

10 Email Tips to Keep Your Holidays Merry and Bright

The holidays are fast approaching, so it's more important than ever to keep your email program running as smoothly as Santa's workshop. Following these 10 email tips can help ensure a holly, jolly holiday season.

Click the arrow icon for more info on each topic.



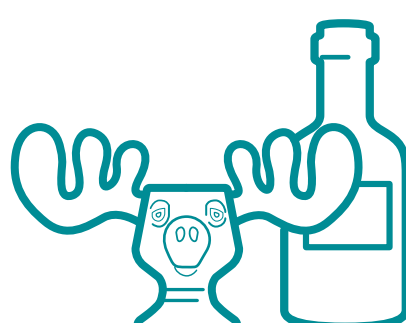
1. Stay home for Christmas

This is no time to change your IP address. New IPs require a warm-up period, which may include volume caps, throttling, and more stringent spam filtering.



2. Beat the holiday rush

Don't wait until the last minute to start planning! Give yourself time to develop a holiday email strategy, and avoid the panic of trying to hit your numbers at the last minute.



3. Spiking is for eggnog

Large spikes (or drops) in volume can make you look like a spammer, so keep your day-to-day send volume as consistent as possible.



59% of retailers started their 2015 holiday promotions by early September. (ChannelAdvisor)



4. Give subscribers what they want

Holiday email can be overwhelming! Some people will inevitably want to unsubscribe from your emails, and that's ok. Make unsubscribing easy, and remove them from your list promptly.



5. Make your list, and check it twice

The holidays are not the time to dust off old subscriber lists. Stick with mailing to your engaged subscribers—or at least people you've sent to within the last year.



6. Give the right gift

Your holiday email campaign is competing with countless others in the inbox. Make your offers as enticing as possible by personalizing them to the individual subscriber's preferences.



91% of brands planned to use email in their 2014 holiday marketing efforts. (Experian)



7. Spread some holiday cheer

Shake things up with some fun holiday tips and other non-selling content. Your customers will appreciate a break from the constant "buy-buy-buy" messages!



8. Give the gift of mobile optimization

Holiday consumers are constantly on the move, so make sure your emails look great on any mobile device.



59% of emails from apparel companies are opened on a mobile device. (Return Path)



9. Stay off the "Naughty List"

Be cautious with any attempts to re-engage inactive subscribers. Many mailbox providers tighten up their spam filtering during the holidays, and complaints are a sure-fire way to land on the "Naughty List."



10. Beware of Grinches

The holidays are prime time for phishing and spoofing. Don't just assume you're safe from malicious attacks—talk with Return Path's Email Fraud Protection team about protecting your brand.



Email fraud is up 162% from 2010—2014. (RSA)

Looking for more details on any of the topics covered above?

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