

SMS Marketing

December 2021 CALENDAR

SMS MARKETING STRATEGY

It's the last month of this year - sigh! It's the last month for you to make an impact on your customers with your SMS marketing plan. Check out 25+ SMS templates that you can simply copy, paste, edit and make your own.

Then, send using TxtCart!



DEC 1st



World Aids Day

World Aids Day is observed on the 1st of December every year to raise awareness of the AIDS disease caused by the spread of HIV infection. Around the world, people unite to support the cause of awareness, people living with AIDs and those affected by it. The theme for 2021 is “Ending the HIV Epidemic: Equitable Access, Everyone’s Voice”. To show your support, send out one of below SMSes:

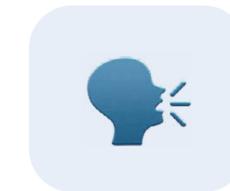
(Site name): (First name), today, on World Aids Day, help us help those affected by making a puchar from our site. 25% of the proceeds will be donated to (Aids charity name). Thank you!

(Site name) Everyone deserves respect and dignity. On World AidsDay, let us spread awareness and the message of love and inclusivity. Aids is not contagious. Let’s fight it together.

Hi (First name), join us on International Day of Persons with Disabilities to spread awareness about the need for being inclusive. We are one and equal.

Today, on International Day of Persons with Disabilities, do your bit. Shop from [\(Site link\)](#). 10% of the proceeds will be donated to (Charity name). Thank you.

DEC 3rd



International Day of Persons with Disabilities

On December 3 this year, observe International Day of Persons with Disabilities, themed “Building back better: towards an inclusive, accessible and sustainable post COVID-19 world by, for and with persons with disabilities”. Show that your brand supports this day and cause and spread the awareness about the understanding of disabilities, and need for inclusivity. Here are some templates you could use:

DEC 4th



Cookie Day

And then there's Cookie Day! Celebrated on December 4, while we're not sure about the exact origins of this day, we think all that matters is that there's a day dedicated to cookies. Celebrate this day with your subscribers by sending them one of the following SMSes.

Hey (First name), wishing you a Happy Cookie Day! Head over to [\(Site URL\)](#), shop for \$20 or more and we'll send your package along with a pack of yummy cookies. The flavor's a sweet surprise for you!

Hi (First name), it's the sweetest day on earth - it's Cookie Day! Head over to the gourmet section on [\(Site link\)](#) to choose from our variety of cookie gift boxes!

(Site name): Hi (First name),
On World Soil Day, here's a
selection of five must-read
articles to understand the
importance of healthy soil.
Happy reading!

Hi (First name), today, on
World Soil Day, we're giving
away a 10% off on all our
organic products on (Site
name). Happy shopping!

DEC 5th



World Soil Day

December 5 is observed as World Soil Day - an international day to celebrate soil. It aims to focus attention on the importance of healthy soil and to advocate for the sustainable management of soil resources. As a brand, you can spread the message and let people know the causes that your brand supports. Use these templates:

DEC 7th



Armed Forces Flag Day

The Armed Forces Flag Day, celebrated on December 7 is observed to collect funds from common people and honor the martyrs at the border. To show your support, you could create an SMS campaign to spread the word and encourage customers to donate by shopping on your site. Use these templates:

Hi (First name), would you like to help us help the armed forces on The Armed Forces Flag Day? If yes, shop from (Site name) before Nov 10. 50% of the proceeds will be donated to (Charity name).

(Site name): Hi (First name), let's come together to celebrate and spread awareness about the importance of helping our armed forces. Read this article about how you can help: [\(link\)](#)

Hey (First name), it's International Mountain Day tomorrow (Dec 11). To spread its message of sustainable mountain tourism, we're giving away a 10% across our travel collection. Shop here: [\(Site link\)](#)

Hi (First name), as a brand, we're all for sustainability and on International Mountain Day, we'd like to share a good read with you from our blog: [\(blog link\)](#)

DEC 11th



International Mountain Day

International Mountain Day falls on December 11. It's a day to promote awareness for mountain communities around the globe. This year's theme is 'Sustainable Mountain Tourism'. As a brand, you could spread the word and awareness by sharing these SMS messages:

DEC 17th



National Ugly Christmas Sweater Day

The third Friday in December is celebrated as National Ugly Christmas Sweater Day. A day to lighten up the busy time just before the holidays. Celebrate this day with your customers by sending them one of these fun SMSes.

Hey (First name), think you can out-do your last year's ugly sweater? To spruce up your sweater On National Ugly Christmas Sweater Day, head over to our craft section [\(Site link\)](#) for some wacky, hideous ideas!

Our sweater is ugly than your sweater, (First name)! Checkout our collection of Christmas sweaters for this year and some ideas to make it ugly in our blog: [\(blog link\)](#).

Hey (First name), Free Shipping Day's coming soon. Plan your online shopping splurge. Head over to (Site name), select your items and add them to cart. On December 18, simply checkout and avail free shipping on all orders!

Hey (First name), we've made this year's Free Shipping Day even more special! We're offering same day dispatch, which means your items will reach you much before Christmas Eve. Start shopping! [\(Site link\)](#)

DEC 18th



Free Shipping Day

Free Shipping Day is a one-day event when retailers offer free shipping and guarantee items will be delivered by Christmas Eve. On this promotional holiday, consumers get to shop from online merchants without any worry about shipping charges. Make the most of this day by running a 'Free Shipping' SMS campaign. Here are some SMS templates you could use:

DEC 18th



Bake Cookies Day

Bake Cookies Day - a reminder to us to slow down, bake some cookies at home, indulge in the aroma of freshly baked cookies, and try our hands at baking. If your site sells grocery or baking accessories, it's a great opportunity for you to run a special campaign. If not, share generic baking messages with your subscribers. Here are a few SMS templates to help you.

Hi (First name), get baking them cookies with your loved ones! Get a 20% discount across baking accessories and ingredients on (Site name). Only today. Happy Bake Cookies Day!

Hey (First name), let's celebrate Bake Cookies Day by recognizing the importance of cooking / baking at home, and enjoying meals with our loved ones. Enjoy the day!

(Site name): It's Go Caroling Day, (First name), and we couldn't not share our favorite carols with you. So here's a list of the best carols on our blog. Read and listen here: [\(Blog link\)](#).

Happy Go Caroling Day, (First name). We have something special for you on (Site name). We'll play your favorite carols in the background while you shop on our site.

DEC 20th



Go Caroling Day

Christmas is incomplete without carols. And that's exactly why December 20 is celebrated as Go Caroling Day. On this day, people merrily sing songs from door to door in the spirit of the holiday season. Celebrate this day with your customers by sending them SMS greetings.

DEC 25th



Christmas Day

For eCommerce store owners and marketers, there's no better time than Christmas to express gratitude and heartfelt wishes to customers. Your Christmas SMS will not only make your customers happy, it will also help you earn the customers long-term loyalty. Try these SMS templates this Christmas:

(Site name): Hi (First name)!
We really appreciate your support by shopping from our site this holiday season. Now, it's time to enjoy the season with people who really matter - your loved ones. Merry Christmas!

(Site name): (First name)!
Christmas is the most special time to be thankful for all the wonderful blessings in our lives. Wishing you a Merry Christmas and a Happy New Year!

(Site name): Hi (First name), we've made Boxing Day even special for you. Enjoy a 15% off across our store. Sale date: Dec 26, 8am to 12 midnight.

Hey (First name): There's only one way we would like to thank you for shopping from us this festive season - buy from [\(Site link\)](#) on Boxing Day (Dec 26) and get a free gift at checkout. Thank you!

DEC 26th



Boxing Day

The day after Christmas - December 26 - is Boxing Day! Although traditionally the day is celebrated by giving gifts to the poor, today, Boxing Day is primarily known as a shopping holiday. And that's good news for eCommerce stores, isn't it? Observe this day by sending these SMS templates with your customers:

DEC 31st



New Year

It's finally that time of the year - a time to look back and look ahead at the new year. For brands, it's an exciting time with new plans and new opportunities to meet their goals. To celebrate this special day, send a greeting to your customers. Here are some SMS templates to help you cut through the noise.

5... 4... 3... 2... 1... Happy New Year, (First name) from all of us at (Site name)

Hi (First name), here's to a bright new year and a fond farewell to the old one - Happy New Year! See you soon on (site name)

Ready to use these SMS marketing templates?

It's time to get started with TxtCart!

Start your free trial today.