

GUIDE TO HOLIDAY CAMPAIGNS

optinmonster



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When to Publish Optins

	Pre-Sale Optin	Sale Optin
Black Friday	FRI, NOV 16, 2018	FRI, NOV 23, 2018
Cyber Monday	SAT, NOV 24, 2018	MON, NOV 26, 2018
Christmas Day	TUES, DEC 18, 2018	TUES, DEC 25, 2018
New Year's	WED, DEC 26, 2018	WED, JAN 2, 2019

Any leads converted through these optins will be passed to the list/segment/group of the email marketing platform you specify in the Integrations tab of OptinMonster.

For each holiday, create two optin campaigns using OptinMonster.

The first campaign is to entice visitors to share their email address in exchange for something valuable, like a coupon code related to the upcoming sale. It displays in the days prior to the sale.

The second campaign will display on the day of the sale. It also offers the coupon code or other deliverable in exchange for an email address but promotes the fact that the offer is time-sensitive.

The coupon code or other deliverable can be delivered in the Success View of the second optin campaign, and also sent via email through your email marketing platform. For details, [please review the documentation here](#).

When to Send Emails

	Email #1	Email #2	Email #3
Black	FRI, NOV 16, 2018	THURS, NOV 22, 2018	FRI, NOV 23, 2018
Cyber	SAT, NOV 24, 2018	SUN, NOV 25, 2018	MON, NOV 26, 2018
Christmas	TUES, DEC 18, 2018	MON, DEC. 24, 2018	TUES, DEC 25, 2018
New Year's	WED, DEC 26, 2018	MON, DEC. 31, 2018	WED, JAN 2, 2019

Email #1 is to inform subscribers of the offer that will be available soon.
Email #2 is to remind them the offer will be available the next day.
Email #3 is to remind them that the offer is active and time sensitive.

You'll create, schedule and send these emails in your email marketing platform directly, not in OptinMonster.

BLACK FRIDAY

FRIDAY, NOVEMBER 23, 2018

Black Friday Campaign Scheduling

Optin #1: Pre-Sale

In the Display Rules, configure the optin as shown below:

If...

the current date	is on or after	11/16/2018	⊖
+ Add a New 'OR' Rule			
AND			
the current date	is on or before	11/22/2018	⊖
+ Add a New 'OR' Rule			

Black Friday Countdown Scheduling

Optin #1: Pre-Sale

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.

The screenshot displays the OptinMonster 'Editing Countdown' interface. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The left sidebar contains a 'Countdown' tab, 'Action' and 'Block' options, and 'Settings' and 'Styles' sub-tabs. The settings panel includes:

- Type:** A dropdown menu set to 'Static', with a red circle '1' next to it.
- End Date:** A text input field containing '2018-11-22', with a red circle '2' next to it.
- End Time:** A text input field containing '11:59 PM', with a red circle '3' next to it.
- Timezone:** A dropdown menu.

The main preview area shows a live countdown timer with the following text and elements:

- Headline: **Learn how to convert mobile visitors into subscribers and customers.**
- Text: Enter your email below to learn how OptinMonster captures more leads than any other platform.
- Countdown timer: 24 Days, 23 Hours, 30 Minutes, 25 Seconds. A blue 'Editing' button is visible to the right of the timer.
- Form: An input field with the placeholder text 'Enter your email here...'.
- Button: A red 'Sign Up' button.
- Footer: The OptinMonster logo.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

Black Friday Campaign Scheduling

Optin #2: Sale Day

In the Display Rules, configure the optin as shown below:

If...

the current date	▼	is	▼	11/23/2018
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+ Add a New 'OR' Rule

Black Friday Countdown Scheduling

Optin #2: Sale Day

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.

The screenshot displays the OptinMonster interface. The top navigation bar includes the OptinMonster logo and tabs for Design, Display Rules, Integrations, Analytics, Publish, Help, and Save. The main content area is titled "Editing Countdown" and features a sidebar with settings for "Countdown", "Action", and "Block". The "Settings" tab is active, showing options for "Type" (Static), "End Date" (2018-11-23), "End Time" (11:59 PM), and "Timezone". The "Type" dropdown is highlighted with a red circle containing the number 1. The "End Date" field is highlighted with a red circle containing the number 2, and the "End Time" field is highlighted with a red circle containing the number 3. The main preview area shows a live countdown timer with the text "Learn how to convert mobile visitors into subscribers and customers." and "Enter your email below to learn how OptinMonster captures more leads than any other platform." The timer displays "23 22 14" (Hours Minutes Seconds) and a "Sign Up" button. The OptinMonster logo is visible at the bottom of the preview.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

CYBER MONDAY

MONDAY, NOVEMBER 26, 2018

Cyber Monday Campaign Scheduling

Optin #1: Pre-Sale

In the Display Rules, configure the optin as shown below:

If...

the current date	is on or after	11/24/2018	⊖
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+ Add a New 'OR' Rule

AND

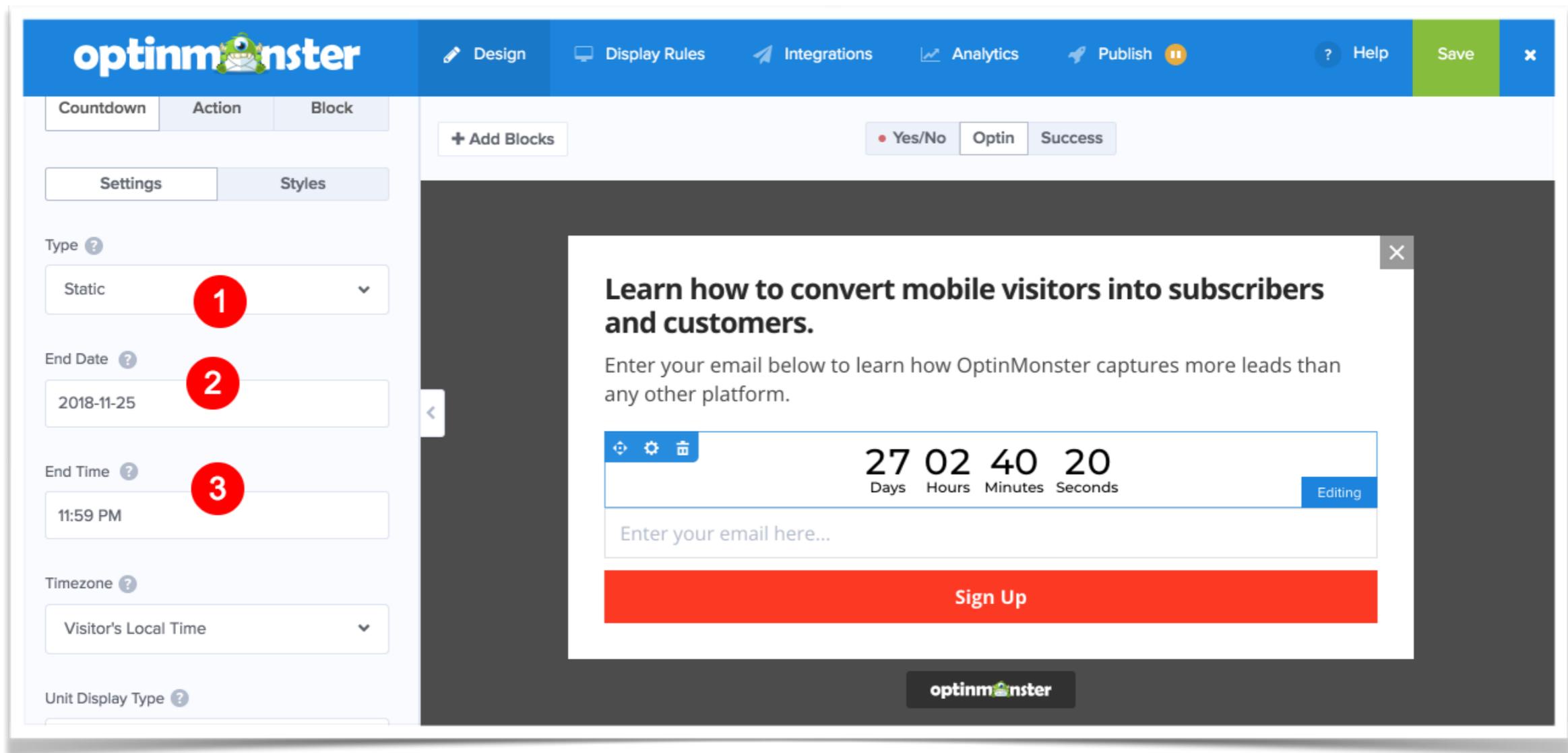
the current date	is on or before	11/25/2018	⊖
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+ Add a New 'OR' Rule

Cyber Monday Countdown Scheduling

Optin #1: Pre-Sale

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.



The screenshot displays the OptinMonster interface. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The left sidebar shows 'Countdown', 'Action', and 'Block' tabs, with 'Settings' and 'Styles' sub-tabs. The 'Settings' panel is open, showing the following fields:

- Type: Static (marked with a red circle 1)
- End Date: 2018-11-25 (marked with a red circle 2)
- End Time: 11:59 PM (marked with a red circle 3)
- Timezone: Visitor's Local Time
- Unit Display Type: (partially visible)

The main content area shows a preview of the optin form. The form includes a heading: "Learn how to convert mobile visitors into subscribers and customers." followed by the text: "Enter your email below to learn how OptinMonster captures more leads than any other platform." Below this is a countdown timer showing 27 Days, 02 Hours, 40 Minutes, and 20 Seconds. The timer is in 'Editing' mode. Below the timer is an email input field with the placeholder text "Enter your email here..." and a red "Sign Up" button. The OptinMonster logo is visible at the bottom of the preview.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

Cyber Monday Campaign Scheduling

Optin #2: Sale Day

In the Display Rules, configure the optin as shown below:

If...

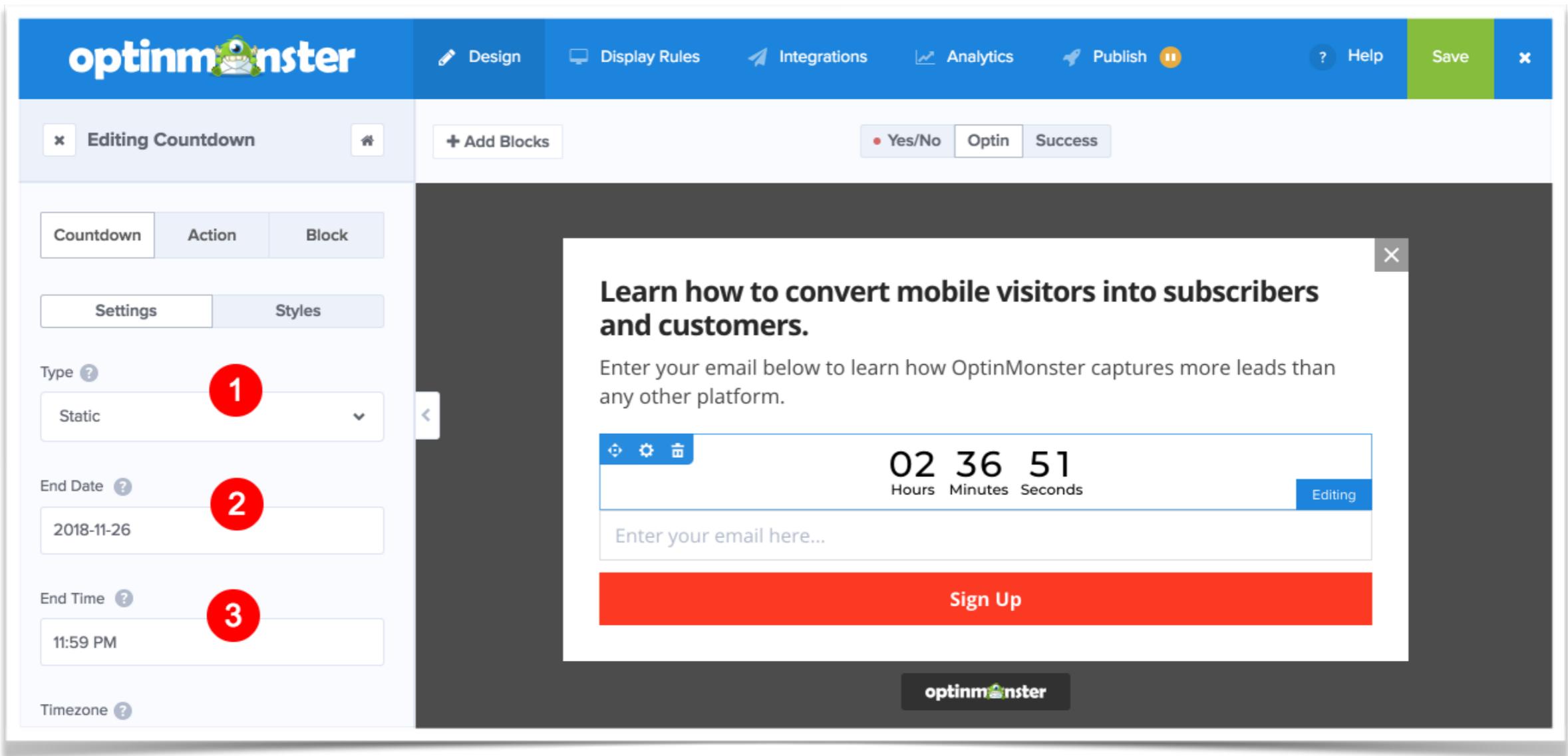
the current date	▼	is	▼	11/26/2018
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+ Add a New 'OR' Rule

Cyber Monday Countdown Scheduling

Optin #2: Sale Day

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.



The screenshot shows the OptinMonster interface in the Design tab. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The left sidebar is titled 'Editing Countdown' and contains a 'Countdown' block selected. The settings panel for the Countdown block is visible, with three red circles highlighting the 'Type', 'End Date', and 'End Time' fields. The 'Type' is set to 'Static', the 'End Date' is '2018-11-26', and the 'End Time' is '11:59 PM'. The main preview area shows a live countdown timer with the time '02 36 51' (Hours Minutes Seconds) and a 'Sign Up' button. The text in the preview reads: 'Learn how to convert mobile visitors into subscribers and customers. Enter your email below to learn how OptinMonster captures more leads than any other platform.' Below the text is an email input field and a red 'Sign Up' button.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

CHRISTMAS DAY

TUESDAY, DECEMBER 25, 2018

Christmas Day Campaign Scheduling

Optin #1: Pre-Sale

In the Display Rules, configure the optin as shown below:

If...

the current date	is on or after	12/18/2018	⊖
+ Add a New 'OR' Rule			
AND			
the current date	is on or before	12/24/2018	⊖
+ Add a New 'OR' Rule			

Christmas Day Countdown Scheduling

Optin #1: Pre-Sale

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.

The screenshot displays the OptinMonster 'Editing Countdown' interface. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The left sidebar shows the 'Editing Countdown' panel with tabs for 'Countdown', 'Action', and 'Block'. Under 'Countdown', there are 'Settings' and 'Styles' tabs. The 'Settings' tab is active, showing the following configuration:

- Type: Static (marked with a red circle 1)
- End Date: 2018-12-24 (marked with a red circle 2)
- End Time: 11:59 PM (marked with a red circle 3)
- Timezone: (empty)

The main preview area shows a live countdown timer with the following text and elements:

- Headline: **Learn how to convert mobile visitors into subscribers and customers.**
- Text: Enter your email below to learn how OptinMonster captures more leads than any other platform.
- Countdown timer: 56 Days 02 Hours 16 Minutes 54 Seconds (with an 'Editing' button)
- Form: Enter your email here...
- Button: Sign Up

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

Christmas Day Campaign Scheduling

Optin #2: Sale Day

In the Display Rules, configure the optin as shown below:

If...

the current date	▼	is	▼	12/25/2018
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+ Add a New 'OR' Rule

Christmas Day Countdown Scheduling

Optin #2: Sale Day

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.

The screenshot shows the OptinMonster Design tab interface. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The main content area is titled 'Editing Countdown' and features a '+ Add Blocks' button and a 'Yes/No Optin Success' indicator. The settings panel on the left includes tabs for 'Countdown', 'Action', and 'Block', and sub-tabs for 'Settings' and 'Styles'. The 'Type' dropdown is set to 'Static' (marked with a red circle 1). The 'End Date' is set to '2018-12-25' (marked with a red circle 2). The 'End Time' is set to '11:59 PM' (marked with a red circle 3). The 'Timezone' is also visible. The preview area shows a white optin form with the text 'Learn how to convert mobile visitors into subscribers and customers.' and 'Enter your email below to learn how OptinMonster captures more leads than any other platform.' Below the text is a countdown timer showing '02 15 14' (Hours, Minutes, Seconds) and an 'Editing' button. A text input field contains the placeholder 'Enter your email here...' and a red 'Sign Up' button is at the bottom. The OptinMonster logo is visible in the bottom right corner of the preview.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

NEW YEARS & HOLIDAY HANGOVER

WEDNESDAY, JANUARY 2, 2019

New Year's Campaign Scheduling

Optin #1: Pre-Sale

In the Display Rules, configure the optin as shown below:

If...

the current date	is on or after	12/26/2018	⊖
+ Add a New 'OR' Rule			
AND			
the current date	is on or before	01/01/2019	⊖
+ Add a New 'OR' Rule			

New Year's Countdown Scheduling

Optin #1: Pre-Sale

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.

The screenshot displays the OptinMonster interface in the Design tab. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The main content area shows a campaign titled 'Editing Countdown' with a '+ Add Blocks' button and three status buttons: 'Yes/No', 'Optin', and 'Success'. On the left sidebar, the 'Countdown' block is selected, with 'Settings' and 'Styles' tabs. The 'Type' dropdown is set to 'Static' (marked with a red circle '1'). The 'End Date' is set to '2019-01-01' (marked with a red circle '2'). The 'End Time' is set to '11:59 PM' (marked with a red circle '3'). The 'Timezone' field is also visible. The main preview area shows a campaign template with the headline 'Learn how to convert mobile visitors into subscribers and customers.', a sub-headline 'Enter your email below to learn how OptinMonster captures more leads than any other platform.', a countdown timer showing '64 01 59 43' (Days, Hours, Minutes, Seconds), an email input field with the placeholder 'Enter your email here...', and a red 'Sign Up' button. The OptinMonster logo is visible at the bottom of the preview.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)

New Year's Campaign Scheduling

Optin #2: Sale Day

In the Display Rules, configure the optin as shown below:

If...

the current date	▼	is	▼	01/02/2019
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+ Add a New 'OR' Rule

New Year's Countdown Scheduling

Optin #2: Sale Day

In the Design tab, click on the countdown timer in your campaign, then adjust the settings.

The screenshot displays the OptinMonster interface in the Design tab. The top navigation bar includes 'Design', 'Display Rules', 'Integrations', 'Analytics', 'Publish', 'Help', and 'Save'. The main editing area is titled 'Editing Countdown' and features a '+ Add Blocks' button and a 'Yes/No Optin Success' toggle. On the left sidebar, the 'Countdown' block is selected, with sub-tabs for 'Settings' and 'Styles'. The 'Settings' section includes: 'Type' set to 'Static' (marked with a red circle '1'), 'End Date' set to '2019-01-02' (marked with a red circle '2'), and 'End Time' set to '11:59 PM' (marked with a red circle '3'). The 'Timezone' field is also visible. The main preview area shows a live countdown timer displaying '01 58 16' (Hours, Minutes, Seconds) with an 'Editing' button. Below the timer is an email input field with the placeholder 'Enter your email here...' and a red 'Sign Up' button. The OptinMonster logo is visible at the bottom of the preview.

If the template you chose to use does not have a countdown timer, [learn how to add one.](#)