

Stampede

December 2023

Email Marketing Guide For Hospitality Businesses

What's inside

6 Instant Campaigns

4 templates designs & 8 blog articles

The
LOBSTER
SHACK



Lobster Shack Gift Card

**Treat someone special
this Christmas**

This holiday season, give the gift of extraordinary taste and festive cheer with a Lobster Shack Gift Card! 🍷🍴 Perfect for food enthusiasts, friends, and family, our gift cards are a delectable way to spread joy and indulge in a culinary celebration.

BUY GIFT CARD

mangia!



**Countdown to 2024 with a Spectacular
New Year's Eve Bash at Mangia!**

Here's why Mangia is THE place to be this New Year's Eve:

🎵 **Live DJ & Dance Floor:** Groove to the hottest beats as our DJ spins the ultimate party playlist. Dance the night away with friends and welcome the New Year in style!

🍷 **Premium Open Bar:** Raise your glass to a night of unlimited cheer! Enjoy a premium selection of cocktails, beers, and bubbly throughout the evening.

Book now

View menu

Your December Newsletter

It's Time To Celebrate!

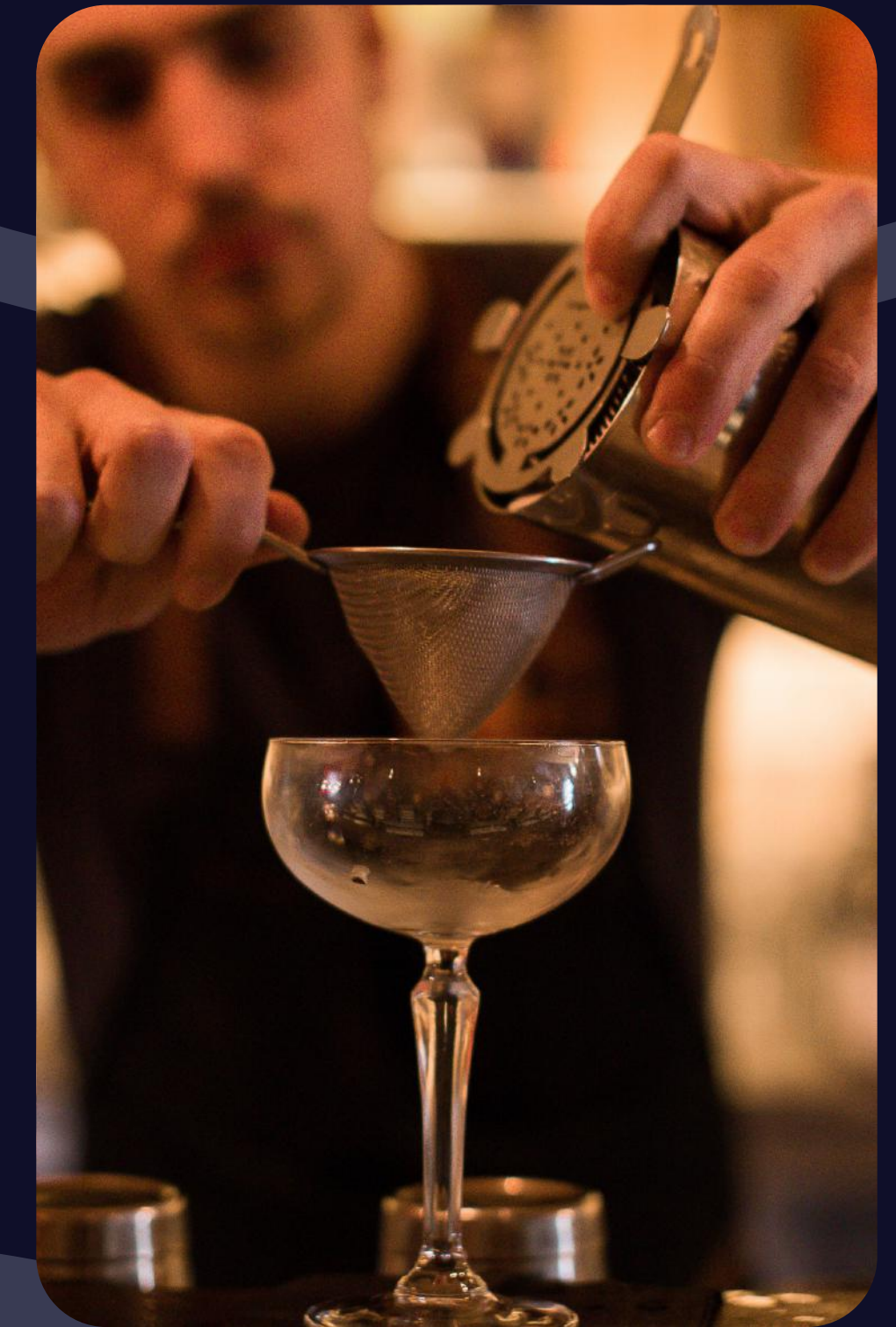
Your festive newsletter is an opportunity not to be missed.

Send a summary of all your festive events, offers and gift ideas to all your customers early in the month.

This will help you drill down on what topics your audience are interested in. Better targeting will give you more conversions

What To Include:

- Event calendar and booking links
- Special opening hours
- Gift ideas and shop links
- Christmas menus



Christmas Gift Ideas Campaigns

On top of your Christmas bookings and parties, gifts can be a fantastic extra revenue booster.

Whether it's cash-value gift cards or experience packages, email campaigns are the best way to drive sales.

Send 1-2 emails through the month, and don't forget a "Last minute gift ideas" email. Factor in delivery times, or highlight the convenience of digital gift cards.

[Get Template](#) ↗

Napoli
Italian Food Est. 2020



Christmas Cocktail masterclass

'Tis the season to be jolly, and what better way to spread the holiday cheer than with a festive twist? We're thrilled to invite you to our exclusive Christmas Cocktail Masterclass, where we'll be shaking up the merriest concoctions to make your holiday celebrations unforgettable.

BOOK NOW

[Get Template](#) ➞

Festive Event Updates

Keep customers up to date and fill those final spaces at your seasonal events.

Christmas pub quizzes, visits from Santa, New Year's Eve party, whatever you have going on, dedicate some campaigns to giving these a last push.

What To Include:

- Lean hard on the FOMO - what will customers miss if they don't come along
- Make cut off dates super clear
- Big "Book Now" buttons and lots of links to your website for more information



Unwrap the Magic of the Season at Luckies

As the festive season approaches, we invite you to join us at Luckies Restaurant & Bar for a holly-jolly celebration filled with good cheer, delectable treats, and merry memories! ✨

👶 Santa's Sips: Naughty or Nice Cocktail Night 🍹 Join us on 18th for a night of festive mixology as our talented bartenders whip up special holiday concoctions. Whether you've been naughty or nice, there's a cocktail with your name on it!

🎄 Yuletide Feast: Christmas Eve & Day Specials 🍽️ Indulge in the spirit of the season with our specially crafted Christmas menu. From succulent roast turkey to decadent yule log desserts, our chefs have curated a feast fit for a holiday celebration. Gather your loved ones and make it a night to remember!

Winter Charity Appeals

If you've got any kind of charity appeals or fundraisers going on this winter, an email to your database goes a long way to help.

Increase awareness and donations with some short updates to your customer mailing list.

Update them on the progress to the fundraising target, or the countdown to the big event itself. However your raising money, keep customers in the loop.

Good storytelling and carefully placed buttons in your emails will work well here.



Digital Xmas Cards

A bit of fun and customer engagement amongst all the sales and marketing.

Wish all your customers a happy Christmas with a digital greetings card via email.

This is a prime opportunity to **include your special opening hours** over the last week of December.

Have fun, make it super festive, and get creative - digital cards can do so much!

[Get Template](#) ➞

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New Year's Campaigns

It's easy for customers to get caught up in Christmas and lose focus on what comes after.

To maximise the revenue available in this period, make sure to send campaigns pushing customers toward post-Christmas events and bookings.

What To Include:

- What's unique about your New Year celebration?
- Make it easy to find availability and book
- Highlight reels/pictures of last year's event

[Get Template](#) ↗

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[Book now](#)

[View menu](#)

Featured Article - December


Sell more gift cards in the
build up to Christmas




Additional Resources:



More Free Resources for December



Blog article vs
ChatGPT vs Jasper AI
Two AI Tools Compared



Blog article
Ways to Boost Your
Restaurant in Winter



Blog article
10 Quick Ways To
Prevent Lost Revenue From
No-Shows



Blog article
AI in Hospitality Marketing:
A Complete Guide



Blog article
How to Speed Up Content
Creation with AI

Stampede

Bring back 5x more guests

Unlock the power of hospitality email marketing

- Grow your audience faster with built-in data capture tools
- Ready-made hospitality templates and campaign guides
- Save time and boost conversions with automated, personalised campaigns

[Book A Demo](#)

