



15
WEEKS
OF TIPS

TO HELP YOU
**SURVIVE
& THRIVE**
THIS HOLIDAY SEASON



SEVENTH EDITION. 8 MORE WEEKS TO GO!

Email Tips to Skyrocket Business Growth During the Holidays and Beyond



By Janet Attard
[BusinessKnowHow.com](https://www.businessknowhow.com)

Hey CONTACT.FIRSTNAME,

Email marketing, done correctly, is one of the fastest and most cost-effective ways to bring in sales all year long. Don't wait to get your holiday season off to a fast – and profitable! – start by implementing these strategies to get customers to see, open and act on email campaigns you send out.

1. Ask for the Shopper's Email Address

Build your email list every day by asking customers and prospects to sign up for your email list to receive special offers, sales notices or advance access to new merchandise. Have signup links on your

website or blog and in your social media posts. Put signs near your cash registers with Text-To Subscribe instructions (get details from your email service provider), and put a flyer promoting your email list in every shopper's bag. The effort you put into capturing customer information now will help you build your business for years to come.

2. Put Important Details at the Beginning of Your Email Subject Lines

Often, only the first couple of words of a subject line actually show up in a customer's inbox. To attract attention and get the email opened, put what's important to the reader in the first few words of the subject line. For example, "Save 30% This Week on Women's, Blouses, Tops and Sweaters. "

3. Start Holiday Promotions Early

Make your Black Friday, Small Business Saturday or Cyber Monday deals available a week or two early as a special for your email subscribers. Use an email headline such as "Get Black Friday Deals Today" and include a promo code or a note telling customers to show a copy of the promotion to the cashier in your store. You can easily resend the same promotion Thanksgiving's week without the references to early bird shopping.



4. Test Subject Lines and Headlines To See Which Works Best

Customers may be more responsive to certain offers or wording. Find out what works best by dividing your list into two groups and sending different content to each. Use your winning results in future email to

ensure the highest open and click through rates.

5. Don't Make Your Entire Email an Image

Many email programs - particularly those in use on smart phones - don't automatically display images. Minimize the problem by putting your offer headline in text above any graphics on the page. Include a description for your image in your email template and repeat the offer in text below the image. Instead of button images for your calls to action, opt for text links with a brightly colored background.

6. Resend Every Email Campaign

Sending an email campaign once isn't enough, especially during the holiday season. If a subscriber doesn't have time to read or act on your promotion when you send it, chances are they won't get back to it later. To increase the response to an email campaign, resend it a few days later to everyone who didn't open it the first time with a new subject line and headline.

7. Test Mailings At Different Times of The Day

Not all customers will open emails on the same days or at the same time of day. To find out which times of day get the best response rates, split your mailing list into two or more groups and review the open and click through rates to see which time gets the best response.

KABBAGE TIP

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Kabbage, 730 Peachtree Street Suite 350, Atlanta, Georgia 30308, USA



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