

DON'T BE SCARED OF LOSING SALES

GET A-HEAD OF THE HOLIDAYS WITH
THESE EMAIL MARKETING TIPS



Holiday preparations can make fall a scary season for email marketers. As Halloween approaches, there are a few things you can do to get ahead of the frenzy. Remember these tips for holiday success, and try not to lose your head during this critical planning period.



Rid your subscriber lists of ghosts and ghouls by removing any unknown addresses. This will boost deliverability rates and ensure that your message gets through to your best customers.

Bring your marketing campaigns back to life with timely or themed images. Use emojis in subject lines to boost open rates and include relevant, clickable images within email content to engage subscribers.

Experiment with a variety of subject lines, content, images and calls to action using A/B split testing to determine which email campaign elements will spook your subscribers to the bone.



Integrate social media into your emails to bolster awareness and make your brand ever-present. Place icons linking to your brand's social pages at the bottom of every message.

Stay ahead of the holiday madness by putting these email marketing best practices in place. With these tips and tricks, you'll be ready for whatever frights the season may bring.