

A woman with long brown hair, wearing a dark jacket, is shown in profile from the chest up. She is holding a small digital camera up to her eye, taking a photograph of a dense array of out-of-focus Christmas lights. The lights are mostly white and yellow, creating a bokeh effect. The background is dark, suggesting it might be nighttime. The overall mood is festive and serene.

# Holiday Subject Lines Guide

# Contents

Intro	1
Challenge	2
Steal This	3
Humor	4
Numbered Lists	5
Marketing Mad-libs	6

# Seasonal Inspiration

Plug n' Play subject lines for your holiday emails.

Subject lines are difficult at the best of times. Just crafting the perfect, short line that will get the maximum number of opens (and hopefully clicks, conversions, etc.) is hard enough. Add holidays and seasonality into the mix and it can seem completely overwhelming. Why even try? Well, for one thing, if you can stand out in a crowded holiday inbox, you are almost guaranteed to do well. Trust us, the effort is entirely worth the payoff.

As our holiday gift to you, we've curated four different kinds of email subject lines we've had personal success with, or have seen in our inboxes. And while the most effective subject lines will fit with your story and your voice, these lines will work for nearly any holiday content campaign.



# Challenge

**Do you know the best way to spread the love during the holidays?**

The best way to {{marketing strategy}} during the holidays.

**What you did wrong this Halloween.**

What you did wrong this {{holiday}}.

**You could spread love for less.**

You could {{holiday verb}} for {{description of product/value prop}}.

**Bet you didn't have this Christmas craft idea.**

Bet you didn't have {{holiday}} idea.



# Steal This

## **Get inside Marriot's Valentine's Day campaign.**

Get Inside {{company}}'s {{holiday}} campaign.

## **What did Cisco do wrong for Labor Day?**

What did {{company}} do wrong for {{holiday}}?

## **How Urban Outfitters won President's Day with this killer campaign.**

How {{competitor}} won {{holiday}} with this killer campaign.

## **Gifts are hard. We have ideas.**

{{seasonal thing}} is difficult. We have ideas.

## **Our picks for Mom this year.**

Our picks for {{person related to holiday}} this year.

## **Christmas crafts that are impossible to #fail.**

{{holiday activity}} that are impossible to #fail.



# Humor

**OMG, Macy's does Back-to-School right!**

OMG, {{company}} does {{holiday}} right

**What do Valentine's Day and Hamilton have in common?**

What do {{holiday}} and {{unrelated person, place, or event}} have in common?

**Did someone sneeze on this Domino's Halloween campaign? 'Cause it's viral!**

Did someone sneeze on this {{company}} {{holiday}} campaign? 'Cause it's viral!

**This Snap-able Hanukkah moment brought to you by Google.**

This Snap-able {{holiday}} moment brought to you by {{company name}}.

**#TheStrugglesReal for Microsoft this President's Day.**

#TheStrugglesReal for {{company}} this {{holiday}}.

**Get lit this NYE with Cristal champagne.**

Get lit this {{holiday}} with {{product/service}}.



# Numbered Lists

## **4 New things customers want to see during the holidays.**

4 things customers want to see during {{holiday}}.

## **3 Reasons why your customers are breaking up with you this V day.**

3 reasons why your {{some person or group}} are breaking up with you during {{the holidays}}.

## **The 7 essential elements of effective holiday meal prep.**

The 7 essential elements of effective {{holiday marketing}}.

## **Heat Things Up: 3 Ways to win back lost customers this holiday season.**

Heat Things Up: 3 Ways to {{re-engage cold subscribers}} this holiday season.

## **4 Lessons from The Emmy's for Christmas.**

4 Lessons from {{current event}} for {{holiday}}.

# Marketing Mad-libs

Now it's your turn to play marketing mad-libs! Using one subject line from each category, go ahead and fill-in-the-blanks with words, phrases, or holidays that might make sense for your company. Feel free to personalize these as much as you want; matching your brand voice and story is key here.

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