



# 6 WAYS TO SUPERCHARGE SALES USING EMAIL THIS POST-HOLIDAY SEASON

Don't get sucked into the post-holiday sales lull. Instead, here are six ways to supercharge sales using email as you head into the new year:

## 1. WINTER CLEARANCE CAMPAIGN



Don't be afraid to **PUSH A POST-HOLIDAY CLEARANCE CAMPAIGN**, which can encourage customers to visit your store or website with the promise of steep discounts. Then, they will see all of the products you have to offer, and the clearance event will entice them to make a purchase.

## 2. USE DATA TO UPSELL AND CROSS-SELL PRODUCTS



With the data you've collected during the holiday season you can **PERSONALIZE OFFERS AND PRODUCT RECOMMENDATIONS** based on your consumers' past purchases.

This can have a significant positive impact on sales, especially with studies revealing that **personalized emails deliver a six-times higher transaction rate**.<sup>1</sup>

## 3. CREATE A CUSTOMER-LOYALTY PROGRAM



This strategy has the potential to supercharge your post-holiday sales, as **75% of consumers say they favor brands with a loyalty program that rewards members**.<sup>2</sup>

During the holiday rush, you can **ENCOURAGE CUSTOMERS TO SIGN UP FOR YOUR LOYALTY PROGRAM** by informing them of special rewards and perks members will receive in the "off-season."

## 4. TAKE ADVANTAGE OF CONSUMERS' FOMO



**FEAR OF MISSING OUT, OR FOMO**, is a marketing term that describes the emotion consumers feel when they are unsure of whether they should act on an offer or not.

You can use this powerful emotion to your advantage when designing your email marketing campaigns. Research shows that approximately **60% of consumers make a purchase within 24 hours when they experience FOMO**.<sup>3</sup>

## 5. PRIORITIZE PERSONALIZATION



Use your post-holiday email marketing campaign to **SEND PERSONALIZED PRODUCT SUGGESTIONS TO EACH SEGMENT** of your audience.

Studies show that **80% of consumers are more likely to purchase from brands that provide personalized experiences**,<sup>4</sup> and 56% say they will return to a brand that recommends products to them.<sup>5</sup>

## 6. RE-ENGAGE CUSTOMERS



Another excellent method to supercharge sales during the post-holiday season is by launching a **RE-ENGAGEMENT EMAIL CAMPAIGN**. These campaigns are designed to entice your customers to reinteract with your brand in the new year, and they are highly effective and economical.

Re-engagement email campaigns receive an **average open rate of 29%**,<sup>6</sup> a **click-through rate of 19.5%**, and an **average conversion rate of 2.6%**.<sup>7</sup>

## BONUS TIP: START WITH TRUST®



Being seen as a credible business is important as it creates a sense of trust and integrity. Having the **Accredited Business Seal** on your website and any accommodating collateral will help **INSTILL THE ASSURANCE WITH CUSTOMERS THAT YOU ARE A TRUSTED BUSINESS TO BUY FROM**.

GET MORE FROM YOUR MARKETING STRATEGY WITH TIPS FROM THE BBB®

The BBB offers a variety of tips that can help your team maximize post-holiday sales. From the importance of segmenting consumers to the benefits of creating content, the BBB has you covered.

Get more great marketing tips by visiting [www.bbb.org](http://www.bbb.org) today.

1 - <https://www.experianplc.com/media/news/2014/experian-marketing-services-study-finds-personalized-emails-generate-six/>

2 - <https://www.prnewswire.com/news-releases/with-customer-loyalty-harder-to-win-4-ways-retailers-can-revitalize-loyalty-programs-300964773.html>

3 - <https://trustpulse.com/fomo-statistics/>

4 - <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

5 - <https://www.invespcro.com/blog/online-shopping-personalization/>

6 - <https://www.klaviyo.com/blog/winback-email-campaign-examples>

7 - <https://marketinginsidergroup.com/content-marketing/email-marketing-conversion-rate-comparison/>