



Crafting Irresistible Email Content

Coming up with amazing email campaigns throughout the year can be hard, but it can be even more challenging during the Holiday Season. To help you prepare for this busy period, our Content Marketing team has put together some tricks to kick off your own planning process, so you can craft fresh, compelling content for your holiday email campaigns.

We will get your creative juices flowing and help you prevent burnout in this year's content creation marathon. Start early and plan ahead to ensure you come up with subject lines and calls to action that will make you stand out in the holiday inbox.

02 Content Brainstorm Worksheet



ANSWER THIS:

A blank email template is

.....
.....

Did you think “nerve-racking” or “limitless possibilities”? Chances are, your sentiments fall somewhere in between.

Coming up with fresh, compelling content while on a time crunch can be creatively draining.

That’s why we put together a handy brainstorm exercise sheet for you to work through while planning your campaigns this holiday season.

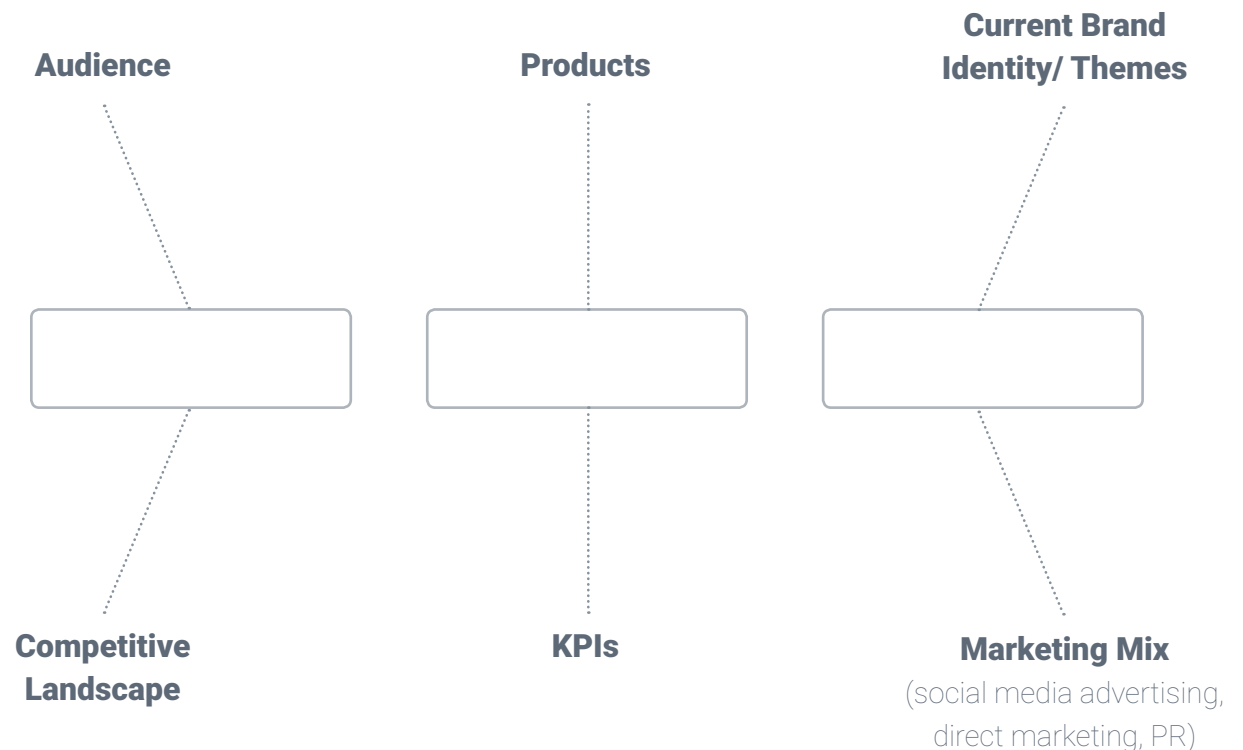
02 Content Brainstorm Worksheet

2.1. Map Out Your Course



Once you've identified your key goals for the season, fill them in below and use the mind map to find keywords or themes. We've listed a few focus points to get your creative juices flowing. Think about which audience groups you're targeting to meet your goals for the season and how your email content will fit in with or support other areas of marketing and business. It might even be helpful to move this map onto a whiteboard to throw around ideas with your team.

YOUR THREE HOLIDAY GOALS:



02 Content Brainstorm Worksheet

2.2. Focus Your Radar



Now, let's organize the keywords that we've gathered from our initial brainstorming session. A lot of awesome ideas can come up in these sessions, but they might not be directly helpful to reaching your goals. Below, you'll find three charts that will help you prioritize these themes and focus on the audience you're trying to reach. List out 3-5 in the "Most Relevant" box to move forward with and then categorize the rest as "Semi-relevant" and "Not As Relevant".

MOST RELEVANT

Theme/Topic	Audience

02 Content Brainstorm Worksheet

SEMI-RELEVANT

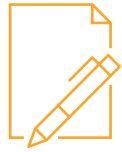
Theme/Topic	Audience

NOT AS RELEVANT

Theme/Topic	Audience

02 Content Brainstorm Worksheet

2.3. Take Action



Write down as many phrases as you can - don't hold back, the most creative ideas sometimes come from a stream of consciousness. The idea is that these lines can turn into taglines to be used as call-to-actions or subject lines. Remember, action-packed words drive more opens and click-throughs (think "go", "reserve", "stop", "join", "discover").

02 Content Brainstorm Worksheet

2.4. Laying It Out



Let's tie it together by envisioning what the design will look like around the content. As one of our designers likes to say, "design for the sake of design is pointless". The sole purpose of design is to highlight and emphasize what the content is already saying. In this worksheet, we encourage you to take some time to think about which images you associate with your key phrases - these can become your hero images. Also think about holiday colors - how can you get a little festive while keeping your brand's visual identity intact?

Lastly, what are some out-of-the-box pieces of content that would be helpful to feature? Whether it's a GIF, blog post, white paper or tutorial video, give this content some thought so that you can dedicate the proper time to writing and designing.

02 Content Brainstorm Worksheet

HERO IMAGE INSPIRATION:

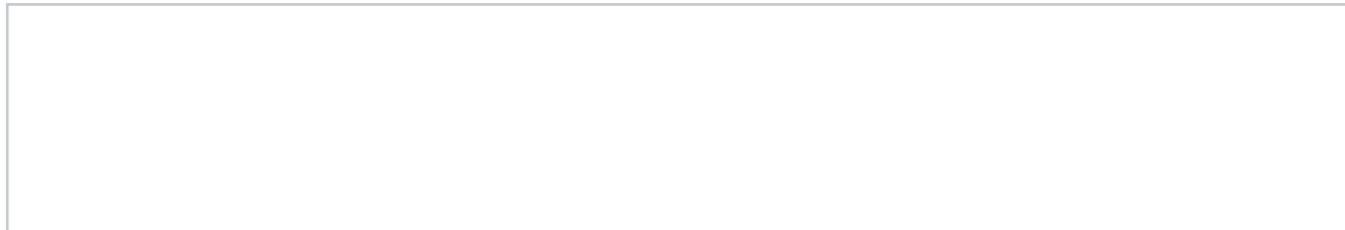


TOP THREE COLORS:



SPECIAL MEDIA ITEMS TO BE CREATED:

(GIFs, videos, live Twitter or Instagram feeds)



CONTENT PIECES TO BE PROMOTED/CREATED:

(Think of existing content pieces and gaps in content that needs to be created to support your holiday email campaigns)
