

GUIDE TO **HOLIDAY CAMPAIGNS**

optinmonster



TABLE OF CONTENTS

1. When to Publish Optins, November - January
2. When to Send Emails, November - January
3. Scheduling Campaigns and Countdowns Using OptinMonster

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 shows the OptinMonster 'Editing Countdown' interface. The left sidebar contains settings for the countdown timer, with red circles 1, 2, and 3 highlighting the 'Type', 'End Date', and 'End Time' fields respectively. The main area shows a preview of the countdown timer on a dark background, displaying '24 23 30 25' for Days, Hours, Minutes, and Seconds. The preview also includes a text box for 'Enter your email here...' and a red 'Sign Up' button.

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
------------------	---	----	---	------------

+ 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 in the Design tab. The left sidebar shows the 'Editing Countdown' section with tabs for 'Countdown', 'Action', and 'Block'. Under the 'Countdown' tab, there are 'Settings' and 'Styles' sub-tabs. The 'Settings' sub-tab is active, showing the following configuration:

- Type: Static (indicated by a red circle with the number 1)
- End Date: 2018-11-23 (indicated by a red circle with the number 2)
- End Time: 11:59 PM (indicated by a red circle with the number 3)
- Timezone: (empty)

The main canvas shows a preview of the countdown timer. The timer displays '23 22 14' with 'Hours', 'Minutes', and 'Seconds' labels below. A red 'Sign Up' button is visible below the timer. The OptinMonster logo is 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	⊖
+ Add a New 'OR' Rule			

AND

the current date	is on or before	11/25/2018	⊖
+ 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 in the Design tab. The left sidebar contains the 'Countdown' settings panel, which is divided into 'Settings' and 'Styles' tabs. The 'Settings' tab is active, showing the following configuration:

- 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: (not specified)

The main canvas shows a preview of the countdown timer in a campaign. The timer displays '27 02 40 20' (Days Hours Minutes Seconds) and 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 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](#).

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
--------------------	------	------------

+ 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 left sidebar is titled "Editing Countdown" and contains settings for the countdown timer. The main area displays a preview of the countdown timer in a campaign.

Left Sidebar Settings:

- Countdown** (selected), Action, Block
- Settings** (selected), Styles
- Type**: Static (marked with a red circle 1)
- End Date**: 2018-11-26 (marked with a red circle 2)
- End Time**: 11:59 PM (marked with a red circle 3)
- Timezone**: ?

Main Area Preview:

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.

02 36 51
Hours Minutes Seconds

Enter your email here...

Sign Up

optinmonster

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 interface. The top navigation bar includes the OptinMonster logo and tabs for Design, Display Rules, Integrations, Analytics, Publish, Help, and Save. The left sidebar is titled 'Editing Countdown' and contains a 'Countdown' tab, 'Action' and 'Block' sub-tabs, and 'Settings' and 'Styles' sub-tabs. The 'Settings' sub-tab is active, showing fields for 'Type' (set to 'Static' with a red circle '1'), 'End Date' (set to '2018-12-24' with a red circle '2'), 'End Time' (set to '11:59 PM' with a red circle '3'), and 'Timezone'. 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 '56 02 16 54' for Days, Hours, Minutes, and Seconds respectively. 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 area.

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

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 displays the OptinMonster interface in the Design tab. The left sidebar contains the 'Editing Countdown' panel with the following settings:

- Countdown** (selected tab)
- Settings** (selected sub-tab)
- Type**: Static (marked with a red circle 1)
- End Date**: 2018-12-25 (marked with a red circle 2)
- End Time**: 11:59 PM (marked with a red circle 3)
- Timezone**: (empty)

The main canvas shows a preview of the countdown timer. The timer displays '02 15 14' (Hours Minutes Seconds) and includes an 'Editing' button. 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](#).

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 shows the OptinMonster interface for editing a countdown timer. The left sidebar contains the following settings:

- Countdown** (selected tab)
- Settings** (selected sub-tab)
- Type**: Static (highlighted with a red circle 1)
- End Date**: 2019-01-01 (highlighted with a red circle 2)
- End Time**: 11:59 PM (highlighted with a red circle 3)
- Timezone**: (not specified)

The main preview area shows a campaign titled "Learn how to convert mobile visitors into subscribers and customers." with a countdown timer displaying "64 01 59 43" (Days Hours Minutes Seconds). 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 area.

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
------------------	---	----	---	------------

+ 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 shows the OptinMonster 'Editing Countdown' interface. The left sidebar contains the following settings:

- Countdown** (selected tab)
- Settings** (selected sub-tab)
- Type**: Static (highlighted with a red circle 1)
- End Date**: 2019-01-02 (highlighted with a red circle 2)
- End Time**: 11:59 PM (highlighted with a red circle 3)
- Timezone**: (not specified)

The main area shows a preview of the countdown timer. The timer displays '01 58 16' (Hours, Minutes, Seconds) and a 'Sign Up' button. The text 'Learn how to convert mobile visitors into subscribers and customers.' is visible above the timer.

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