



Get Started with Birthday and Anniversary Emails

How to Delight Customers and Get More from Your Email Marketing in Less Time





Email marketing works because it allows you to stay connected with the people who matter most to your business — your loyal customers and supporters.

What you may not know is that in addition to your regular schedule of newsletter announcements, you can also set up emails to send automatically based on birthdays and anniversaries. These automated emails are highly effective in helping you strengthen customer relationships and reach your business goals.

Should you use birthday and anniversary emails?

Birthday and anniversary emails allow you to send personalized and timely messages with a relevant offer to your customers. These emails are a proven way to get higher opens, more clicks, and a better return from your email marketing investment.

The personal touch of birthday and anniversary emails delight customers and supporters, improve loyalty and retention, and generate long-term business results in the form of repeat business and referrals.

Best of all, you simply set up and schedule your email once and it will run automatically allowing you to reach your goals in less time than ever before.

Let's get started!

Get the most from your birthday & anniversary emails

You can set up your automated emails in a few simple steps, but first there are some questions you'll need to consider.

1. What is the goal of your email?

Celebrating your customers is a great start, but you also want to think about the results you want to see. For a birthday email, you may be looking to: keep email readers engaged, increase traffic (online or in-store), generate repeat business, or improve customer loyalty. For anniversary emails, you may also be looking to: improve customer/member retention, re-engage inactive customers, or remind people about recurring deadlines.

2. What information do you need to collect?

Based on the goal of your email, think carefully about the information you need to have available. It should come as no surprise that for a birthday email, you'll need to be collecting customer birthdates or birthday months. Anniversary emails require you to collect and manage customer information. Details like purchase information, membership details, and email subscription dates will be crucial for setting up programs to celebrate customer milestones.

There are a few different tactics you can use to gather this information:

Birthday

1. Collect information manually

If you already have this information stored, you can manually import it into your Constant Contact account.

2. Sign-up forms

Ask people to share their birthday when they first join your email list. Telling people about your birthday email program is a great incentive for people to join.

3. Reach out to existing contacts

If you haven't collected birthday information from your existing subscriber base, you can reach out to see if they'd be interested in joining your program.

Anniversary

1. Business management software

Constant Contact offers integrations with a number of industry-leading business management platforms.

2. Contact management software

If you've already been keeping track of customer and member information in another contact management platform, you can easily bring it into your Constant Contact account.

3. Personal database

If you store information offline, you can add it to your contacts within your Constant Contact account.

Get the most from your birthday & anniversary emails

3. What will you send?

Once you understand the goal of the campaign and collect the right information, you'll need to craft your birthday or anniversary messages. In most cases, you'll be deciding between an email with just a personalized greeting or an email with a greeting and an incentive to get the recipient to take a specific action.

The message should have a simple layout and be instantly recognizable when it lands in their inbox. The format of the message should look something like this:

- Greeting
- Offer
- Instructions
- Links/Contact information

4. When will you send?

With Constant Contact, you can schedule to send your email up to 14 days prior to the anniversary or birthday date. If you're simply trying to delight customers with a birthday greeting, then you'll have no problem scheduling it to send on the date of their birthday.

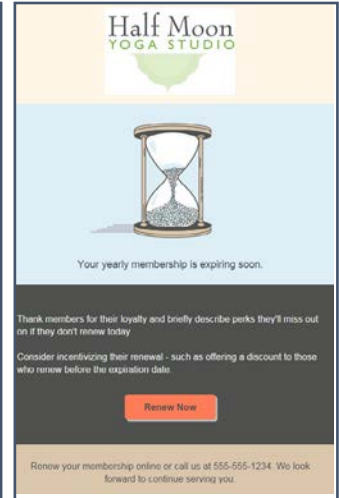
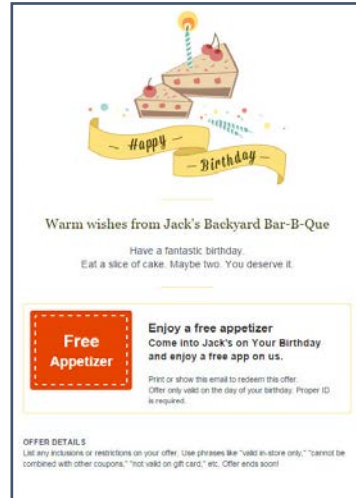
But if you're offering an exclusive promotion or incentive, you may want to consider sending your email a few days or weeks in advance to give them time to take action. You can also use your birthday email to celebrate their "birthday month" and send the message in the first week of the month.

The same applies to your anniversary emails. If people need to sign up for a service or renew a membership, you'll need to make sure they have time to do it.

At this point, you should have a good idea of everything you need to plan before sending a birthday or anniversary email. In the next section, we'll take a look at a few examples of campaigns you can try.

6 Ideas for Your Birthday & Anniversary Emails

There are a number of different greetings and offers you can try out for your birthday and anniversary emails. To help you decide on the right message for your audience, we compiled a list of 6 easy ideas for you.



Birthday

- 1. Coupon:** Offer an exclusive discount for online or in-store purchases to encourage customers to do business with you during their birthday month.
- 2. Free Item:** A special giveaway — like a free appetizer at a restaurant or a free service for a salon/spa — is an easy way to delight your customers and generate new business.
- 3. Complimentary Service:** How can you help your customers during their birthday month? Offer a complimentary service to help them enjoy their special day.

Anniversary

- 1. Member Anniversary:** Keep your members active and engaged with your business by offering a special offer on their membership anniversary.
- 2. Renewal Notice:** Set up a reminder email to let clients know that their membership will be expiring soon. Provide clear instructions and contact information for them to renew their membership.
- 3. Reengagement Letter:** Set up a program for new customers to encourage them to do business with you again. This can work especially well for businesses that offer seasonal services.

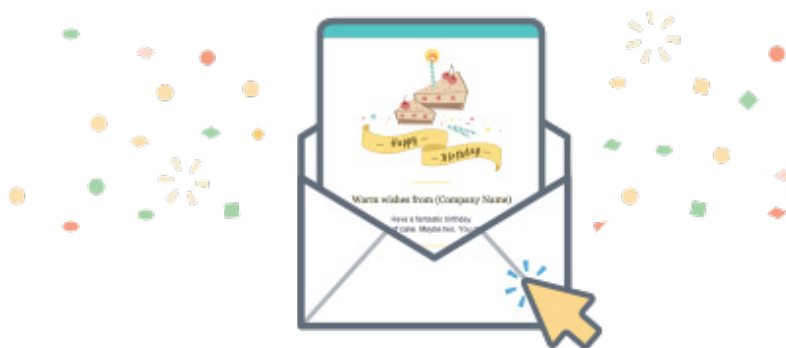
What are you waiting for?

Birthday and anniversary emails are a smart and simple way to help you get more from your email marketing.

Whether your restaurant is looking to reward loyal customers with a special birthday offer, or your service business is working to improve client retention and keep members engaged — setting up an automated email program can help.

And once your email is ready, you'll be able to choose the timing of your message and select the audience that you want to start sending to.

[Log in to Constant Contact account and start designing your emails today.](#)



Not a Constant Contact customer?

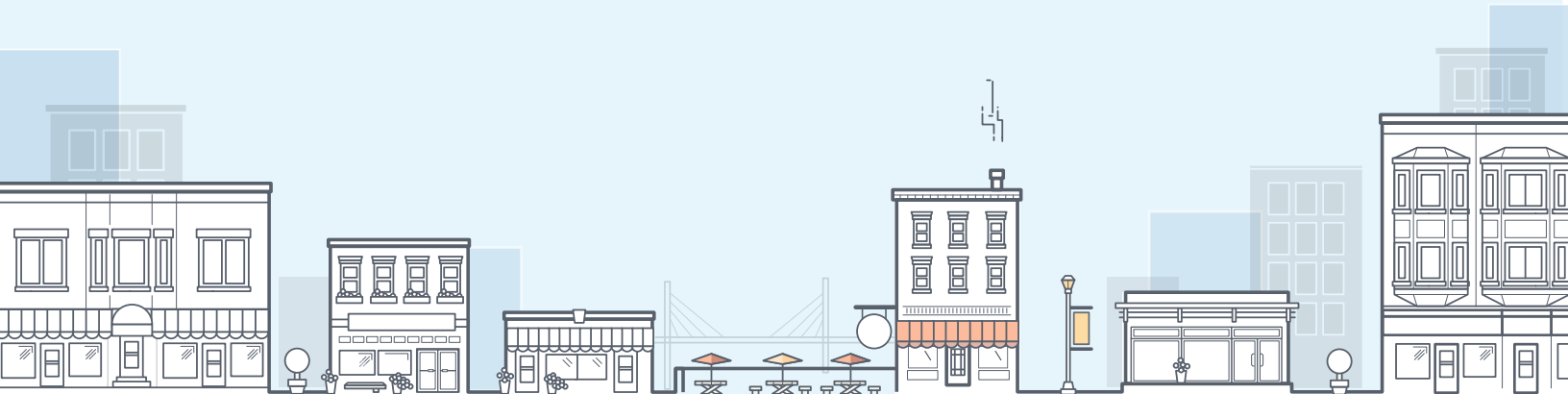
Whether you're a seasoned marketer or a small business owner with little marketing experience, we have the easy-to-use tools, KnowHow, and coaches to get you started with email marketing. Best of all you, can try it free for 60 days.

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