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

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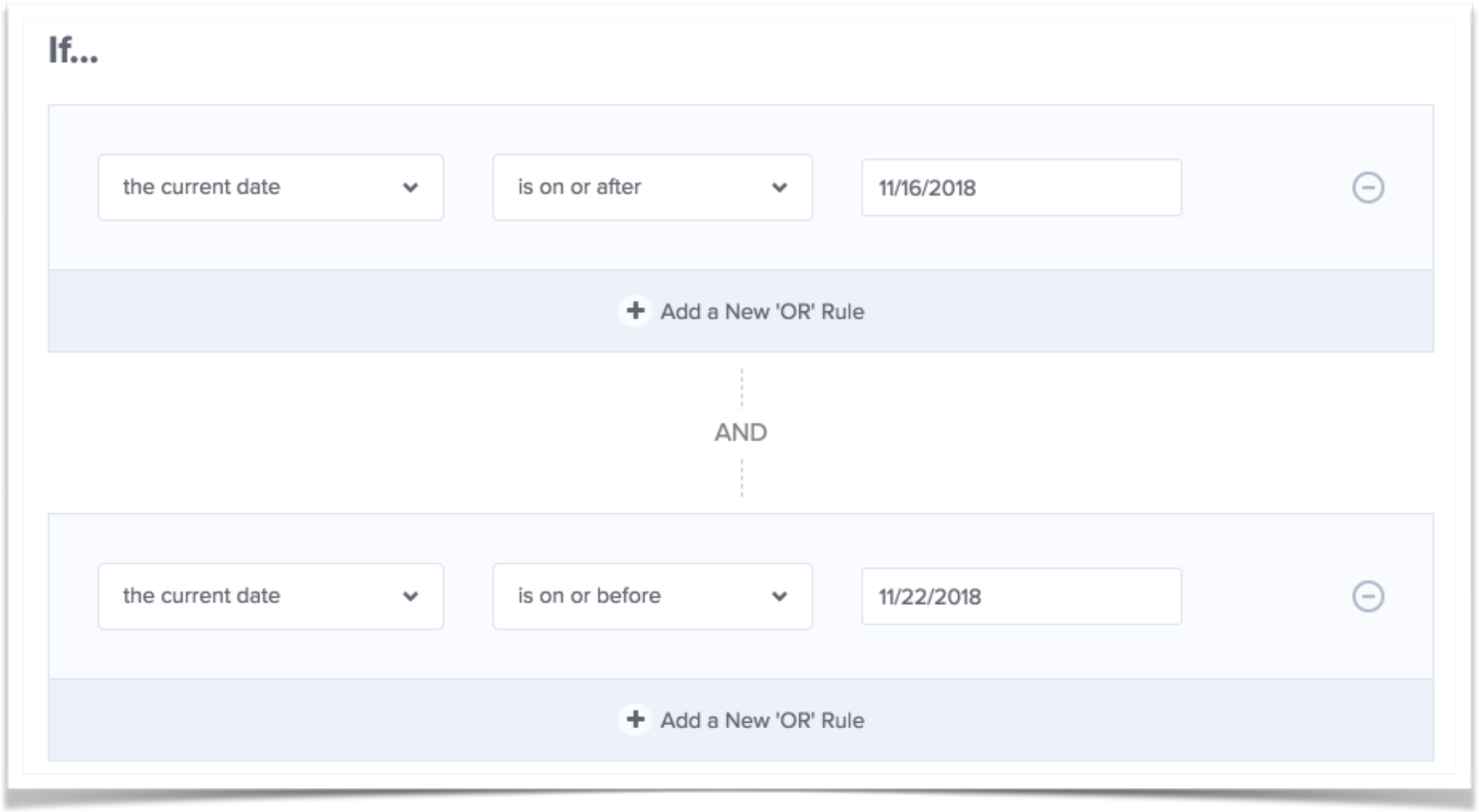
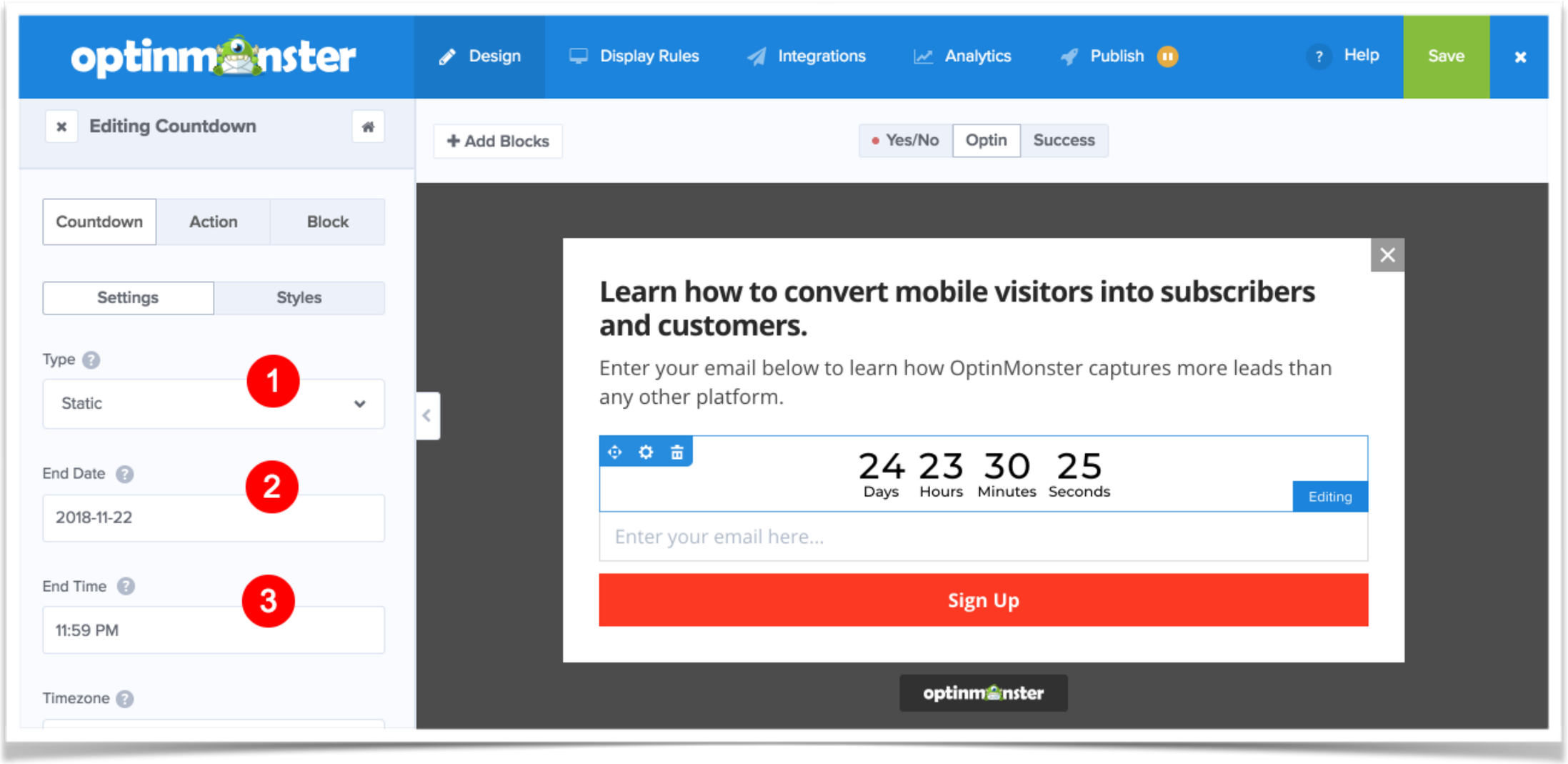
Black Friday Campaign Scheduling
Optin #1: Pre-Sale

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



Black Friday Countdown Scheduling Optin #1: Pre-Sale

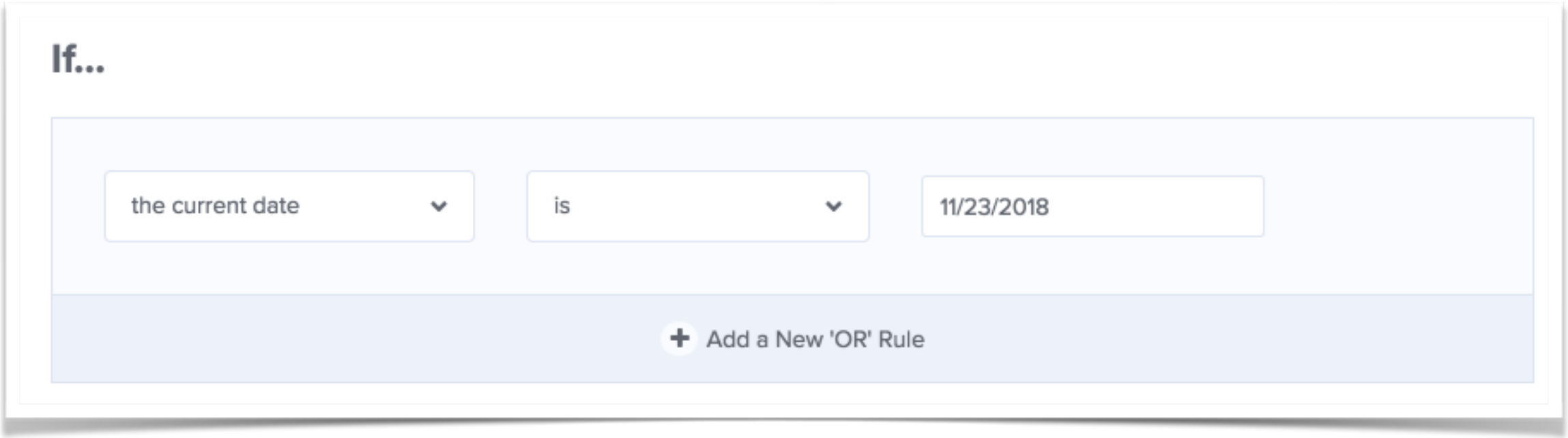
In the Design tab, click on the countdown timer in your campaign, then adjust the settings.



If the template you chose to use does not have a countdown timer, learn how to add one.

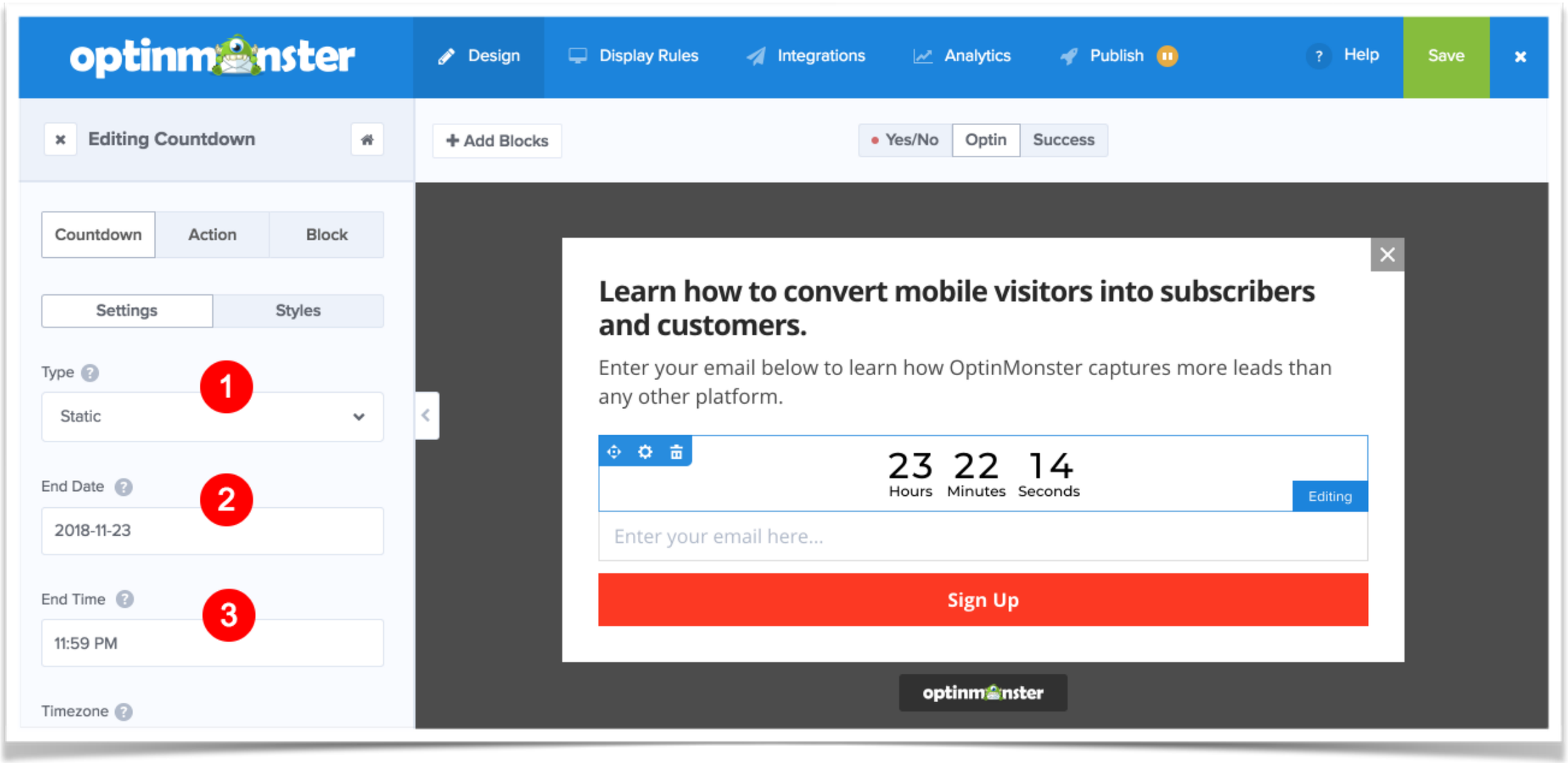
Black Friday Campaign Scheduling
Optin #2: Sale Day

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



Black Friday Countdown Scheduling Optin #2: Sale Day

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



If the template you chose to use does not have a countdown timer, learn how to add one.

CYBER MONDAY

MONDAY, NOVEMBER 26, 2018

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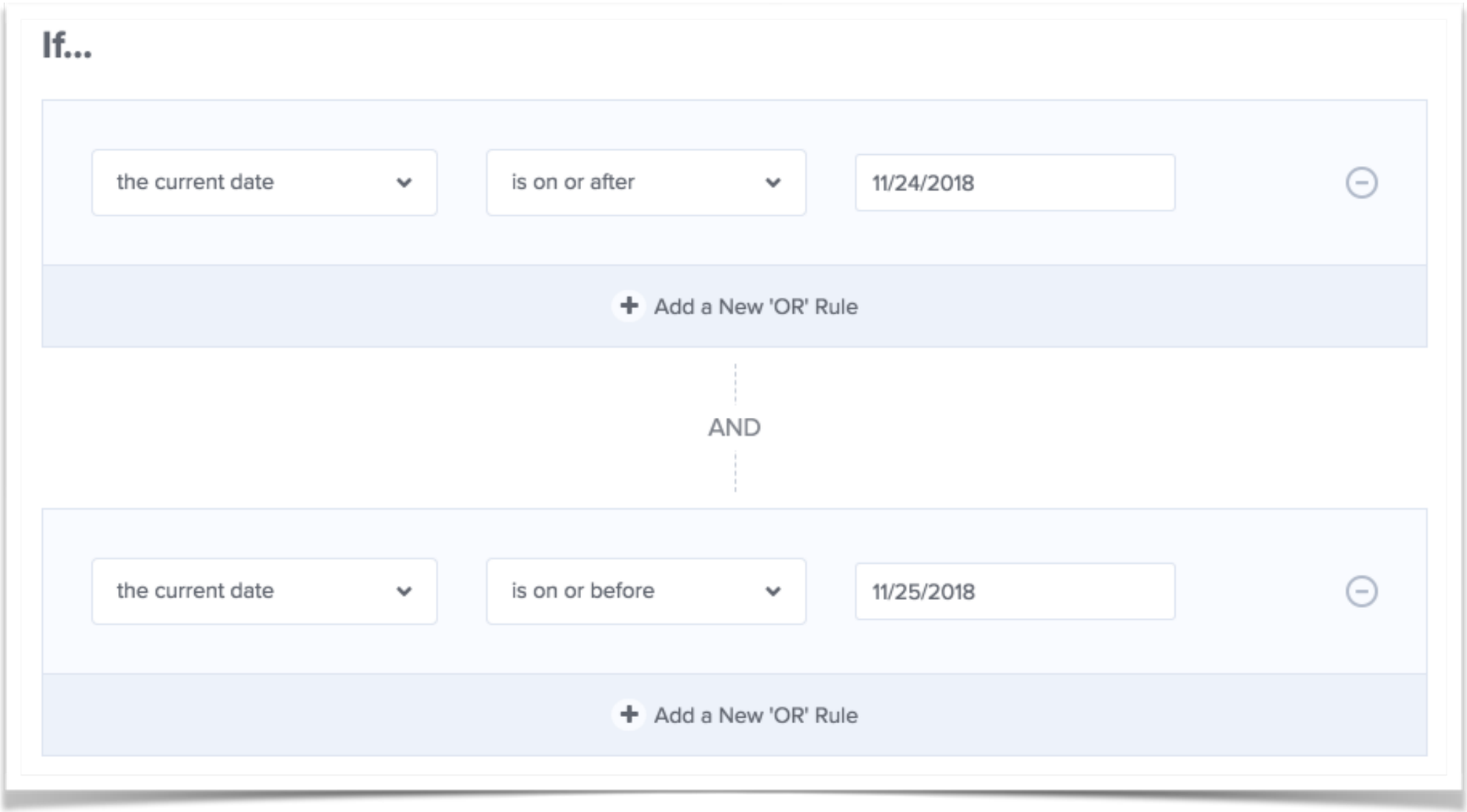
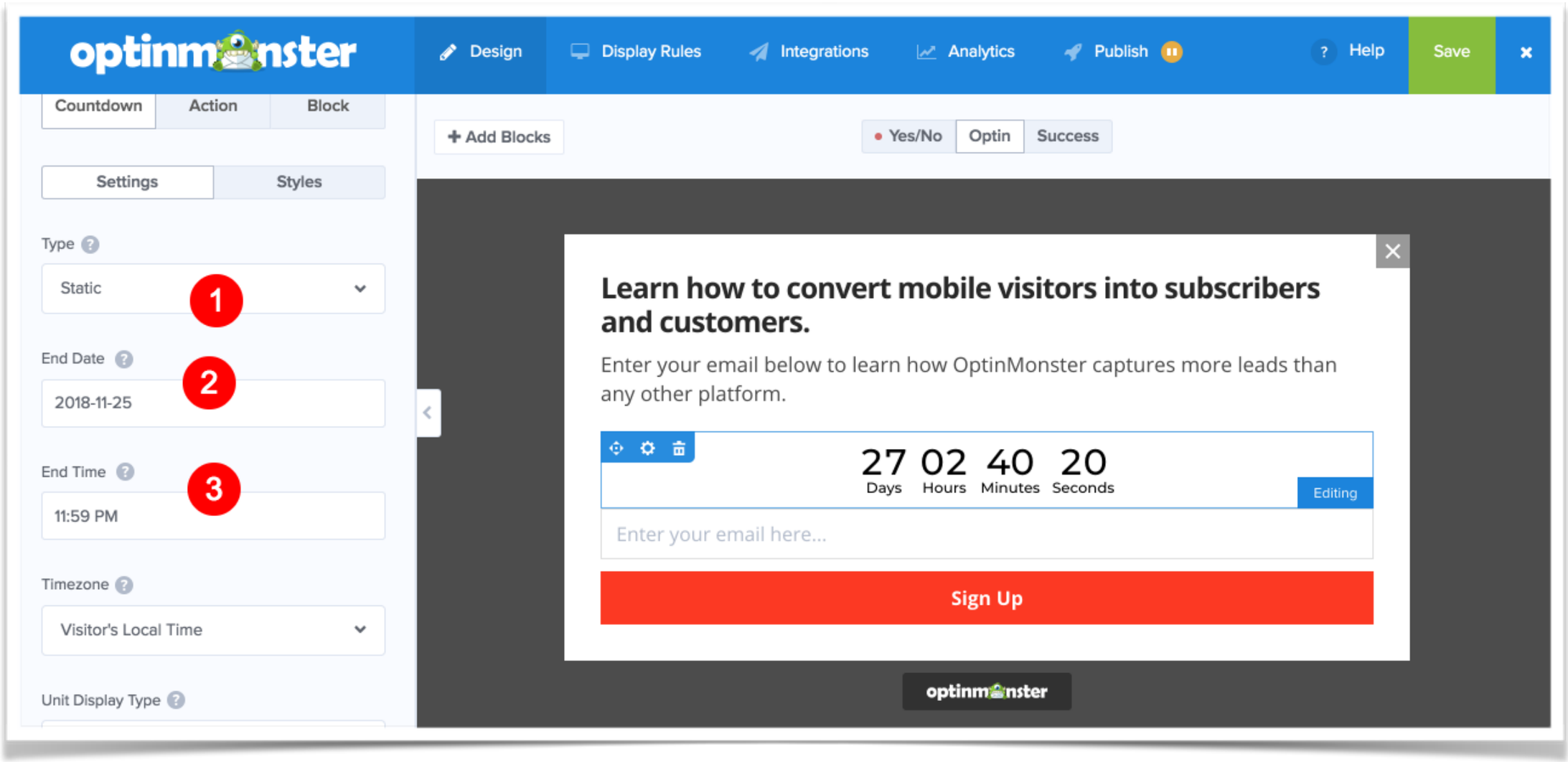
Cyber Monday Campaign Scheduling
Optin #1: Pre-Sale

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



Cyber Monday Countdown Scheduling Optin #1: Pre-Sale

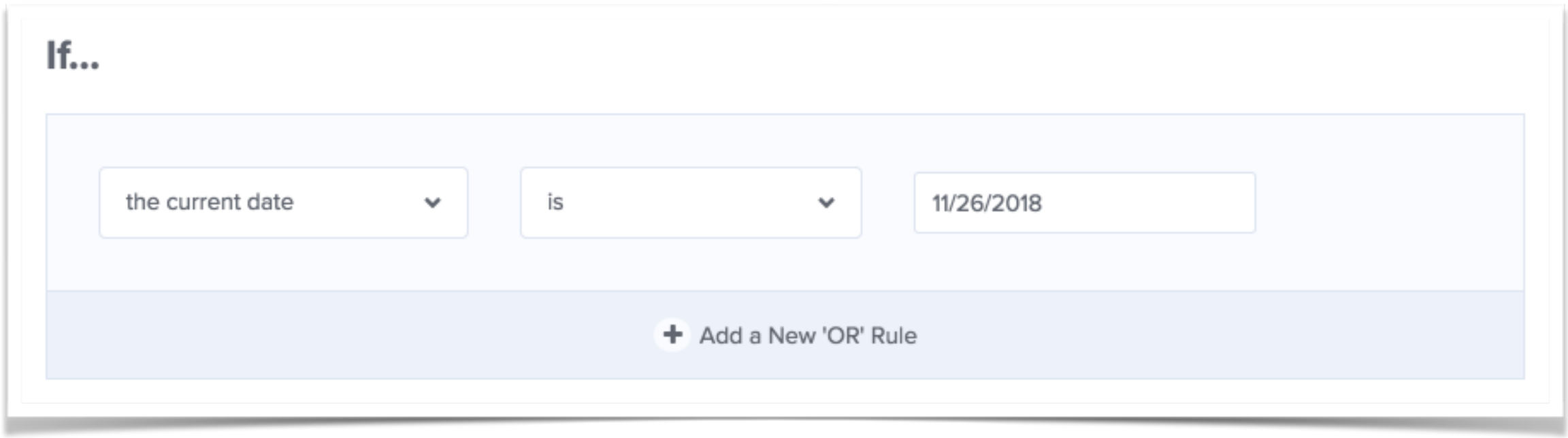
In the Design tab, click on the countdown timer in your campaign, then adjust the settings.



If the template you chose to use does not have a countdown timer, learn how to add one.

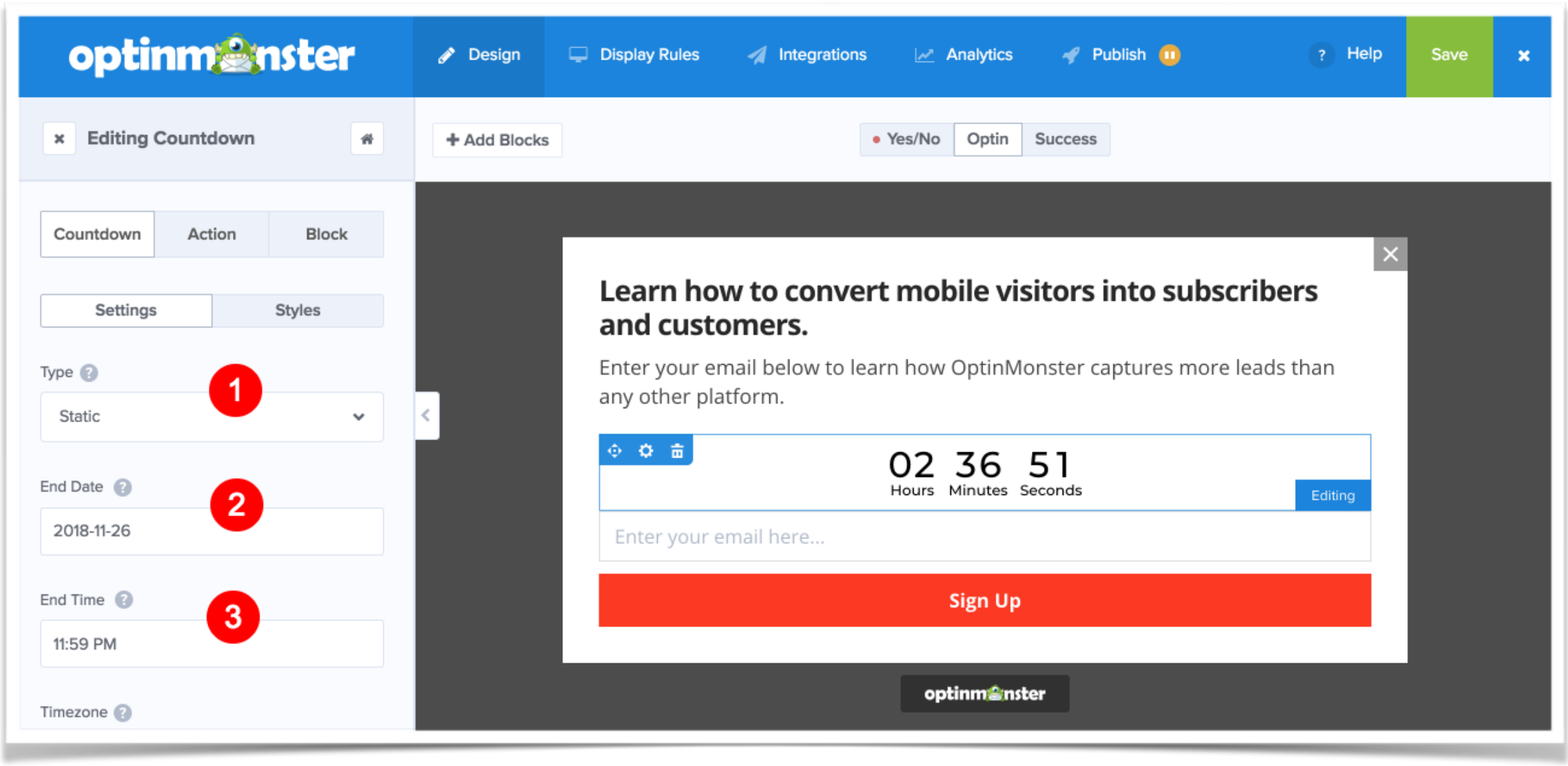
Cyber Monday Campaign Scheduling
Optin #2: Sale Day

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



Cyber Monday Countdown Scheduling Optin #2: Sale Day

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



If the template you chose to use does not have a countdown timer, learn how to add one.

CHRISTMAS DAY

TUESDAY, DECEMBER 25, 2018

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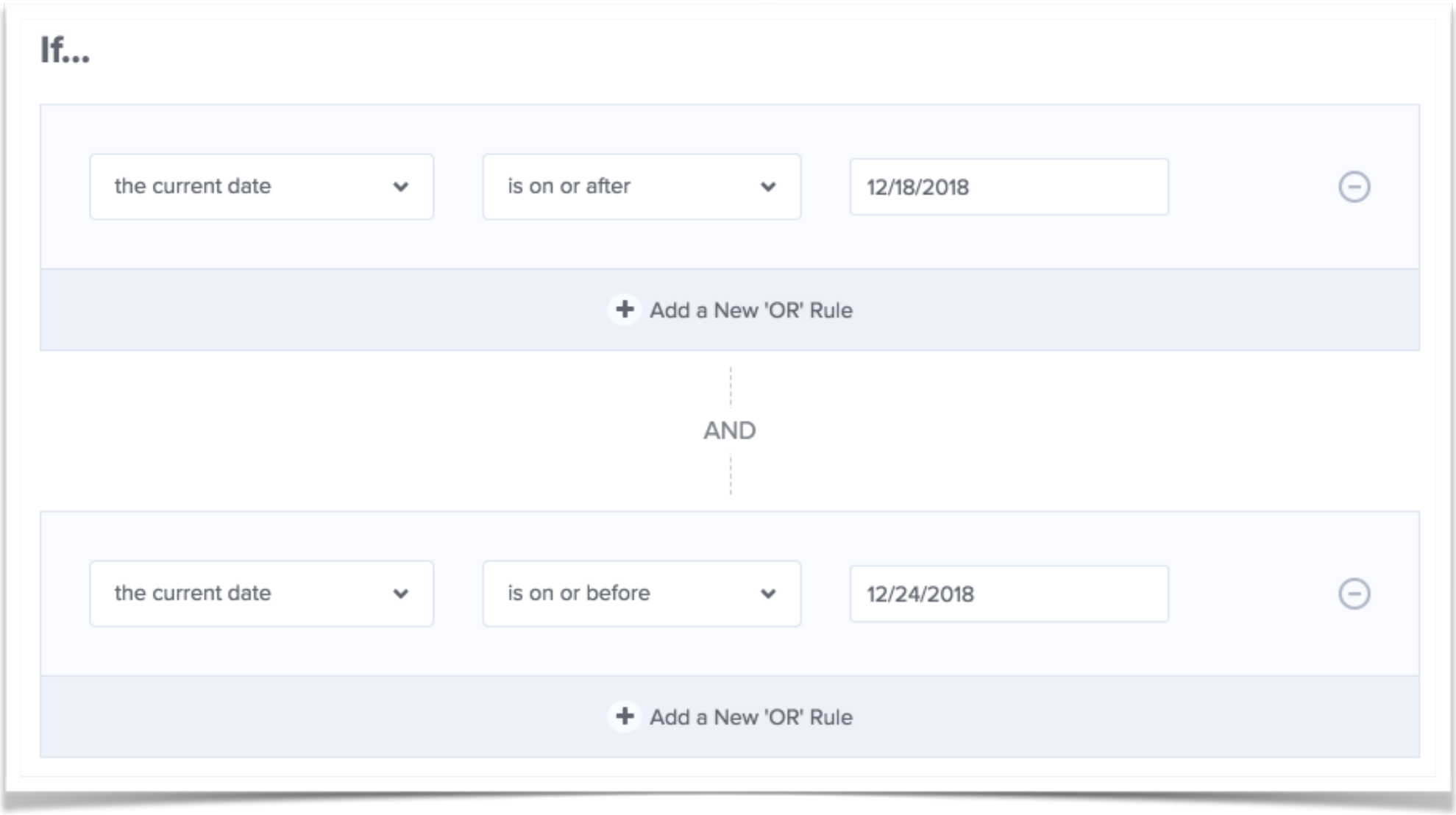
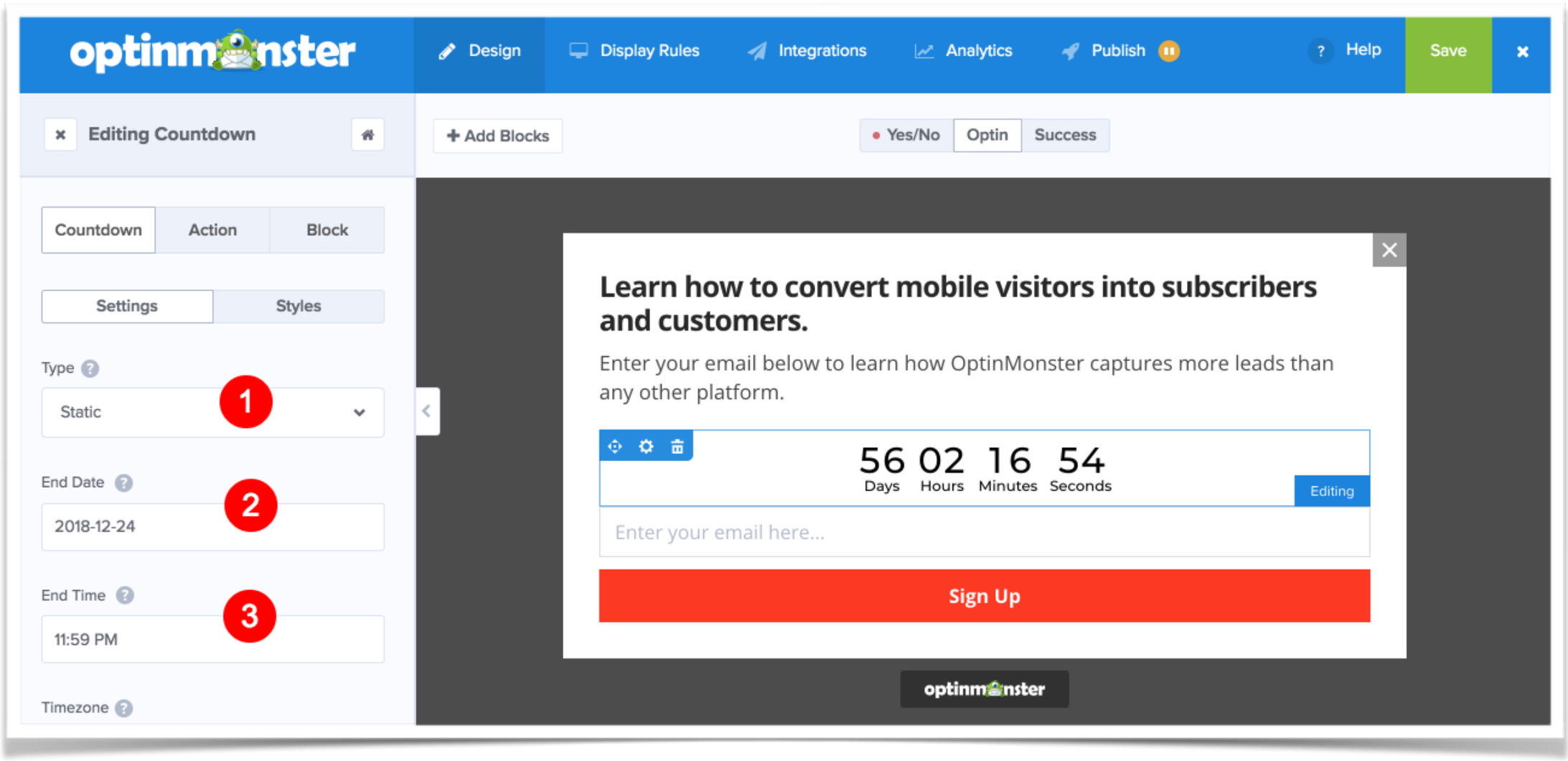
Christmas Day Campaign Scheduling
Optin #1: Pre-Sale

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



Christmas Day Countdown Scheduling Optin #1: Pre-Sale

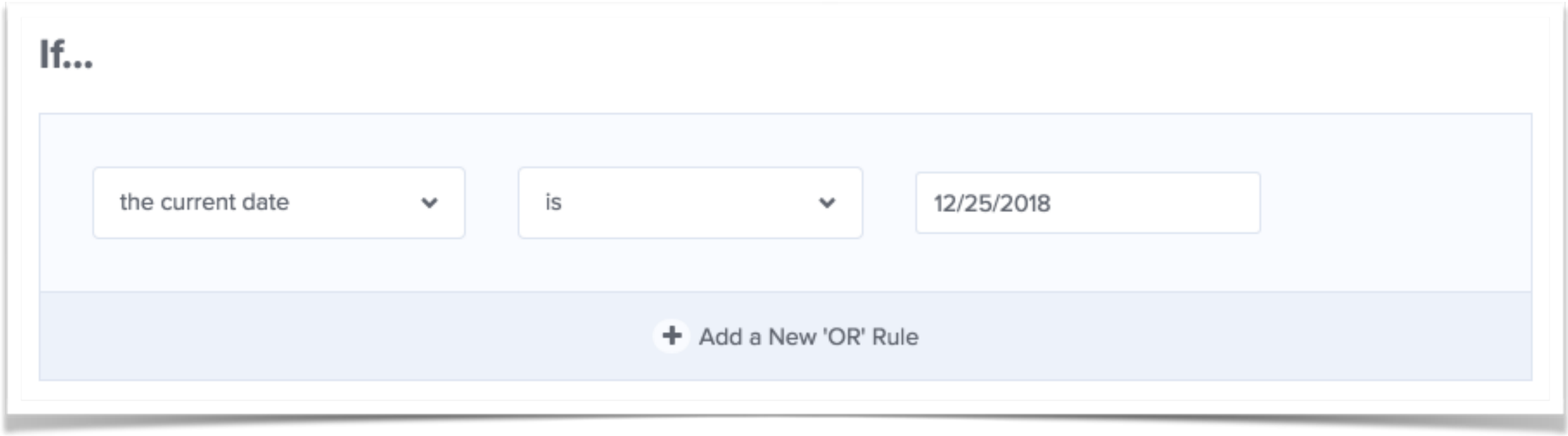
In the Design tab, click on the countdown timer in your campaign, then adjust the settings.



If the template you chose to use does not have a countdown timer, learn how to add one.

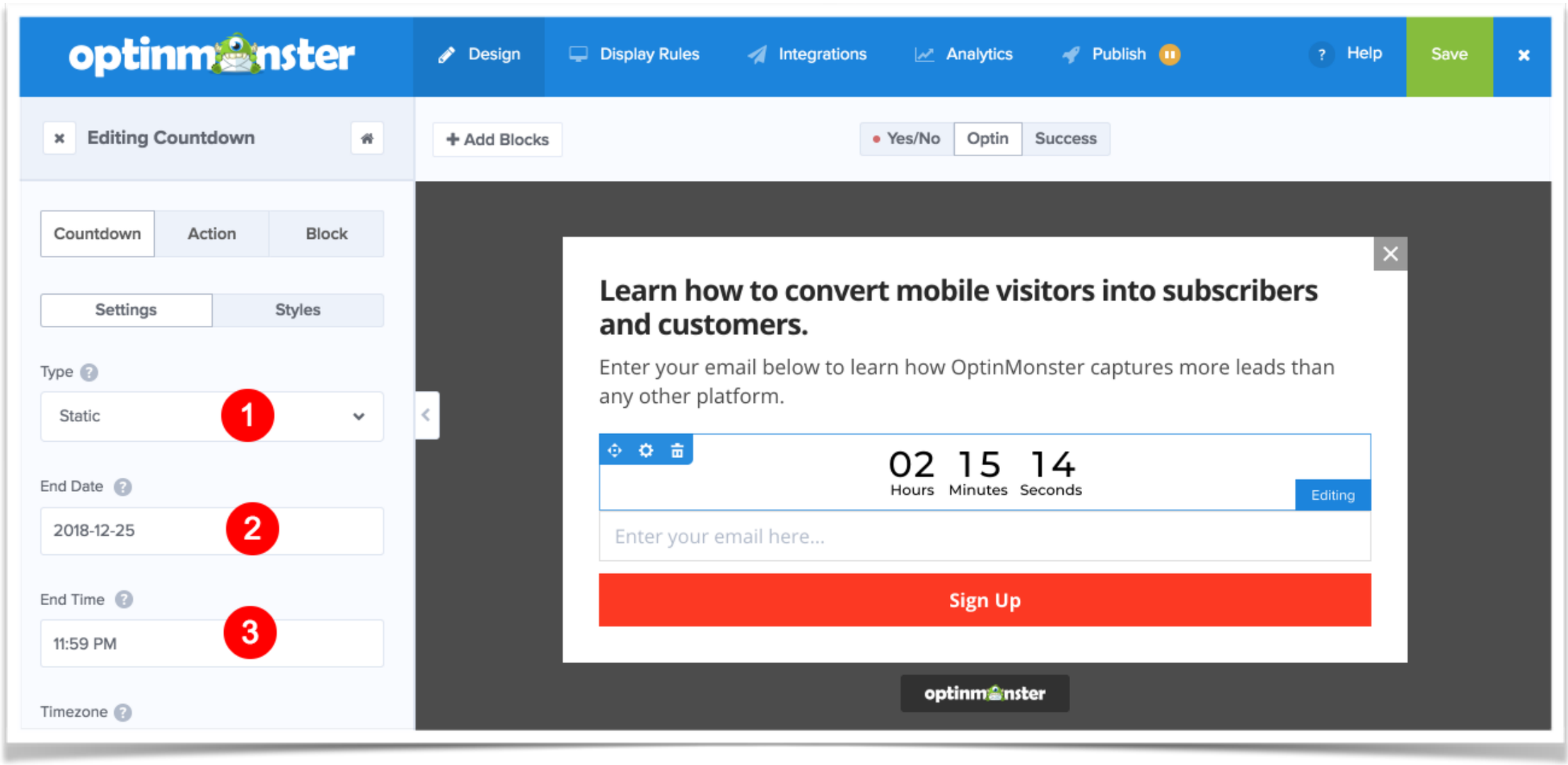
Christmas Day Campaign Scheduling
Optin #2: Sale Day

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



Christmas Day Countdown Scheduling Optin #2: Sale Day

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



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

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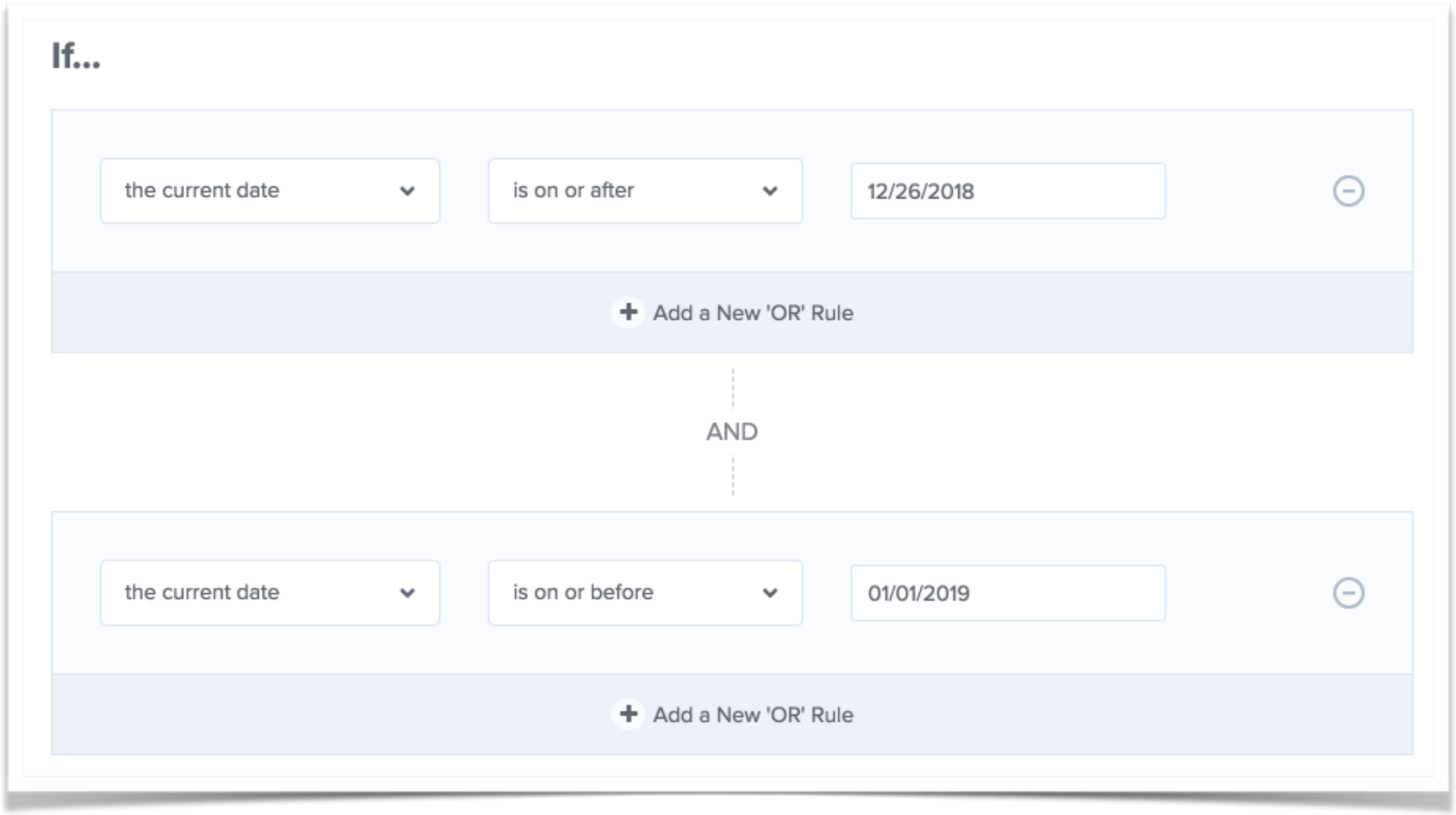
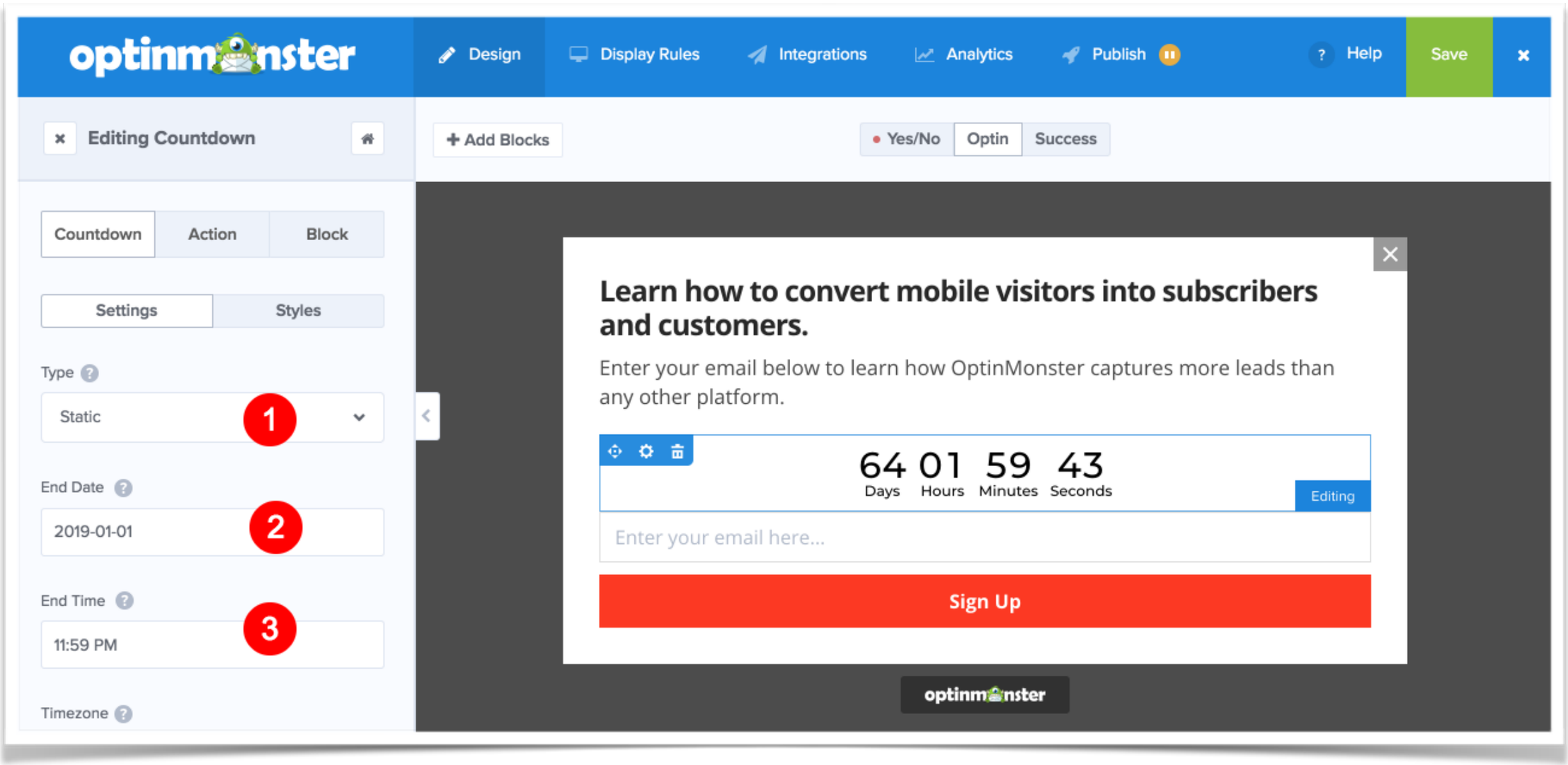
New Year's Campaign Scheduling
Optin #1: Pre-Sale

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



New Year's Countdown Scheduling Optin #1: Pre-Sale

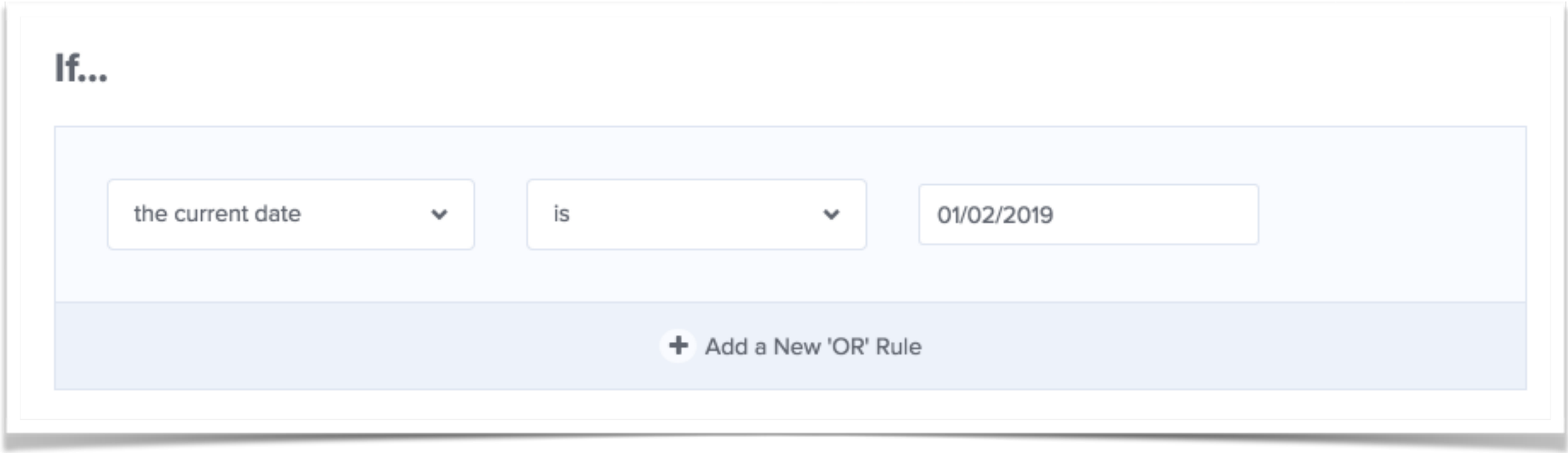
In the Design tab, click on the countdown timer in your campaign, then adjust the settings.



If the template you chose to use does not have a countdown timer, learn how to add one.

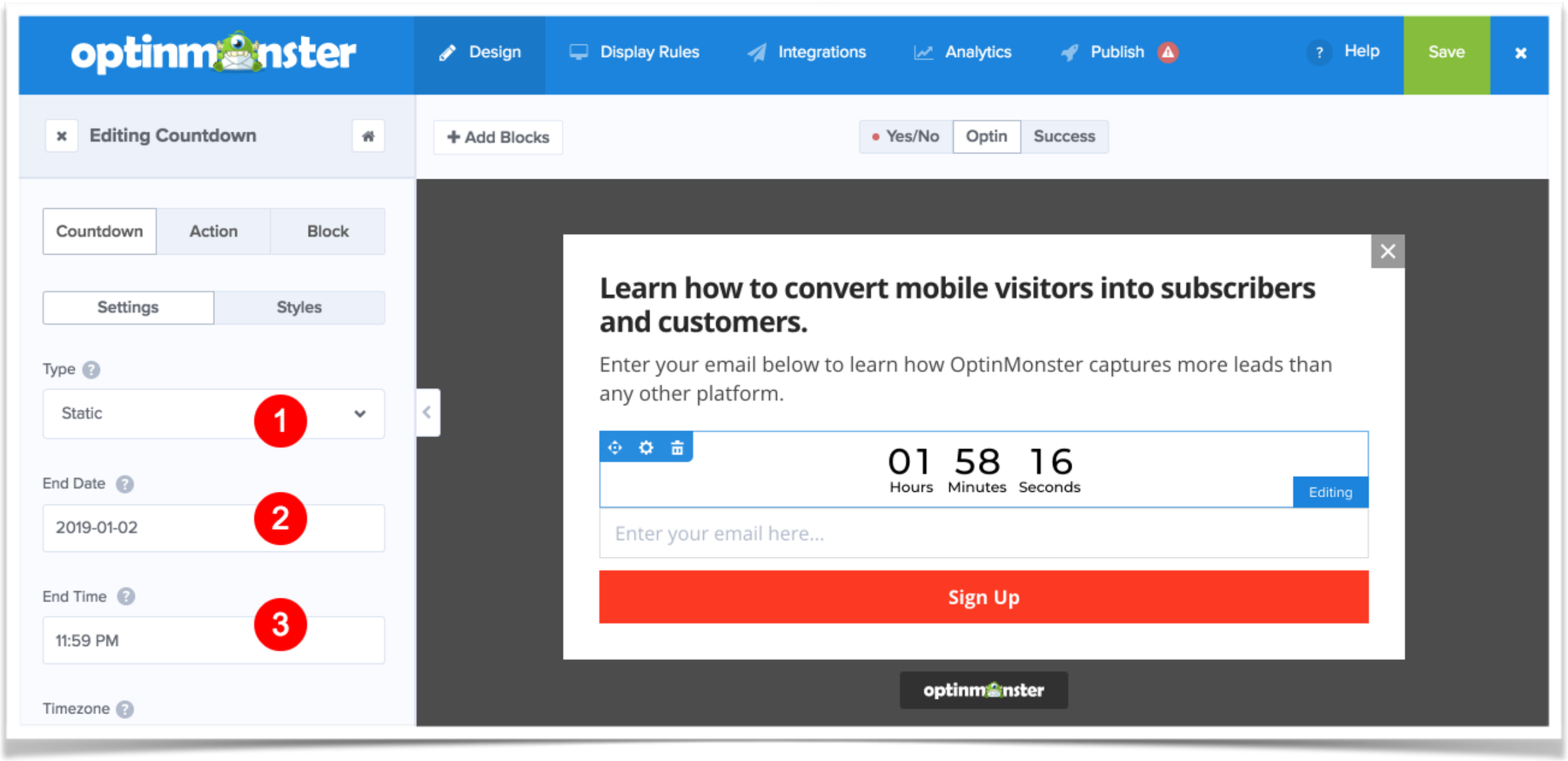
New Year's Campaign Scheduling
Optin #2: Sale Day

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



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.



If the template you chose to use does not have a countdown timer, learn how to add one.