



# 24 Holiday Campaign Ideas

If you're serious about winning this holiday season, you can't rely on generic marketing blasts or hope that discounts alone will carry you through. No, to really stand out and drive sales, you need to get clienteling!

By delivering thoughtful, customized messages to your customers, you'll create memorable shopping experiences that keep them coming back (and spending more). We've pulled together 24 holiday clienteling ideas that will help you delight, engage, and wow your customers throughout the festive season.

# 1. Gearing Up For Black Friday

Black Friday can be overwhelming for shoppers. They're bombarded with emails, texts, and ads from every corner of the internet. That's why your clienteling messages need to stand out by being timely, helpful, and—most importantly—personalized.

## The Exclusive Early Access

**Audience:** Customers with High Loyalty

**Example:** "Hey Luca, it's Ethan from Tailored Swiftly. I know Black Friday will be crazy, so I wanted to give you early access to our sales this year. Would you be interested in that? Let me know and I'll send you my exclusive discount code."

## The Helpful Associate

**Audience:** Multi-item Shoppers (Avg # of items per order  $\geq$  3, hasn't been messaged in last 30 days)

**Example:** "Hi Allyson - Jamie here from Suburban Outfitters Soho. I know it can be tough to keep track of all the Black Friday sales going on. Is there anything in particular that I can help you find the best deal for?"

## The Black Friday Lookbook

**Audience:** Category Shopper (Has bought several products in a certain category)

**Example:** "Hey Jose - it's Alex from Bad Platitude's Austin store. We have some styles on sale for Black Friday that I think you'll love - check out this Shoppable Story I put together with my top picks."

## The Insider Exclusive

**Audience:** Local Lapsed Customers (Purchase date is more than 90 days ago, lives nearby, total spend is above \$X)

**Example:** "Jackson! Bryan here from Brotique Miami. Black Friday shopping is really picking up, so I wanted to make sure you didn't miss out. Anything you're eyeing that I could set aside for you?"



## 2. “Wow” Customers with Product Recommendations

Holiday shopping is stressful, but product recommendations can make it easier. Tailoring these suggestions based on customer preferences is the key to making shoppers feel like VIPs while simplifying their buying decisions.

“ One of my favorite UNTUCKit holiday experiences that we’ve brought to life for the past few years is our Holiday Gifting Concierge. It’s a mostly chat-based service that lets customers get gifting advice, set up gift boxing, and even send a personalized gift message. It also links to our gift card offerings.

*Kaitlin Gottlieb, Sr. Director of Omnichannel at UNTUCKit*

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### **The Friendly Expert Recommendation**

**Audience:** VIPs, top 10-20% of spenders

**Example:** “Hi Sarah! It’s Emma from Louis Mitten’s Chicago store. I’ve put together a lookbook of my personal favorite pieces this holiday season. Let me know if you want to snag anything before we sell out!”

### **The Missing Piece Recommendation**

**Audience:** Complete the Look Shoppers (Customers who purchased X product but not a complementary Y product)

**Example:** “Hey Jason, it’s Maria from American Beagle. I remember you recently picked up our knit polo — wanted to let you know this everyday blazer just came in and I think it would look great as a layering piece. Let me know if you want to check it out!”

### **The Winter Collection**

**Audience:** Winter Buyers (Customers who purchased during the winter months last year)

**Example:** “Olivia! We just dropped a new winter collection I think you’ll love. Stop by the Philly store or check out this story of my favorite looks.”

### 3. No-Stress Holiday Shopping

Some customers love to get ahead of their holiday shopping, while others need a little nudge (or full-on help) to finish it all in time. By offering assistance, you can make holiday shopping feel less stressful and way more enjoyable.

#### The Personal Shopper

**Audience:** Holiday Shoppers (Customers who purchased during the holiday months last year)

**Example:** “Hey Alex – it’s Jenna from Jay Cruise. The holidays are coming fast, so let me help—who are you shopping for this year? I’d love to recommend a few gifts that could be perfect for them!”

#### The Last-Minute Gift Savior

**Audience:** Lapsed VIP Customers (Purchased from the store more than 4 times, last purchase more than 90 days ago)

**Example:** “Hey Ally, it’s Emily from Golce & Banana. Do you need help with any last-minute gifting? I’ve got some great ideas ready for you, and I can even set something aside if you want. Let me know!”

#### The Personalized Gift Guide

**Audience:** Segmented by persona (eg. parents, 18-25 years old, beach wear enthusiasts)

**Example:** “Hi Sarah! It’s Emma from Lacrust’s Chicago store. I pulled together a gift guide with a few last minute items I think you’ll love for the holidays. Let me know if you want to snag anything before it sells out!”

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We leverage our customer data to create two key holiday audiences: gift shoppers and festive shoppers. Each group has unique needs—gift shoppers may appreciate a personalised shopping assistant, remote payment options, and free delivery, while festive shoppers will seek a full in-store holiday experience to get ready for all those parties.

*Sophia Wood, Global Retail Excellence Manager at GANNI*

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## 4. Nurturing VIPs

Your VIPs (aka top spenders) deserve some extra love, especially during the holidays. These campaigns are designed to give them that special treatment and keep them coming back well into the new year.



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[The #1 retail trend we're paying attention to] is appointment bookings with friends to get styled in head to toe looks before the festive season and upcoming Christmas parties.

*Sophia Wood, Global Retail Excellence Manager at GANNI*

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### The Scheduled Appointment

**Audience:** VIPs

**Example:** “Hi Aria, it's Chloe from The South Face. Got a holiday party coming up? I'd love to help you find the perfect holiday gifts or outfits! Let me know if you want to schedule a personal styling appointment so I can help you find exactly what you need.”

### The Unexpected Gift

**Audience:** VIPs

**Example:** “Hi Layla, it's Jasmine. I just wanted to say thank you for being such a loyal Ten East customer! We have a special gift for you waiting at the Soho the next time you come in. Happy holidays, and hope to see you soon!”

### The VIP-Only Early Access

**Audience:** VIPs

**Example:** “Hey Jace! It's Miguel from Temporary 21. Our winter collection is about to drop, and I wanted to make sure you get first dibs! Let me know if you'd like to take a peek before it's available to everyone else.”

## 5. Encouraging Self-Gifting

Hey, your customers deserve it! Don't forget that many of your customers might also be looking for a little "treat yo' self" deal or two to stuff their own stockings, and your outreach can speak to this sentiment.



### Treat Yo Self

**Audience:** Big spenders (Customers with a lifetime AOV above x\$)

**Example:** "Hey Kaitlyn, it's Marco from Oh-Kay Jewelers. I know the gift-giving season can be overwhelming, so don't forget to treat yourself too! I put together a few of our newer pieces I think you'll love - you deserve it!"

### One for You, One for Me

**Audience:** Shoppers who buy for others (Customers who have purchased a gift card in the last 6 months)

**Example:** "Hi Paisley, Sara here from Shrugg. Our holiday sale is ending this week, and I've got a BOGO deal just for you! More like gift one, keep one :) Let me know if you want this 2 for 1 deal, and I'll send you my personal code right away."

## 6. Driving In-Store Holiday Traffic

The holiday season is the perfect time to create in-store experiences that keep customers engaged and coming back long into the new year. Whether it's a holiday event or exclusive sale, these messages can drive local foot traffic.

### The In-Store Holiday Event

**Audience:** Local High Spenders (Customer has spent above a certain threshold, resides locally, hasn't purchased in last 30 days)

**Example:** "Hi Nina, Gabrielle here from your neighborhood M&H! We're throwing a gift wrapping party at the store this Saturday from 2-6 pm! We'll have treats, hot chocolate, gift guides, and complimentary gift wrapping! See you then?"

### The In-Store Super Sale

**Audience:** Local Lapsed Shoppers (Lives nearby, last purchase more than 90 days ago)

**Example:** "Hey Jake - it's Omar from Pradidas Austin! We're having an in-store only sale this weekend, and there are some really great deals. I think this suede jacket would match your style, and it's gonna be 35% off. Let me know if you want to see any of the other pieces!"

### The Ecom-to-Store Conversion

**Audience:** Local Online-Only Shoppers (Lives within X miles of the store, purchase history not in-store, has purchased more than 2 times)

**Example:** "Hi Sasha, it's Brian from Altered State! I've noticed you've shopped with us online, and I'd love to invite you to visit our store at Rittenhouse Square for a personal shopping session! When you come in, show us this text and you'll get 10% off your order. See you soon?"

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This year, we are placing an emphasis on the holistic customer experience. For example, when sending personalized clientele invitations to our top customers for an in-store event, we're considering every detail—from the curated beverage they'll be greeted with upon arrival to ensuring the availability of the most desirable products in-store.

**Amelia Meadowcroft, Director of Customer Strategy and Activities at Reformation**

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## 7. Follow-Ups and Thank You

A little follow-up can go a long way in showing your customers you care. Whether it's thanking them for a purchase or keeping them updated on new deals, these messages are a great way to stay top of mind.

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We are looking to convert more of our 1st customers into lifetime customers with thoughtful follow-ups, building on relationships started in our stores.

*Jeff Kummer, Director of Retail at Catbird*

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### **The Thank You for a First-Time Holiday Purchase**

**Audience:** New customers

**Example:** “Hi Shelly! It’s Bianca from Mind the Gap Denver here and I just wanted to shoot you a quick text to say thanks for shopping with me this week! If you’re looking for anything else this holiday season or have any questions, you have a direct line to me via this number. Hope to see you back soon!”

### **The Reengaged Customer**

**Audience:** Previously lapsed customers who recently made a purchase

**Example:** “Hey Maria, Lucy here from Night6. Wanted to say thanks for your recent purchase at the Austin store - it’s good to see you again! Let me know if you’ve still got your eye on anything else and I’d be happy to pull it aside for you. Have a great holiday!”

### **The Thank You for Customer Loyalty**

**Audience:** Repeat shoppers (Purchased this year and last year during the holidays)

**Example:** “Christian, from the bottom of our hearts here at Pots Home, we want to thank you for shopping with us this holiday. There’s a lot of great stuff out there, so it means the world to know you chose us to contribute even a tiny bit to your holiday happiness. Hit us back and tell us how you’re liking everything! We appreciate you, and thank you again!”





## 8. Post-Holiday Engagement

Once the insanity of the holiday shopping season is over, take a breather until mid-January and start re-engaging. After all, you've collected so much great customer data over the past few months, you should be itching to put all that great data in your CRM to use!

### New Year, New You

**Audience:** Entire audience at the end of the year

**Example:** "Hey Jamie, Happy New Year! You've been giving so much this season - why not take this time to refresh your wardrobe and treat yourself to something just for you? I'd love to invite you in for a personal styling appointment to put together some new looks for 2025. Let me know if you want to book a time!"

### The Post-Holiday Gift Check-in

**Audience:** Everyone

**Example:** "Hey Jessie, it's Maria from Levee's. Just checking in to see how the [last item purchased] worked out - did they love it?? Let me know if I can help you with anything else!"

### The Returns Check-in

**Audience:** Anyone who has initiated a gift return

**Example:** "Hi Dominick, it's Jess from Boots n' Things. Did everything go well with your recent return? I want to make sure you're happy with your experience, even if not everything was quite right this time. Let me know if there is anything I can help you with!"