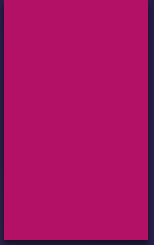# Writing holiday emails with AI

ELIZABETA KUZEVSKA

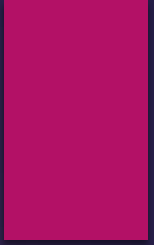# Why Holiday Emails Are Important?

•**The power of holidays:** Holidays aren't just about family and traditions. They're big shopping times! Think about it – more gifts, more parties, more food. Companies know this and want to make it easy for you to find exactly what you need.

•**Catching your eye:** Holiday emails are designed to stand out. Think bright colors, pictures of snow/Santa/presents, and exciting subject lines. These emails want you to CLICK.

•**The spirit of the season:** Holidays make us feel good, right? Generous, excited, maybe a little rushed. Good holiday emails tap into those feelings. They encourage us to give, to celebrate, and of course, to shop!

•**Feeling the urgency:** Ever seen a holiday email that says things like 'Limited time only' or 'Don't miss out'? Those phrases create urgency. Companies know that when we think there's a deadline, we're more likely to buy.

How Early Should Businesses Start Planning Their AI-Enhanced Holiday Campaigns?

- Businesses should plan their AI-enhanced holiday campaigns at least 30-45 days before the holiday to ensure an effective marketing strategy.

- By starting early, businesses have ample time to:

  - analyze data,

  - optimize segments,

  - develop personalized content and

  - implement targeted marketing tactics.

Preparing Your Email Lists for the Holiday Season

•**Step 1: Streamline for Success.** Get rid of inactive subscribers. These are folks who haven't opened or clicked on your emails in a long time. Keeping them clogs up your list and can hurt your email reputation. Some email services charge by how many contacts you have!

•**Step 2: Divide and Conquer!** Segment your customers into groups. Think about:
- **Interests:** What products do they typically buy?
- **Shopping Habits:** Are they big spenders around the holidays, or bargain hunters?
- **Location:** Does it make sense to send winter-themed promotions to customers in warm climates?

•**Step 3: Data Check-Up.** Are email addresses correct? Did someone's name change? Update any information that's wrong or missing. This ensures your emails reach the right people and shows customers you care about the details.

•**Step 4: The AI Advantage (optional).** Some email tools have smart features that help with segmentation. They can look at your data and suggest groups for you. This is a great way to uncover patterns you might not have thought of!

2. Identifying VIP Customers for Exclusive Offers

Identifying VIP customers and providing them with exclusive offers is a great way to show appreciation and build loyalty during the holiday season. Here are a few ways to identify VIP customers and offer them exclusive benefits:

- Analyze customer purchase history, engagement levels, and loyalty to identify VIP customers who have consistently supported your business.

- Provide exclusive discounts, promotions, or early access to new products or services specifically for VIP customers.

- Personalize email content and offers based on VIP customer preferences and behavior to make them feel valued and special.

- Customize email campaigns using AI algorithms to target VIP customers with personalized offers and recommendations.

3. Identifying Your Segment:

Who are you writing to? Examples of segments:

- Loyal customers = buyers
- New subscribers
- Active subscribers = high and moderate
- Lapsed customers (haven't purchased in a while)
- Specific demographics (age, location, and interests)
- Unengaged new subscribers,
- Dormant subscribers,
- Low engagement subscribers.

4. Identify The Purpose:

What action do you want the reader to take? Consider these goals:

- Drive sales with a special offer or discount
- Showcase holiday items or gift guides
- Build brand awareness and connection
- Offer festive wishes and thank customers

Holiday Mailsmith

Holiday Mailsmith

By Elizabeta Kuzevska ⚇

Creates detailed, researched holiday email campaigns.

Draft a detailed Christmas campaign for a fashion br...

Develop a full Thanksgiving email series for an online...

Create a comprehensive Easter campaign for a local ...

Design an extensive Halloween campaign for a fitnes...

Get citation

Message Holiday Mailsmith...

It will craft a series of 5 longer emails for each campaign, covering:

- a pre-holiday teaser, (all active subscribers)

- detailed offer announcements, (vip offer or early discount) to VIP customers and buyers

- the main holiday promotion, (regular discount) active subscribers

- a last-minute reminder, and (all subscribers)

- a post-holiday follow-up. (all subscribers)

Don't mix all active subscribers and all subscribers in this segmentation

All active subscribers

Moderate, High, and unengaged new subscribers, VIP Customers, Buyers more than 2,
Lapsed customers (haven't purchased in a while) active

All subscribers

All active subscribers + dormant subscribers, low engagement subscribers,
Lapsed customers (haven't purchased in a while), nonactive subscribers

How to create the prompt

Step 1: Define the Holiday and Campaign Goals

- Specify the Holiday: Clearly state which holiday the campaign is for. Holidays often have themes (e.g., gratitude for Thanksgiving, giving for Christmas), which can influence the campaign's tone and content.

- Outline Campaign Objectives: Knowing the goal helps tailor the message.

Before you start writing your prompt for ChatGPT, you need to clearly understand your desired outcome.

This means you need to know for what holiday you want the AI to write emails, the tone you want it to use, the audience it's for, the goal of the piece, and more.

You'll need to consider:

•**Purpose:** What's the goal of the content or piece of copy? To sell? To educate? To entertain?

•**Audience:** Who is this content or copy for, specifically? Retirees? Millennials? People with joint pain, specifically? Investors with at least a $250,000 nest egg?

•**Style/Tone/Voice:** Do you want this to be written in a fun and engaging way? Something a little more sophisticated? Or perhaps something conversational, yet professional?

•**Call-to-action:** As an email copywriter, you'll want your reader to do something after reading your email. What specifically? Click a link? Buy Now? Click on an order button.

Step 2: Provide Structure

Once you know your desired outcome, the next step is to define the structure or framework for the content or piece of copy.

This includes deciding on the overall structure, the length, and the key sections or subsections of the content.

Consider the following:

1. Provide Detailed Product or Service Information

- Unique Selling Points (USPs): What makes your product or service stand out? Highlight key features, benefits, and any competitive edges.

- Testimonials or Reviews: If available, include customer feedback or ratings to build trust and credibility.

2. Include Any Offers or Promotions

- Details of the Offer: Clearly outline the promotion details, including discounts, special packages, or exclusive deals.

- Terms and Conditions: Mention any applicable conditions, such as offer validity dates, restrictions, or minimum purchase requirements.

3. Campaign Structure and Email Sequence

- Number of Emails: Specify if you have a preference for the number of emails in the campaign and their purpose (e.g., teaser, main promotion, reminder).

- Timing and Deadlines: Provide a timeline, including when you plan to launch the campaign and any critical dates (like last order dates for holiday delivery).

4. Feedback and Iterations

- Openness to Revisions: Indicate that you're open to suggestions and willing to refine the prompts based on feedback or initial drafts.

- Collaborative Approach: Emphasize the importance of a collaborative process to ensure the content fully aligns with your expectations and campaign goals.

5. Examples and References (Optional)

- Similar Campaigns: If there are email campaigns you admire or past campaigns of your own that were successful, sharing these can provide a clear benchmark or inspiration.

- Industry Examples: Examples of successful email campaigns within your industry can offer insights into what resonates with a similar audience.

Remember: The more detailed your prompt, the more tailored and effective the resulting emails will be!

Step 3: Revise and repeat

Once ChatGPT generates your output, it's time for the magic of refinement. Here's how to ensure your AI-generated content shines brightly:

•**Critical Review:** Evaluate the output carefully. Does it align with your vision? Is the tone appropriate? Is the length optimal, and does it flow smoothly between sections?

•**Iterative Improvement:** Based on your review, give another prompt. Add necessary details, tweak the instructions, and finesse the overall direction until ChatGPT produces what you want.

To keep your reader engaged, your email needs:

Logic: Ideas should follow a precise sequence, with smooth transitions to avoid confusion.

Structure: Use standard elements (greeting, body, call to action) in their expected places.

Flow: Sentences and paragraphs should link together effortlessly, guiding the reader toward your desired outcome.

The Goal: Your reader shouldn't even notice they're reading an email. They should be fully absorbed in your message!

Prompts for main holidays

Black Friday

Prompt

Create a comprehensive Black Friday email campaign for [Your Company/Product/Service]. Focus on highlighting significant discounts across our [specific products/services], featuring [popular or top-selling items]. Emphasize the urgency of limited-time offers and give a sneak peek of upcoming Cyber Monday specials. Maintain a professional tone that balances friendliness and formality.

Example

Create a comprehensive Black Friday email campaign for our electronics store. Focus on highlighting major discounts, featuring top-selling products like smartphones, laptops, and smart home devices. Emphasize limited-time offers and include a sneak peek of upcoming Cyber Monday deals. Maintain a professional tone that balances friendliness and formality.

Christmas

Develop a detailed Christmas email campaign for [Your Company/Product/Service]. Focus on featuring our [specific products/services], including [highlighted items or categories ideal for Christmas gifts]. Emphasize special Christmas offers like [discounts, bundle deals, or exclusive packages], along with ideas for last-minute shoppers. Incorporate a section on [personalized recommendations, gift guides, or previews of upcoming products/services]. Ensure the campaign embodies a warm, festive tone, aligning with the holiday spirit to boost customer engagement and drive holiday sales.

Develop a detailed Christmas email campaign for our online book store. Focus on promoting a curated selection of bestsellers and holiday-themed books. Highlight special Christmas discounts, bundle deals, and last-minute gift ideas. Include a section on personalized recommendations and a sneak peek of upcoming New Year releases. Ensure the campaign has a warm, festive tone to resonate with the holiday spirit and encourage customer engagement and purchases

Valentine's Day

Craft an engaging Valentine's Day email campaign for [Your Company/Product/Service]. Focus on showcasing our [specific products/services] that are ideal for Valentine's gifts, including [unique features or special offerings]. Highlight special Valentine's Day promotions like [discounts, gift-wrapping services, express delivery] for those seeking thoughtful last-minute gifts. Include [customer testimonials, stories, or reviews] to add a personal and emotional touch. Ensure the campaign tone is [choose a tone, e.g., romantic, luxurious, heartfelt], emphasizing the sentimentality and specialness of choosing our [products/services] as the perfect way to express love on Valentine's Day.

Craft an engaging Valentine's Day email campaign for our boutique jewelry store. Focus on showcasing our exclusive range of couple's jewelry, including personalized pendants and engraved rings. Highlight special Valentine's discounts, gift-wrapping services, and last-minute delivery options. Include customer testimonials to add a personal touch. Ensure the tone is romantic and luxurious, emphasizing the uniqueness and sentimentality of our pieces as perfect Valentine's gifts.

Easter

Create a vibrant Easter email campaign for [Your Company/Product/Service]. Focus on showcasing our [specific products/services], particularly those that align with the spring season and Easter festivities. Highlight Easter special offers, such as [discounts, promotions, or exclusive deals] on [relevant products/services]. Include content like [DIY projects, how-to guides, or fun activity ideas] that resonate with Easter and family-oriented themes. Ensure the campaign has a [desired tone, e.g., colorful, joyful, family-friendly], capturing the essence of spring and the joy of celebrating Easter.

Create a vibrant Easter email campaign for our family-oriented garden and outdoor supplies store. Focus on showcasing our range of spring gardening tools, outdoor furniture, and decorative items. Highlight Easter special offers, including discounts on kids' gardening sets and outdoor play equipment. Include a section on DIY family-friendly garden projects and Easter egg hunt ideas. Ensure the campaign has a colorful, joyful tone, capturing the essence of spring and family fun.

Thanksgiving

Develop a comprehensive Thanksgiving email campaign for [Your Company/Product/Service]. Focus on featuring our [specific products/services], highlighting [unique attributes or categories relevant to Thanksgiving]. Emphasize special promotions like [bundle deals, early-bird discounts, or other offers] tailored for the holiday season. Include [useful content such as tips, guides, or customer experiences] that enhance the Thanksgiving theme. Ensure the campaign tone is [choose a tone, e.g., warm, inviting, community-focused], reflecting the spirit of Thanksgiving and the joy of [relevant activity, e.g., using our products, enjoying our services] with loved ones.

Develop a comprehensive Thanksgiving email campaign for our gourmet food and kitchenware store. Focus on featuring our exclusive range of organic, locally-sourced ingredients and high-quality kitchen tools ideal for Thanksgiving meals. Highlight special promotions, such as bundle deals on cooking essentials and early-bird discounts for holiday meal pre-orders. Include mouth-watering recipes and cooking tips from renowned chefs. Ensure the campaign tone is warm, inviting, and emphasizes the joy of cooking and sharing a meal with loved ones.

Mother day

Design an emotive Mother's Day email campaign for [Your Company/Product/Service]. Focus on showcasing our [specific products or services], including [highlight unique features or categories]. Highlight special Mother's Day offers like [discounts, gift card options, express shipping] to cater to last-minute shoppers. Include [customer stories, testimonials, or user experiences] that resonate with the theme of Mother's Day, showcasing the sentimental value and impact of our offerings. Ensure the campaign's tone is [choose a tone, e.g., warm, affectionate, celebratory], emphasizing love and gratitude towards mothers and aligning with our brand's values and messaging.

Design an emotive Mother's Day email campaign for our online boutique specializing in personalized gifts. Focus on showcasing our unique range of custom-made jewelry, handcrafted home decor, and personalized photo albums. Highlight special Mother's Day discounts, gift card options, and express shipping for last-minute shoppers. Include heartfelt customer stories or testimonials that demonstrate the sentimental value of our products. Ensure the campaign's tone is warm, affectionate, and celebrates the diverse ways of expressing love and gratitude to mothers.

Father Day

Create a compelling Father's Day email campaign for [Your Company/Product/Service]. Focus on featuring a range of products/services perfect for fathers, such as [specific product categories or service types]. Highlight exclusive Father's Day deals, including [special promotions, bundles, or gift card options]. Include customer testimonials or reviews that illustrate the appeal and practicality of these offerings for fathers. Ensure the campaign has a [desired tone, e.g., modern, heartfelt, professional], emphasizing how our [products/services] can be both enjoyable and useful gifts for dads

Create a compelling Father's Day email campaign for our online electronics and gadget store. Focus on featuring a range of products perfect for dads, such as high-tech tools, smart home devices, and the latest gadgets. Highlight exclusive Father's Day deals, special bundles on popular items, and gift card options. Include customer reviews that showcase how these gadgets have been perfect gifts for fathers. Ensure the campaign has a modern and engaging tone, emphasizing how our products can be both fun and practical gifts for dads.

Halloween

Design an engaging Halloween email campaign for [Your Company/Product/Service]. Focus on showcasing our [specific products/services], including [key features or categories]. Highlight special Halloween promotions, such as [discounts, bundle deals, exclusive offers] and [any other unique selling propositions]. Include [relevant content such as tips, how-to guides, customer stories] to add value and engage customers. Ensure the campaign has a [desired tone, e.g., fun, spooky, professional], capturing the festive spirit of Halloween and aligning with our brand's identity to encourage customer engagement and purchases.

Design an exciting Halloween email campaign for our costume and party supply store. Focus on showcasing our wide range of costumes for all ages, including the latest pop culture characters, classic horror figures, and family-themed costume sets. Highlight special Halloween discounts, flash sales on party decorations, and last-minute costume ideas. Include creative party tips and DIY decoration ideas to engage customers. Ensure the campaign has a fun, spooky tone, capturing the festive spirit of Halloween and encouraging customers to celebrate with our products.

Sales Mail Architect

What is a Sales Mail Architect?

The Sales Mail Architect is a customized ChatGPT model for crafting sales-related emails. It's an AI assistant that helps you compose informative but also engaging and persuasive emails. Whether addressing potential clients, following up on leads, or nurturing existing relationships, this tool is your go-to assistant.

How to Use Sales Mail Architect Effectively

1. You can use the starter points from the custom GPT and follow the instruction

Sales Mail Architect

By Elizabeta Kuzevska 👤

Crafts sales-related emails with AI efficiency and creativity

I need a 5-email campaign for this product.

Help me draft an affiliate email series about this prod...

Can you create an email sequence for a promotion?

I'm promoting this product, can you assist with the e...

Get citation

🖇 Message Sales Mail Architect...

2. You can use and edit the following prompts

- "I need a 2-3 email campaign for [product/service]. Here's the link/description."

- "Can you create an email sequence for a [type of product/service] promotion?"

- "Help me draft an affiliate email series about this product: [provide link or description]."

- "I'm promoting [product/service]. Could you assist with the email content?"

In this case, you can put the link to the sales page or product you want to promote or write the description of the product you wish to promote.

3. You can create your own prompts. Here is the guidance on how to make them

Start with a Clear Brief

Before you begin, have a clear understanding of your product or service. What are its unique features? Who is it for? What problem does it solve? Equipped with this knowledge, you can instruct the Sales Mail Architect more effectively.

Define Your Target Audience

Your emails should speak directly to the interests and needs of your target audience. Are they tech-savvy millennials or busy professionals? Understanding your audience ensures that the email sequences are tailored to resonate with them.

Set Your Campaign Goals

What do you want to achieve with your email campaign? Is it brand awareness, lead generation, or direct sales? Your goals will dictate the tone and content of your emails.

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