

Retail:

Email content ideas

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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:

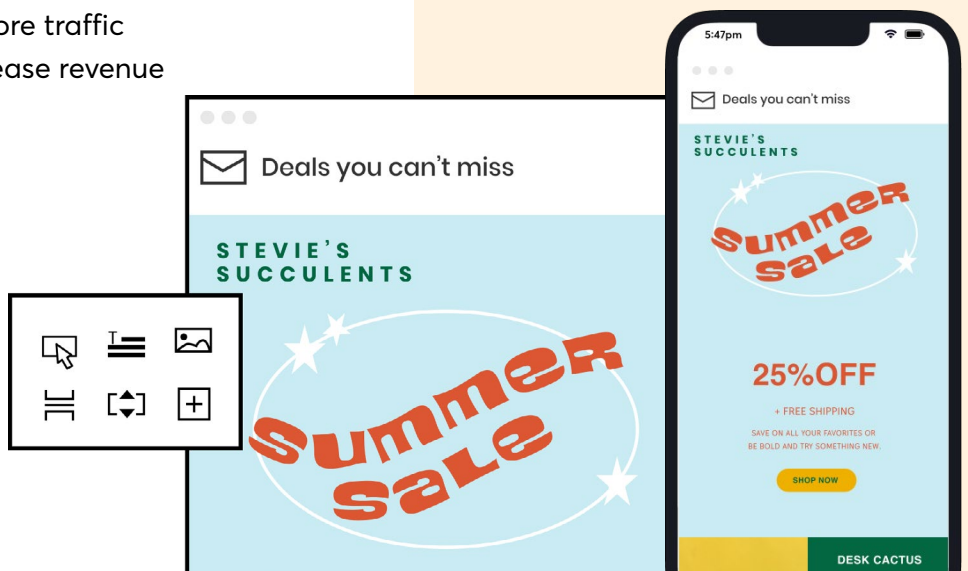
- Spring sale
- Summer sale

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



New inventory announcement

Announce new inventory before it hits shelves to build excitement.

Subject line:

- Check out the latest & greatest in [PRODUCT CATEGORY/BRAND].

Call-to-action:

- Shop now/Buy now
- See details
- Share with friends and family

Recommended template:

- Product announcement

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

Sale or promotion announcement

Announce a new sale or promotion that you are running.

Subject line:

- Huge savings are going on now.

Call-to-action:

- Shop now/Buy now
- See customer reviews
- Share with friends and family

Recommended template:

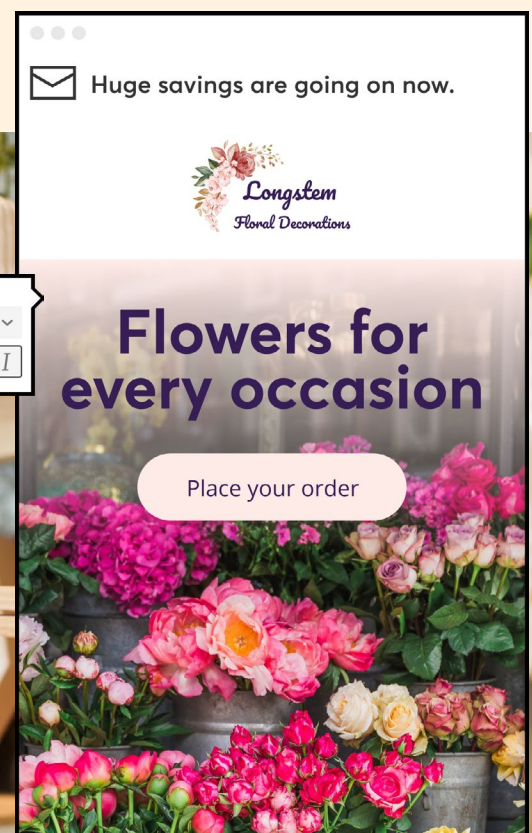
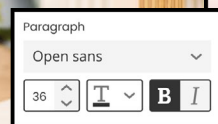
- Sale event

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



Take advantage of the upcoming holidays by sharing new inventory, specials, gift ideas, or tips related to:

Winter

December

- National Tie Month
- 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

Spring

March

- 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

Summer

June

- National Camping Month
- National Drive Safe Month
- National Fireworks Safety Month
- Great Outdoors Month
- World Environment Day
- Father's Day
- National Splurge Day
- Flip-Flop Day
- Public Service Day
- Social Media Day

Fall

September

- Labor Day
- National Courtesies Month
- National Grandparent's Day
- Good Neighbor Day
- Swap Ideas Day
- Patriot Day
- Football Season
- National Women's Friendship Day
- Stand Up to Cancer Day
- International Dot Day
- American Business Women's Day
- National Hunting and Fishing Day

January

- New Year's Day
- National Thank You Month
- International Creativity Month
- Dress Up Your Pet Day
- Ditch New Year's Resolutions Day
- International Sweatpants Day
- Measure Your Feet Day
- Inspire Your Heart with Art Day

April

- Couple Appreciation Month
- Earth Awareness Month
- Garden Month
- Easter
- Walk on Your Wild Side Day
- Earth Day
- International Dance Day
- Honesty Day

July

- Bikini Day
- Independence Day
- National Work-a-Holics Day
- Embrace Your Geekness Day
- All or Nothing Day
- Parent's Day

October

- Breast Cancer Awareness Month
- Do Something Nice Day
- Face Your Fears Day
- Department Store Day
- Make a Difference Day
- Halloween

February

- Heart Month
- Super Bowl Sunday
- Madly in Love with Me Day
- Valentine's Day
- Singles Awareness Day
- Random Acts of Kindness Day
- Love Your Pet Day
- Floral Design Day

May

- Military Appreciation Month
- Mother's Day
- Lucky Penny Day
- Barbecue Month Begins
- Memorial Day

August

- World Wide Web Day
- National Girlfriends Day
- Just Because Day
- Friendship Day
- Back-to-School
- Relaxation Day
- National Bow Tie Day
- Be Kind to Humankind Week

November

- America Recycles Day
- Celebrate Your Unique Talent Day
- Shopping Reminder Day
- Thanksgiving
- Black Friday
- Electronic Greetings Day
- Small Business Saturday
- Giving Tuesday