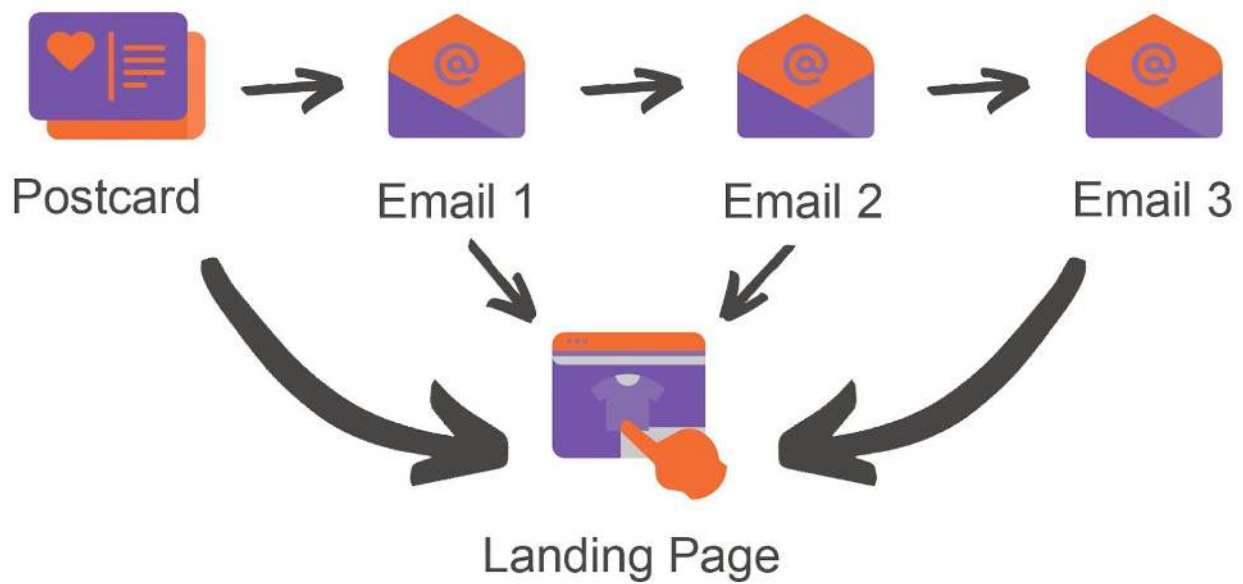


Touchcard's 2020 Holiday Ecommerce Marketing Campaign Template



Created by: [Touchcard](#)

Overview:



One Postcard:

Start by sending your customers a branded postcard letting them know about a special promotion you're running this holiday season.

With consumer response rates for direct mail being 10 - 30% higher than their digital counterparts, [postcards](#) are a great way to break the ice and cut through the overload of online advertising your customers are about to be exposed to.

In addition to that, postcards will remain in your customer's home for up to 17 days serving as a constant reminder of your offer and your brand this holiday season.

Three Follow Up Emails:

While postcards are unmatched with their 100% open rate, a multi channel campaign that includes both direct mail and email can improve your response rate even more.

Follow your postcard up with 3 well-timed emails to remind customers of your offer, keep your brand top of mind and increase your conversions with a simple follow up sequence.



Targeting:

Given the season and the fact that your customers will already be in buying mode we suggest a liberal targeting approach and mailing all customers that have placed an order in the past 180 days.



Liberal Targeting Approach



Placed at least 1 order in the last 180 days

These are customers that have recently been engaged with your brand and if their experience was good they are very likely to buy again considering the time of year.

If you want to take a more conservative approach, consider targeting all customers who have placed an order in the last 180 days and have placed at least 2 orders in their lifetime as a customer.



Conservative Targeting Approach



Placed at least 1 order in the last 180 days



Placed at least 2 orders in lifetime

If you're on Shopify, you can use the filters in the admin panel to find these customers and easily export them in CSV format.

Offer:

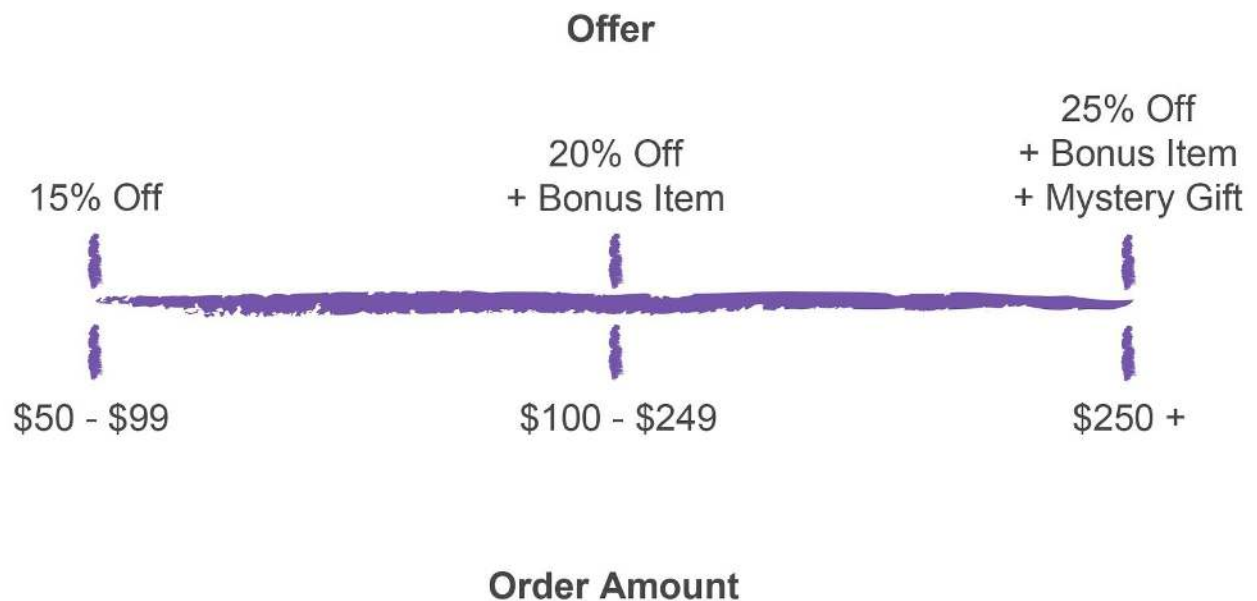
During this season your customers are literally waiting on you to sell to them, so now is not the time to be shy.

To take full advantage of this phenomenon your goal should be to give your customers the opportunity to spend as much money as possible.

The best way to do this is with a sliding scale offer.

A sliding scale offer lets you capitalize on the high buyer volume and encourages your customers to spend more by increasing the value they receive depending on their order amount.

Here's an example.



Timing:

If you're planning to run a Black Friday / Cyber Monday sale, consider having your postcard arrive at least a week before your sale starts so your customers have plenty of lead time. You can even tell them to stick the postcard on their fridge as a reminder.

Your first email should go out Friday morning to let them know the sale has started, the second, mid sale on Saturday or Sunday and the final email sometime on Monday to let them know the sale will be ending at the end of the day.

Depending on the relationship you have with your customers you might be able to squeeze in one last email a few hours before the sales ends, but only do this if you know your customers will be receptive.

Best Practices:

Discount Tiers:

When deciding on the different tiers for each offer it's important to use amounts that make sense based on your customer's spending habits.

To do this, look at your AOV (average order value) as an approximate starting point and work up from there.



Bonus Items:

If you're offering bonus items they **MUST** be especially valuable to your customers if they are going to help drive more sales.

For example, if you're a supplement company consider offering one of your best selling supplements as the bonus item.

If you want to keep it simple you can still be just as effective using escalating discounts that increase with your customer's spend.

Expiration Dates:

We all know urgency is key for maximum conversions but you'd be surprised how often we have to remind ecommerce retailers of this. Ensure you include a clear expiration date on every touchpoint in this campaign.

Call to Action:

Your call to action should tell your customers exactly how to redeem your offer with zero room for error. Inject urgency and benefits while leaving nothing to the imagination.

Here's an example of a call to action you can model.



“Visit www.yourecommerce.com today and checkout using code “BFCM2020” before December 1st to take advantage of our biggest sale of the year.”

Bonus Strategy:

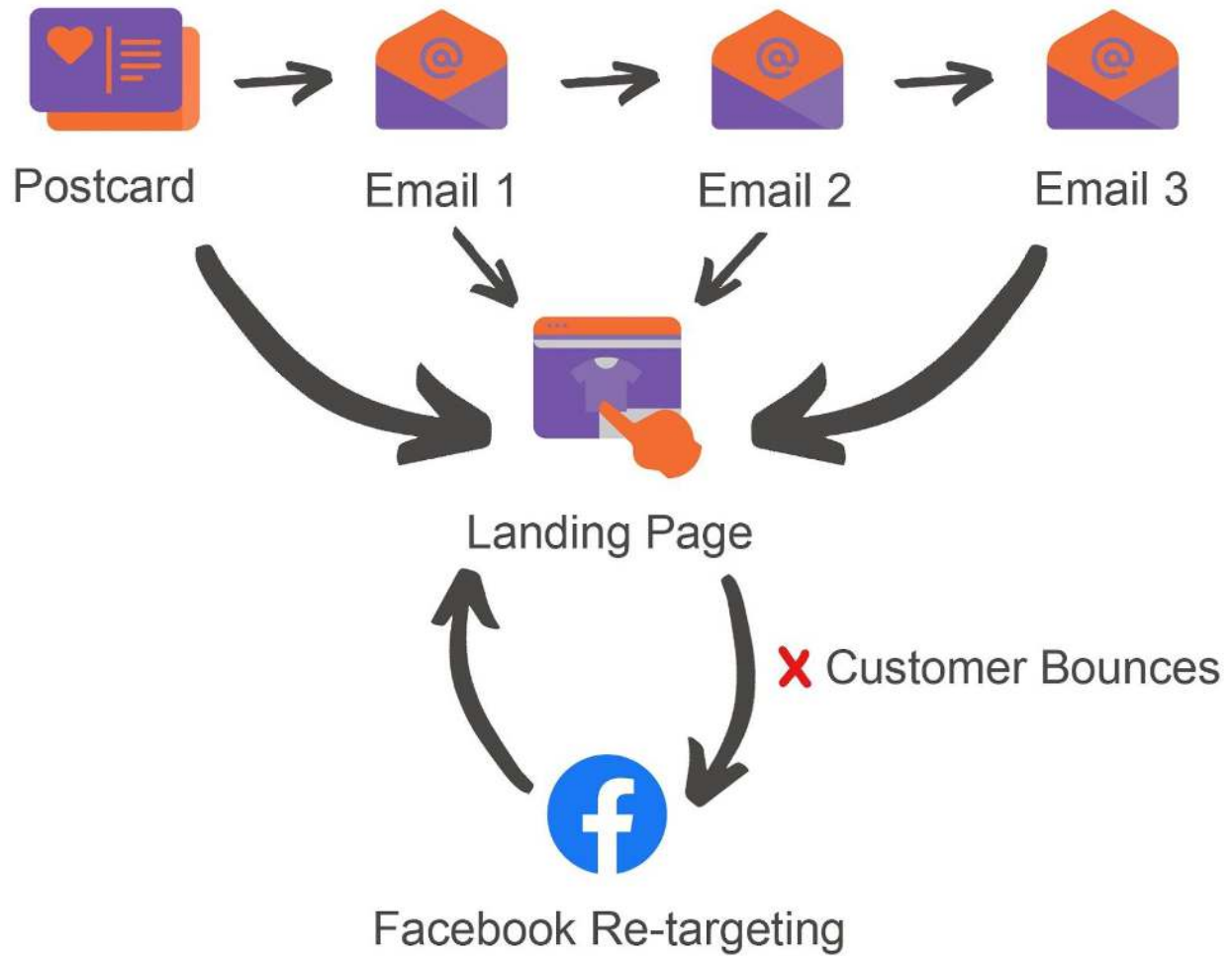
Facebook Retargeting:

Facebook retargeting can be a pretty big project in itself, so we suggest getting the core campaign setup first and using retargeting as a bonus strategy only if you have time.

If you’re already doing Facebook retargeting and can get some ad creative together fairly quickly it’s a great way to go after the customers that showed intent by visiting your landing page but didn’t convert.



touchcard



Consider re-targeting all customers that visit your landing page, or for a leaner approach re-target only those who made it to your checkout page.

There's a good chance you'll be able to convert some extra customers while gaining maximum exposure for your brand.