



**DANGEROUSLY USEFUL GUIDE**



**12 Steps  
for Christmas:  
Intouch Suggests  
to Thee**



**intouchcrm**

# 12 Steps for Christmas: Intouch Suggests to Thee

Christmas is coming and it's the season for lots of laughter, love, charity, spending and over-eating so we wanted to send you some pre-Christmas sales and marketing suggestions to help you and your customers during this season of fun. We know that for many businesses it's a time to drive new sales and business – So we hope these will help you get the business success you want at Christmas!



## 1 *Send an E-Card to Benefit Charity:*

Save yourself time and hassle by sending an E-Card to your customers rather than a physical one. If you use the email system within intouchcrm and add a link to your website and/ or your chosen charity, you can then see who has clicked the links.

So why not offer to make a donation for every customer click – it will encourage your customers to do a good thing and will take them to either your website or that of your chosen charity. Once you have a grand total, you could even email them with the figures and show your customers how you truly valued their time.

Not only will this drive interest and traffic to your website it's a lovely gesture plus it's very environmentally friendly.

**Last year, we raised £76  
for bibic, see what you  
can do!**





5

## Help your Customers with their Winter Blues:

Many people have financial concerns after Christmas, so why not send your customers an E-Voucher from the system with the chance to **Buy Now & Save Later**. If they buy from you now then they can save 20% (for example) in January and February – it will make those months after Christmas that little bit less daunting for them.

6

## Window Shoppers:

Attract those people having a quick browse on your website... by adding or updating a sign up form and linking it to a festive autoresponder. Go and get your chunk of that expected £10bn spend through the 'Christmas Click' craze this year! You could even add custom fields or ask your customers to express their interests; find out what your customers really want and market to their areas of interests. Ka- Ching!

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email Address *	<input type="text"/>
Confirm Email Address	<input type="text"/>
Click here to confirm.	<input type="checkbox"/>
Secret Santa Ideas	<input type="radio"/> Female <input type="radio"/> Male
Gifts for Partners	<input type="radio"/> For Her <input type="radio"/> For Him
	* = Required Field
<input type="button" value="Clear"/>	<input type="button" value="Subscribe"/>

7

## A Couple of Questions for You:

Is your company open this Christmas? How do your customers contact you if you're closed? More importantly – Do your customers know that? Remind your customers of those special dates and times – opening hours, events and sales. This will stop any confusion and will keep your customers happy rather than frustrated.

Here's our Christmas Message from a couple of years ago:



Merry Christmas from All at intouchcrm

### A Christmas Message from James and all of the intouchcrm team

With just days before Santa comes down our chimneys, we would like to send a quick Christmas message to you and your team, your family and your friends and wish you a very Merry Christmas and a Happy New Year from all of us here at intouchcrm. 2011 has been a good year but have a feeling that 2012 is going to be even better.

So before we start opening the mulled wine and the support team demolish the mince pies, we wanted to let you know of our opening hours over this festive period. The office will be shut from 2pm on Friday 23rd of December until 9am on Tuesday 3rd of January. However, fear not!

We will still be approving campaigns and answering support tickets over the holiday so those services will be as normal. If you have an urgent issue and you need to speak to someone, then please ring 0045 310 9973 and follow the instructions. We will have staff available on call throughout the festive period to deal with any critical and urgent issues.

I would like to thank you for your continued support this year and we look forward to working with you in the new year!

Best wishes and Merry Christmas

James



## Get your Customers to Decide on your New Year's Resolution

People like to leave feedback and we all like to receive positive praise, so why not create a survey and **see what your customers truly think**. It could be a great time to say "We want to go in to the New Year by listening to you – our valued customer". See where you excel and see where you need to make some improvements... it's a great way to create a company's New Year's Resolution.

Here's a quick example of a Survey you could send.

**You decide Our New Year's Resolution**  
Happy New Year

Please take part in our survey by answering these

\* 1. Overall how would you rate us as a company?  
Poor Okay Great Fantastic

Please Tick where appropriate.

Further comments:

\* 2. Which areas/ area do you think we exceed at?  
 Online Correspondence  
 Customer Service  
 Delivery Rates  
 Competitive Prices

3. Are there any products or services you think we should offer?

4. Would you recommend us? if no, why not?  
 Yes  
 No

Further comments:



Christmas Countdown Scheduled E-Mails

Email Numero Uno

**Subject Line:** It's Christmas time – so let's be merry

Hi %FirstName%,

So Christmas is nearing and we all start cheering... discounts and sales so please – no fearing.

As a valued customer of ours and to help you through the coming months, we thought we would give you a great offer... If you buy something in the lead up to Christmas we will give you 10% off anything you would like to purchase in January.

Why not click here to browse and see if there's anything that tickles your fancy!

We look forward to hearing from you.

Email Numero Due

**Subject Line:** Merry Christmas

Hi %FirstName%,

We wanted to wish you and your family a Merry Christmas and remind you of our opening dates, times and a secret preview in to our schedule times for our sales, just before we settle down to a lovely mulled wine and one or two or maybe three or four mince pies.

Dates	Opening Times
24 <sup>th</sup> December 2013 Christmas Eve	
25 <sup>th</sup> When Santa comes down the Chimney	
26 <sup>th</sup> December 2013 Boxing Day	

Our sales start on: "Date"> and we look forward to seeing you there!

Email Numero Tre

**Subject Line:** Secret Preview

Hi %FirstName%,

This is the part we've all been waiting for... Christmas Sales.

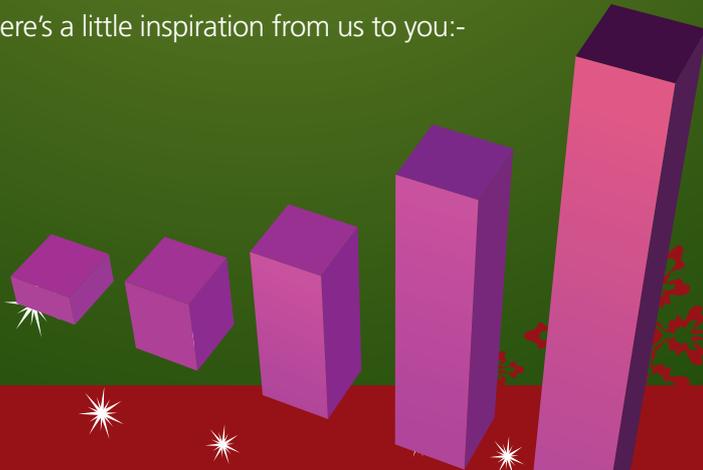
As promised here is your sneak preview to our sales items, enjoy and spread the word to your friends and family and be entered in to our Post- Christmas Competition where we want to give something back to our customers....



## Put Your Feet Up and have a Tipple or Two:

You don't want to be worrying over Christmas about sending out communications to your customers whilst in full swing of festivities or having a relaxing time by the fire. So why not set aside a day for Christmas Email Planning, write you messages and pre-schedule your emails and let us do the hard work.

Here's a little inspiration from us to you:-



## 10 Be Creative Send a Quirky List or Two:

Here's a quick sample of a list of Christmas 'must haves', be serious or amusing and **give something back to your customers.**

*Christmas List Sample: This seasons intouch 'Must Haves'!*

1. Onesie
2. Chocolates
3. Bath Gift Set
4. Scarf & Hat Gift Set
5. Necklace & Earring Set
6. Knitted Socks
7. Perfume
8. Aftershave
9. Champagne
10. Christmas Hamper
11. Dressing Gown
12. Cheese board

## 11 Send a Budget Planner:

On average it's expected that families will **spend up to £500** – so along with this E-Book we send you our simple budget planner. You can use, your friends and family can use it and your customers, send it around and make that lead up to Christmas just a tad less stressful.

## 12 Our Gift to You:

A few **New Festive Templates** for you to use this Christmas and New Year – Enjoy (and get cracking with those Email campaigns)

