marketing season lasts from July through January. Use this handy month-by-month calendar to help you plan, stay on trend, and send the right holiday message at the right time.

For every month, you'll find:

- Important dates
- Holiday marketing stats
- Common messaging themes
- Development agenda
- Internal review suggestions
- Design tips

Whether you're reading this in August or December, happy holidays!





2015

# July

In July, it's time to kick off the planning and strategy for email marketing's most wonderful time of the year: the holidays.



# JULY

MON	TUE	WED	THU	FRI	SAT	SUN
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

## Important Dates to Remember

 <p>Independence Day (U.S.)</p>	 <p>Black Friday in July</p>	 <p>Five Months to Christmas</p>	 <p>Cyber Monday in July</p>
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## Tips

- ✓ Some brands send an email campaign offering Black Friday- or Cyber Monday-like deals at the end of July. You can even offer a variety of deals starting in the early morning in true Black Friday fashion.
- ✓ If you adopt a Black Friday in July theme, consider a black, yellow, or red color scheme that signals bargains to customers. You can also begin working with your design team on the look and feel of your holiday 2015 emails, even though we're five months out from the big day.

## Stats

- || U.S. retail e-sales are expected to grow from \$263 billion in 2013 to \$414 billion in 2018 (Forrester).
- || 72% of smartphone owners and 69% of tablet owners used their devices to help them shop in 2014 (Deloitte).
- || The most common barriers to in-store shopping are long lines, traffic, and less merchandise on hand (Deloitte).

# July Holiday Planning: Get Ready for the Months Ahead

## Common Messaging Themes

- Christmas in July campaigns, which increasingly promote seasonal products like holiday decor, will be common this month.
- We'll see a few Black Friday in July and Cyber Monday in July campaigns touting discounts on goods that are appealing year-round, like kitchen appliances and electronics.
- Offers for super-early holiday shoppers to peek at the best holiday picks may surface in July.

## Development Agenda

**Now's the time to plan for fully mobile emails.** Fifty-three percent of all emails are now opened on mobile devices, according to [Litmus](#). During the holiday season, that number can climb even higher as consumers open emails on the go while shopping. Get the design team on board now to make every email campaign fully functional on mobile.

**Consider how your emails render on wearables.** The Apple Watch may be new to the scene, but the number of consumers who open emails on their Apple Watch is sure to skyrocket this holiday season. And just imagine all the Apple Watches that will be gifts under the tree – wearable rendering should be on your mind sooner, not later. Messages without a plain text version don't render on Apple Watch, so start researching how your holiday emails can offer a satisfying experience on wearables.

**Use predictive intelligence to send 1-to-1 emails.** Want to give your customers even more email content this year? Set predictive intelligence technology in place now. Predictive intelligence uses individual behavior instead of broad segments to target customers. The average conversion rate lift for companies using predictive intelligence is 22.66%. And combining email with predictive intelligence is a surefire win: back-in-stock emails using predictive intelligence have a 19% open rate, and abandoned cart emails generate the highest average revenue per click at \$36.02 (Salesforce, [Predictive Intelligence Benchmark Report](#)).



## Internal Review

**Do a post-mortem on last year's holiday campaigns.** Compare what you were hoping to achieve in email marketing to the final results. What subject lines were unexpected winners? Which emails had the best open rate, click-to-open rate, and conversion rate? Can you expect your audience to be identical to last year, or do you now offer new products or services that have altered the average audience member's profile? Make a list of top successes and top areas for improvement.

**Consider where you could have been more prepared and where you could have been more flexible.** Every holiday season, marketers start planning ahead for successful campaigns, but a few things almost always fall through the cracks. On your team, maybe that was a lag in receiving creative or a landing page that didn't work. Similarly, perhaps you noticed a few areas where you could have been more flexible and allowed more time for last-minute changes. Take these learnings into account for this year.

**Take time to be inspired.** Black Friday isn't knocking on your door just yet. It's still early enough in the season that you can take a moment to remember the email marketing examples that inspired you over the past year. Think about interesting designs, calls to action, and social or mobile tie-ins that you can borrow from last year. This doesn't have to be limited to other brands, either; hearken back to your most successful campaigns from a couple years back and do a new iteration of a classic.

## Design Prep

**Start on that dream email now.** Does your team want to create a design- or personalization-intensive campaign that will take months of work? Now's the time to set the wheels in motion – before you're already too busy with holiday deadlines.

**Focus on functionality and execution.** You can imagine impressive new email designs forever, but focus on what you can actually make happen with your team's time and resources.



*More than one-third of retailers earmarked between 31%–50% of their total 2014 online marketing budget specifically for holiday (shop.org).*



2015

# August & September

August and September are the calm months before the storm. Focus on deliverability and relationship-building with subscribers pre-holiday.



# SEPTEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

## Important Dates to Remember

7

Labor Day  
(U.S.)

23

First day  
of fall

25

Three months to  
Christmas

## Tips

- ✓ Back-to-school messaging is a hot topic in August and September, while holiday messaging declines after Christmas in July and ramps up again in October and November.
- ✓ Focus on pre-holiday relationship building in August and September so that subscribers are primed to receive holiday messages. Your email CTAs might include:
  - Sign up for our loyalty program
  - Forward this email to a friend
  - Update email preferences or opt up for more offers
  - Connect with us or enter a contest on social media
  - Download our mobile app
  - Apply for our credit card

## Stats

- || 42% of e-retailers will begin their holiday marketing push in September (ChannelAdvisor).
- || More than two-thirds (68%) of shoppers will shop local during the holidays. Sixty-two percent of them do so to support the local economy (Deloitte).



# August and September Holiday Planning: Build Engagement Ahead of the Busy Season

## Common Messaging Themes

- Building engagement is common in August and September, as brands encourage subscribers to update email preferences so future holiday emails are received.
- Back-to-school campaigns are hot in August and September. Think of them as the last exit along the superhighway to holiday marketing madness.
- Most holiday mentions in email marketing will be in banners and secondary content blocks.

## Development Agenda

**Prioritize deliverability.** If you're like most brands, you'll send a higher volume of emails during the holiday season, so warm up new IP addresses so there are no surprises for your ISP. Another way to boost deliverability is to ask subscribers to add your email address to their address book.

**Follow best practices for a clean email list.** Either remove chronically inactive subscribers from your list or try a gentle win-back campaign for those who have been somewhat active over the past year. And this should go without saying, but don't email those who have unsubscribed or been inactive for a long period of time (like over a year). It seems obvious, but in the hustle and bustle of the busiest email season of the year, best practices can be overlooked.

**Remove the barriers to email subscription.** Is there a lightbox on your homepage or occasional CTA on social to sign up for your email list? Are in-store employees incentivized to ask for email addresses from customers? Make it easy for customers to become subscribers – but don't be pushy. Experiment with different form lengths, layouts, and positioning on your site to reduce signup friction and maximize opt-ins.

## Internal Review

**Prioritize the entire customer journey.** As an email marketer, your head is no doubt spinning with all the options for subject lines, secondary message blocks, and landing pages. But don't forget to take a look at your holistic customer journey and where it transpires on every channel. That journey isn't just email – it's also social, mobile, Web, and much more. Meet with other internal stakeholders to make sure customers along every step of your holiday journey receive a personalized experience.

**Plan for overload on every channel.** Fingers crossed, you're about to be getting a lot more Web traffic, customer service inquiries, and social media mentions, just to name a few. Emails can directly lead to an overload on these channels because they ask subscribers to click and take action. The last thing you want is for a subscriber to become frustrated and unsubscribe because a link doesn't work. Work together internally to make infrastructure changes and improvements, and ask for all major changes to happen by the end of October.

**Assemble your data-gathering toolkit.** When the holiday season truly hits, you'll want to inform every decision with data: data about which products are sold out so you don't promote those, data about which messages are resonating best with customers, and beyond. Set up internal dashboards, meetings, and analytics so data points will be at your fingertips when you must make a choice on the fly.

## Design Prep

**Re-design transactional emails if needed.** Transactional emails (like confirmations of an order) are among the most-opened emails you'll ever send. Create upsell or further engagement opportunities with these emails by adding product recommendations or requests to connect on social. Plan on accessorizing them further in November and December when transactional attention is at an all-time high.

**Prepare your holiday email template.** Brick-and-mortar locations use lights, garland, and a seasonal soundtrack to create excitement for the holidays. Your emails can have the same effect with subtle or bold holiday-themed design elements, photography, and decorated buttons. Most brands have a holiday email template that they re-use a few times throughout the season, so create a template that's both useful and festive.



*The best email campaigns work well and look great on any device. Consider the top 10 email clients for 2014, according to Litmus. Do your emails cater to the most popular clients?*

### 2014 Top 10 Email Clients

#1 Apple iPhone - 28%

#2 Gmail - 16%

#3 Apple iPad - 12%

#4 Outlook - 9%

#5 Apple Mail - 8%

#6 Android - 7%

#7 Outlook.com - 5%

#8 Yahoo! Mail - 4%

#9 Windows Live Mail - 2%

#10 AOL Mail - 1%



2015

# October



Use October to make final improvements to every aspect of your website and email strategy – and start building excitement for November.





# OCTOBER

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

## Important Dates to Remember

1	12	25	27	31
Breast Cancer Awareness Month begins	Columbus Day	Two months to Christmas	One month to Black Friday	Halloween

## Tips

- ✓ October is the last month before the majority of your email messaging will become holiday-related. Complete any last-minute tweaks to your website (both desktop and mobile) and email lists.
- ✓ Depending on your audience and products, your October emails may include some early holiday messaging like:
  - Shop holiday decor and entertaining goods
  - Shop our pre-holiday clearance sale
  - Pre-order these soon-to-be hot holiday products
  - Preview our holiday gift guide
  - Sign up for our Christmas catalog
  - Create a wish list
  - Learn about layaway and other financial services

## Stats

- 📊 49% of marketers will launch a holiday campaign before Halloween (SteelHouse).
- 📊 40% of consumers start their holiday shopping before Halloween (National Retail Federation).

# October Holiday Planning: Calm Before the Storm

## Common Messaging Themes

- The majority of retailers will mention the holiday season in at least one promotional email by the end of the month.
- Many holiday-themed emails in October will focus on sneak previews of gift guides, new catalogs, and the year's most popular gifts.
- Although Halloween is a big focus, pre-holiday clearances will also headline many October emails.

## Development Agenda

**Create any and all gift guides.** What are the most useful ways that your unique audience wants to organize gift options? Important categories might be price, members of the family, hobbies, and last-minute gifts. Also finalize how you'll distribute your guides, whether that's a landing page, Facebook album, website product category, or Pinterest board.

**Personalize more than ever before.** Customers delete emails that are irrelevant or aren't catered to their interests, especially during peak holiday season when inbox noise is at a fever pitch. Enact a progressive profiling campaign in November when you can learn more about subscribers and use that information to better target the season's emails.

**Create a special landing page or experience for self-gifters.** According to the [National Retail Federation](#), people spent an average of \$126.68 on gifts for themselves in 2014. While it makes sense to focus most of your marketing on gift giving, create one unique website category, landing page, or possibly email campaign for self-gifters, reminding consumers to take time for themselves in the busy holiday months.

## Internal Review

**Test all mobile channels and calls to action.** Holiday promotions can help grow your mobile audience of SMS subscribers or app users. Use your established email channel to promote these less-established channels. Spend time as a team testing these mobile journeys to make sure everything is fully functioning.

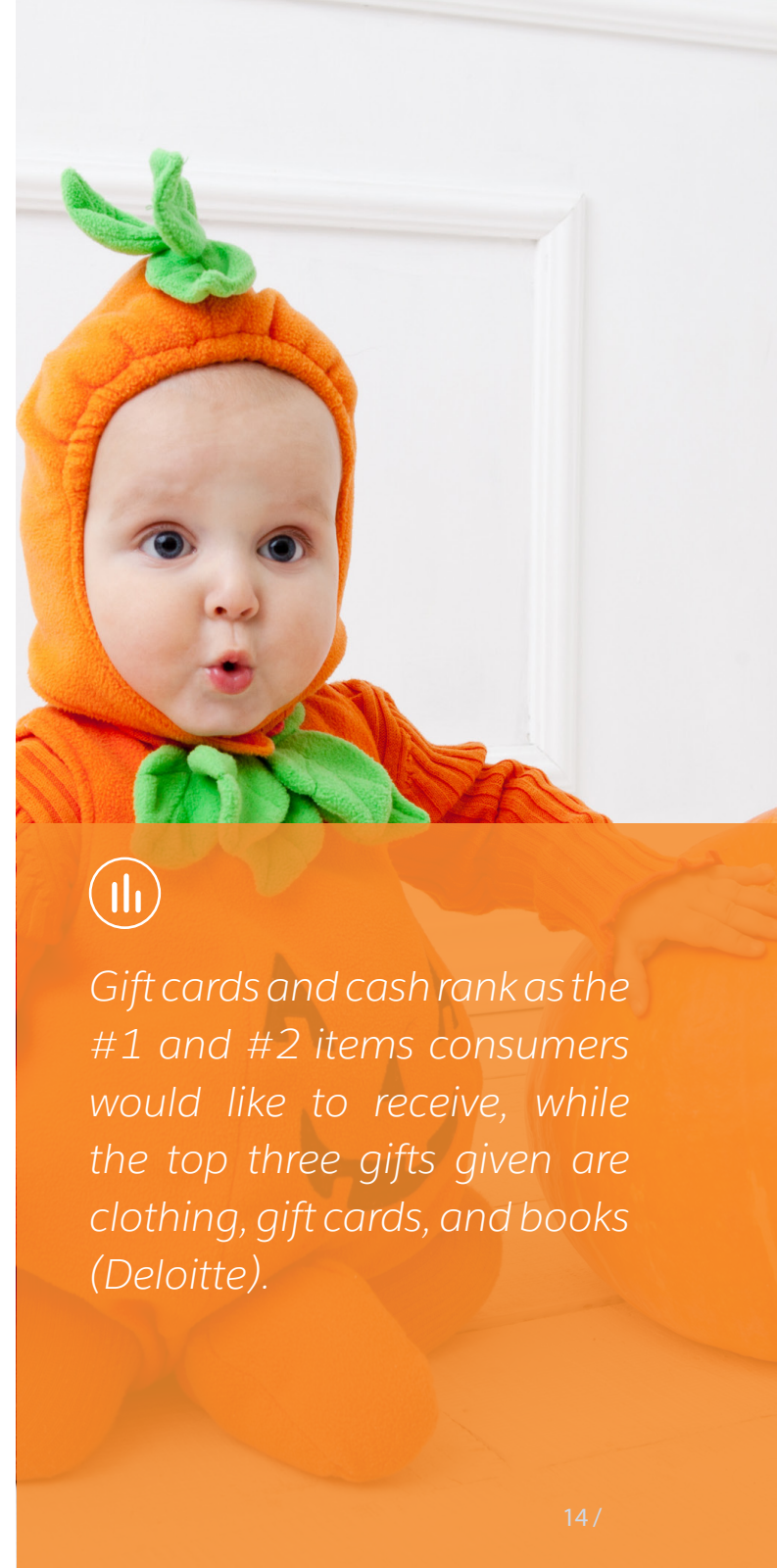
**Brainstorm ways to reward your best and most loyal customers.** In the holiday season, your most loyal and valued customers are receiving plenty of offers from other companies and competitors. Make sure your emails are worth opening by giving loyalty program members incentives like sneak peeks, early access, discount codes, and more.

**Decide how generous you can be during the holidays.** Eighty percent of consumers sign up to receive a company's emails because of the discounts (BlueHornet). During the holidays, many consumers will delete an email if they don't spot a special offer or free shipping. This month, work with your e-commerce and product teams to finalize your holiday generosity.

## Design Prep

**Give your welcome emails a holiday facelift.** Let's face it, many of your new holiday subscribers may unsubscribe come January. Re-skin your welcome emails with a holiday look to enhance the festive vibe. Keep the great emails coming after the holiday season is over to keep those subscribers engaged (more on that in the January calendar).

**Work ahead to get approvals.** Trying any gutsy design elements or attention-grabbing copy this year? Seek approval from higher-ups now so you're good to go when Black Friday hits. The holiday season is when many brands send their boldest emails, but make sure everything aligns with what your longtime subscribers expect.



*Gift cards and cash rank as the #1 and #2 items consumers would like to receive, while the top three gifts given are clothing, gift cards, and books (Deloitte).*



2015

# November

November brings the busiest email marketing days of the year. Here's how to stay sane, strategic, and on track.



# NOVEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

## Important Dates to Remember

1 Holiday messaging takes off	11 Veterans Day	25 Thanksgiving Eve	26 Thanksgiving Day/ Gray Thursday
27 Black Friday	28 Small Business Saturday	29 Cyber Sunday	30 Cyber Monday

## Tips

- ✓ Having stolen Black Friday's thunder, Thanksgiving is turning into "Gray Thursday" as consumers start their shopping from tablets or mobile devices while reclining after dinner.
- ✓ This year, we expect to see Thanksgiving Eve steal even more thunder from Thanksgiving. Our mobile devices make it simple to shop while traveling to Thanksgiving destinations, so Thanksgiving Eve may be the new defacto kickoff of the holiday season.
- ✓ Cyber Monday is the most popular email marketing day of the year, and it has increasingly turned the surrounding days into Cyber Week. Many brands now offer different online deals every day of the week.

## Stats

- || About 30% percent of purchases over the Thanksgiving holiday are attributed to self-gifting (Reuters)
- || Given the choice, almost 70% of consumers want to communicate with businesses through email rather than direct mail or text messages (BlueHornet).

# November Holiday Planning: The Biggest Shopping Day of the Year – And Then Some

## Common Messaging Themes

- On Black Friday, remind your customers that they don't have to stand in line at a store to buy from you. Black Friday isn't about those long lines anymore, although doorbusters still work for many companies. Today, e-commerce on Black Friday is just as important as in-store purchases, and the rise of mobile email has made it critical to engage subscribers when they're out shopping or waiting in lines.
- Between Thanksgiving Eve, Black Friday, Small Business Saturday, Cyber Monday, and even Cyber Week, you have a wealth of messaging options. Invite subscribers to shop pre-Black Friday deals, shop your most popular holiday items, and buy now for free gift wrapping and bonuses.
- Other common November messaging themes include personalized or monogrammed gifts, invitations to download a holiday mobile app, links to your Facebook page, and cause marketing to tie in a charity you support.

## Development Agenda

**Convey urgency.** Remind subscribers that there's a limited time to receive certain discounts and products. Countdown timers (showing one day left or only 300 units remaining) are effective tools in late November.

**Don't tease people with something they can't have.** Buying gifts for close friends and family members can be emotional – people may feel strongly that one item is truly the perfect gift. Have a contingency plan in place if items start to sell out or if there's a problem with shipping. For example, don't feature an item as your top-billed product in an email if it's already sold out, and remove language about free two-day shipping if that's no longer an option.

**Capitalize on the trends.** People feel a sense of pride in snagging the trendiest holiday gifts. Remember the Cabbage Patch dolls, Tickle Me Elmo, and Furby? Communicate in your emails which products are trending, best-reviewed, most popular with similar customers, or about to sell out. It's the social proof in the pudding.



## Internal Review

**Regularly inspect email, e-commerce, and website data.** Retailers make 20%–40% of their annual sales in November and December (National Retail Federation). Are you on track to make that happen? Meet regularly and check numbers constantly with your teammates to make sure emails are opened and shopping carts are filled. For instance, imagine that a recent email had a strangely low conversion rate. Was there an issue with a website link? Investigate anything unusual immediately.

**Decide final order-by deadlines.** On a practical level, ensure all email messaging is aligned with current shipping statuses. Your shipping cutoff messaging for next-day, standard, and overnight shipping must be crystal clear, so meet with other groups internally to send the accurate message.

**Stay agile.** You've already put in a lot of work to help your holiday emails soar – and now it's time to stay flexible and tweak any elements that aren't working. You might find that an unexpected product rises to be your most popular or a certain email offer just isn't connecting with customers. Leave room in your email strategy to let data be your guide to last-minute changes.

## Design Prep

**Holiday-ize everything.** Make sure every email, from transactional to welcome to newsletter, displays a bit of holiday flair and links to a holiday gift guide or microsite.

**Create your season's greetings email.** Whatever phrase you decide to use (whether that's happy new year, season's greetings, merry Christmas, or something else), create the well-wishing email that you send to subscribers in late December. As always, your chosen messaging should fit with your brand and audience.



*Cyber Monday 2014 was the biggest online shopping day in U.S. history and showed a 15.4% increase over Cyber Monday 2013 (Custora).*

2015

# December

It's the victory lap. In December, every email should drive swift action, contain shipping information, and offer help with orders.





# DECEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## Important Dates to Remember

1 Cyber Tuesday & Giving Tuesday	6 Hanukkah begins	14 Green Monday	18 Free Shipping Day	20 Super Saturday
21 Last Sleigh Day	22 First day of winter	24 Christmas Eve	25 Christmas Day	31 New Year's Eve

## Tips

- ✓ Your December emails should include a steady stream of take-action messaging about final days for free shipping, last chances to get certain products, and countdowns to Christmas.
- ✓ Black Friday may be over, but December is still a monumental month for holiday spending. Via [comScore](#), these were the top 10 desktop spending days in the 2014 holiday season:

Date	Millions (\$)
Mon, Dec. 1 (Cyber Monday)	\$2,038
Tue, Dec. 2	\$1,796
Mon, Dec. 8 (Green Monday)	\$1,615
Fri Nov. 28 (Black Friday)	\$1,505
Fri, Dec. 12	\$1,463
Tue, Dec. 9	\$1,343
Thur, Dec. 11	\$1,192
Wed, Dec. 3	\$1,172
Wed, Dec. 10	\$1,168
Tue, Dec. 16	\$1,162

## Stats

- 📊 Only 4.2% of consumers will try to read a mobile email that doesn't look good (BlueHornet).



# December Holiday Planning: Coming in for a Landing

## Common Messaging Themes

- Green Monday (a term coined by eBay to describe the day with its best sales) doesn't have the name recognition of Cyber Monday, but it's become a big sales driver, with 2014's Green Monday falling in the top 10 spending days of the entire holiday season. You may wish to test a Green Monday message in 2015 if you haven't in years past.
- Free Shipping Day may be less important in 2015 than previous years, due to so many companies offering free shipping the whole season long. Still, free shipping is a perk that resonates strongly with customers.
- Typical pre-Christmas messaging can include holiday outfits, holiday parties, hostess gifts, 12 Days of Christmas campaigns, and order-by deadlines for guaranteed Christmas delivery via standard, express, and overnight shipping.
- On- and near-Christmas messaging usually features a season's greetings message from brands, an offer to buy gift cards, and the option to send e-gift cards and e-gifts.
- After-Christmas sales and gift card redemption reminders fill consumers' inboxes after December 25.

## Development Agenda

**Take stock of what's working.** Keeping with our theme of using data to drive decisions, keep an eye on email analytics all throughout the month of December. Make sure you're not sending emails to unsubscribes or inactives, and make a special note of design elements (like a new header image or CTA button) that convert particularly well.

**Help customers avoid the post-holiday slump.** Most after-Christmas sales launch on December 26, although some retailers start promoting these sales on Christmas Day. Top campaigns for post-Christmas sales relate to health or New Year's resolutions, spring break and escaping the winter blues, and redeeming gift cards.

**Don't forget your 2016 well-wishes.** It's the most wonderful time of the year – but don't forget to create an email to wish customers a happy 2016, too, as New Year's Eve is fast approaching. Get creative; this could take the form of a video sent in your emails or a humorous recap of 2015.

## Internal Review

**Start gathering data about best-performing emails to replicate your success in 2016.** Don't assume that you'll remember all the ins and outs of your 2015 campaign next year. Start taking notes on how you brainstormed ideas, worked with other departments, and solved problems on the fly before these details become a distant memory.

**Make note of where you could spend more or less budget next year.** While the numbers are fresh, decide where your budget was well spent – and where it wasn't. Maybe the money you spent on increased personalization yielded significant ROI, but a paid social promotion of your email subscription lightbox didn't. Whatever and wherever you spent, decide now how to shape the budget for 2016.

## Design Prep

**Extend the holiday season.** At the end of December, encourage subscribers to redeem gift cards they've received, purchase accessories for gifts, and take other actions that add extra value to gifts they've received. Add New Year's design elements to a few emails if desired.

**Retire your 2015 holiday email template.** Time to revert back to your non-holiday email designs. The end of 2015 could also be a great time to reveal an updated email template for the new year.



*Over 4 in 10 consumers will do the majority of shopping in December or later – and 16% still do holiday shopping after Christmas (Deloitte).*



2016

# January

Wish subscribers a happy new year, then find creative ways to retain your new subscribers from the holidays. That's your priority for 2016.





# JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## Important Dates to Remember

1 New Year's Day	8 Email Marketer's Resting Day	18 Martin Luther King, Jr. Day
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## Tips

- ✓ Holiday email messaging quickly declines after the first week of January.
- ✓ Is January 8 truly Email Marketer's Resting Day? No, but it should be. The holiday season demands a lot from email marketers, so take some time as soon as you can for yourself and your family.

## Stats

- 📱 Smartphone owners spent 27% more on gifts in the 2014 holiday season than non-smartphone owners and those who will not use a smartphone to assist in holiday shopping (Deloitte).
- 📱 44% of smartphone owners say they have engaged in showrooming behavior, where they enter a brick-and-mortar store and touch and feel a product only to eventually transact online (comScore).

# January Holiday Planning: Wrapping It All Up

## Common Messaging Themes

- Popular January email themes are New Year's emails, reminders to redeem gift cards or buy accessories for gifts received, offers to trade in old electronics, and CTAs for holiday storage and organization products.
- Already missing the holidays? Check out [Brownielocks](#) for a slew of funny and offbeat holidays you can incorporate throughout the year. Choose one or two that fit perfectly with your brand and customers.

## Development Agenda

**Deploy your New Year's emails.** Consider sending New Year's emails at a few different times (like 9 p.m. and midnight on New Year's Eve and 12 p.m. the next day) to test which one incites the most opens.

**Aim to engage new holiday subscribers for the long term.** You probably saw a big uptick in the number of email subscribers around the holidays, but that number

tends to go down after subscribers finish their holiday shopping. Develop a strategy for keeping new subscribers engaged in January and beyond with loyalty program invitations, relevant content, and a preference center that allows them to decide which emails they receive.

## Internal Review

**Do a full-circle review of your 2015 holiday marketing.** Gather data on offers, subject lines, and tactics. Follow the best results and build on them next year. Also note internal processes and communications that didn't work perfectly so they can be fixed.

**Celebrate your accomplishments.** You probably sent more emails in November and December than any other two months of the year. Take a step back and thank your team – from designers to copywriters to analysts – for a job well done.

## Design Prep

**Improve and polish your non-holiday email template.** With the holidays behind you, consider doing a full update of your regular email template, ensuring you're designing for all types of mobile devices, email clients, and screen sizes.

**Update your holiday swipe file.** Collect examples of your favorite email campaigns from the 2015 holidays so you can draw inspiration in 2016. These examples can be both from your own campaigns and others that you noticed and learned from.

# CONCLUSION

The holiday season is the most important time of the year for email marketers and retailers. With these tips and strategies, you'll be well prepared to maximize the results from every message sent. Even if you're starting your planning later in the game, just remember that the ultimate goal is to surprise and delight customers with eye-catching deals and shareable emails.

Above all, remember that every email subscriber's experience should be fully functional on mobile, as Christmas 2015 will be our most mobile holiday ever. And from all of us at Salesforce, we hope that Santa brings you the gift of epic email ROI this holiday season.





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