

DECK THE DIGITAL HALLS

ADDING HOLIDAY MAGIC TO YOUR EMAIL MARKETING

As the holiday season kicks into full gear, it's the perfect time to infuse your email marketing with some holiday magic. From Christmas, Thanksgiving, and Hanukkah to fall and winter themed emails, here are some practical tips and color palette ideas to get you started and help your brand stand out this holiday season.



Tips for choosing holiday design elements

1

Select colors that complement your brand colors so they don't take away from your overall branding efforts. A quick glance at a color wheel can help you find and narrow down the complementary colors for your brand.

Complement your brand colors

2

Choose high-quality visuals when deciding on photos, custom illustrations, or graphics. Ensure the images and graphics you choose are consistent with your brand's style. For example, if you typically use graphics that look hand-sketched, search for holiday sketches to fit that same aesthetic.

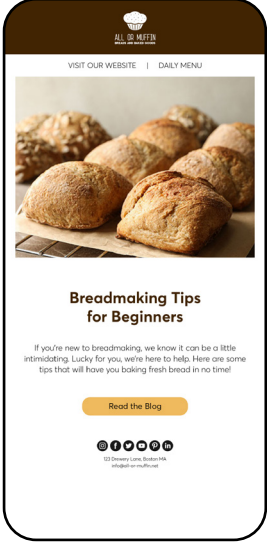
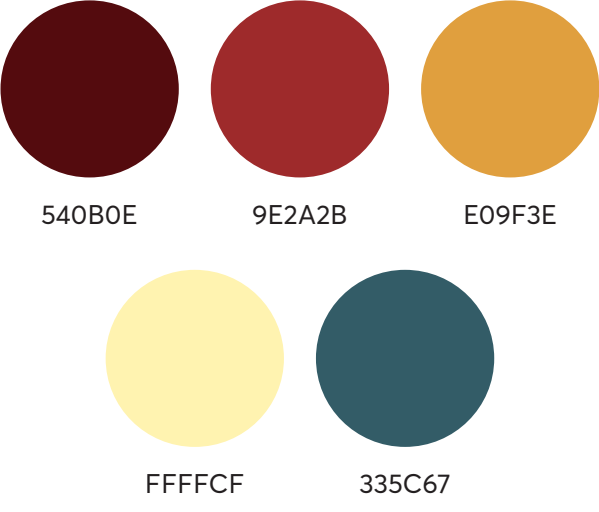
Choose quality images

3

Ensure any changes made to your marketing for the holidays maintain your brand's personality. Your holiday-themed content should continue to reflect the core values, personality traits, and emotions your brand wants to evoke.

Consider your brand personality

Autumn

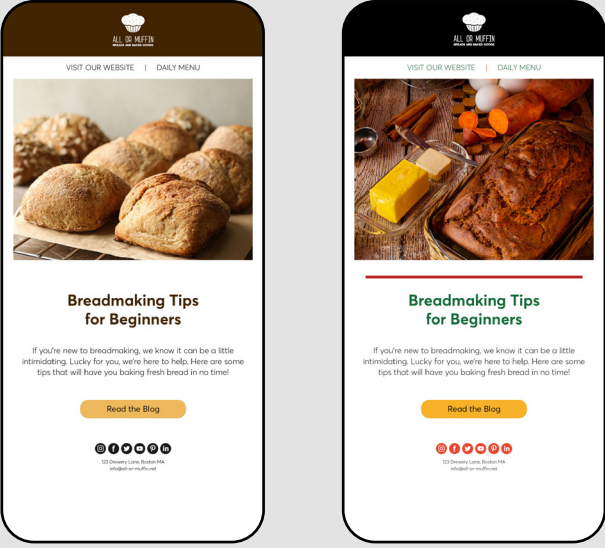


Before



After

Kwanzaa

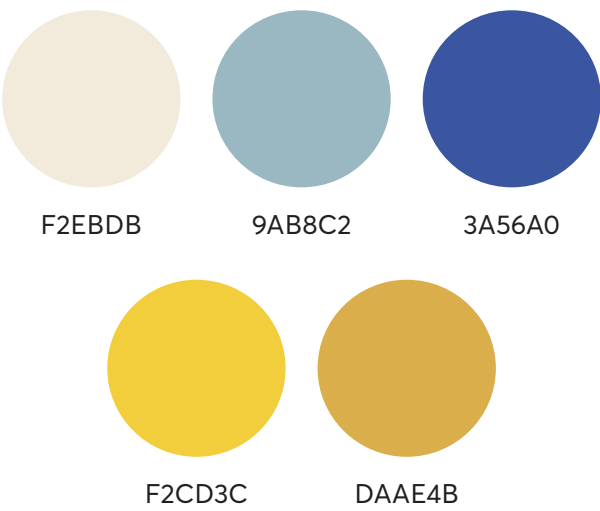


Before

After



Hanukkah

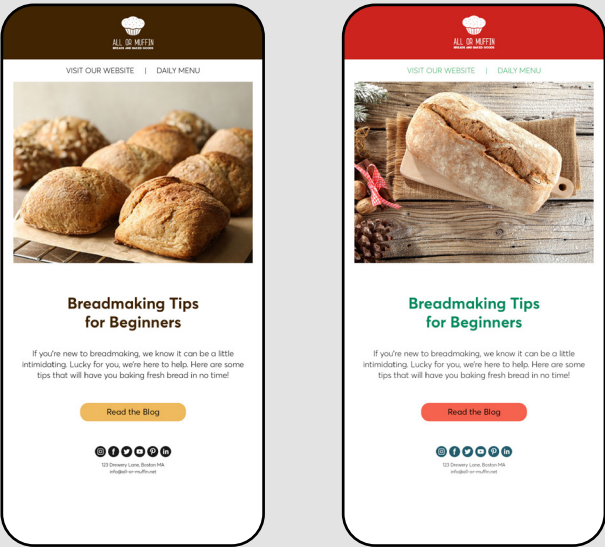


Before



After

Christmas

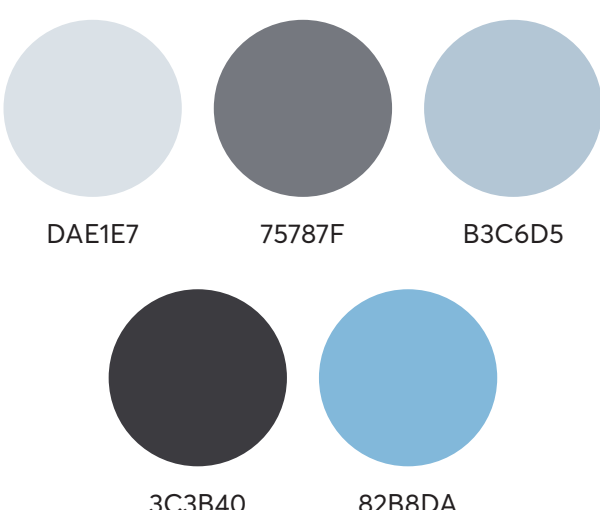


Before

After



Winter



Before



After

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