

HOLIDAY MARKETING TOOLKIT · 2026 SEASON

Seven Campaigns to Carry Your Practice From October to January

What to send, when, and to whom, with ready-to-edit emails, text messages, and Ask AI prompts. Every cost is spelled out so there are no surprises on your bill.

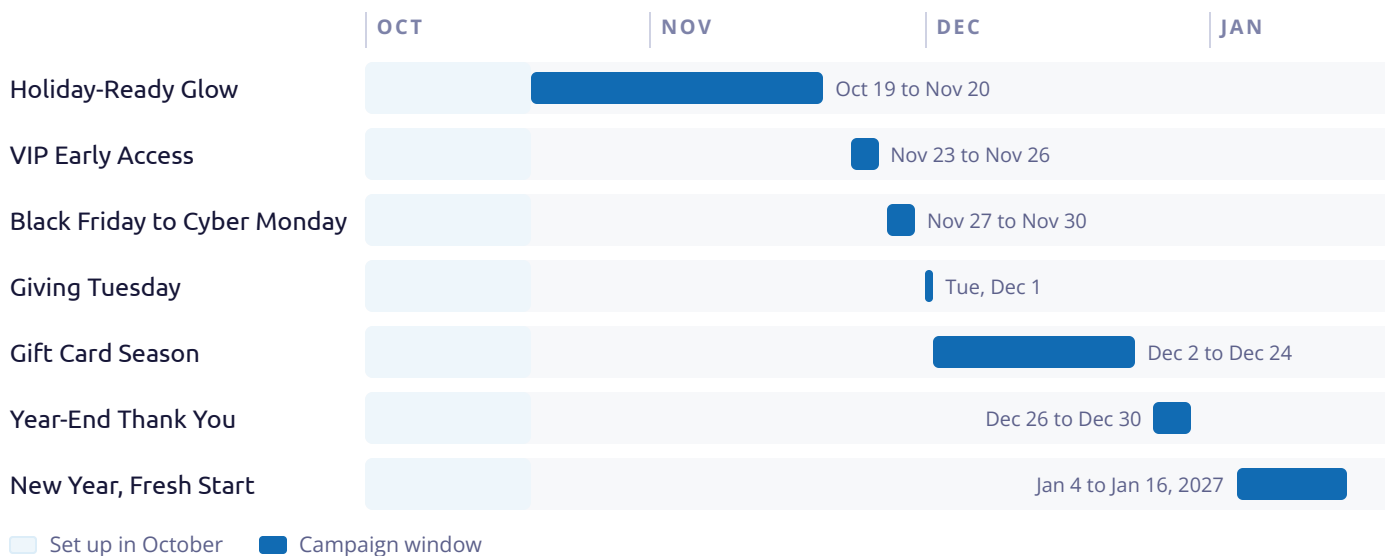
01	Holiday-Ready Glow	Oct 19 to Nov 20
02	VIP Early Access	Nov 23 to Nov 26
03	Black Friday to Cyber Monday	Nov 27 to Nov 30
04	Giving Tuesday	Tue, Dec 1
05	Gift Card Season	Dec 2 to Dec 24
06	Year-End Thank You	Dec 26 to Dec 30
07	New Year, Fresh Start	Jan 4 to Jan 16, 2027

Customize the emails online: aesthetixcrm.com/holiday-marketing-toolkit

Brand colors, logo, photos, and wording, then copy the HTML or download all 8.

Built for US practices. Rates, holiday dates, and texting rules are US-specific.

Pin This Up: Your Holiday Calendar



START THIS WEEK

October: Set Up

- ☐ Confirm your texting registration is approved and sending (ask support if you're unsure).
- ☐ Confirm your practice name, phone, and address are filled in under Settings > Custom Values. Every email footer uses them, and the address is required in marketing email.
- ☐ Start warming up your email if you haven't sent a mass email from your domain recently. A 4,000-person list needs about 5 weeks to reach full volume. Check your list size (aesthetixcrm.com/email-blast-warm-up-calculator).
- ☐ Clean your lists: remove bounced emails and contacts without texting consent.
- ☐ Tag your VIPs and build your segments (lapsed 3 to 9 months, patients seen this year, leads).
- ☐ Decide your offers and set up gift card and booking links.
- ☐ Create a trigger link (Marketing > Trigger Links) for your booking, offer, gift card, and review pages. Use them in every text and email so links stay short and you can report on who clicked each campaign.
- ☐ Load the templates, add your colors and logo, and send yourself a test.

November

Fill the Book, Then Sell

- Holiday-Ready Glow (Oct 19 to Nov 20)
- VIP Early Access (Nov 23 to 26)
- Black Friday to Cyber Monday (Nov 27 to 30)

December

Give, Gift, Thank

- Giving Tuesday (Dec 1)
- Gift Card Season (Dec 2 to 24)
- Year-End Thank You (Dec 26 to 30)

January

Redeem and Renew

- New Year, Fresh Start (Jan 4 to 16)
- Review results and note what to repeat next year

Holiday-Ready Glow

Oct 19 to Nov 20

Fill November injector and facial schedules before party season, while patients still have time to see results.

WHO GETS IT

Patients whose last visit was 3 to 9 months ago, plus open leads.

Build the smart list.

EMR connected: Last Visit Date is between 3 and 9 months ago, plus leads (contacts without the Patient tag or Contact Type).

No EMR: Contacts with the Patient tag (or the Contact Type field set to Patient), plus leads. Leave out anyone you've seen in the last few weeks.

Still warming up your email? Send this first email to your most engaged patients only (seen recently or opened a recent email), then widen the list as your daily limit grows.

WHEN TO SEND

Email Tue, Oct 20

Text Tue, Oct 27

Text Tue, Nov 10

OFFER IDEAS

- Book by Nov 20, get a complimentary add-on (LED, dermaplane, or lip hydration)
- An "Event-Ready" package: tox + a facial at a bundled price
- Bring a friend and you both get the add-on

SUBJECT LINES

- "Your holiday glow starts now"
- "Party season is 6 weeks away"
- "Book by Nov 20, get a little extra"

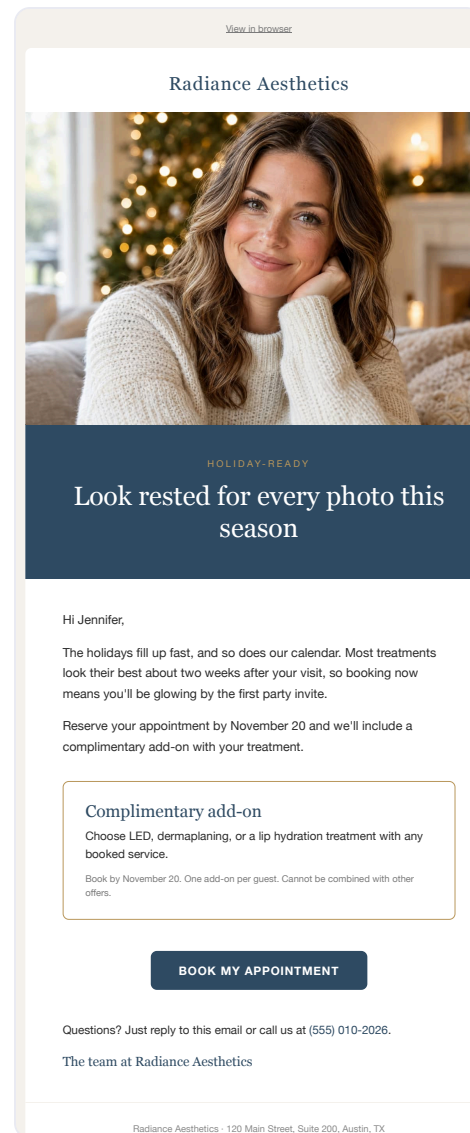
TEXT MESSAGES

Hi {{contact.first_name}}, party season is close! Book tox or a facial at {{custom_values.practice_name}} by Nov 20 for a free add-on: [link] Reply STOP to opt out

1 to 2 segments · ~152 characters

{{custom_values.practice_name}}: Results take about 2 weeks to settle, so now is the time to book for the holidays. Grab a spot: [link]

1 segment · ~138 characters



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Write a holiday-prep email for a med spa called [practice name] in [city]. Tone: warm, upscale, not pushy. Offer: book by Nov 20 and get a free LED or dermaplane add-on. Include 3 subject lines, a preview line, and a short body with one clear booking button.

VIP Early Access

Nov 23 to Nov 26

Reward your best patients first and get sales started before the weekend rush.

WHO GETS IT

Members and your most loyal patients. Tag them VIP before you start.

Build the smart list.

EMR connected: Contacts with your membership tag (added automatically by integrations that support it) or the VIP tag.

No EMR: Contacts tagged VIP or member. Add the tags before Nov 23.

WHEN TO SEND

Email Mon, Nov 23

Text Tue, Nov 24

OFFER IDEAS

- Black Friday pricing unlocked 4 days early
- A members-only extra on top of the public offer
- First pick of limited prepaid packages

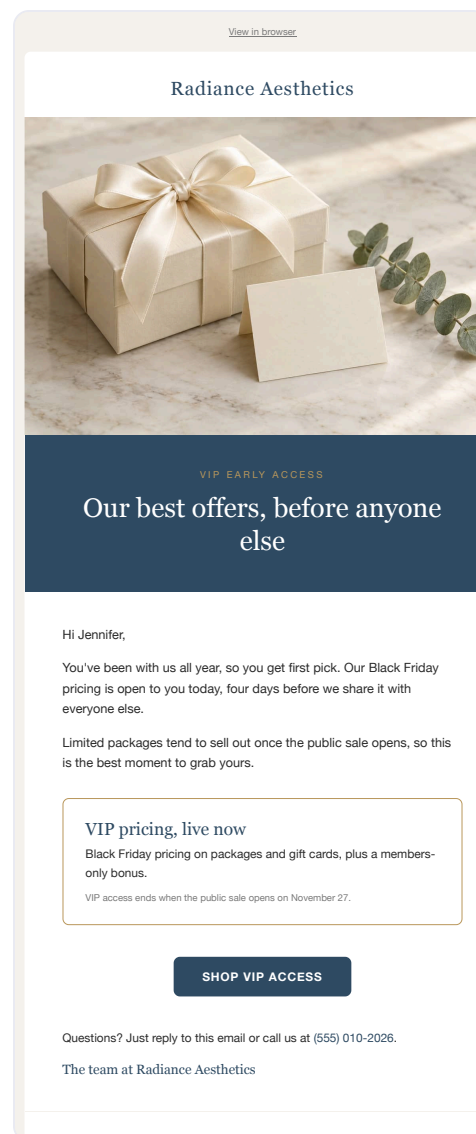
SUBJECT LINES

- "You get first access"
- "VIP early access starts today"
- "Before anyone else sees this"

TEXT MESSAGES

{{contact.first_name}}, as a VIP you get Black Friday pricing at {{custom_values.practice_name}} 3 days early. Shop now: [link]
Reply STOP to opt out

1 segment · ~138 characters



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Write a short VIP early-access email for our most loyal med spa patients. Black Friday pricing opens to them 3 days early. Make them feel appreciated, not sold to. Give me 3 subject lines and keep the body under 120 words.

Black Friday to Cyber Monday

Nov 27 to Nov 30

Your biggest revenue weekend. Sell prepaid value now that turns into booked visits in Q1.

WHO GETS IT

All opted-in patients and leads.

Build the smart list.

Everyone with email or text consent. No filter needed; opted-out contacts are skipped automatically.

WHEN TO SEND

Email Fri, Nov 27, 8 am

Text Fri, Nov 27, 11 am

Email Sat, Nov 28 (Small Business Saturday email)

Text Mon, Nov 30 (last chance)

OFFER IDEAS

- Gift card bonus: buy \$200, get a \$50 bonus card
- Prepaid packages: buy 3 treatments, get the 4th free
- Skincare bundles at a set holiday price

SUBJECT LINES

- "Black Friday is here"
- "This weekend only"
- "Shop small, glow big"
- "Ends tonight at 11:59 pm"

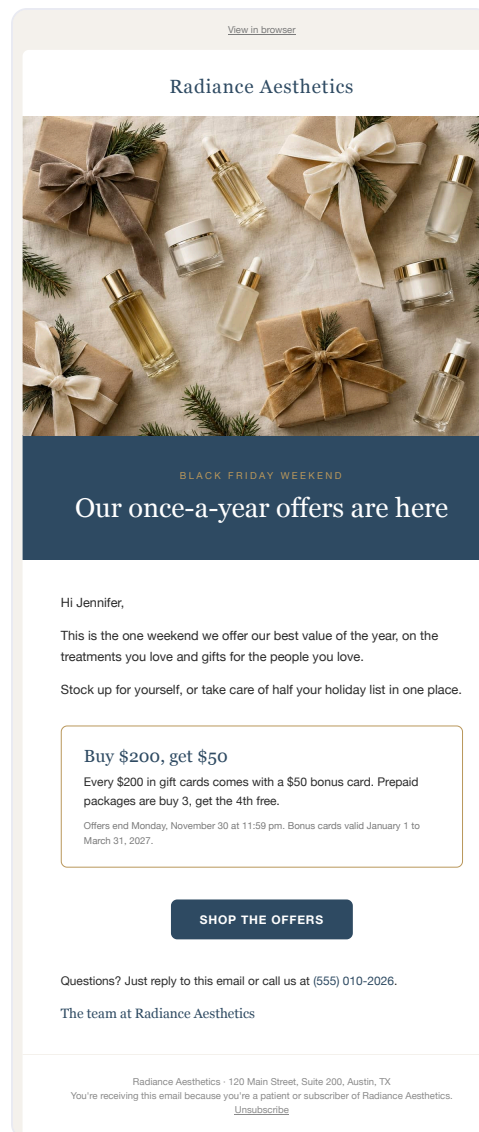
TEXT MESSAGES

{{custom_values.practice_name}} Black Friday is live! Buy a \$200 gift card, get a \$50 bonus card (valid Jan 1). Ends Monday: [link]
Reply STOP to opt out

1 to 2 segments · ~156 characters

Last call, {{contact.first_name}}: our Black Friday offers at {{custom_values.practice_name}} end tonight at 11:59 pm. Shop here: [link]

1 segment · ~125 characters



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Create a Black Friday email campaign for a med spa: one launch email (Friday) and one Small Business Saturday email focused on shopping local. Offer: buy a \$200 gift card, get a \$50 bonus card. Keep each email under 150 words with one button.

Small Business Saturday

Sat, Nov 28

SUBJECT LINE

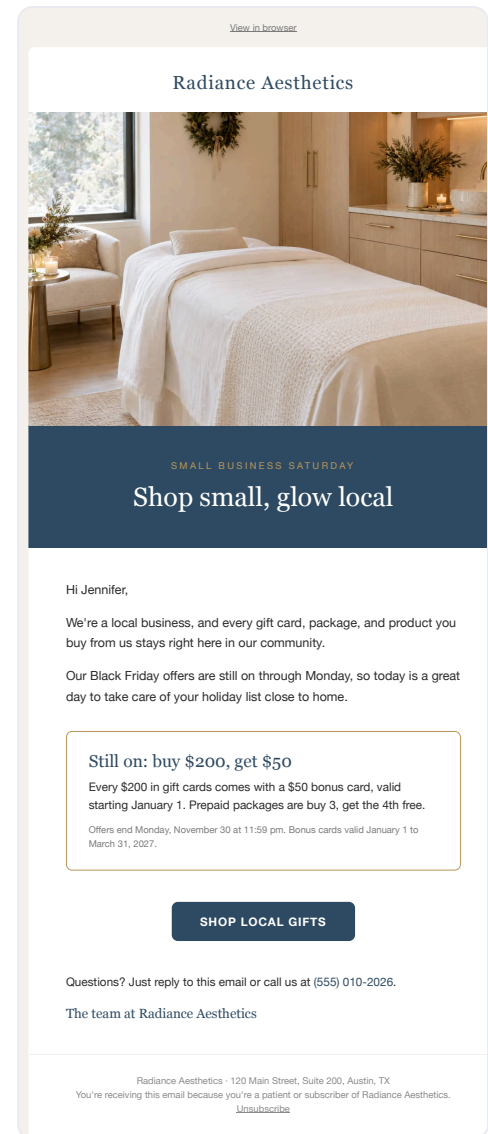
"Shop small this Saturday"

PREVIEW TEXT

Finish your holiday list close to home, with our offers still on.

WHY SEND IT

A second touch during Black Friday to Cyber Monday that keeps your offers in front of patients without another text. It goes to the same list as the first email.



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

Giving Tuesday

Tue, Dec 1

Build goodwill and community. A no-pressure message after a heavy sales weekend keeps unsubscribes down.

WHO GETS IT

All opted-in email contacts. Email only, no text needed.

Build the smart list.

All email contacts. No filter needed; unsubscribed contacts are skipped automatically.

Name the charity and the exact donation in your email, and honor it as written. Some states regulate donation-per-purchase promotions, so check your state's rules before you send.

WHEN TO SEND

Email Tue, Dec 1

OFFER IDEAS

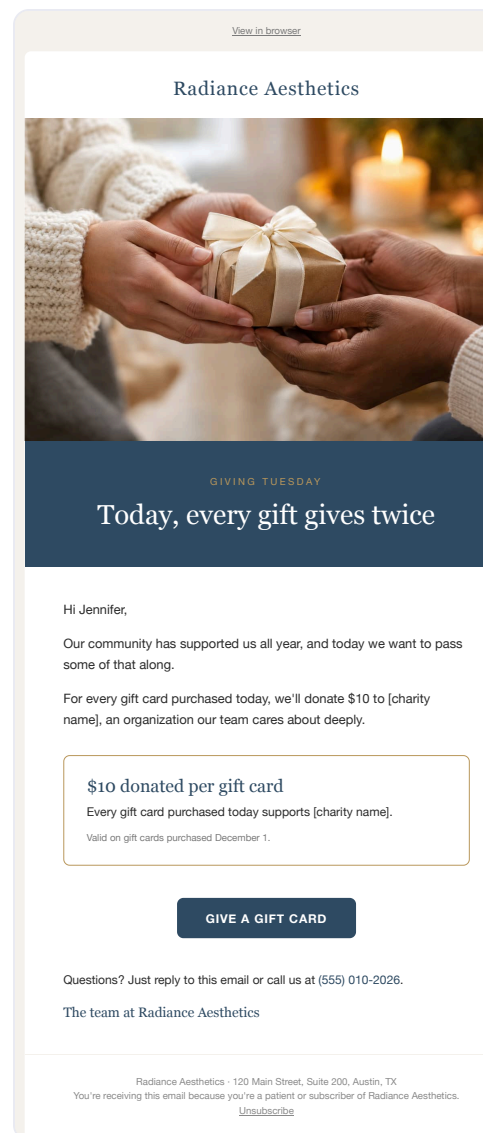
- Donate \$10 to a local charity for every gift card sold today
- Collect donations (coats, toys, food) at the front desk all week
- Spotlight the cause your team supports

SUBJECT LINES

- "Giving back today"
- "A thank-you to our community"
- "Today, every gift gives twice"

TEXT MESSAGES

Email only. No text needed for this play.



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Write a heartfelt Giving Tuesday email from our med spa. We donate \$10 to [charity] for every gift card sold today. Tone: grateful and community-minded, very light on selling. Under 120 words.

Gift Card Season

Dec 2 to Dec 24

Become the easy answer to "what do I get her?" Gift cards are paid up front and bring new patients in January.

WHO GETS IT

All opted-in patients and leads. Patients are your best gift buyers.

Build the smart list.

Everyone with email or text consent. No filter needed.

WHEN TO SEND

Email Tue, Dec 8

Text Fri, Dec 18

Text Tue, Dec 22 (last-minute e-gift)

OFFER IDEAS

- Instant e-gift cards for last-minute shoppers
- A \$50 "stocking stuffer" card
- Corporate gift cards for local businesses buying for their teams

SUBJECT LINES

- "The gift they'll actually use"
- "Done shopping in 2 minutes"
- "Last-minute? We've got you"

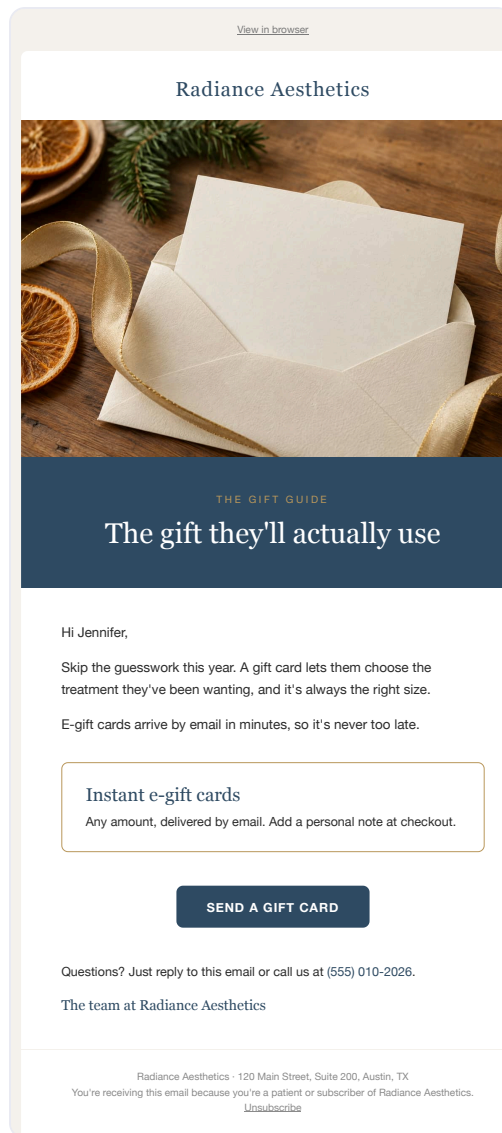
TEXT MESSAGES

Still shopping, {{contact.first_name}}? A {{custom_values.practice_name}} gift card is the gift they'll actually use. Get one here: [link] Reply STOP to opt out

1 to 2 segments · ~149 characters

{{custom_values.practice_name}}: Out of time? Our e-gift cards arrive by email in minutes. Perfect for last-minute gifts: [link]

1 segment · ~131 characters



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Write a gift card email for our med spa's holiday season. Angle: the gift they'll actually use. Mention instant e-gift delivery. Then give me 2 SMS versions under 150 characters with no emoji.

Year-End Thank You

Dec 26 to Dec 30

Say thank you with no offer attached, and ask happy patients for a review while the year is fresh.

WHO GETS IT

Patients seen in 2026.

Build the smart list.

EMR connected: Last Visit Date is in 2026. For the optional text, Last Visit Date in the past 30 days.

No EMR: Contacts with the Patient tag (or the Contact Type field set to Patient).

WHEN TO SEND

Email Mon, Dec 28

Text Tue, Dec 29 (last 30 days only) (optional)

OFFER IDEAS

- No discount. Gratitude plus a review request
- Share your 2027 hours and a sneak peek of what's new
- Remind gift card recipients how to book

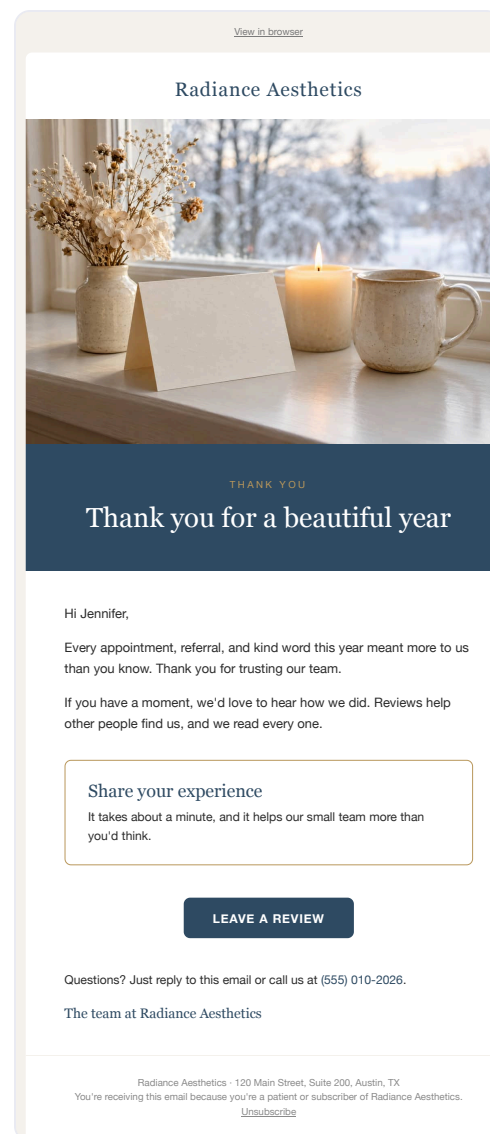
SUBJECT LINES

- "Thank you for this year"
- "A note from our team"
- "We're grateful for you"

TEXT MESSAGES

Thank you for choosing {{custom_values.practice_name}} this year, {{contact.first_name}}. A quick review means the world to us: [\[link\]](#) Reply STOP to opt out

1 segment · ~145 characters



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Write a year-end thank-you email from our med spa team to our patients. No offer or discount. End with a gentle request to leave a Google review. Warm, personal, under 120 words.

New Year, Fresh Start

Jan 4 to Jan 16, 2027

Turn holiday gift cards into booked visits and enroll patients in memberships or treatment plans for the year.

WHO GETS IT

Gift card buyers, patients lapsed 6+ months, and open leads.

Build the smart list.

EMR connected: Last Visit Date is more than 6 months ago, plus contacts tagged gift card buyer and leads.

No EMR: Contacts tagged gift card buyer, plus leads and contacts with the Patient tag (or the Contact Type field set to Patient) you haven't seen lately.

WHEN TO SEND

Email Tue, Jan 5

Text Thu, Jan 7

Text Thu, Jan 14 (bonus card reminder to buyers)

OFFER IDEAS

- Free skin consultation to build a 2027 treatment plan
- Membership enrollment bonus for January sign-ups
- Remind gift card buyers their bonus cards are now valid

SUBJECT LINES

- "Your 2027 skin plan starts here"
- "New year, same you, more rested"
- "Got a gift card? Let's book it"

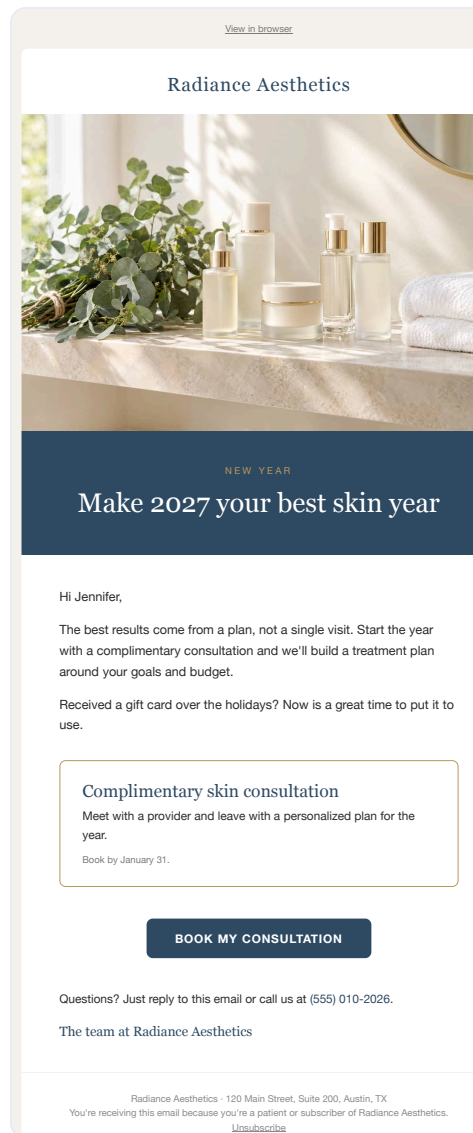
TEXT MESSAGES

Happy New Year from {{custom_values.practice_name}}! Start 2027 with a free skin consult and a plan made for you. Book here: [link] Reply STOP to opt out

1 to 2 segments · ~156 characters

{{contact.first_name}}, the bonus card from your holiday gift card purchase at {{custom_values.practice_name}} is good now through Mar 31. Book your visit: [link]

1 to 2 segments · ~151 characters



Email template with sample names. Customize it at aesthetixcrm.com/holiday-marketing-toolkit

ASK AI PROMPT

Write a New Year email for a med spa promoting a free skin consultation to build a 2027 treatment plan, and remind gift card recipients to book. Give 3 subject lines and keep the body under 130 words.

Let Ask AI Write the First Draft

Ask AI is the assistant built into Aesthetix CRM. Give it a clear brief and it drafts templates, campaigns, and copy in your voice. Each play has its own prompt; these work on anything.

Write Prompts That Work

- Name your practice, city, and voice (warm, clinical, playful).
- State the offer and the deadline exactly as you'll honor them.
- Ask for subject lines, a preview line, and one button.
- For texts, ask for under 150 characters with no emoji.
- Ask for everything in one session instead of many small ones.
- Leave patient names and treatment details out of prompts. Ask AI isn't approved for patient health information.

What It Costs

With the AI Employee Unlimited add-on, Ask AI is included up to a usage allowance that resets every five hours. At the limit it pauses instead of billing.

Otherwise a session is billed on the work it does: typically about **\$0.91** for three email templates up to **\$3.81** for a full multi-channel campaign.

The **Generate with AI** button in the workflow builder is free, with a daily limit.

Make It Sound Like Us

Rewrite this email so it sounds like [practice name]: [describe your voice, e.g., warm, clinical, playful]. Keep the offer and button the same. [paste email]

Fit a Text in One Segment

Rewrite this text message so it is under 150 characters, uses no emoji or curly quotes, includes our practice name, and keeps the link. [paste text]

More Subject Lines

Give me 10 subject lines for this email, under 45 characters each. Mix curiosity, urgency, and warmth. No all caps and no emoji. [paste email]

Social Captions to Match

Write 3 Instagram captions that match this email's offer, each under 60 words with 3 relevant hashtags. [paste email]

Holiday Hours Text

Write a short text telling patients our holiday hours: [hours]. Include how to book online at [link]. Under 150 characters, no emoji.

What a Season of Texts and Emails Costs

Texting and email are billed from your messaging credits, separate from your subscription.

How Messaging Credits Work

- Your plan includes complimentary messaging credits each month. Your amount is in your contract, or under Settings > Billing in Aesthetix CRM. Included credits don't roll over.
- When credits run low, your account recharges in the amount you set under Settings > Billing, so a big send never stops halfway. Recharged credits do roll over.
- Carrier fees are passed through with a 4% processing fee. We don't otherwise mark them up.
- Replies cost too: an incoming text is billed like an outgoing one.

Per-Message Rates (US)

MESSAGE	RATE PER 1,000	
Text, per 160-character segment \$0.008 + carrier fee \$0.004 + 4%	~\$0.0122	~\$12.16
Picture message (MMS) \$0.0256 + carrier fee \$0.01 + 4%	~\$0.0360	~\$36.00
Email	\$0.0012	\$1.20
Ask AI session (pay per use)	\$0.91 to \$3.81	

Canada, UK, and Australia rates differ. Your billing is always the source of truth. Full rate card: aesthetixcrm.com/technology-messaging-credits

Example Practice

2,500 textable contacts, 4,000 email contacts, 300 VIPs. All seven plays as written: 8 texts and 7 emails to the full lists, plus one VIP text and email, one segment per text.

\$281

for the whole season. Texts \$246.85, emails \$33.96. Before included credits; replies not counted.

MONTH	TEXTS	EMAILS	COST
October	2,500	4,000	\$35.20
November	7,800	8,300	\$104.81
December	5,000	12,000	\$75.20
January	5,000	4,000	\$65.60
Season			\$280.81

Keep costs down without sending less. One emoji or curly quote switches a text to a different character set, which cuts a segment from 160 to 70 characters and can double or triple the cost. Picture messages cost about three times a plain text. Email is the least expensive channel, so use it for the long story and save texts for deadlines.

Email warm-up: if your domain is new to mass email, a 4,000-person list reaches a one-day send in about week 5 of warm-up. Start in October. Your own numbers: aesthetixcrm.com/email-blast-warm-up-calculator

BEFORE YOU SEND

The Pre-Send Checklist

- ☐ Only text contacts who have given you permission. Opted-out contacts are skipped automatically.
- ☐ Name your practice in every text so patients know who it's from.
- ☐ Use a trigger link for every link in a text. It shows who clicked so you can report on each campaign, and it keeps the text short. A full booking URL is often 50+ characters and can push a text into 2 segments, doubling the cost.
- ☐ Use generic terms like "tox" unless you follow the manufacturer's brand guidelines for names like Botox.
- ☐ Send a test to yourself and a coworker before every send.
- ☐ Include "Reply STOP to opt out" in the first text of each campaign.
- ☐ Send texts between 10 am and 7 pm in the patient's time zone, and skip Sundays and holidays. Some states set stricter rules, so check yours.
- ☐ Keep treatment history and health details out of texts and subject lines. Promote offers, not a patient's records.
- ☐ Make sure every email shows your practice address and an unsubscribe link. The templates here include both.
- ☐ Drip large text sends at 25 per minute (20 per minute for picture messages).

MORE IDEAS

Creative Extras for the Season

FORMS

Holiday Wish List

A simple form where patients pick the treatments they're hoping for, then text the link to a partner or family member. Build it with Forms and send the link by text.

EMAIL + FRONT DESK

Stocking Stuffer Bar

Skincare bundles under \$50 displayed at checkout and featured in one email. Easy add-on revenue during check-out.

FORMS + WORKFLOWS

Holiday Open House

An evening event with demos, light bites, and event-only pricing. Use a form for RSVPs and an automatic reminder text the day before.

EMAIL

Corporate Gift Cards

Local businesses buy gift cards for their teams. One email to your business contacts, or a flyer at the front desk.

SOCIAL PLANNER

Mistletoe-Ready Lips

A lip filler and lip care spotlight for early December. One social post and one email section.

SMS

Holiday Hours Notice

Tell patients when you're closed and how to book online. A quick, helpful text that people appreciate.

SOCIAL PLANNER

12 Days of Glow

A daily treatment or product spotlight on social media. Keep this on social, not text, to avoid over-messaging.

EMAIL + WORKFLOWS

Refer a Friend for 2027

Patients who refer a friend in January both get a bonus. Add a referral line to your New Year email.

Everything in This Guide Is Online and Ready to Customize

The web version has the email builder, the cost estimator for your own list sizes, and every template ready to copy or download.

aesthetixcrm.com/holiday-marketing-toolkit

Build Your Emails

Add your colors, logo, and photos, round the corners, and rewrite anything. Copy the HTML into Aesthetix CRM or download all 8.

Ready-Made Sets

All 8 emails in five color schemes: Champagne, Blush, Sage, Evergreen, Midnight. Each zip includes a how-to guide.

Need a Hand?

Support can help with segments, templates, or texting registration. Join a live Aesthetix Answers session or chat in the app.

aesthetixcrm.com/support

Not on Aesthetix CRM Yet?

Run every play in this toolkit from one place: email, texting, gift cards, reviews, and Ask AI, built for med spas and aesthetic practices.

Book a Demo: aesthetixcrm.com/get-demo