

## THE SMS MARKETING GUIDE FOR THE HOLIDAYS



If you're a business looking to send text messages to your customers as part of a Christmas marketing campaign, here are some tips to keep in mind:

1. **Personalize the message:** Make sure to include the recipient's name in the message to make it feel more personal and engaging.
2. **Offer a promotion or discount:** Consider including a special promotion or discount in your message to encourage customers to take action.
3. **Make it timely:** Keep in mind that people are busy during the holiday season, so make sure to send your message in advance of any deadlines or events.
4. **Keep it festive:** Use holiday-themed language and graphics to make your message more festive and relevant.
5. **Include a call to action:** Encourage customers to take a specific action, such as visiting your store or website, by including a clear call to action in your message.

6. **A/B Testing:** Don't forget to test for different parameters on your sample size using A/B testing on your SMS templates and CTA's
7. **Be mindful of laws and best practices:** Make sure to follow all laws and best practices related to text marketing, such as obtaining permission from recipients and providing opt-out options.
8. **Analyze past trends:** Use past data and trends to identify which customers have the maximum CLTV and retention rates and create a special promotion or text message for them.

By following these tips, you can create effective and festive Christmas marketing text messages that will engage your customers and drive holiday sales.

## **HOLIDAY MARKETING TEMPLATES**

Before we get into the templates it is important to know which segment your customers fall into. Here is a customer map showing you the different types of segments your customers may fall into and how you maybe able to craft a message suited to their segment



## **So lets get to the templates!**

### **Template #1: General promotions**

*Hi Jeff!, Christmas is just around the corner! Make sure your loved ones are warm and cozy this winter with 30% off all our gloves and scarves! Shop now: [store\_URL]*

### **Template #2: Limited-time deals**

*Ho-Ho-Hoorry up! Our pre-Christmas sale has just started – use code MERRY25 to get a \$25 discount on all orders over \$150. Shop till 12.05: [store\_URL]*

### **Template #3: Buy 1, get 1 free**

*It's (almost) the most wonderful time of the year! Holiday savings start now – buy 1 pair of socks and get the 2nd one for free! Visit today: [store\_URL]*

### **Template #4: Free shipping**

*Stock up on cookies this Christmas! Be one of the first 500 buyers and we will deliver them to your doorstep for FREE! Wait no more: [store\_URL]*

### **Template #5: Click and collect offer**

*Skip the crowds this holiday season! Buy online and pick up in any of our stores – use code BLITZ5 to get \$5 off your first order! Visit: [store\_URL]*

### **Template #6: Competition**

*Hey Jeff!, join our tree-mendously fun Ugly Christmas Sweater competition! Post your pictures online and win great prizes – see the competitors here: [social\_media\_link]*

### **Template #7: Thank you message**

*It's been a great year together, Jonathan! As a thank you, we'd like to offer you a special 25% discount on your next order with the code THANKS25. Use it here:  
[store\_URL]*

### **Template #8: Loyalty/VIP offers**

*Kyle, we couldn't be happier to have you on our side! Start the new year on the right foot – use your exclusive 40% discount on all our shoes! Enter code VIP40 here:  
[store\_URL]*

### **Template #9: Flash sales**

*Flash sale! Use the code FLASH20 to get 20% off all Christmas lights! Offer valid until 10PM tonight, shop now: [store\_URL]*

### **Template #10: Product release**

*Matt, no better time to get your Christmas shopping done! Just a quick reminder about the 15% discount code we've sent to your email – use it while it still lasts!*

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