

# Mailjet's Checklist For Your Holiday Email Strategy





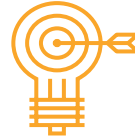
## CONTACT LIST PREPARATION

### Step 1: Clean your contact lists to ensure the best deliverability.

- Remove blocks, unsubscribes and spam complains after each campaign.
- Try to re-engage contacts that have been inactive for the past 2-3 months.
- Delete contacts you don't manage to re-engage.

### Step 2: Ensure you're promoting your newsletter across different channels to attract potential subscribers.

- Include opt-in checkboxes in all your forms.
- Add a subscription widget to your most popular pages.
- Use social media tools to grow your list.
- Encourage people to join your contact list offline.
- Offer product discounts and gifts (white books, reports...).
- Use referral incentives with your current contacts.
- Include content with the potential to go viral in your campaigns.



## HOLIDAY SEASON GOAL SETTING

### Step 1: Assess your results over the last few months and during the past holiday season to understand what to expect and where you can improve.

- Look at email statistics to set benchmarks.
- Compare different campaigns to find the perfect time and email frequency.

### Step 2: Before you roll up your sleeves and start designing your campaign, consider your goals for this holiday season.





## CAMPAIGN CREATION

**Step 1: Time to start designing your emails. Make sure your email looks amazing and is consistent with your brand identity, but also remember:**

- Your email needs to be responsive.
- Keep in mind your text to image ratio. Large images should be avoided.
- Make your content readable, with easy to find CTAs.
- Test different elements in your campaigns to help you improve your metrics (subject lines, from names, CTAs...).

**Step 2: Don't forget to test your emails before you press Send! Confirm your message can be visualized properly on different devices.**

- Check display on different email clients.



## CAMPAIGN PERFORMANCE TRACKING

**Step 1: Track your email's performance. When you're checking your metrics, here are a few things you should consider:**

- Keep an eye on your email statistics to ensure you spot any unusual results.
- Continue comparing campaigns to find the perfect time and email frequency for your future emails.

**Step 2: After every email sent, clean your contact lists to ensure the best deliverability.**

- Remove blocks, unsubscribes and spam complaints.

