Holiday/Seasonal sale

Announce a special holiday sale (e.g. reduced prices on spring merchandise for Mother’s Day).

**Subject line:**
- Deals you can’t miss this [SUMMER, SPRING, FALL, WINTER].

**Call-to-action:**
- Buy now
- Visit us
- See product details

**Recommended template:**
- Spring sale
- Summer sale

**Business result:**
- Increase online and/or in-store traffic
- Increase revenue

**Suggested mailing schedule:**
2-days before: Announce sale, highlight key specials
1-day before or day of: Sale starts tomorrow/today, Limited time only, Limited selection

customcontact.com
**New inventory announcement**

Announce new inventory before it hits shelves to build excitement.

**Subject line:**
- Check out the latest & greatest in [PRODUCT CATEGORY/BRAND].

**Recommended template:**
- Product announcement

**Call-to-action:**
- Shop now/Buy now
- See details
- Share with friends and family

**Business result:**
- Increase revenue
- Increase email sharing to grow your list and drive word-of-mouth referrals

**Suggested mailing schedule:**
Send weekly for up to 3 weeks.
- Week 1: Highlight staff favorites
- Week 2: Showcase a theme (e.g. “trends for Spring”)
- Week 3: Highlight inventory you want to sell with customer reviews

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**Sale or promotion announcement**

Announce a new sale or promotion that you are running.

**Subject line:**
- Huge savings are going on now.

**Recommended template:**
- Sale event

**Business result:**
- Increase revenue
- Increase email sharing to grow your list and drive word-of-mouth referrals

**Suggested mailing schedule:**
Send 1 - 4 emails depending on the length of your sale.
- Email 2: Get it while it lasts
- Email 3: Sale inventory further reduced
- Email 4: Sale ends tomorrow

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**Huge savings are going on now.**

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**Flowers for every occasion**

*Place your order*
<table>
<thead>
<tr>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
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<td>December</td>
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Take advantage of the upcoming holidays by sharing new inventory, special offers, gift ideas, or tips related to:

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- Safe Toys and Gifts Month
- Cyber Monday
- Make a Gift Day
- Salesperson Day
- Hanukkah
- Ugly Christmas Sweater Day
- Re-gifting Day
- Christmas
- Make Up Your Mind Day
- New Year’s Eve
- National Craft Month
- World Compliment Day
- Be Heard Day
- Dream Day
- I Want You to be Happy Day
- National Mom and Pop Business Owners Day
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- National Mom and Pop Business Owners Day
- National Campaign Month
- National Drive Safe Month
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- Father’s Day
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