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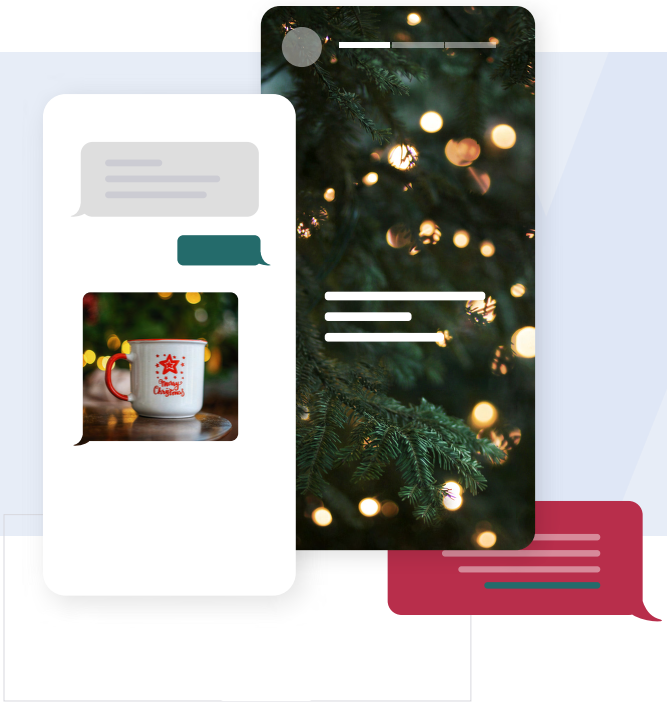
SMS Marketing

DECEMBER 2021

CALENDAR



SMS MARKETING STRATEGY

Build a next-level SMS marketing strategy with these top-performing campaign templates for the month of December.

THE BEST TEXTS MADE EASY.

Simply copy, paste and schedule your campaigns.

DECEMBER ❄️

Month of Giving

With over a third of all donations happening in December, the last month of the year is officially recognized as the Month of Giving. Encourage your customers to do the same by giving them a good reason - announce your support for a local organization or important cause, and invite them to be a part of your good-doing.

Make it a December to remember, {FirstName}. 💙 In the month of giving shop at {SiteName} and help us support [Insert Charity Name] in their mission to [Insert Mission]. We'll donate a portion of this month's proceeds to them and their noble cause! {SiteUrl}

December is all about joy & laughter, family & friends, love, love, LOVE. ❤️❤️❤️ We wish you all of this and more! To help those less fortunate, {SiteName} will be donating a percentage of this month's profits to [Insert Charity Name]. Give the gift of giving this Christmas: {SiteUrl}

{SiteName}: Find out if you made it to our nice list, {FirstName}. 🥰 Follow this link and see what we've left in your stocking:

Good tidings to you, {FirstName}! Naughty or nice, at {SiteName} we love all and have festive treats for everyone. Get your cup

{SiteUrl}

of good cheer here: {SiteUrl}

Be on Santa's Nice list this year, {FirstName}. Wrap up your Christmas shopping now and rejoice with special deals from {SiteName}: {DiscountCodeUrl}

Xmas VIP holiday code just for you, {FirstName}! 🎄 Enjoy {DiscountValue} off your purchase with code {DiscountCode}. Special sale ends in 2 Hours! {DiscountCodeUrl}

DEC 4TH

Santa's List Day

Did your customers make it to the Nice list? Or have they earned a spot in the Naughty section? Santa's List Day is the perfect opportunity to reward loyal customers but also reach out to those that might have been less active and re-engage them with some limited-time offers in their stockings. Run a mystery SMS sale and spark your customers' curiosity like Christmas lights. It's a playful day to get shoppers in the mood to spruce up and check some items off their holiday wishlist.

DEC 13TH

Green Monday

Green Monday is considered an equivalent to Cyber Monday and the biggest online shopping day in December. If you haven't yet, now's the time to announce all of your Christmas deals and blast your entire list. Bundles, package deals and family-size offers are great for all those who have a lot of people to shop for and like to do it without sleighing off the budget curb. Build on your customers' urgency and scarcity by reminding them they have less than a fortnight to make this Christmas truly special.

{SiteName}: Hey {FirstName}, Christmas is coming. 🎄 Enjoy our holly-jolly bundles with a {DiscountValue} discount. But don't wait long, they'll be gone fast: {DiscountCodeUrl}

Merry Christmas from {SiteName}! 🎅 Be the first to unwrap our festive Christmas deals, with up to {DiscountValue} off ALL products: {DiscountCodeUrl}

{SiteName}: Santa has come to town earlier this year! 🎁 Celebrate Christmas with our BOGO deals! Get great gifts for the entire family now: {DiscountCodeUrl}

'Tis the time! {SiteName}'s Christmas sale will blow your mistletoe away. 🌬️ Get your jingle on at {DiscountCodeUrl} and save {DiscountValue} off through Christmas Eve.

{SiteName}: Is there a better way to celebrate Free Shipping Day than... with free shipping on your next order, {FirstName}? 🛒 We think not. Shop today and take advantage of free delivery straight to your door:

Get free shipping on your next purchase from {SiteName} just for Free Shipping Day! All orders. No minimum. But just for today ❗ Get down to it pronto: {DiscountCodeUrl}

DEC 14TH

{DiscountCodeUrl}

{SiteName}: Need a reason to shop, {FirstName}? The upcoming Christmas is a good one but how about this: all orders made today are shipped for free! "Holy Ship!" 🤯 Yes, that's right - it's our chilly-day treat for you. But hurry, offer ends at midnight: {DiscountCodeUrl}

{SiteName}: You know what makes an adorable gift for the holidays, {FirstName}? ALL the items in our Christmas collection. Get the perfect gift & get it with free shipping.
Shop now: {SiteUrl}

National Free Shipping Day

Free Shipping Day is when retailers waive minimum ordering requirements, making it a great way for consumers to finish last-minute holiday shopping, save money, and steer clear of the crowds. It's also considered the last call for guaranteed, on-time delivery, which makes it a shopping event of a different dimension, generating more sales than Black Friday. Just send a simple SMS, highlighting your free shipping option and the deadline for it.

DEC 18TH 😱

Panic/Super Saturday

Panic Saturday is one of the days with the highest customer footfall and turnover of the year.
Capitalize on this occasion by sending a timely SMS campaign, assuring customers they still have a little bit of time before it's too late. If you have a B&M store, offer curb-side or in-store pick-up to speed things up. Mention extended hours and/or expedited shipping options.
And if you also have gift cards - now's the time to make them the star of the show. What matters to customers is to get in and out as fast as they can, knowing that their order will arrive on time. Make that the centerpoint of your SMS.

{SiteName}: Now's no time to panic, {FirstName}! Come check our Christmas collection and get your presents wrapped & ready to be put under the tree: {SiteUrl}

{SiteName}: Running late on all the Christmas shopping, {FirstName}? 😱 We've got you covered! Get the presents down the chimney faster than Santa: {SiteUrl}

We get it, we've been busy too. That's why {SiteName}'s Christmas offers continue & come to you just in the (Saint) Nick of time. 🎅 Order your gifts today: {SiteUrl}

{SiteName}: Make sure you get all of your Christmas presents on time, {FirstName}. Our final shipment goes out today, so shop quickly: {SiteUrl}

{SiteName}: Winter is officially here, {FirstName}! ❄️ Mark the beginning of the new season by shopping our brand new collection: {SiteUrl}

Extra sleep time or extra shop time? You decide how to spend Winter Solstice day but know that at {SiteName} we've shoveled in some piping hot deals on our winter collection: {SiteUrl}

Do you want to build a snowman, {FirstName}? ☃️ How about we roll a snowball of products in your shopping cart instead. Celebrate the beginning of winter with a hot cup of discounts from {SiteName}: {SiteUrl}

DEC 21ST 🌧️

Winter Solstice

Also known as the shortest day of the year, Winter Solstice is perfect for a regular winter sales campaign. Urge customers to do some eleventh-hour shopping but emphasize they don't have long to do so. After all, it's the shortest day of the year, they should make it count!

DEC 25TH

Christmas

Christmas promotions start as early as November but when the day comes, try to take your foot off the sales pedal and simply wish your shoppers happy holidays. Your customers are your brand's lifeline, family, the reason why your business prospers, so send your warmest regards and make them feel appreciated. It's Christmas time!

Christmas cheers from {SiteName}! We wish you a holly jolly day and thank you for this passing year! Enjoy the holiday season and see you in 2022! 🌟

Hey, {FirstName}! Just a quick text from {InsertName} from {SiteName} to wish you a very happy Christmas! Hopefully you're taking this time to be with your loved ones, family and friends. As a little Christmas present, please enjoy your next order from us with {DiscountValue} off: {DiscountCodeUrl}

From our {SiteName} family to yours, we wish you a season that's merry and bright, {FirstName}! ❤️ And if you find yourself in need of some retail therapy, our store is here for you: {SiteUrl}

{SiteName}: It's Boxing Day, {FirstName}! What better post-holiday excuse to shop? 🤔 Unbox some great offers, with up to {DiscountValue} off: {DiscountCodeUrl}

{SiteName}: Been good all year, {FirstName}? 😉 Celebrate Boxing Day with some quick after-Christmas "ME" shopping! Pamper yourself and shop with a {DiscountValue} off your order: {DiscountCodeUrl}

{SiteName}: Roll up your sleeves, {FirstName}, it's our Boxing Day SALE! Today only - enjoy deals of {DiscountValue} off, no tapout: {DiscountCodeUrl}

{SiteName}: Santa didn't bring you what you wanted, {FirstName}? 😘 Our Boxing Day sale is your second chance. Up to {DiscountValue} off sitewide: {DiscountCodeUrl}

DEC 26TH

Boxing Day

Sometimes referred to as the second Black Friday, Boxing Day is a monumental occasion to box in some sweet sales. Primarily an online holiday, Boxing Day is when you leverage the post-Christmas laziness and get customers to indulge in some bed-based "Me" shopping for all those gifts they were left hoping for or simply give them the satisfaction of one final great deal.

DEC 31ST

New Year

New Year for consumers is all about getting their hands on some stupendous end-of-the-year sales. After-Christmas steals, liquidated inventory and revolutionary promotions dominate the market. Have your customers flock to your business with a direct SMS campaign, bold and creative copy, and offers that are equally bold. After weeks of shopping for others, it's their time to splurge on themselves, so make your campaign irresistible by adding images of the products they'd be putting on, wearing, using, etc.

{SiteName}: Hope you had a great year, {FirstName}. 🥂 Finish strong with some eleventh-hour shopping from {SiteName} and ring in the new year: {SiteUrl}

{SiteName}: Out with the old, in with the new, {FirstName}. Our blowout sale starts today. 🎊 Everything must go and make room for even better things. Shop your favorites before they are gone for good: {SiteUrl}

Post-holiday blues, {FirstName}? Now's no time for that. We've pulled together an arsenal of goodies to get you all primed and ready for the new year ahead. 🎇 Check it out: {SiteUrl}

{SiteName} wishes you a Happy New Year, {FirstName}! 🍾 Feeling like one last shopping spree? 'Cause we've got some great last-minute deals ready for you. Shop now: {SiteUrl}

Looking to explore more top-converting SMS Strategies?

Check out our SMS Marketing Examples:
https://www.yotpo.com/sms-marketing-examples/