



# Ideas For Successful Christmas Campaigns

With ProCampaign®



# + What Will You Find In This White Paper?

Every year again...

The run-up to Christmas is one of the most important business times of the year for most of us. Creative campaigns and newsletters are the key to making more sales. But engaging Christmas campaigns are also great for building brand awareness and customer loyalty.

This makes it all the more important to start planning campaigns early, but no later than mid-year. An authentic appearance that fits the brand image is the key to success to increase sales and brand awareness/brand loyalty through appealing Christmas campaigns.

In November, Christmas markets usually open their doors and the first Christmas gifts for loved ones are ordered. People do their Christmas shopping earlier every year. So to worry about Christmas campaigns and / emails only shortly before or during Christmas would be way too late and wasted potential. This whitepaper goes into the DOs and DON'Ts of Christmas campaigns and presents our collection of inspiring ideas for Christmas marketing campaigns that can be easily implemented with ProCampaign®.

The ProCampaign® future topics team wishes you many AHA moments when reading this.

## OUR SECRET TO SUCCESS

Our marketing specialists advise leading global brands that use ProCampaign® Marketing Cloud to manage over 150 million customer profiles from campaigns in more than 50 countries.

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# Successful Christmas Campaigns

## You should do this in any case

What you should do: only good and a lot of it.

In any case, you start in time with the planning and also implementation.

Say THANK YOU. Thank you for your attention, THANK YOU for your commitment, THANK YOU for sharing and THANK YOU for buying.

I'm sure you can think of many more reasons to just say THANK YOU.

(By the way, THANK YOU for reading this right now ).

Of course, you basically have a story in your Customer Journey. You don't just let your prospects, leads and customers stumble through your content. You certainly have a common thread and lead your audience unerringly through your brand and product world.

And above all, you offer added value at every step. And no, this doesn't mean that you're always the cheapest in your field. On the contrary, the price is often the last reason why someone doesn't buy from you.

But maybe he didn't recognize the added value in your offer or didn't understand your brand.

## DOs for successful Christmas campaigns

- Authentic appearance with storytelling
- Early planning
- Say thank you
- Offer added value



## DON'Ts for successful Christmas campaigns

- Too early GO Live
- Exaggerated appearance
- Do not adapt to target group

## Successful Christmas Campaigns

### You should definitely not do this

Sure, going out too early with a Christmas campaign isn't ideal either.

In any case, your planning should be completed as early as possible. The GO Live can start slowly from the middle of October and at the latest from 01 November you should really go full throttle.

From mid-December on, many people are already on Christmas vacation again and have already done their shopping.

Of course, you'll really miss the mark if you use exaggerated and all-determining communication with sweeping key visuals and then completely miss your target group. Unless you are Coca Cola....

But since you operate a full-blown CRM, you definitely know what makes your market tick.

If not, feel free to contact us early on about targeting. We know a lot about that.

# Inspirational Ideas For Christmas Campaigns

## Personalized Greetings

During the Christmas season, there are many moments to send meaningful Christmas communications. From St. Nicholas Day to the four Sundays of Advent and, of course, Christmas Eve.

These occasions are ideal especially for B2C companies to promote special products or discounts. But there is also plenty of potential here for organizations that want to build a personal relationship with newsletter subscribers.

### Advantages:

- Special pre-Christmas action
- Social/societal commitment
- Building brand loyalty

### Start:

- Shortly before or during the holidays - St. Nicholas Day
- Christmas Day, New Year's Eve
- Sundays in Advent

### Content:

- Wishes for the holidays
- Acknowledgement for loyalty

### Frequency:

- Variable



# Inspirational Ideas For Christmas Campaigns

## Personalized Vouchers for Your Products

Motivate existing customers to buy their Christmas gifts from your store by sending personalized coupons for your products or online store.

By using countdowns in your emails create a greater sense of urgency, further encouraging your customers to buy your products within a specific time frame.

### Advantages:

- Incentivize purchases and increase your sales
- Create brand awareness

### Start:

- Early to mid November

### Content:

- Gift ideas
- Coupon code
- Countdown for certain offers
- Reminder to redeem the gift certificate

### Frequency:

- Variable



# Inspirational Ideas For Christmas Campaigns

## Advent Calendar Campaign

An Advent calendar is not only an integral part of the Christmas season for children. It is also a very effective tool to target your (potential) customers. Advent calendar campaigns range from simple email campaigns to extensive sweepstakes with daily raffles. ProCampaign® helps you to realize all these campaigns.

Example of a simple campaign: You send out an introductory mailing explaining the Advent calendar promotion, promote your promotion on your website, online store, TV and other channels. From December 1, send mailings with special product offers at the frequency you choose. You can send such an email daily or weekly (e.g. for Advent Sundays).

### Advantages:

- Creation of attention and brand awareness
- Engagement

### Start:

- End of November with an introduction

### Inhalt:

- Special offers for your products
- Special greetings

### Frequency:

- Every day during Advent
- Every Advent Sunday

1		2		18		22		21		10	
9		13		7		3		23		8	
6		5		4		24		11		12	
19		4		4		16		17		15	
								20		14	
								4			





# Inspirational Ideas For Christmas Campaigns

## Contest with User-generated Content

Create a campaign that encourages your (potential) customers to upload user-generated content, such as photos of Christmas decorations, the Christmas tree, or other items - preferably related to your products or brand.

This encourages consumers to engage with your brand and increases your brand awareness.

This campaign can be very well planned across multiple channels. Involve your social media channels and encourage your subscribers to upload photos or videos to your website.

All recipients or a panel of judges from your company can then vote on the winning photo. Alternatively, the winner can be chosen at random through a drawing in ProCampaign®.

The winner will receive a voucher for your store or another prize.

### Advantages:

- Create attention and brand awareness
- Promote interaction



### Start:

- Mid-November / early December

### Content:

- Announcement of the promotion, opportunity to vote
- Winner email

### Frequency:

- Variable



# Inspirational Ideas For Christmas Campaigns

## Review of the Year

New Year's Eve ends an exciting year and ushers in a new one.

It's a great time to send a year in review to your subscribers and customers. How was your year?

Highlights, recommendations, information, a look back at the past year - all of this is content that is ideal for such a mailing. It can also be useful to share plans and dates for the coming year.

To make the year in review even more personal, you can include personal information from your customers in a personalized review (e.g., products purchased, events attended, etc.).

## Advantages:

- Increase loyalty and brand awareness
- Maintaining contact with customers

## Start:

- After Christmas, before / after New Year's Eve

## Content:

- Highlights of the past year
- Wishes or plans for the new year
- Personal information

## Frequency:

- Variable



# Inspirational Ideas For Christmas Campaigns



## Christmas puzzle

Interactivity inspires many recipients. Grab your subscribers' attention with little puzzles and encourage them to take more action in your newsletters.

For example, challenge your customers with a special Christmas puzzle like a picture puzzle. In a mailing sequence, you could always show a different small part of a picture and let the subscriber guess what's on it.

Announce that you will share the solution to the puzzle at a specific time, so your recipients will open and read your emails regularly.

### Advantages:

- Increase interaction and brand awareness
- Gamification



### Start:

- Early December

### Inhalt:

- Announcement of the Christmas puzzle
- Different parts of the puzzle

### Frequency:

- Variable / Weekly



# Inspirational Ideas For Christmas Campaigns

## Do Good And Talk About It

Another way to raise brand awareness and show social responsibility is to donate some of the money to those in need and communicate this clearly in personalized emails.

This could also be expanded into a full fundraising campaign where customers are also encouraged to participate. The campaign can then be announced via email and progress communicated regularly.

### Advantages:

- Increase brand awareness,
- Demonstration of social responsibility

### Start:

- Early December

### Inhalt:

- Announcement of the fundraising campaign
- Updates on the progress of the campaign

### Frequency:

- Variable



# Marketing Automation Is The Key To Success

Marketing automation allows you to gradually build and centrally manage compelling and interactive omnichannel campaigns.

Lead routes, user journeys, or communication during a sweepstakes becomes child's play thanks to automation. Communication automatically adapts to the information collected. Individual engagement is taken into account in the approach.

This requires central 360° profiles that enable a complete view of each individual customer and lead and provide the insights for all actions.

## QUICK AND DIRTY:

Marketing-Automation, auch Marketing-Automatisierung genannt, ist eine softwaregestützte Methode um Marketing- und Vertriebsprozesse zu automatisieren. Dabei werden Nutzerprofile basierend auf deren Nutzerverhalten mit Informationen angereichert, um automatisierte Kampagnenprozesse für individuelle Kommunikation einzurichten. Ein Ziel von Marketing-Automatisierung besteht darin, die Zahl potenzieller, qualifizierter Neukunden zu erhöhen.

Quelle: wikipedia.org

LLOYD

GERMANY

"ProCampaign® is a comprehensive email marketing tool for LLOYD Shoes that can certainly keep up with the solutions of the "big players" on the market and also presents foresight on linking the online world with stationary trade. The article data integration in the newsletter editor saves us massive amounts of time during creation."

Christin Susann Bugrahan, Online Marketing Managerin LLOYD Shoes



"We want to qualify our digital clones, that is, we want to know: Who is interested in us? Who participates in sweepstakes? Who buys our products? Who gives feedback, who looks at our content? In this way, we want to adapt our digital profiles as closely as possible to the real customer. All of this, of course, in the context of the GDPR."

Magnus Voss, Team Lead Digital Marketing BU Brand at DMK

# The Most Secure And Flexible Platform For Customer Data Management And Customer Loyalty

- 360°-Profile B2C CRM/ Customer Data Management
- Permission- / Logon-Management
- Marketing Process Automation
- Newsletter- / SMS-Marketing
- Loyalty-Campaigns
- Community-Management
- Reporting & Analytics
- Preference Center
- Service Desk
- REST-API





# ProCampaign®

*Made with love in Bremen.*

## Okay and now what?

Convince yourself of the many advantages and the easy use of ProCampaign®. Arrange a demo appointment with us today and we will show you campaign ideas for your Lovebrand.

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