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New Year's Eve Email Promotion!

Email Swipes and Strategy for Generating
More Sales Over the New Year



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Hey, Insiders!

G'day! Bret here, back with more email swipe files for you to implement and get a nice little "end-of-year" cash injection.

Today, we're tackling the New Year buzz, starting from the end of Christmas, through New Year's Eve, and into the first few days of 2022.





I'm also sharing some different and creative NYE (New Year's Eve) ideas that might help add value to your list.

Like always, the concepts shared in this GSD are just suggestions, so feel free to tweak and adapt to your heart's desire.

No rambling today; let's get straight into it ...

Enjoy!

Bret Thomson

  *Got your Christmas promotion GSD yet?*  

If you haven't seen our "12 Days of Christmas" promotion yet (GSD #28), be sure to duck over to the Ecom Insider members area members.ecominsider.com to access it. It's unlocked and ready for you to implement and generate more holiday sales!

The “New Year” Email Promotion

It’s the end of December. Black Friday’s long gone, Cyber Monday’s a blur, your Christmas promotion has wound down ... Now what?

How many discounts, incentives, or flash sale ideas can your list handle? Fair question. However ...

It’s YOU that’s worrying about it, not your customers. You may be tired of sales promotions, but your customers aren’t.

Truth be told, the ***festive holiday season*** officially ends in the first week of January, **AFTER** New Year’s Eve. If done correctly, Black Friday Week, Christmas Week, and New Year’s Eve can be the trifecta cash cow of Q4!

PLAN FOR THIS GSD REPORT

We’re approaching this campaign (as a suggestion only) as “**The last sale of the year!**” ... even though we’re stretching it over the first few days of January.

The date range will be from Monday, December 27, 2021, to Tuesday, January 4, 2022. Of course, you can change that to suit yourself in any way you see fit.

#	Send	Message	Send to	Time
1	MON 12/27	Survey	Active subscribers + Nonactive subscribers	AM or PM
2	WED 12/29	Announce	Active subscribers + Nonactive subscribers	AM or PM
3	THU 12/30	Content/Funny	Active subscribers	AM
4	THU 12/30	Reminder	Active subscribers + Nonactive subscribers	PM
5	FRI 12/31	Wishing You	Active subscribers + Nonactive subscribers	AM
6	SAT 1/1	Funny/Motivating	Active subscribers	PM
7	MON 1/3	48 hours	Active subscribers + Nonactive subscribers	AM or PM
8	TUE 1/4	24 hours	Active subscribers	AM
9	TUE 1/4	Last Chance	Active subscribers + Nonactive subscribers	PM

Something different you may notice with this email campaign is a shift of focus away from “Open Rates” and towards “Click-Through Rates.”

This change of focus was brought on by the well-known iOS15 privacy updates!

The biggest change being that we, as marketers, will no longer be able to rely on the open rate as a reliable metric. As a result, we can say sayonara to A/B testing email subject lines to determine who our most active subscribers are.

Instead, we'll work on improving other metrics, such as **click-through rates, conversions, or revenue generated per campaign.**

That said, the campaign emails in this GSD are a mix of content that creates enough curiosity to “get the click” once the emails are opened (for engagement), and straight-out promotional emails with urgency to take action and buy!

CONTENT IDEAS FOR NEW YEAR'S PROMOTION

There are plenty of fun, creative, and entertaining hooks you can use for a New Year's promotion. However, there are also some highly persuasive and emotional cords you pull during this time of year ... ones that will motivate a lot of people to buy!

Tie your product into the emotions of the new year

“Copy cannot create desire for a product. It can only take the hopes, dreams, fears and desires that already exist in the hearts of millions of people, and focus those already existing desires into a particular product. This is the copywriter's task; not to create this mass desire—but to channel and direct an existing desire.” —Eugene Schwartz, **“Breakthrough Advertising, 1966”**

👉 👈 One of my all-time favorite copywriting quotes 👉 👈 ... And especially true for this unique time of year, where emotions about being a “better you” run high.

One thing the masses share during this time of year is the desire for a “fresh new start” ... to be a better person, replace old habits with new positive ones, and so on.

When dealing with your audience, your task is not to just bang them over the head with more discounts, but to tie your product into their existing desires for self-improvement and change.

Either the **emotion of pleasure** to move TOWARD something new, or the **emotion of pain and discomfort** to move AWAY from things that haven't been fruitful for them.

Remember this line when you're crafting any promotion or marketing material:

“People Buy Promises Not Products.”

And during the holiday season, you have plenty of emotions to tap into.

Let's unpack some ...

PULLING CONTENT FROM OTHER SOURCES

When it comes to sourcing creative content around the **New Year's Eve** theme, you don't have to look far! There are a gazillion (real number) blogs sharing everything imaginable:

- Funniest New Year jokes and memes
- Fun NYE games for kids
- Fun NYE game for adults
- Creative cooking for NYE
- Amazing desserts for NYE
- Funny dress-up themes for NYE
- Best cocktails for New Year's Eve
- And the list goes on...

My point is this: You can pull ideas from these endless resources and create a mash-up of ideas on your own page or blog. You can then use this page as a hook to “click through” on an email or ad. And on that page, of course, you can weave in plenty of opportunities to look at products or categories from your NYE sale.

Important note: I'm not saying these curiosity emails will be your highest-converting emails, sales wise.

Check out some of the examples I quickly found, thanks to Dr Google ...

Funny NYE Homemade Fortune Cookies

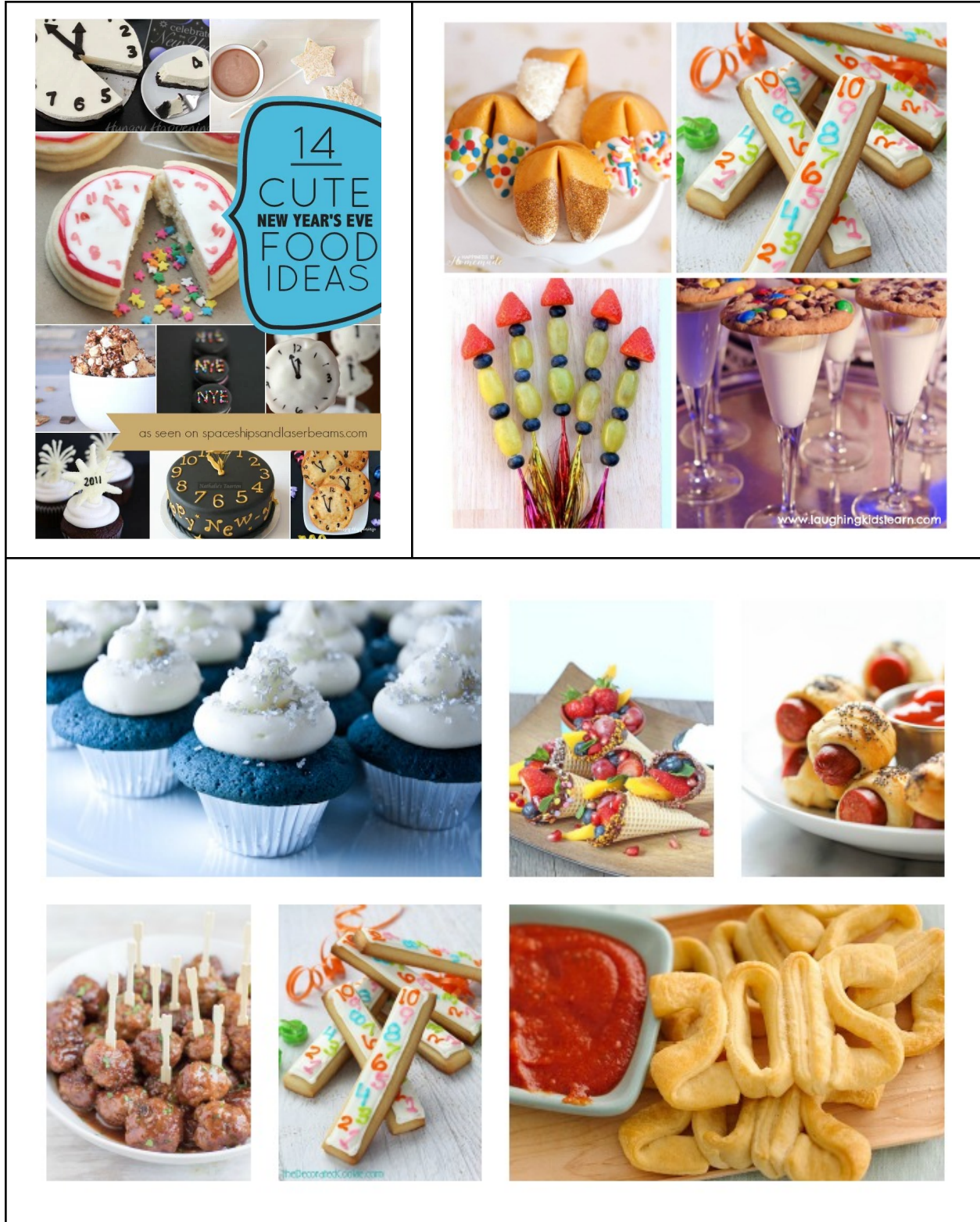


Humor About Breaking New Year's Resolutions

New Year Resolutions

1. Exercise ~~30~~¹⁰ minutes a ~~day~~⁵ week ~~month~~^{seconds}
THINK about
2. Lose ~~30~~⁵ pounds ounces by Christmas
3. Eat more ~~vegetables~~^{salad, lettuce, tomatoes} and BLT's
4. Watch less TV. ~~youtube~~^{movies} forwarded pet videos
5. ~~30~~⁶⁰ minutes on Facebook a ~~day~~^{morning/eve.}
6. ~~stop~~^{cut back} ~~fast~~^{ing} food lunches
7. Go to ~~vesters~~^{church} and ~~feast days~~^{pot luck} more.
8. ~~try to~~^{try to} Keep the resolutions this year !!!!
until Epiphany

NYE Cooking Ideas



NYE Memes from Shows that Resonate with Your Demographic



Mystery/Curiosity-Evoking Images to Get the “Click-Through”

<p>ONLINE ONLY</p> <h1>MYSTERY SALE!</h1> <p>YOUR SECRET OFFER AWAITS*</p> <p>\$? %</p> <p>USE CODE: MYSTERY</p> <p>REVEAL YOUR DEAL</p> <p>*Exclusions Apply.</p>	
	

NYE Party Game for Kids & Adults



Something else to help ... If you want to use the **Funny Fortune Cookie** idea, here's a list of funny sayings you could put on a page to get people to click and read. You could pick out your favorites to tease them in the email, and have a CTA (call to action) to click through to see the whole list.

<ul style="list-style-type: none"> • If you eat something and nobody sees you eat it, it has no calories. • RUN! • No snowflake in an avalanche ever feels responsible. • About time I got out of this cookie. • Don't gamble! Use these winning Powerball numbers instead: 54, 19, 47, 27, 17, 20, 36. • I can't believe you're about to eat my tiny home. • This cookie is ... "Never gonna give you up, never gonna let you down, or <i>dessert</i> you." 	<ul style="list-style-type: none"> • A passionate new romance will appear in your life when you least expect it. (Lucky numbers: 3, 39, 5, 49, 54, 33, 4) • I cannot help you, for I am just a cookie. • Help! I'm being held prisoner in a Chinese bakery! • Ask not what your fortune cookie can do for you, but what you can do for your fortune cookie. • There are 386,000 starving children every day. They would've loved this cookie. Enjoy your day! • Pigeon poop burns the retina for 9 hours. You will learn this the hard way,
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SUGGESTED PROMOTION CALENDAR

Play around with the dates below—they're only suggestions. This timetable was planned to follow a Christmas promotion ending on the 25th.

Keep this in mind: In Great Britain and some commonwealth countries, particularly Australia, Canada, and New Zealand, another holiday is “Boxing Day” (December 26), which is known for its better-than-ever discounts!

That said, here's a guide for your next New Year's Eve promotion!

#	Send	Message	Send to	Time
1	12/27	Survey	Active subscribers + Nonactive subscribers	
2	12/29	Announce	Active subscribers + Nonactive subscribers	7 a.m. EST
3	12/30	Content/Funny	Active subscribers	7 a.m. EST
4	12/31	Wishing You	Active subscribers + Nonactive subscribers	7 a.m. EST
5	1/1	Funny/Motivating	Active subscribers	7 a.m. EST
6	1/3	48 hours	Active subscribers + Nonactive subscribers	7 a.m. EST
7	1/4	24 hours	Active subscribers	7 a.m. EST
8	1/4	Last chance	Active subscribers + Nonactive subscribers	

About Email #1 (the “Survey” Email)

By the end of December, everyone with a heartbeat and an internet connection will be at the tail end of a relentless 6-week-long sales frenzy! For that reason, it might be nice to check in with your subscribers and ask for their feedback ... or even ideas for what they want to see next year.

And while you're at it, why not incentivize them for their effort with a **\$20 store credit** “Thank You” gift? Sounds like an OK idea, yes? Well, that's what Email #1 is all about. Check it out ...

Campaign Email Swipe Files

EMAIL #1 – TUE, DEC 27 → Active + Nonactive

Send: Best time for your audience

Purpose: Survey for \$20 credit

Subject: <first name>, you now have \$20 store credit waiting

Preview: (Here's \$20 for telling us what you want)

Here's a \$20 store credit

for telling us what you want in 2022!

We just unlocked a \$20 store credit for you!

It will be valid from today until January 7, 2022!

All you have to do is [take 30 seconds to give us feedback](#) on how <INSERT BRAND> can help you more in 2022!

We want to help you have the <INSERT healthiest/happiest/most fun/most fashionable/> 2022 possible!

So, here's your chance to tell us what you want!

After you share your feedback, you'll receive a special code for your **\$20 store credit**.

Get \$20 Store Credit for Your Feedback

Credit valid until January 7, 2022

We simply want to know:

1. What did we do that you LOVED during 2021?
2. What did we do that you HATED during 2021?
3. What would you like to see from <BRAND> in 2022?

Then, collect your special **\$20 off** code on the "Thank You" page.

Oh, one more thing ... Two days from now we'll be announcing a BIG END OF YEAR SALE ... So grab your \$20 store credit now to use on our upcoming sales!

\$20 Store Credit for Your Feedback
Credit valid until January 7, 2022

EMAIL #2 - THU, DEC 29 → Active + Nonactive

Send: Best time for your audience

Purpose: Announce

Subject: ★ Surprise★ Last Sale★ for 2021!

Preview: (Your ? mystery gift ? awaits you)

🎉 LAST SALE 🎉 FOR 2021

We love surprising you!

For the last two days we've secretly hatched a mystery END OF YEAR sale—and you'll LOVE IT!

Wanna guess what it is?

Tap one of the 3 options below:

👉 % - I think it's a BIG discount.	Note for Ecom Insiders: Each of these three "suggested" options can link to either a separate landing page, or to the homepage or collections page.
👉 🚚 - I think it's FREE shipping.	
👉 📦 - I think it's a MYSTERY box.	

Tap the option to see if you guessed right!

THIS IS OUR LAST SALE for 2021

See this year out with some fun ...
And ENJOY our surprise SALE!

If you hate surprises and don't want to guess, [go here for the big reveal!](#)

You won't be disappointed!

<Sign OFF>

EMAIL #3 – FRI, DEC 30 (Morning) → Active

Send: Best time in the morning for your audience

Purpose: Content or funny?

Subject: 🎉 Unforgettable 🎉 NYE party ideas! 🎉

Preview: How to hilariously offend everyone!

“Hey, 2021! Hurry up and finish already!”

2021 has had enough shocks for a decade, so why not finish it with a bang ...

Are you staying home or going out tomorrow night?

Either way, in the spirit of our [Mystery Last Sale for 2021](#), we thought we'd share some quirky ways to see the year out!

10 Hilarious New Year's Eve Party Ideas to Entertain (and Maybe Offend) Everyone!

- Making your own UNmotivating fortune cookies (see our 20+ hilarious and offensive messages)
- 7 New Year's Eve ideas for KIDS!
- Creative (but easy) desserts for NYE!
- Simple, homemade NYE games (for all ages)

Note for Ecom Insiders

This can point to a landing page or blog post, with smart placement of products or links back to your collections or a product page.

The content ideas for this email are only suggestions and super quick and easy to find on the internet and

<ul style="list-style-type: none"> • Unforgettable dress-up themed parties <p style="text-align: center;">Take a look and make it memorable!</p> <p>→ Plus, see our “Deal of the Day” specials!</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td>Product 1 (with hidden discount)</td> <td>Product 2 (with hidden discount)</td> <td>Product 3 (with hidden discount)</td> </tr> </table>	Product 1 (with hidden discount)	Product 2 (with hidden discount)	Product 3 (with hidden discount)	<p>repurpose. It’s really not that difficult.</p> <p>Or, instead, you could simply highlight one or more of your best deals.</p> <p>Why not test both ideas?</p>
Product 1 (with hidden discount)	Product 2 (with hidden discount)	Product 3 (with hidden discount)		

EMAIL #4 – FRI, DEC 30 (Afternoon) → Active + Nonactive

Send: Best time in the afternoon for your audience

Purpose: Wishing a Happy New Year!

Subject: 🎉★Your 2022 Gift★🎉

Preview: Can we send you this before the year’s out?

🎉★Your 2022 Gift★🎉

Wake up to the new year with a smile on your dial!

Reward yourself after a CRAZY year with one of your favorite items from our **massive end-of-year sale**.

Can we send you something before the year’s out?

Take your pick and SAVE—you deserve it!
<p>Product 1</p> <p>Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 2</p> <p>Show discount or use a “mystery discount” (? %) to get the click</p>

<p>Product 3</p> <p>Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 4</p> <p>Show discount or use a “mystery discount” (? %) to get the click</p>

Before you switch off for the year ...

Grab yourself a bargain from our [MASSIVE End-of-Year Sale](#)

We'll ship it out right away so you can start the new year with a well-deserved gift!

<Sign-off>

EMAIL #5 – SAT, DEC 31 → Active + Nonactive

Send: Best time for your audience

Purpose: Wishing a Happy New Year!

Subject: 🎉★Here's to Your New Year★🎉

Preview: Crazy LAST deal of the year (come get it)

<p>The countdown has started for your ...</p> <p>HAPPY NEW YEAR!</p> <p><i>What does a new year mean to you?</i></p> <ul style="list-style-type: none"> ● Another chance to get it right? ● A new start to beat old habits? ● Seeing things that have never been? ● Making one resolution that STICKS? <p>Our team at <BRAND> wants to thank you for allowing us to help you be a better you!</p>
--

We wish you a fun and safe new year!

Reward yourself with our
LAST Mystery Sale of 2021

Tomorrow is the first blank page of a 365-page book ...

Make it the best one yet!

We've got your back!

Here are your well-deserved gifts to choose from for our VERY LAST SALE of 2021!

Reward yourself with our
LAST Mystery Sale of 2021

EMAIL #6 – SAT, JAN 1 → Active

Send: Best time for your audience

Purpose: Funny reminder

Subject: [Funny] Scratched resolutions!

Preview: 😊 Before-and-After New Year resolution list 😊

WE MADE IT!

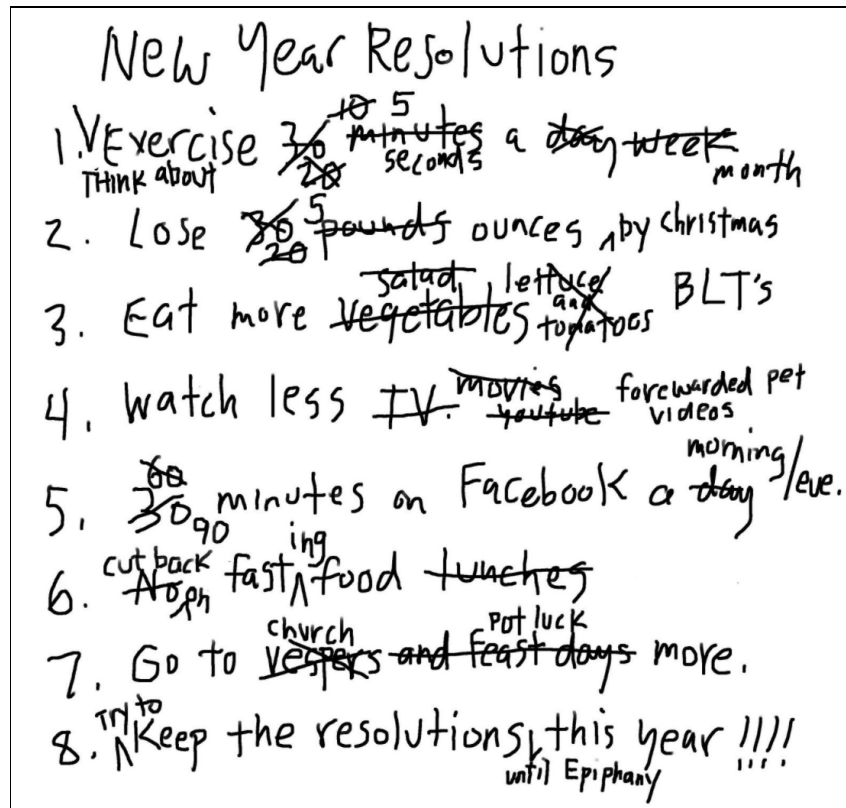
Hope you're safe and well. :)

Given that our [End-of-Year Sale](#) is still running HOT until Jan 4, **here's something light to make you laugh** 😂😂

...

This "Scratched Resolution" image below had me in stitches ...

January vs. February



Not being pessimistic ... In fact, I'm backing myself to stick to my guns this year.

However, my first goal is to stop hanging around friends who ask me about my new year resolutions.

Just know this ...

If your goal for 2022 is to be more <Insert benefit relating to your brand>, then we've got your back!

Take the first step toward feeling <Insert benefit> today, before our [End-of-Year Sale](#) comes to an end on January 4!

Product 1	Product 2	Product 3
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**3 Days Left Before Our
New Year Sale Ends**

EMAIL #7 - MON, JAN 3 → Active + Nonactive

Send: Best time for your audience

Purpose: Announce

Subject: 🌟48 hours🌟

Preview: (Flash Sale Ending)

Hurry! Our 2021-2022

FLASH SALE!

Ends in Just 48 hours

I hate missing out ... I'm sure you do too!

So, here's a friendly reminder to sweep up the last of our [End-of-Year Specials!](#)

What better way to kiss 2021 goodbye than with an exciting parcel on your doorstep in 2022!

Take your pick and SAVE—you deserve it!
<p>Product 1 Show discount or use a "mystery discount" (? %) to get the click</p>
<p>Product 2 Show discount or use a "mystery discount" (? %) to get the click</p>
<p>Product 3 Show discount or use a "mystery discount" (? %) to get the click</p>

<p>Product 4 Show discount or use a “mystery discount” (? %) to get the click</p>

48 hours left to grab yourself a bargain from our [MASSIVE New Year Flash Sale](#).

We'll ship it out right away so you can start the new year with a well-deserved gift!

<Sign-off>

EMAIL #8 – TUE, JAN 4 (Morning) → Active

Send: Best time for your audience

Purpose: Announce

Subject: 🕒 24 hours 🕒

Preview: 🕒 Last day! 👁👁 Here's what's left ...

Last day to bask in the [End-of-Year Specials!](#)

Start the year with BIG savings on a well-deserved gift!

👁👁 TAKE A LOOK AT WHAT'S LEFT!
<p>Category 1 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Category 2 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Category 3 Show discount or use a “mystery discount” (? %) to get the click</p>

24 hours left to grab yourself a bargain from our [MASSIVE New Year Flash Sale](#).

We'll ship it out right away so you can start the new year with a well-deserved gift!

<Sign-off>

EMAIL #9 – TUE, JAN 4 (Afternoon/Evening) → Active + Nonactive

Send: Best time for your audience

Purpose: Announce

Subject: 🚨 Last and final notice 🚨

Preview: Sorry, <first name>, last chance ...

🚨 Last & Final Notice 🚨

Sorry, <first name>, all good things must come to an end.

This is your last reminder to save on our [End-of-Year Specials!](#)

👁️ TAKE A LOOK AT WHAT'S LEFT!
<p>Category 1 Show discount or use a "mystery discount" (? %) to get the click</p>
<p>Category 2 Show discount or use a "mystery discount" (? %) to get the click</p>
<p>Category 3 Show discount or use a "mystery discount" (? %) to get the click</p>

Last chance to grab yourself a bargain from our [MASSIVE New Year Flash Sale](#).

We'll ship it out right away so you can start the new year with a well-deserved gift!

No more reminders after this, so don't miss out!

<Sign-off>

OK gang, that's a wrap! You know what's next ... Go "GSD" and then report back in the Facebook group with your results! Oh, and ... **HAPPY NEW YEAR!** 🎉🥳🎊

Tanner, Matt, and Bret