



Marketing *glow-up* guide

Digital campaign quickstarter

Your marketing *glow-up* starts here.

Light up your marketing this season with marketing tactics that work.

The festive season is your business's time to shine. Whether you're starting fresh or giving your existing campaigns a refresh, this guide will help you build a festive campaign that will sparkle all season long.

Inside, you'll find best practices, tips, and ideas for every part of your marketing. We'll show you how to leverage your website, social media, email, events, and more so you can deliver an engaging marketing strategy that keeps your customers coming back.

Read it from start to finish or skip straight to what matters most to you. Wherever you are in your marketing journey, these glow-up strategies will help your brand shine bright this season.

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When it comes to creating a *successful marketing campaign*, proper planning can be what you need to transform a good campaign into a great one.

We've compiled a list of notable dates this festive season to help you get started.

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5 Bonfire Night (UK)	6	7	8
9 Remembrance Day (UK)	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 Thanksgiving (US)	28 Black Friday	29 Small Business Saturday
30						

November 5 — Bonfire Night (UK)

November 9 — Remembrance Day (UK)

November 27 — Thanksgiving (US)

November 28 — Black Friday

November 29 — Small Business Saturday

November 30 — Artists Sunday

November Themes

- “Movember”
- Height of the festive preparations and shopping

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday	2 Giving Tuesday	3	4	5	6
7	8	9	10	11	12	13
14 Hanukkah begins	15	16	17	18	19	20
21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day Kwanzaa begins	27
28	29	30	31 New Year's Eve			

December 1 — Cyber Monday

December 2 — Giving Tuesday

December 14 — Hanukkah begins

December 21 — Winter Solstice (shortest day of the year)

December 24 — Christmas Eve

December 25 — Christmas

December 26 — Boxing Day (CA/AU/NZ)

December 26 — Kwanzaa begins

December 31 — New Year's Eve

December Themes

- End-of-year fundraising
- Height of the Holiday season

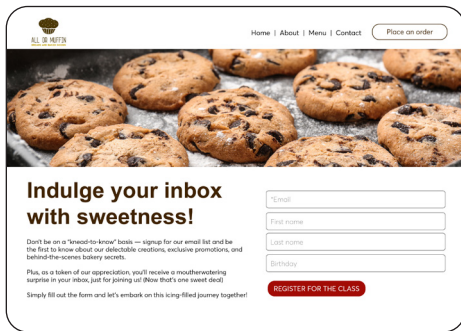
Creating *Effective* Landing Pages

Launching something that is sure to shine this season? Whether it's a contest, new product, or campaign, don't leave your customers in the dark. Guide them exactly where you want them to go with well-thought-out landing pages.

Here the most common types of landing pages to spark engagement and grow your contact list:

Event Registration

Get visitors to register for an upcoming event, like a webinar or festive, in-store event.

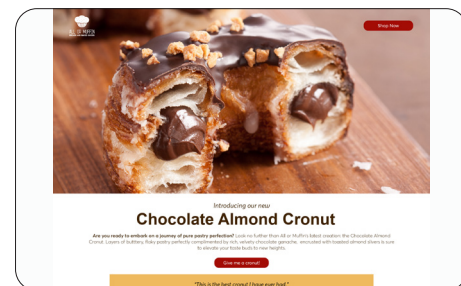
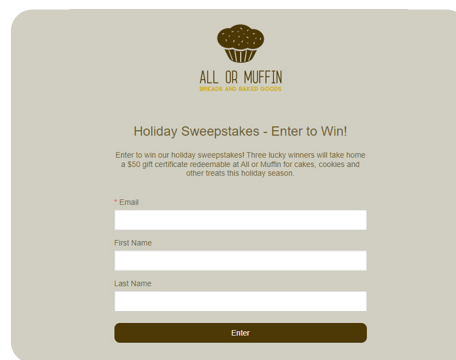


Sign-Up Form

Encourage visitors to stay connected by inviting them to subscribe to your email list or newsletter.

Contest Entrance

Attract and create buzz around your festive promotions by offering a chance to win prizes in exchange for contact information.



Other landing page ideas

- Find us online
- Charitable donation
- Product Sales

Tip

Avoid leaving your web presence out in the cold by following this simple seasonal checklist:

- Update your hours of operation
- Add event information:
 - On-site events
 - Trade shows
 - Community events
 - Virtual events
 - Fundraising drives
- Feature limited-time items, like seasonal menus or products
- Promote discounts and offers prominently
- Highlight images of your store or product from past festive seasons

Note: Landing pages work well when they give visitors a clear reason to stick around or act. Simple, mobile-friendly surveys are also an easy way help spark engagement and entice people to sign up for your mailing list.

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Elements of a *good* landing page

Here are the essential building blocks to give your landing pages that extra glow so they stand out and get results.

High-quality hero image or video:

A visually appealing hero image or video can help quickly grab your visitors' attention and convey your message quickly and effectively.

Social proof:

Trust-building content, like customer reviews, social media mentions, news features, or testimonials build trust and credibility with your visitors.

Strong call to action (CTA):

The CTA is the action you want your visitors to take, such as filling out a form, making a donation, or completing a purchase. Make sure your CTA stands out and clearly communicates what you want your visitors to do. If you don't tell them what you want them to do, they won't know.

Mobile-responsive design:

More people than ever are accessing the internet on their mobile devices, so make sure your landing page looks great and functions on all devices.

Visually appealing design:

A clean, inviting design that stays true to your brand keeps visitors engaged, makes your offer more appealing, and increases brand awareness.



Clear and compelling headline and subhead:

Your headline and subhead are what visitors see first, so they need to grab their attention and clearly communicate what your offer is and why it's valuable to your audience.

Optimised lead capture form:

If you're asking your visitors to fill out a form, make sure it's as easy and straightforward as possible. Only ask for the information you really need.

Relevant and concise content:

Keep your content focused on the benefits of your offer or nonprofit and make sure it's easy to read and understand.

Social for the Season

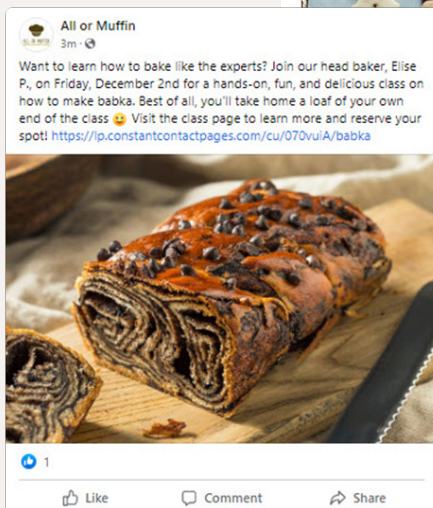
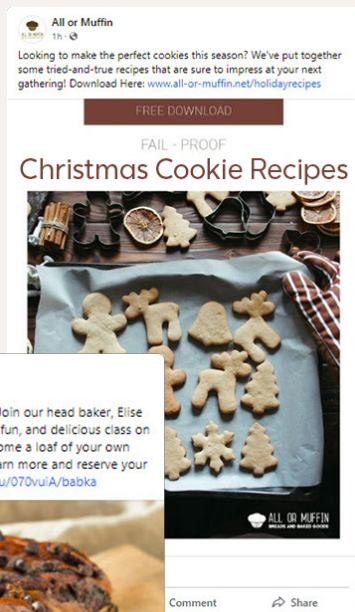
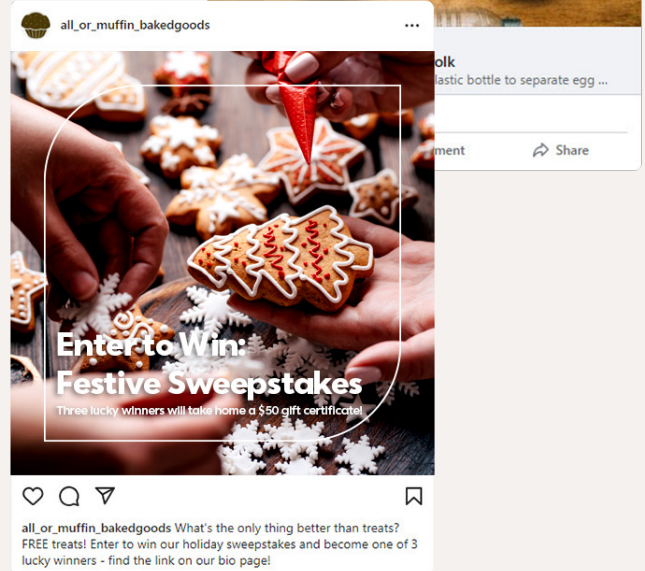
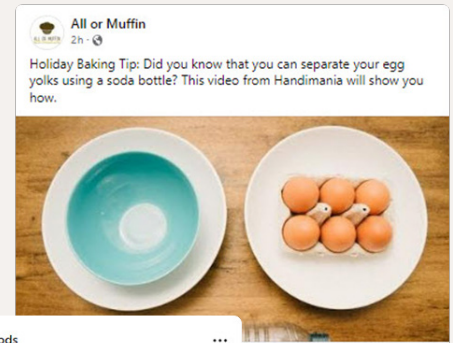
Social media plays a major role in reaching a larger audience. By producing various kinds of social content, you can reach more people and easily achieve your business goals. Incorporating each content type into your social feed allows you to maintain an engaged audience throughout the holiday season and after. Below are some ideas to help you get started.

Drive Awareness

Increases familiarity with your business, product, or service and can increase your social following.

Goal: Educate and boost public awareness

- Q&A interviews
- Questions
- Fill-in-the-blanks
- Behind-the-scenes photos/videos
- Tips and tricks
- Content promotion (blogs, etc.)
- News/trending topics
- Company info
- Giveaways
- Contests
 - Enter-to-win
 - Share-to-win

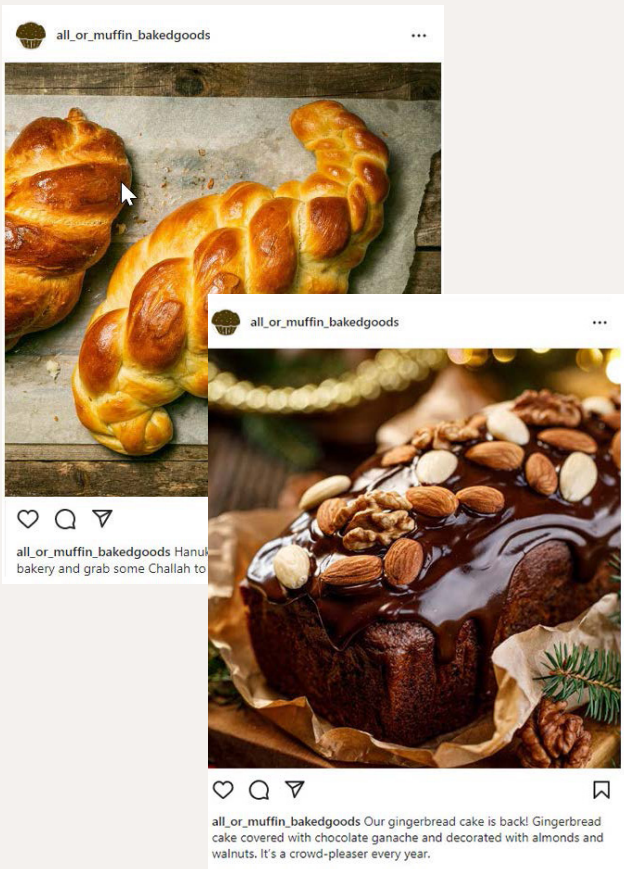


Grow Contacts

Invites customers/prospects to connect with you via email through sign-up forms or other lead-generation pieces.

Goal: Educate and boost public awareness

- Contests
- Enter-to-Win
- Downloadable content
- Email opt-in
- Event RSVPs



Promote Product/Service

Alerts customers and prospects to a product launch, service expansion, brand initiative, or promotion.

Goal: Increase revenue or acquire new customers

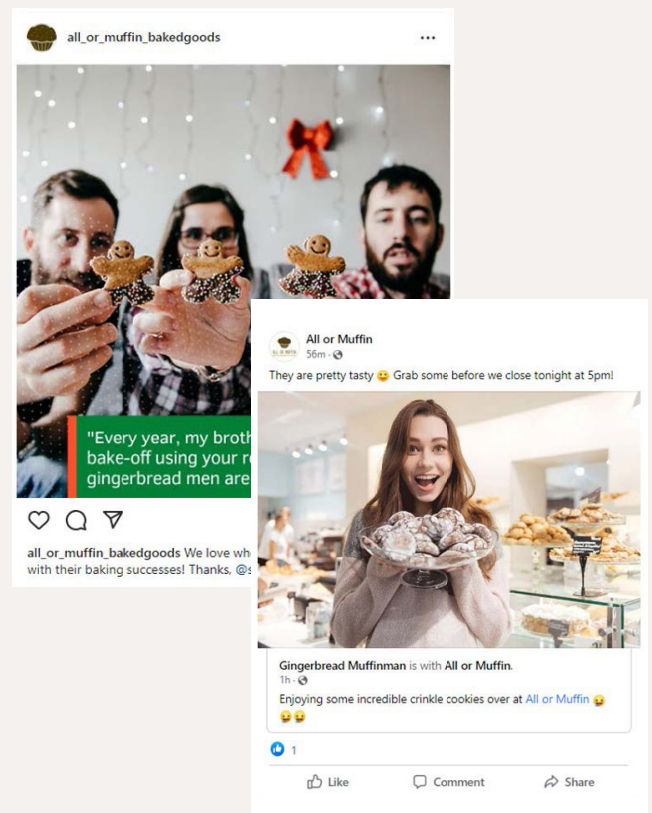
- Ads
- Promotions and sales
- Product features (images/video)
- Customer testimonials
- Product teasers/previews
- Tutorials
- Fundraising kickoffs

Customer Advocacy

The digital version of word-of-mouth advertising.

Goal: Educate and boost public awareness






- Customer stories/quotes
- Polls/voting
- User-generated content
- Product reviews



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Social Platform Size Guide

Use the information below to present your content in the best way possible on various social platforms.

					
Profile Photo	170 x 170 pixels (minimum)	320 x 320 pixels	200 x 200 pixels	400 x 400 pixels	Personal: 400 x 400 pixels Company: 300x 300
Cover Photo	Pages: 851 x 315 pixels Groups: 1640 x 856 pixels Event: 1640 x 856 pixels	N/A	N/A	1500 x 1500 pixels	Personal: 1584 x 396 Company: 1128 x 191 pixels
Image size	Landscape: 1200 x 630 pixels Portrait: 630 x 1200 pixels Square: 1200 x 1200 pixels	Thumbnail/Cover image: 1080 x 1920 pixels	Landscape: 1920 x 1080 pixels Portrait: 1080 x 1920 pixels Square: 1080 x 1080 pixels	Landscape: 1200 x 720 pixels Portrait: 720 x 1280 pixels Square: 720 x 720 pixels	Landscape: 1200 x 627 pixels Portrait: 1080 x 1350 pixels Square: 1200 x 1200 pixels
Stories/ Reels	1080 x 1920 pixels or an aspect ratio of 9:16 Video length: up to 3 min	N/A	1080 x 1920 pixels or an aspect ratio of 9:16 Video length: up to 3 min	N/A	N/A
Video	Square: 1080 x 1080 pixels Landscape: 1920 x 1080 pixels or an aspect ratio of 16:9 to 9:16	1080 x 1920 pixels or an aspect ratio of 9:16 Video length: up to 3 min	1080 x 1350 pixels or an aspect ratio of 4:5	Square: 720 x 720 pixels Landscape: 1280 x 720 pixels Portrait: 720 x 1280 or an aspect ratio of 16:9 or 1:1	Portrait: 360 x 450 pixels (min) Landscape: 640 x 360 pixels (min) Square: 360 x 360 pixels (min)

*Additional platforms on next page

Social Platform Size Guide

Use the information below to present your content in the best way possible on various social platforms.

**Profile images:**

165 x 165 pixels

Board cover photos:

222 x 150 pixels

Pins:

1000 x 1500 pixels with a recommended aspect ratio of 2:3

Other available ratios: 9:16, 3:4, 4:5, and 1:1

Pin cover image size:

800 x 450 pixels or 16:9 ratio

Collection Pins:

1000 x 1000 pixels
or 1000 x 1500 pixels

Pinterest board display image size:

600 x 600 pixels

Video:

Square (1:1 ratio)
or vertical (2:3, 9:16 ratio)

**Profile Photo:**

880 x 800 pixels

Channel Banner Image:

2560 x 1440 pixels

Video Thumbnail:

1280 x 720 pixels or
16:9 aspect ratio

Podcast Thumbnail:

1280 x 1280 pixels

Shorts Thumbnail:

1080 x 1920 pixels or
9:16 aspect ratio

Video resolution:

480p to 4K, with 1080p and
4K most common for high
quality.

Shorts video length:

up to 3 min long



Profile Photo: 400 x 400
pixels

Banner image:

3000 x 1000 pixels

Post image:

1000 pixels on the longest
side

Video Thumbnail:

1140 x 1920



Profile Photo: 640 x 640
pixels

Video Thumbnail:

1140 x 1920 pixels










Image post:

1140 x 1920 pixels

Video: 1080 x 1920 pixels
or a 9:16 aspect ratio

How Often Should You *Post* on Social?

Social media is a great way to share important news and updates, but how often should you post? Here are some posting guidelines to help you consistently show up for your audience and keep the algorithm happy.

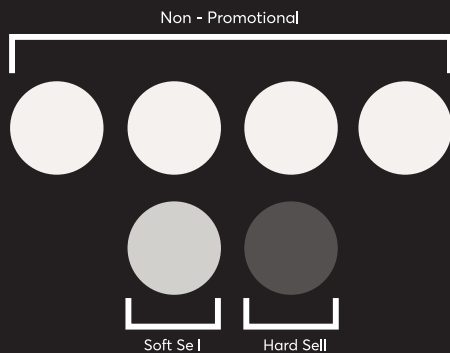
 Facebook	Three to seven times a week
 TikTok	Once per day
 Instagram	Feed: No more than one time per day (treat Reels as part of your feed) Stories: Three to 10 stories per day
 X (formerly Twitter)	One to three posts per day
 LinkedIn	Three to five posts a week
 Threads	Three to five posts a week
 Bluesky	Three to five posts a week
 YouTube	Two to three videos per week
 Pinterest	One to five posts per day

Note

While these posting suggestions are considered best practice, consistency matters way more than hitting specific numbers. If once a week is what you can manage regularly, that's far better than posting more often but falling off track later. Irregular posting can hurt your visibility as most algorithms favor steady activity. It's smarter to build a rhythm you can maintain than burn out trying to do too much.

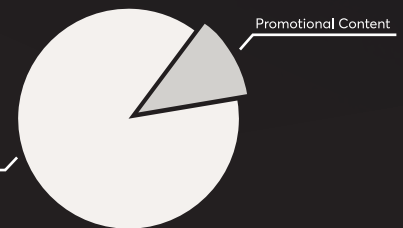
Content Mix Guidelines

Selecting the right content mix ratio can help you increase engagement and learn what post types resonate with your audience. Here are various content mix guidelines used by social media experts to get you started. Choose one to experiment with and use whatever works best for your business.



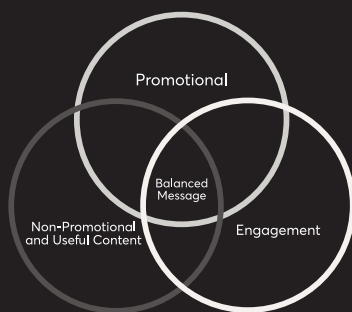
4-1-1 approach

For every six postings you publish, four should be non-promotional content, one should be a soft sell (think event invite), and one a hard sell (buy now).



80/20 rule

Out of all the posts you publish, 80% of posts should contain non-promotional and useful content and 20% should contain promotional content.



The rule of thirds

Not to be confused with photography composition rules, the rule of third says 1/3 of your posts should be promotional, 1/3 should be non-promotional and useful, and 1/3 should engage with your audience.



5-3-2 approach

For every ten posts you publish, five should be posts from other relevant sources, three should be content you've created (promotional or otherwise), and two should engage your audience and humanise your brand.

Email Marketing *Ideas*

Draw your subscribers' attention to your promotions, gift ideas, event invites, and more. Need a spark of inspiration? Here are a few email marketing ideas to get you started.

Drive Awareness

- Festive gift guides
- Festive-themed tips & tricks
- Festive hours updates
- Gift ideas
- Last-minute reminders
- New Years look ahead
- Festive-themed newsletter
- End-of-year updates
- Festive event invites
- Share a festive story
- Shipping deadlines

Promote Product/Service

- Festive preview sale
- Giving Tuesday campaign
- Cyber Monday or Black Friday offers
- Small Business Saturday offers
- Free shipping offer
- Early bird pricing sales
- Festive gift packages
- Gift certificates
- Gift card bonus (buy one, get one, etc.)

Relationship Building

- Last-minute reminders
- Personalised gift ideas
- Festive preview sale
- Customer appreciation
- Thank you

How to make your emails *shine* this season

Ask yourself these three questions to create scroll-stopping emails that actually get opened, clicked, and remembered.

1

What are you trying to accomplish? — **Headline**

2

Why should the reader care? — **Message body**

3

How can the reader get involved and what action do they need to take? — **Call to action**

Subject Line *Ideas*

Creating subject lines that are both eye-catching and festive is key to great email engagement. After all, before someone reads your email, they'll need to open it. Here is some subject line inspiration to help you stand out.

Promotional

- 📅 It's now or never! Save now at [your business]
- Good times, good cheer, and great offers
- It's the most wonderful time for [product]
- Get in the Christmas spirit with [offer]
- Shop our hottest festive products now
- New service offers in time for the festive season
- Get your Christmas shopping done with these offers
- 📅 Limited time only: Get [% off] your festive order
- Exclusive offers just in time for the festive season
- Unmatched selection of gifts for [mom/dad, etc.] 🎁
- 🎁 Find the perfect gift for [mom/dad, etc.]
- Reserve your spot for [name of your event]
- Find out what we have planned for [Christmas/shopping day]
- Stress-free festive shopping is possible at [your business]
- There's snow place like [your product] ❄️
- Do you hear what I hear? 🗣️
- This sale sleighs
- Keep the Christmas magic alive with [product] 🌟
- [Name], get a jump start on your festive shopping
- Christmas shopping has never been easier

Non-Promotional

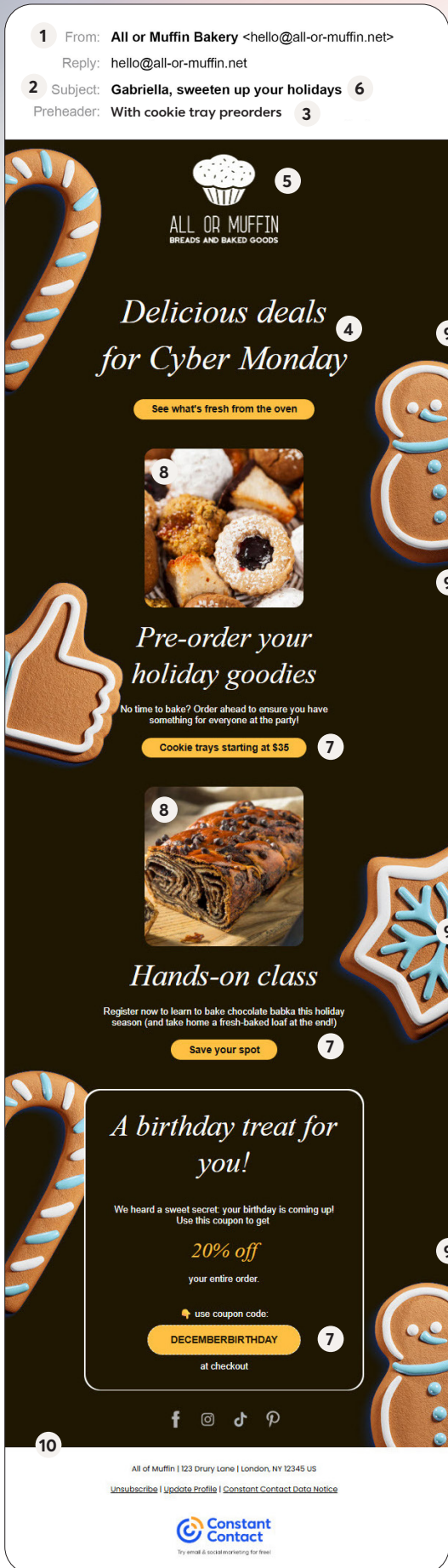
- Need last-minute gift ideas? 🎁
- Our top [Number] festive picks
- Festive [Topic] tips and tricks
- It's gift o'clock. Check out these ideas
- 🎁🗣️ Have you seen our festive gift ideas?
- Learn how to [make a recipe, prepare for X event, etc.] this festive season
- Festive time-saving tips from [your business]
- We're open late! New festive hours
- On a budget? Check out these gift ideas
- Gift inspiration for [Name]
- Festive preparations start now
- [Name], thanks for being a loyal customer
- [Name], thank you for making a difference
- [Year] in review: Thank you for [X] great years of business

Tips to create standout subject lines

- ❑ **Use personalisation when it makes sense**
Personalisation can help create a stronger connection with your customers and help increase open rates when used properly. Personalise by name, location, etc.
- ❑ **Stay short and sweet**
Subject line: Around 40 characters, including spaces and emojis.
Preheader text: five to eight words.
- ❑ **Avoid anything spammy**
Avoid spam triggers like grammatical errors, misspelled words, and overuse of capitalisation. Use emojis sparingly and strategically to enhance your message.
- ❑ **Subject line and preheader text should work together**
The subject line gives readers a reason to open your email and the preheader provides context.
- ❑ **Ask a question**
Questions can pique your reader's interest.
- ❑ **Include a deadline**
Create a sense of urgency by showing your message is timely.
- ❑ **A/B Test**
Test different subject lines to discover what subject lines work best for your audience.

How to *Design* a Festive Email for Conversions + Personalisation

Looking to create an impactful holiday email? Here are tips to help you write and design an email that's eye-catching, easy to read, and informative.



1. From-Name (Sender)

Use a recognisable from-name as the sender. Your audience gets used to the sender, so make sure you stick with your choice.

2. Subject Line

Make your subject line enticing and relevant. Keep it 4-7 words or under 50 characters.

3. Preheader

Write a preheader as an extension of the subject line that provides more context. Keep it short and sweet.

4. Header

Include your brand elements in your header to attract readers.

5. Branding

Add your logo and use your brand colours. Remember to keep it simple and stick to four colours or less.

6. Personalisation

Build connections with subscribers by personalising content. You can gather information such as birthdays and preferences in sign-up forms.

7. Call to Action (CTA)

Focus the main body content of your email on your key message or CTA. Keep the copy clear and concise.

8. Images

Use relevant, appealing imagery throughout your email, including photos and graphic elements.

9. Sections

Organise your content into consistent sections with clear headings.

10. Footer

Include social icons with links to your social media pages, an unsubscribe link, and a mailing address.

Tips

- Write copy quickly and easily with [Content Generator](#).
- Upload your brand elements to Constant Contact automatically using [BrandKit](#).
- Optimise for mobile with responsive email [templates](#).

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How to Get the *Most* Out of Your Festive Event

Of course you want your supporters to learn, network, and have a great time at your seasonal events — but don't forget to let your business shine, too.

Here's how to brighten each stage of your event process so you get the most out of every moment, from planning to follow-up.

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Before:

- Create or segment your contact list for invitees
- Add RSVPs to a segmented mailing list
- Set up your event registration and landing page
- Create an email series: "Don't forget to register!" or "See you at the event!"
- Share the event details and registration page on social and encourage sharing (if the event is open to all)
- Launch an event ticket giveaway on social (if applicable)

During:

- If the event is open to the public:
 - Post sign-up sheets to allow people to opt in to your contact list
 - Include QR codes on signage for contact list opt-in
- Encourage attendees to take and share photos of the event on social media
- Take photos of the event for sharing on social and website
- Check in attendees for a targeted list of day-of attendees

After:

- Send attendees an email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "We missed you!" event recap
- Post photos and recaps to social media
- Repost attendee content about the event
- Include photos and information from the event in upcoming newsletters
- Evaluate metrics to measure success
 - Event attendance
 - Email, social, and engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events

Control *Christmas* Chaos

Let integrations simplify your festive marketing

If you're just now beginning your festive planning and want to save time, integrating your marketing tools can centralise the information you need to effectively manage your campaigns with less effort.

Here are some integrations you can use in conjunction with your email and social media marketing efforts to make sure you sleigh your goals this season.

Video/Image Creation

Create festive, engaging communications and ensure easy access to all your existing designs and videos from one, centralised location.

- Vimeo
- Canva

Customer List Growth

Use your festive offerings to easily capture leads and grow your customer list fast.

- Google Ads
- WordPress sign-up forms
- Gmail

eCommerce

Take advantage of festive gift-giving and boost online sales seamlessly by automatically syncing your customer data with your email list.

- Stripe
- Squarespace
- Wix
- Shopify
- eBay
- WooCommerce
- Nift gift cards
- ShipStation

Social Media

Easily create, optimise, schedule, and launch all your festive social posts all at once, plus quickly see how each are performing in one place.

- Facebook
- Instagram
- LinkedIn
- TikTok

Nonprofit

Manage and target your email marketing campaigns more effectively by synchronising donor data, specifically contact information.

- Blackbaud
- DonorPerfect
- Qgiv

With over 8,000 integrations available in Constant Contact, the possibilities are endless.

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Tying All Your Channels *Together*

Throughout this guide, you've unwrapped all the layers of your marketing glow-up, but what does it look like when it all comes together? Each of the efforts outlined in this guide can shine on their own, but when you combine them, they glow even brighter.

Here are a few ways you can use other marketing channels to support your email marketing campaigns and vice versa.



1. Website

Integrate your email marketing efforts by featuring newsletter sign-up forms or pop-ups on key pages of your website. This provides visitors with the opportunity to subscribe to your email list and stay updated on your business.

2. Landing pages

Create dedicated landing pages for specific email marketing campaigns or promotions. By sending email recipients to your targeted landing pages, you can provide customers with a personalised experience that drives action.

3. Events

Promote upcoming events through email marketing campaigns to drive registrations and attendance. Collect email addresses from event attendees to grow your subscriber list and nurture relationships beyond your event.

4. In person

Use QR codes or to collect email addresses at checkout or via in-store signage. Then, follow up with personalised email communication to keep customers engaged and connected.

5. Online ads

Use targeted ads to attract new customers, reach specific audience segments, and drive traffic to your landing pages or email sign-up forms.

6. Social media

Use social media along with email marketing to increase your reach and engagement. Share email content on your social media platforms to reach a broader audience and encourage followers to subscribe to your email list. You can also promote your social media channels in your email campaigns to foster community engagement and drive traffic to your social accounts.

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Tying All Your Channels Together

See how a full festive marketing campaign might look to your audience, from start to finish.

Social Media

A customer engages with a festive giveaway on Instagram and clicks through to your landing page.



Landing Pages

They enter to win the giveaway by signing up for your contact list and sharing some personal information, such as their birthday.

Email

Now that they are on your list, they will receive an email about your next event.



Events

At your event, the customer sees a sign with a QR code to sign up for exclusive offers and updates.



From here, the campaign cycle can start over again. For instance, with a social post featuring photos from your event and a link to a sign-up form where people can learn about your other upcoming events!



Want to learn more about multichannel marketing?

Watch how it works in this quick 2-min video.



Glow-up your biz just in time for the busy season

A festive campaign isn't a single moment in time or set of tactics. It's about showing up across all the places your customers are. Each touchpoint adds a little more sparkle, building on the last. When people interact with your social posts, emails, or events, they're showing you how to best reach out to them. Use that insight to customise future outreach and keep your marketing radiant well into the new year.

Start your free trial ▶