



5 Email Tips that Can Help Boost Your Holiday Sales

By: eTargetMedia

The holidays are right around the corner. Black Friday and Cyber Monday will be here before you know it. Now is the perfect time to start planning your holiday email marketing promotions. eTargetMedia has 5 tips that can help you boost your holiday sales and help you stay in touch with your customers throughout the holiday season. There will be lots of email competition so it's even more important to make sure you have an effective email marketing strategy in place during the holidays.

01

Make It Easy for Customers to Recognize You

Consumers are more likely to open an email message if they know who it's coming from. Companies often overlook the email from name and from address. This is a mistake because the from name and email address is the first thing your customers see when they open their inboxes. Make sure your from name and email address are branded with your company name.

02

Focus on the Subject Line

If you want your email promotion to stand out from all of the competition in the inbox during the holiday months, you need to put some real thought into the subject line. Think about your message and what it means to your customers. Create a few subject line teasers that will motivate your customers to open your email. Test different subject lines to see which subject line delivers the most opens and clicks.

03

Help Customers Save Time During the Busy Holiday Months

The holiday season is the busiest time of year for most consumers so sending your customers clear, concise email messages is the best way to get your customers to pay attention to your promotions. Make sure your email messages are short and to the point. Include lots of headlines and call to actions to help your customers find what they need easily.

04

Create Special Holiday Deals and Offers

Everyone loves buying gifts for family, friends, teachers and co-workers but it can become very expensive very quickly. Offering special holiday promotions and deals is a great way to motivate your customers to purchase your products and services. Holiday promotions could include special discounts, free shipping, buy one get one offers and much more.

05

Include Clear Call to Actions

Make sure your main call to action is clear to your customers. Think about what you want your customers to do after they read your email. Do you want them to come visit your store, make online purchases or call you to order your products? Your call to actions should clearly tell the customers what they should do next and should be easy to find in your email message.

About eTargetMedia

eTargetMedia has the knowledge and experience to implement a comprehensive email marketing strategy that will produce measurable results in traffic, customer acquisition, and revenues. eTargetMedia's services include online and offline direct marketing, including; Targeted Email Lists, Postal Lists, Email Append and Creative Services.

Learn more at www.eTargetMedia.com

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