

# HAVE YOUR BEST HOLIDAY SEASON EVER



## /// CHECKLIST ///

### SEPTEMBER

#### SET UP A LIGHTBOX FORM ON YOUR WEBSITE

##### HOW:

Here's a [step-by-step guide](#) to setting one up.

##### WHY:

We added a Lightbox Form to the Emma blog and saw a 371% spike in email signups.

##### RESOURCES & SERVICES:

- [Our blog post on Lightbox best practices.](#)
- Emma will set up your Lightbox & welcome email for you, starting at \$249. [Click here to request.](#)

#### SET UP AN AUTOMATED WELCOME EMAIL

##### HOW:

- Use the retail-specific welcome email templates we provide (or create your own).
- Create email content.
- Here's a [step-by-step guide](#) to setting up an automated workflow.

##### WHY:

Welcome emails create 33% more long-term brand engagement. (Source: chiefmarketer.com)

##### RESOURCES & SERVICES:

[See how one of our retail clients](#) used a welcome email to boost sales.

#### MOBILE-OPTIMIZE YOUR EMAILS

##### HOW:

- Use one of the mobile-optimized templates from our template gallery.
- Ask Emma to create a custom mobile-optimized template for you.
- Have your email coder include mobile-optimization HTML in the email content.

##### WHY:

52% of retail emails are opened on a mobile device. (Source: Litmus)

##### RESOURCES & SERVICES:

- Emma's [guide to mobile design.](#)
- We'll create a custom, mobile-optimized template for you, starting at \$399. [Click here to request.](#)

## □ PLAN KEY SEND DATES, THEMES, AND AUDIENCES

### HOW:

- Decide on your main messages and promotions for the season.
- Use the top holiday calendar sales dates we provided and look back at your biggest sales days last holiday to plan send times.
- Decide which segments you want to target with additional content.

### WHY:

You'll be sure to cash in on the biggest online sales days of the year – and you won't have to scramble at the last minute to do it.

### RESOURCES & SERVICES:

- [The Top 10 Holiday Sales Days calendar](#).
- Emma's services experts will create your segments for you, starting at \$199. [Click here to request](#).

## □ SEND A RE-ENGAGEMENT EMAIL TO INACTIVE CUSTOMERS

### HOW:

- Segment your audience (e.g. haven't opened an email in 90 days or haven't purchased in 6 months, etc.).
- Develop email content.

### WHY:

Reduce the churn of your email list and re-engage customers before the holiday season kicks into high gear.

### RESOURCES & SERVICES:

- [Tips for successful re-engagement](#) from our friends at Litmus.

## □ SET UP ADDITIONAL AUTOMATED EMAILS

### HOW:

- Use the templates we're providing.
- Birthday is a great place to start. Automate an email to send them a special offer on their special day.
- The anniversary of the date they joined your list is another good opportunity to keep them engaged (and buying).

### WHY:

Relevant emails drive 18x more revenue than broadcast emails, and you want all systems firing during the high-traffic holiday season. (Source: Juniper Research)

### RESOURCES & SERVICES:

- [11 retail-specific automated templates](#)
- A [quick video tutorial](#) on Emma's automation tool.
- [21 Must-Know Automation Stats](#).
- Emma's experts can build automated campaigns for you, starting at \$399. [Click here to request](#).

## □ START RAMPING UP SEND VOLUME

### HOW:

Gradually increase your send volume and set expectations with customers with a notification ahead of time.

### WHY:

You'll remain top of mind with your best customers during the holidays when competition is highest.

### RESOURCES & SERVICES:

Use the [Retail Edition](#) of our Modern Marketer's Field Guide to create your best email content yet.

## NOVEMBER

### DEVELOP RECURRING EMAIL CONTENT

#### HOW:

- Gather links to your best gift landing pages (e.g. Gifts under \$50) and other relevant information for gift givers.
- Decide on your final day for ground shipping.

#### WHY:

Make it easy and carefree for shoppers to check things off their gift list, and capture a greater share-of-wallet along the way.

#### RESOURCES & SERVICES:

Look back at the webinar recordings (to be provided) for great examples of holiday content, or look to your own inbox to find emails you love that can serve as inspiration.

### PERFECT YOUR SUBJECT LINES & CTAS

#### HOW:

- Use Emma's Subject Line Split Testing tool to zero-in on subject lines that get more opens.
- Remember [the Von Restorff](#) effect to create calls to action that stand out.

#### WHY:

80% of people are only scanning your emails, so grab their attention with compelling content.  
(Source: Nielsen Norman Group)

#### RESOURCES & SERVICES:

- [How split testing can make or break your open rates.](#)
- [Why We Click:](#) The Psychology behind a great CTA

### GET AHEAD OF YOUR EMAIL SCHEDULE

#### HOW:

- Start scheduling your main email campaigns now.
- Plan automated follow-ups based on what users click in your main sends. [Here's how to do it.](#)

#### WHY:

You'll enjoy a stress-free Thanksgiving with family instead of making last-minute changes to your emails.

#### RESOURCES & SERVICES:

- [Here's](#) what we learned works best during Cyber Monday, Black Friday and the rest of the holiday season.

## DECEMBER

### MAKE SURE YOUR DECEMBER CAMPAIGNS ARE ALL SET.

NOW, SIT BACK AND WATCH THE REVENUE ROLL-IN.

#### HOW:

- You did it! Everything is in place for your Best Holiday Season Ever.

#### WHY:

Online retail is forecast to grow 15% during 2015 – and now you're set up for even more!  
(Source: Statista)

#### RESOURCES & SERVICES:

[Download Metric for iPhone or Android](#) to see your email's stellar performance on-the-go.

