

TYPES OF FESTIVE SEASON MAILERS

With the Festive Season just around the corner, it's a good time to start planning for marketing campaigns. If you're in need of some ideas for your campaign, we've got you covered!

- Happy Wishes : Spread The Festive Cheer**
Wishes are always welcomed. Sending greetings to your subscribers on the arrival of the holidays is a great way to break the ice and warm up. Taking this opportunity to send attractive and heavenly greetings via email with a sales and promotional angle will engage your customers.
- Thanking & Appreciating : Show Your Gratitude**
Appreciating your customers and thanking them for being a part of your journey is an amazing way to build rapport. But always remember to embed a feedback or revert option within your email. Creating emails with an option to respond will keep track of your customers' constantly changing interests and views.
- Sells and Sales : Put Your Wares On Display**
Providing your subscribers with promotional coupons, discounts and offers is a sure way to grab their attention. There are various holiday email sale offers sent especially around the festive season. These emails can double up as promotional emails and can increase sales. A few are listed below:
 - Staying Ahead :**
These are the emails that start pouring in months before the actual season begins. Emails like this are one of the best ways to warm up customers and attract them to your brand. They give an early boost to the promotional and marketing cycle.
 - Discounts & Attractive Gifts:**
Presenting the temptation to win attractive gifts in the holiday season will surely give your promotional activity a boost. With the gifting season on the horizon, adding discount vouchers or coupon codes along with it helps the brand to not only pull in new customers, but also bring back old subscribers.
 - Last-Minute Gifts:**
Forgetting is a part of being human. Make sure your customers get extra leverage when it comes to being a last minute shopper. This will not only help them get what they want, but also keep you in mind for future as a cushion to fall back on during gifting emergencies.
 - Guide Me Through:**
Sending emails with tips and guides for the festive and holiday season are not only educational for customers, but also fuel the marketing of your brand. Giving some guidance on how to put together the perfect holiday outfit; a DIY on how to decorate gifts; or what to gift this season, will add up to great marketing wins via email.
 - Let's Groove Together:**
Introducing a brand event and asking your customers to be a part of it is in itself a smart brand promotional scheme. Sending email invites to customers for an upcoming event or wanting them to join in and give feedback makes your customers feel like they are important to you. Invitation emails help set the pace of the Festive Season for brands to try rope in customers.