



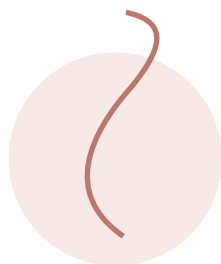
BFCM Holiday Emails, Planned

The \$79 Planning Package | Sample

A customized holiday email strategy with ten campaign concepts, audiences, subject lines, calls to action, and visuals.

PREPARED FOR

California Permanent Makeup



CALIFORNIA
PERMANENT MAKEUP

2026 Black Friday Cyber Monday Email Campaign

10 Holiday Emails, Planned

A sample of the \$79 campaign-planning package, featuring California Permanent Makeup

A real-world example of strategic email planning

This sample illustrates the structure and strategic thinking behind a Jeanius Marketing email ideas package. The concepts are illustrative and are not a claim that California Permanent Makeup has approved or sent these campaigns.

What the \$79 package includes

10 dated campaign ideas • subject lines • preview text • suggested audience • messaging direction • call to action • visual suggestion.

What it does not include

Full email copywriting, design, list setup, automation, or sending. Those services are quoted separately.

Campaign goal

Balance educational content, personal connection, seasonal buying intent, and returning-client reminders. Avoid over-mailing by replacing or adapting existing sends rather than automatically adding ten more.

Suggested campaign calendar

DATE	EMAIL IDEA	PRIMARY GOAL
Oct 27	The Gift of More Time	Consultations
Nov 5	Beautiful Brows, Your Way	Brow inquiries
Nov 12	A Little Color Goes a Long Way	Lip consultations
Nov 19	Holiday Preview	Build anticipation
Nov 25	Subscriber Appreciation	Reward loyalty
Nov 27	Black Friday	Bookings
Nov 28	Small Business Saturday	Brand trust
Nov 30	Cyber Monday	Close approved offer
Dec 10	Give the Gift of Confidence	Gift inquiries
Dec 29	A Fresh Start	January appointments

Your 10 Email Concepts

01 | Oct 27 | The Gift of More Time

Subject

What would you do with 15 extra minutes each morning?

Preview

A simpler morning starts with a little planning.

Audience

Prospects; brow and eyeliner inquiries

Message

Introduce the everyday convenience of permanent makeup without promising a specific time saving for every client. Invite readers to consider their morning routine.

CTA

Book a complimentary consultation

Visual

Close-up of healed brows or eyeliner

02 | Nov 5 | Beautiful Brows, Your Way

Subject

Your brows should look like you.

Preview

Explore a personalized approach to beautiful brows.

Audience

Prospects interested in brows

Message

Explain that brow options depend on skin, goals, and suitability; compare microblading and powder brows only where these are current services.

CTA

Explore your brow options

Visual

Two real, consented healed-results images

03 | Nov 12 | A Little Color Goes a Long Way

Subject

A little lip color can make a big difference.

Preview

Learn what to expect from a personalized lip consultation.

Audience

Prospects interested in lip services

Message

Introduce lip color as a tailored service, with realistic expectations for healing and follow-up

Your 10 Email Concepts

05 | Nov 25 | Subscriber Appreciation

Subject

A holiday thank-you, just for you.

Preview

You're getting the first look.

Audience

Loyal subscribers and previous clients

Message

Offer early access only for an approved promotion; alternatively offer priority consultation scheduling.

CTA

See the holiday details

Visual

Artist portrait with subtle holiday styling

06 | Nov 27 | Black Friday

Subject

Your Black Friday beauty opportunity is here.

Preview

A little extra reason to plan ahead.

Audience

Prospects; opted-in subscribers

Message

Present one clear, approved offer with eligibility, expiration, and booking terms; do not discount by default.

CTA

Request an appointment

Visual

Single-service real result plus simple offer text

07 | Nov 28 | Small Business Saturday

Subject

Behind every appointment is a real person.

Preview

A personal note from your artist.

Audience

Entire list

Message

Share the artist's story and highlight one-on-one care, artistry, and local connection. Avoid unsupported credentials or awards.

Your 10 Email Concepts

09 | Dec 10 | Give the Gift of Confidence

Subject

A gift that feels personal.

Preview

Consider a thoughtful beauty experience.

Audience

Gift buyers; existing clients

Message

Explain gift certificate purchasing and redemption only after confirming the process, amounts, and terms.

CTA

Ask about gift certificates

Visual

Gift certificate photographed with neutral ribbon

10 | Dec 29 | A Fresh Start

Subject

Is it time for a little refresh?

Preview

Make space for yourself in the new year.

Audience

Past clients due for maintenance; new prospects in separate version

Message

For previous clients, discuss whether maintenance may be appropriate; for prospects, invite a first consultation. Do not assume everyone needs a touch-up.

CTA

Check on maintenance / book a consultation

Visual

Healed-results collage or clean calendar image



Want us to do it all?

The ideas are just the beginning. Jeanius Marketing can take your campaign from the first message to the final send ? without adding another project to your to-do list.

Complete done-for-you email marketing

- Campaign strategy, messaging, and complete email copy
- Custom graphics and image selection
- Email design, formatting, and mobile-friendly testing
- Audience segmentation, scheduling, and setup
- Implementation in your email platform — or ours
- Launch checks and post-send performance review

Ready to have it handled?

Ask Jeanius Marketing about complete campaign execution.

Planning and done-for-you implementation are separate services.