

From Good to BAD: How to **GENERATE 6+ FIGURES WITH EMAIL & SMS THIS BFCM**

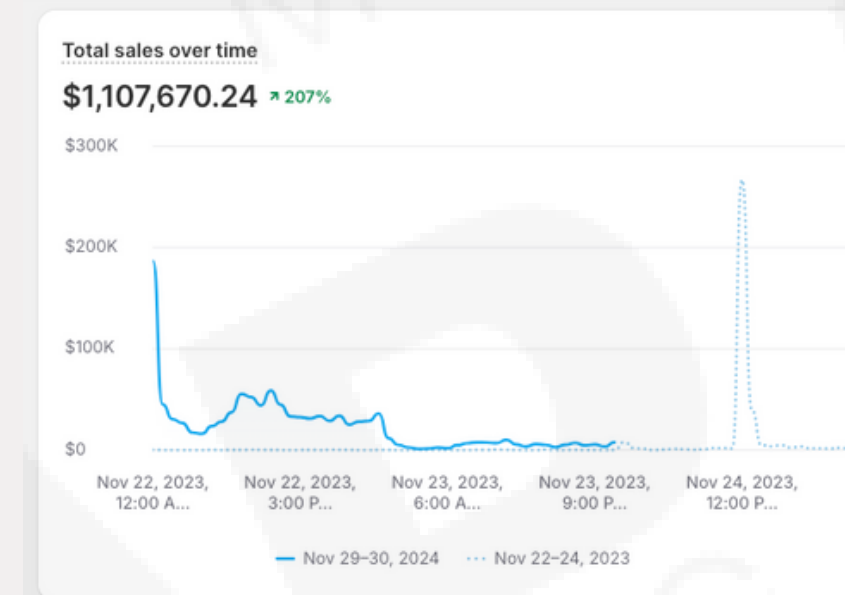
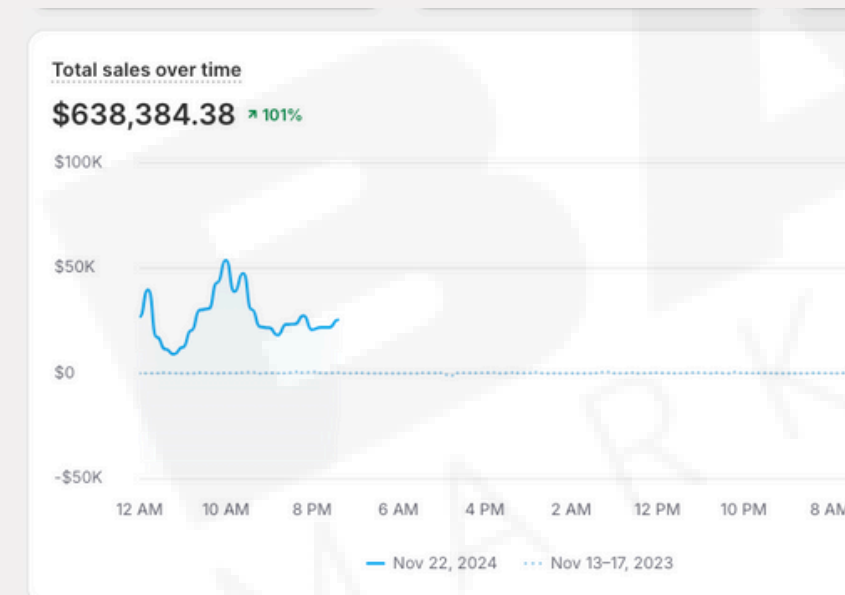


5 PHASES FOR A BAD BFCM SEASON

- 1.** Email & SMS Account Optimization
- 2.** List Growth: Pre, During, & Post-BFCM
- 3.** Build Sender Reputation
- 4.** Develop a BAD Strategy
- 5.** Implement Your BAD Strategy

STOP. THIS IS IMPORTANT!

- **This strategy is a recommendation.** You are your brand's expert & must know how to adapt for your audience.
- The suggestions in this guide **assume that you have other services in place** (e.g., ads, social media).
- The **tactics shared apply to email & SMS**, but the channels of communication are not the same. Email & SMS content, frequency, & timing should be different.
- **Do your research.** There are many nuances & steps that cannot fit in this guide.
- It is assumed that **prior to these 5 phases**, you have already internally solidified things like BFCM mood boards, offers, etc.



TIMEFRAME: 3 DAYS
(SALE DID SO WELL, CYBER MONDAY WAS CANCELED)

TOTAL REVENUE:
\$1,746,054.62

**REVENUE FROM EMAIL
& SMS: \$813,429.49**

**46.6% OF REVENUE
FROM EMAIL & SMS**



PHASE 1



OPTIMIZE FOR ENGAGEMENT

A big email & SMS list is great. Failure to keep up with & nurture those leads? Not so great.

➤ **AUDIT YOUR ACCOUNTS**

Fill in the gaps so that you get the most out of every email & SMS sent.

➤ **REVIEW THE DATA**

It's not about you, it's about your customers. Make data-driven decisions.

➤ **CLEAN YOUR LISTS**

Stop paying for people who aren't paying you. You need to know who on your list is engaging & who is harming your accounts.



AUDIT ACCOUNTS

Fill in the gaps so that you get the most out of every send & leave no money on the table.

➤ ASK YOURSELF:

- Where are there clear gaps in the customer journey?
- Which performance metrics are suffering?
- Which flows & pop-ups/forms are missing? Outdated?
- Which flows & pop-ups require BFCM versions?

➤ AT A MINIMUM, THESE SHOULD BE LIVE:

- Website pop-up
- Welcome flows
- Post-purchase flow
- Order updates (transactional)
- Site, browse, cart, & checkout abandonment flows

➤ ADDITIONAL SUPPORT FLOWS NEEDED:

- Sunset flow
- Cross/upsell flows
- Winback flows
- Non-buyer but subscribed for X days flow
- Rewards (if applicable)
- Subscription upsell (if applicable)

CLEAN YOUR LISTS

If you haven't regularly done re-engagement campaigns & list cleanings, here's some segments to start with. You must use your judgment based on your brand & subscribers.

EMAIL (The unengaged will be suppressed.)

4M | Soft Bounced 5+ in L120 (BFCM Clean Up)

- Bounced Email is at least 5 in the last 120 days

4M | Created L365, 0 Active on Site, 0 Added to Cart, 0 Orders (BFCM Clean Up)

- Created is at least 365 days ago
- Active on Site zero times in the last 365 days
- Added to Cart zero times in the last 365 days
- Placed Order zero times in the last 365 days
- Person is not suppressed for email

4M | Created L365, 0 Clicks or Opens (BFCM Clean Up)

- Opened Email zero times in the last 365 days where Apple Privacy Open equals False
- Created is at least 365 days ago
- Clicked Email zero times in the last 365 days
- Person is not suppressed for email

SMS (The unengaged will be excluded via segmentation; do not delete)

< BACK TO SEGMENTS

AK: Unengaged L365

Segment Size 0

1,768 Members

Segment Criteria

☐ Include all phone-only subscribers

Subscriber Created Date before last days 365 Days + Add Rule

AND

Number of Orders equals 0 + Add Rule

AND

Subscriber Has Clicked not equal to TRUE + Add Rule

+ Add Filter

Cancel Save Segment

Note: If you're not comfortable suppressing pre-BFCM, you should consider it post-BFCM. You're likely overpaying &/or harming important metrics for deliverability. Just because somebody is a customer doesn't make them a good email or SMS subscriber.



PHASE 2

GROW YOUR LIST

You need plenty of time before BFCM to collect, nurture, & indoctrinate new leads. It can take 3-5 messages for a subscriber to decide on purchasing. The more touch points you have, the faster you grow. **To start, pick the top 3 📍 that are right for your brand.**

POP-UPS**EXIT INTENT FORMS****SOCIAL PUSHES****REFERRAL PROGRAMS****EMAIL & SMS****ONSITE FORMS****GIVEAWAYS****OPENSEND****APP W/ PUSH NOTIFICATIONS****QUIZZES/SURVEYS****AT CHECKOUT****COLLABS**



PRE-BFCM GROWTH

This needs to be incredibly enticing, not only to get as many people as possible subscribed to your lists, but to keep them engaged once they do.

➤ GOAL

Create FOMO by hyping up early access. Create an engaging offer they can't refuse.

➤ TIMELINE

Sept 2 - BFCM launch

➤ BEST METHODS

- On-site pop-up & forms
- At checkout
- Quizzes/surveys
- Campaigns: Incentivize email subscribers to join SMS & vice versa
- Social, referrals, app, etc.



DURING BFCM GROWTH

Don't opt out, **optimize**. Traffic is higher than ever; do not miss out on capturing it.

➤ GOAL

Your pop-up should reflect your BFCM offer, not your usual welcome offer. This pop-up will link to your BFCM-specific welcome flow.

➤ TIMELINE

BFCM Launch - End

➤ BEST METHODS

- On-site pop-up & forms
- Exit intent pop-up
- At checkout
- Opensend



POST-BFCM GROWTH

A great time to be bold & keep customers buying after a big spending season.

➤ GOAL

Keep the good times rolling.
Just like pre-BFCM, this needs
to be engaging & enticing.
Consider giving back, with a
FREE PDF, giveaway, or
surprise refunds.

➤ TIMELINE

BFCM End - Holidays

➤ BEST METHODS

Any previous methods
highlighted.



PHASE 3

BUILD SENDER REPUTATION

Do not underestimate this step. You can have the best product. The best subject line. But **if your reputation is bad, you won't even reach inboxes.** You need to prep segmentation to properly warm up to a full list send & target subscribers personally & effectively during BFCM season.

➤ PREP SEGMENTATION

- You have data, use it. Make detailed segmentation that helps every send count
- Detailed segments assist in warming up to a full list send
- Prep makes scheduling a high volume of emails faster

➤ WARM UP TO A FULL SEND

- Reserve full list sends for 1-2X per year
- You cannot go from 0 to 100; you need to warm up to a full list send



PREP SEGMENTATION

The opportunities are endless. **You MUST use the data you've collected, understand the people on your list, & use that to deliver a personal experience.** Prep by category; on average, BAD creates 5-15 segments per category (variations in product, timing, etc.).

| | | |
|-----------------------------|---------------------------------|--|
| BUYERS | NON-BUYERS | WINBACK |
| ACTIVITY ON SITE | CREATED DATES | AOV |
| LTV | LOCATION | BY PRODUCT |
| GENDER | LEVELS OF ENGAGEMENT | BRAND SPECIFIC PROGRAMS |
| PREDICTIVE ANALYTICS | COMMUNICATION PREFERENCE | BUYING HABITS (EX: VIPS VS SALE-ONLY BUYERS) |



STOP. THIS IS IMPORTANT!

How you use your new segments matters.

- Most campaigns will be sent to a blend of the most common segments to increase the likelihood of engagement & conversions.
- Who you send to is just as important as who you **don't** send to. Including the wrong segments too much leads to poor deliverability. Excluding the wrong segments too much leads to decreased conversions. You have to understand your data to determine the best route.

When deciding on segmentation, ask yourself these 3 questions first:

- What's the goal?
- Who would benefit?
- Who would NOT benefit?

DO NOT send to the same segments over & over.



WARM UP TO A FULL SEND

MOST brands start sending to their largest segments or their full list as soon as BFCM hits. This can be detrimental to deliverability.

➤ GOAL

Email: You need to slowly increase your sending volume.

SMS: You need to focus on building engagement for each segment group.

➤ TIMELINE

Oct 1 - Black Friday

➤ BEST METHODS

Email:

- Growing sending volume by 1.5X

SMS:

- Create re-engagement campaigns
- Use conversational messaging

How to Calculate Email

SEND VOLUME

BAD uses an Excel sheet calculator to calculate efficiently & effectively.

Here's what you need to know:

- Your total number of active recipients.
- How many email campaigns you'll send before your full list send.
- Then do the math to determine what 1.5X growth looks like.

This is where the segments you prepped come in & help you meet the recipient total needed.

| | | |
|-------------------------|----------------------|-----------------|
| Growth Rate | 1.2 | |
| # of Emails | 9 | |
| Starting List | 83,444 | |
| Full List | 461,498 | |
| Warmup Plan | Audience Size | % Warmed |
| Warming Send 1 (Oct 6) | 83,444 | 18.08% |
| Warming Send 2 (Oct 10) | 100,908 | 21.87% |
| Warming Send 3 (Oct 15) | 122,027 | 26.44% |
| Warming Send 4 (Oct 24) | 147,566 | 31.98% |
| Warming Send 5 (Oct 31) | 178,450 | 38.67% |
| Warming Send 6 (Nov 3) | 215,798 | 46.76% |
| Warming Send 7 (Nov 10) | 260,963 | 56.55% |
| Warming Send 8 (Nov 17) | 315,579 | 68.38% |
| Warming Send 9 (Nov 20) | 381,627 | 82.69% |
| BF Launch (Nov 26) | 461,498 | 100.00% |

Make sure this number doesn't exceed 1.5.

May need adjusting depending on emails sending between now & BF.

Based on the average # of recipients sent to in September.

Change this number based on the total number of active profiles listed.

Send dates may change based on your strategy. Adjust dates accordingly.



STOP. THIS IS IMPORTANT!

When you get to this point, if you still have not:

- Developed mood boards for your BFCM content
- Have sale dates & offers solidified (*we recommend no changes at least 3 weeks before launch*)
- Have a main source of truth for your offer details & team responsibilities

Go back & complete them before moving on. Once you have, you can use your data to strategize & prep campaigns & flows.



PHASE 4



BUILD A **BAD** STRATEGY

Now, all your prep work comes together to build a strategy that converts.

➤ STRATEGIZE

Use your data to build out your campaign strategy for:

- Hype
- Pre-Sale (opt.)
- Early Access (opt.)
- Black Friday / Cyber Monday
- Post-BFCM

➤ CAMPAIGN PREP

Get campaigns built & scheduled as far in advance as possible.

Make sure content is relatable, creates a sense of urgency, & offers & CTAs are easy to find.

➤ FLOW PREP

Your flows, like your pop-ups, should mimic your offer.

With a huge spike in traffic, you want to make sure these present the best offer out there.

STRATEGIZE

1. Hype

- October - Black Friday Launch
- Promotes BFCM & early access sign-up

3. Early Access

- Part of the list growth tactic; Boosts engagement for a VIP experience
- 3-4 days prior to Black Friday launch

5. Cyber Monday

- A continuation of the BF offer or a unique CM offer
- 3-4 days after Black Friday
- Opt: Extend sale an extra 1-2 days

2. Pre-Sale (opt.)

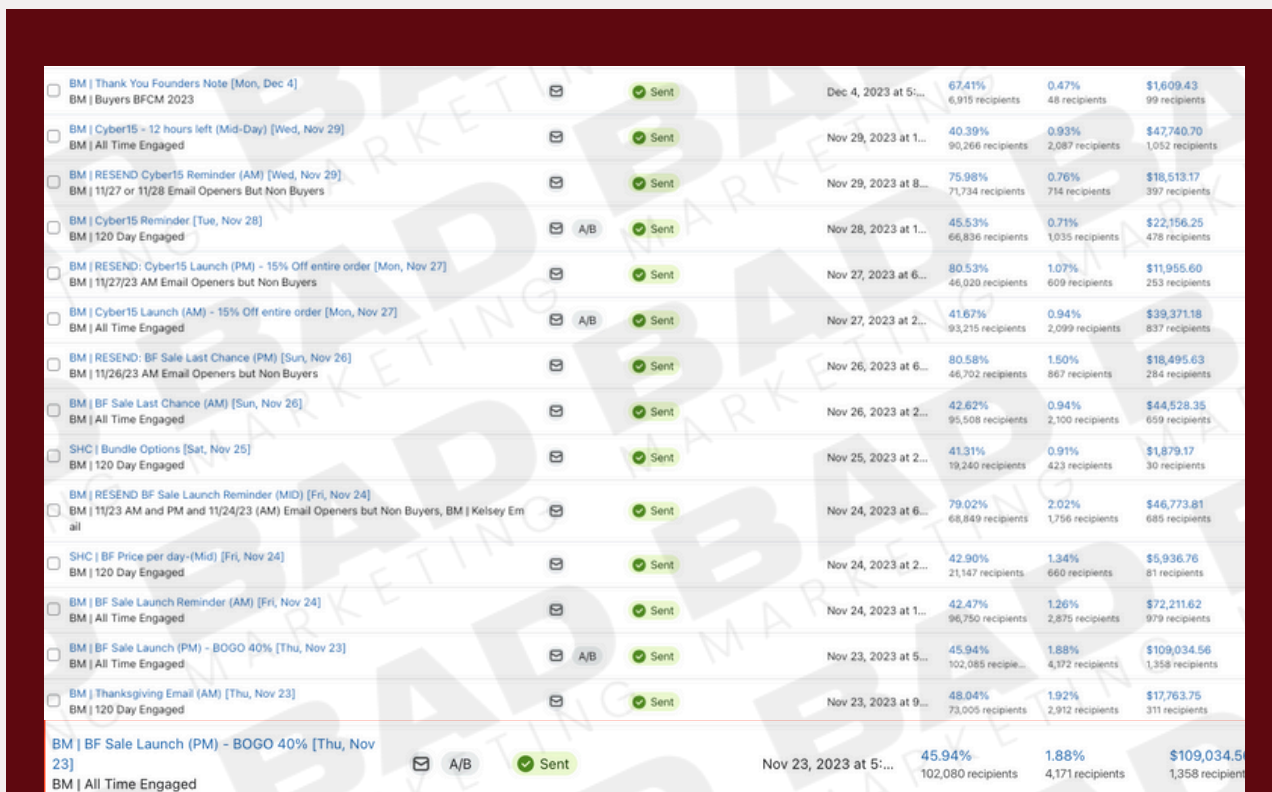
- 14-17 days before Black Friday
- Drives revenue via VIPs early

4. Black Friday

- The big day!
- Actual BF: Day after Thanksgiving
- Opt. Start Dates: 1-4 days before Black Friday

6. Post-BFCM

- Capture customers who missed BFCM promos or want to shop for gifts
- Different than BFCM offer; Dates dependent on shipping deadlines



| | | | | | | |
|---|---|--------|----------------------|--------------------|------------------|------------------|
| BM Thank You Founders Note (Mon, Dec 4) | 📧 | 🟢 Sent | Dec 4, 2023 at 5... | 67.41% | 0.47% | \$1,609.43 |
| BM Buyers BFCM 2023 | 📧 | 🟢 Sent | | 6,915 recipients | 48 recipients | 99 recipients |
| BM Cyber15 - 12 hours left (Mid-Day) [Wed, Nov 29] | 📧 | 🟢 Sent | Nov 29, 2023 at 1... | 40.39% | 0.93% | \$47,740.70 |
| BM All Time Engaged | 📧 | 🟢 Sent | | 90,266 recipients | 2,087 recipients | 1,052 recipients |
| BM RESEND Cyber15 Reminder (AM) [Wed, Nov 29] | 📧 | 🟢 Sent | Nov 29, 2023 at 8... | 75.98% | 0.76% | \$18,513.17 |
| BM 11/27 or 11/28 Email Openers But Non Buyers | 📧 | 🟢 Sent | | 71,734 recipients | 714 recipients | 397 recipients |
| BM Cyber15 Reminder [Tue, Nov 28] | 📧 | 🟢 Sent | Nov 28, 2023 at 1... | 45.53% | 0.71% | \$22,156.25 |
| BM 120 Day Engaged | 📧 | 🟢 Sent | | 66,836 recipients | 1,035 recipients | 478 recipients |
| BM RESEND Cyber15 Launch (PM) - 15% Off entire order [Mon, Nov 27] | 📧 | 🟢 Sent | Nov 27, 2023 at 6... | 80.53% | 1.07% | \$11,955.60 |
| BM 11/27/23 AM Email Openers but Non Buyers | 📧 | 🟢 Sent | | 46,020 recipients | 609 recipients | 253 recipients |
| BM Cyber15 Launch (AM) - 15% Off entire order [Mon, Nov 27] | 📧 | 🟢 Sent | Nov 27, 2023 at 2... | 41.67% | 0.94% | \$39,371.18 |
| BM All Time Engaged | 📧 | 🟢 Sent | | 93,215 recipients | 2,099 recipients | 837 recipients |
| BM RESEND BF Sale Last Chance (PM) [Sun, Nov 26] | 📧 | 🟢 Sent | Nov 26, 2023 at 6... | 80.58% | 1.50% | \$18,495.63 |
| BM 11/26/23 AM Email Openers but Non Buyers | 📧 | 🟢 Sent | | 46,702 recipients | 867 recipients | 254 recipients |
| BM BF Sale Last Chance (AM) [Sun, Nov 26] | 📧 | 🟢 Sent | Nov 26, 2023 at 2... | 42.62% | 0.94% | \$44,528.35 |
| BM All Time Engaged | 📧 | 🟢 Sent | | 95,508 recipients | 2,100 recipients | 659 recipients |
| SHC Bundle Options [Sat, Nov 25] | 📧 | 🟢 Sent | Nov 25, 2023 at 2... | 41.31% | 0.91% | \$1,879.17 |
| BM 120 Day Engaged | 📧 | 🟢 Sent | | 19,240 recipients | 423 recipients | 30 recipients |
| BM RESEND BF Sale Launch Reminder (MID) [Fri, Nov 24] | 📧 | 🟢 Sent | Nov 24, 2023 at 6... | 79.02% | 2.02% | \$46,773.81 |
| BM 11/23 AM and PM and 11/24/23 (AM) Email Openers but Non Buyers, BM Kelsey Em | 📧 | 🟢 Sent | | 68,849 recipients | 1,756 recipients | 685 recipients |
| SHC BF Price per day-(Mid) [Fri, Nov 24] | 📧 | 🟢 Sent | Nov 24, 2023 at 2... | 42.90% | 1.34% | \$5,936.76 |
| BM 120 Day Engaged | 📧 | 🟢 Sent | | 21,147 recipients | 660 recipients | 81 recipients |
| BM BF Sale Launch Reminder (AM) [Fri, Nov 24] | 📧 | 🟢 Sent | Nov 24, 2023 at 1... | 42.47% | 1.26% | \$72,211.62 |
| BM All Time Engaged | 📧 | 🟢 Sent | | 96,750 recipients | 2,875 recipients | 979 recipients |
| BM BF Sale Launch (PM) - BOGO 40% [Thu, Nov 23] | 📧 | 🟢 Sent | Nov 23, 2023 at 5... | 45.94% | 1.88% | \$109,034.56 |
| BM All Time Engaged | 📧 | 🟢 Sent | | 102,085 recipients | 4,172 recipients | 1,358 recipients |
| BM Thanksgiving Email (AM) [Thu, Nov 23] | 📧 | 🟢 Sent | Nov 23, 2023 at 9... | 48.04% | 1.92% | \$17,763.75 |
| BM 120 Day Engaged | 📧 | 🟢 Sent | | 73,005 recipients | 2,912 recipients | 311 recipients |
| BM BF Sale Launch (PM) - BOGO 40% [Thu, Nov 23] | 📧 | 🟢 Sent | Nov 23, 2023 at 5... | 45.94% | 1.88% | \$109,034.56 |
| BM All Time Engaged | 📧 | 🟢 Sent | | 102,080 recipients | 4,171 recipients | 1,358 recipients |

Pro Tip: Utilize Resends. For this brand, resends alone generated \$95.7K

IMPORTANT: Keep in mind segmentation when strategizing. You need to make sure that for long sales those being excluded from reminders are being communicated with separately, to remain engaged.

KEY

BF: Black Friday

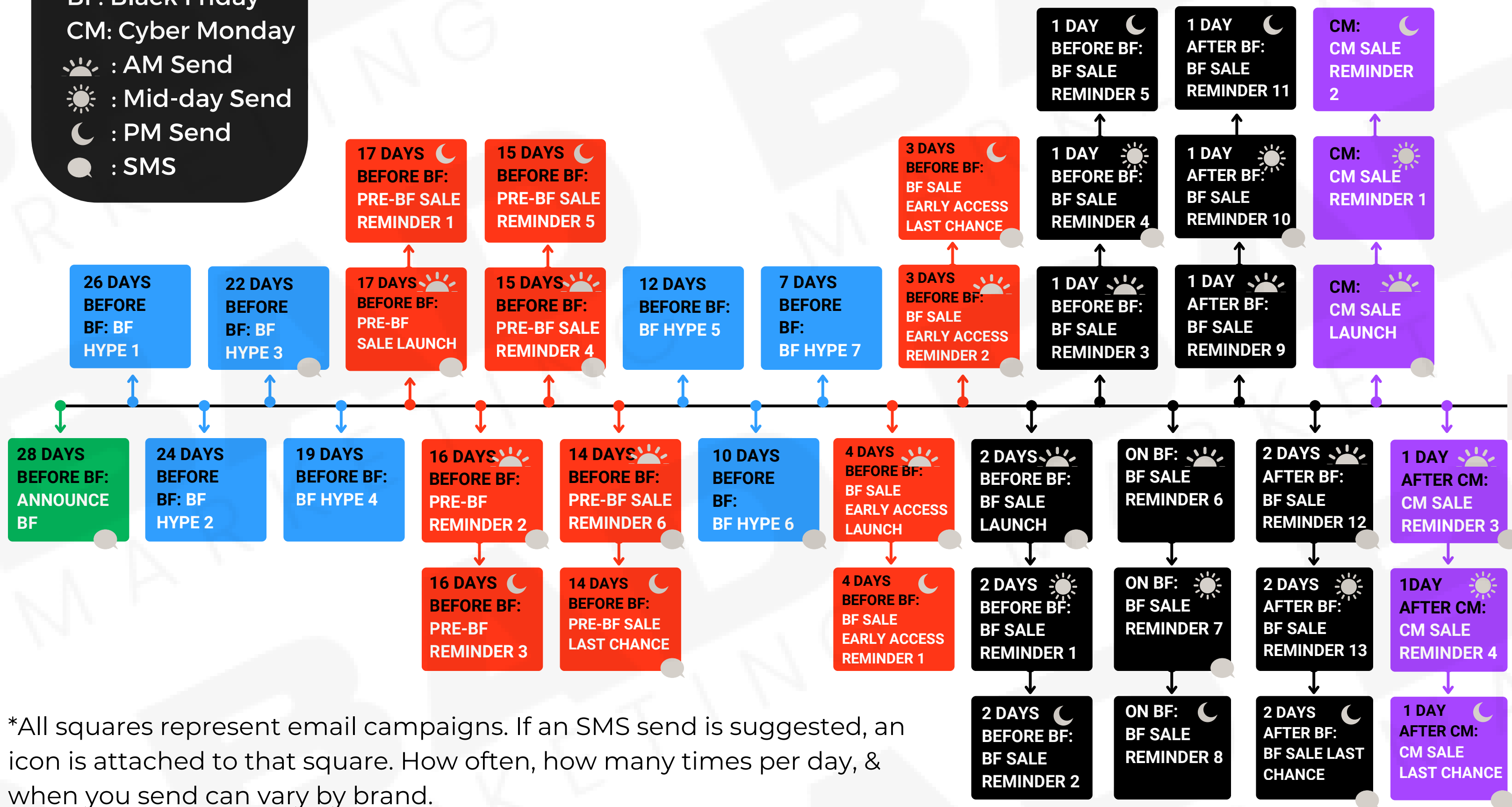
CM: Cyber Monday

☀️ : AM Send

☀️ : Mid-day Send

🌙 : PM Send

💬 : SMS



*All squares represent email campaigns. If an SMS send is suggested, an icon is attached to that square. How often, how many times per day, & when you send can vary by brand.



HYPE

Build awareness, excitement, & anticipation leading up to BFCM.

➤ GOAL

- Continue to engage & excite current subscribers
- Capture interest of new subscribers & get them on your list + get existing subscribers signed up for a platform they aren't on

➤ BEST TACTICS

- Engagement campaigns
- Social proof & reviews
- Emphasizing brand value
- Tips & education
- How products are used in current trends
- "Us versus Them"
- Tips on building a wishlist

➤ SEGMENTATION

- Engaged, VIPs
- Winback
- VIPs
- BF sale shoppers or sale-only shoppers
- Window shoppers
- Full send warm-up segments



PRE-SALE

This is optional, but a great time to honor VIPs & test offers.

➤ GOAL

Capture conversions before all the BFCM noise

➤ BEST TACTICS

- Keep copy short & direct
- Make the offer clearly visible & bold
- Make branding stand out & feel extremely personal
- Make content relevant to the segment(s)

➤ SEGMENTATION

What determines a VIP varies by brand. Examples:

- People who have spent the most overall time
- People who have bought most frequently
- Based on email & SMS engagement



EARLY ACCESS

Similar to the hype phase, build anticipation for Black Friday by offering early sale access.

➤ GOAL

- Capture conversions from VIPs
- Leverage SMS or other exclusive platforms (like your app or rewards members, if applicable)
- During early access, keep reminding others that they could be shopping right now if they subscribed

➤ BEST TACTICS

- Keep copy short & direct
- Make the offer clearly visible & bold
- Make branding stand out & feel extremely personal
- Make content relevant to the segment(s)

➤ SEGMENTATION

- Past subscribers who opted in for early access
- New subscribers from your BFCM lead generation
- VIPs who didn't buy during the pre-sale
- L90D engaged (if your early access list is too small)



BLACK FRIDAY

The day everyone has been waiting for. Be BAD in your messaging to stand out!

➤ GOAL

Cut through the noise. Be disruptive & stay top of mind.

➤ BEST TACTICS

- If you want to avoid sending delays & competitors reaching customer inboxes first, you need to get scheduled well in advance.
- Don't send on the hour
- Speak to segments differently (VIPs vs on a subscription vs non-buyers, etc.)

➤ SEGMENTATION

- Initial launch email: to the full list (you've been warming up for this)
- All other sends need to be strategically segmented for those best suited to include & exclude. Do not continue sending to the same list every day.



CYBER MONDAY

Your last chance to capture those shoppers still looking for a good deal.

➤ GOAL

Depending on the product, capture those who didn't buy during Black Friday or encourage customers to come back & shop again for themselves or others.

➤ BEST TACTICS

- If you want to avoid sending delays & competitors reaching customer inboxes first, you need to get scheduled well in advance.
- Don't send on the hour
- Speak to segments differently (VIPs vs on a subscription vs non-buyers, etc.)

➤ SEGMENTATION

- If the offer is the same, continue segmenting strategically as you were for BF reminder emails.
- If the offer is new, target "all-time engaged."
- Just like Black Friday, who you include & exclude is extremely important.



POST-BFCM

This is the transition into the holiday season, where gift-buying becomes the main focus.

➤ GOAL

Use this time to capture those who missed your sale + those still ready to buy & want to buy again for themselves or start holiday shopping early.

➤ BEST TACTICS

- Offer a deal that's about 10-15% less than your BFCM offer & target people who have BFCM FOMO
- Base your offers around shipping deadlines

➤ SEGMENTATION

Continue to target your most common segments strategically.



PHASE 4

CAMPAIGN PREP

Now that you know your strategy, it's time to put to use the data you collected earlier.

Build out your November & December strategies together.

- On sale launch & end dates, keep copy short & sweet, focused on the sale.
- Keep visual hierarchy & white space in mind. Standing out can be simple.
- Reminders should add value, educate, & engage. Use banners to help.
- Post BFCM, the strategy is about the same.

| Name | Send D... |
|--|------------|
| SMS sms campaign | Oct 2 |
| Email 1 - Engagement (gather data) | Oct 3 |
| Email 2 - Education | Oct 6 |
| Email 3 - Trust Building | Oct 8 |
| Email 4 - Product(s) Highlight | 6 days ago |
| SMS sms campaign | 5 days ago |
| Email 5 - Subscription or Value Add | 3 days ago |
| Email 6 - Engagement | Yesterday |
| Email 7 - Education | Tomorrow |
| Email 8 - Trust Building | Sun |
| SMS sms campaign | Sun |
| Email 9 - Product(s) Highlight | Tue |
| Email 11 - Rewards, App, Wishlist, or Value Add | Oct 24 |
| Email 12 - Comparison | Oct 27 |
| Email 13 - Value Add | Oct 29 |
| Halloween 24 Hour Flash Sale | Oct 31 |
| SMS Halloween 24 Hour Flash Sale | Oct 31 |
| BF Announcement Email | Nov 1 |
| Email with Hype Banner 1 | Nov 3 |
| Email with Hype Banner 2 | Nov 5 |
| SMS Engaging Hype | Nov 5 |
| Email with Hype Banner 3 | Nov 7 |
| Email with Hype Banner 4 | Nov 10 |
| RESEND: Pre-Black Friday Sale Launch (PM) If NO Pre-Sal... | Nov 12 |
| Pre-Black Friday Sale Launch (AM) If NO Pre-Sale, Email w... | Nov 12 |
| SMS Pre-Sale Launch If NO Pre-Sale, Send an Engaging SMS | Nov 12 |
| Pre-Black Friday Sale Reminder (AM) If NO Pre-Sale, Email... | Nov 13 |
| RESEND: Pre-Black Friday Sale Reminder (PM) If NO Pre-S... | Nov 13 |
| RESEND: Pre-Black Friday Sale Last Chance (PM) If NO Pr... | Nov 14 |
| Pre-Black Friday Sale Last Chance (AM) If NO Pre-Sale, E... | Nov 14 |
| SMS Pre-Sale Last Chance If NO Pre-Sale, skip this SMS | Nov 14 |
| Email with Hype Banner 5 (Hype 8 if NO Pre-Sale) | Nov 17 |
| Email with Hype Banner 6 (Hype 9 if NO Pre-Sale) | Nov 19 |
| Last Chance for BF Early Access OR Website Shutdown (if applica... | Nov 20 |
| Black Friday Early Access Launch (AM) | Nov 21 |
| SMS Black Friday Early Access Launch | Nov 21 |
| RESEND: Black Friday Early Access Launch (PM) | Nov 21 |
| RESEND: Black Friday Early Access Reminder 1 (PM) | Nov 22 |
| SMS Black Friday Early Access Reminder | Nov 22 |
| Black Friday Early Access Reminder 1 (AM) | Nov 22 |
| RESEND: Black Friday Early Access Reminder 2 (PM) | Nov 23 |
| Black Friday Early Access Reminder 2 (AM) | Nov 23 |
| Black Friday Early Access Last Chance (AM) | Nov 24 |
| SMS Black Friday Early Access Last Chance | Nov 24 |
| RESEND: Black Friday Early Access Last Chance (PM) | Nov 24 |
| Black Friday Launch (AM) | Nov 26 |
| RESEND: Black Friday Launch (Mid-Day) | Nov 26 |
| Black Friday Launch (PM) | Nov 26 |
| SMS Black Friday Launch | Nov 26 |
| Black Friday Reminder 1 (AM) | Nov 27 |
| RESEND: Black Friday Reminder 1 (Mid-Day) | Nov 27 |
| Black Friday Reminder 1 (PM) | Nov 27 |
| SMS Black Friday Reminder 1 | Nov 27 |
| Black Friday Reminder 2 (AM) | Nov 28 |
| Black Friday Reminder 2 Happy Thanksgiving (PM) | Nov 28 |
| SMS Black Friday Reminder 2 | Nov 29 |

| Name | Send D... |
|--|-----------|
| Black Friday Reminder 3 (AM) | Nov 29 |
| RESEND: Black Friday Reminder 3 (Mid-Day) | Nov 29 |
| Black Friday Reminder 3 - Price Breakdown/Benefit (PM) | Nov 29 |
| Black Friday Reminder 4 (PM) | Nov 30 |
| SMS Black Friday Reminder 3 | Nov 30 |
| RESEND: Black Friday Reminder 4 (Mid-Day) | Nov 30 |
| Black Friday Reminder 4 (AM) | Nov 30 |
| Black Friday Last Chance (AM) | Dec 1 |
| Black Friday Last Chance From Founder (PM) | Dec 1 |
| RESEND: Black Friday Last Chance (Mid-Day) | Dec 1 |
| SMS Black Friday Last Chance | Dec 1 |
| Cyber Monday Launch (AM) | Dec 2 |
| Cyber Monday Launch (PM) | Dec 2 |
| RESEND: Cyber Monday Launch (Mid-Day) | Dec 2 |
| SMS Cyber Monday Launch | Dec 2 |
| Cyber Monday Last Chance (PM) | Dec 3 |
| Cyber Monday Last Chance (AM) | Dec 3 |
| RESEND: Cyber Monday Last Chance (Mid Day) | Dec 3 |
| SMS Cyber Monday Last Chance | Dec 3 |
| SMS Cyber Monday Extended (Mid-Day) | Dec 4 |
| RESEND: Cyber Monday Extended for 24 Hours (Mid-Day) | Dec 4 |
| Cyber Monday Extended for 24 Hours Last Chance (PM) | Dec 4 |
| Cyber Monday Extended for 24 Hours (AM) | Dec 4 |
| Post-BFCM Sale Launch (Smaller Discount than BF/CM) (AM) | Dec 5 |
| SMS Post-BFCM Launch | Dec 5 |
| RESEND: Post-BFCM Sale Launch (Smaller Discount than B... | Dec 5 |
| Post-BFCM Sale Reminder 1 (Smaller Discount than BF/CM)... | Dec 6 |
| SMS Post-BFCM Reminder 1 | Dec 6 |
| RESEND: Post-BFCM Sale Reminder 1 (Smaller Discount tha... | Dec 7 |
| RESEND: Post-BFCM Sale Last Chance (Smaller Discount t... | Dec 8 |
| Post-BFCM Sale Last Chance (Smaller Discount than BF/CM... | Dec 8 |
| SMS Post-BFCM Last Chance | Dec 8 |
| Thank You For Shopping From Founder | Dec 9 |
| Email Sending Break | Dec 10 |
| Holiday Promo Launch (shipping cut off 12/16-20) | Dec 12 |
| Holiday Promo Reminder (shipping cut off 12/16-20) | Dec 13 |
| RESEND: Holiday Promo Reminder (shipping cut off 12/16-20) | Dec 14 |
| Holiday Promo Last Chance (AM) (shipping cut off 12/16-20) | Dec 15 |
| RESEND: Holiday Promo Last Chance (PM) (shipping cut off ... | Dec 15 |
| TBD | Dec 17 |
| TBD | Dec 19 |
| Last Minute Shopping on Amazon (if applicable, if not e-gift card) | Dec 20 |
| New Year Plans | Dec 22 |
| Happy Holidays from Team or Founder | Dec 24 |
| Didn't get the items on your wishlist? | Dec 26 |
| TBD | Dec 29 |
| TBD - Depends on brand, a NYE email may not do well, may need to move... | Dec 31 |
| TBD - Now what (play on resolutions) | 1/2/25 |

On average, during Q4, we send a total of 80-90 Emails & 25-35 SMS.



FLOW PREP

It's your biggest offer of the year. Every piece of communication should leverage it.

➤ GOAL

Clone your flows & create versions that contain language around BFCM.

➤ BEST TACTICS

- Remove any offers that are currently in the welcome or abandonment flows & replace them with the BFCM offers.
- If your Black Friday & Cyber Monday sales offers are different, you will need to adjust the offer for each launch.

➤ WHAT TO ALTER

- Welcome
- Site Abandonment
- Browse Abandonment
- Abandoned Cart
- Abandoned Checkout
- Post Purchase / Order Updates

You should utilize dynamic content blocks when building these.



PHASE 5

IMPLEMENT YOUR STRATEGY

Now, all your prep work comes together to deliver a strategy that converts.

➤ 1 WEEK BEFORE BF

- Emails & SMS scheduled
- Offers tested
- Compliance checked

➤ BF LAUNCH DAY

- Make BF flows live
- Make BF pop-ups live
- Check that campaigns launched properly

➤ CM LAUNCH DAY

If offer is different than BF:

- Turn off BF flows & pop-ups
- Turn on CM flows & pop-ups
- Check that campaigns launched properly



LET'S RECAP YOUR PRIORITIES

- Check your sender reputation & start building up to a full list send
- Optimize your list growth for pre-BFCM
- Solidify your sale dates & offers. Make sure your team is on the same page!
- Start building your BFCM campaigns so that you can schedule them ASAP
- Audit your account for opportunity
- Prep your BFCM flows & pop-ups
- Test your offers & compliance
- Launch your BADDEST sale yet!



BAD EXAMPLES

From Nominal <Support@Nominalx.com>
Subject Nominal is officially shut down.
Well, Nominal is officially shut down — just for 24 hours.
After all, it takes a lot of work to discount the **entire website** up to 60% off.
Our Black Friday Sale begins at 12PM EST tomorrow, and it's everyone for themselves.
Things sell out, deals go quick, and it isn't a pretty sight when you don't get what you want.
But, we're here to help you make sure that doesn't happen.
Here are some pro tips (from our very own staff) so you have the advantage during Black Friday:

1. **Get in Early:** Sign up for our [SMS list](#) or [download our app](#) to get a one-hour head start (11AM EST) before the rest of the world can even get into the site.
2. **Fast & Correct Checkout:** Save time during checkout by having all of your card & address info ready. Double-check too! Just because an item is in your cart does not mean it's reserved for you, and if your address is incorrect, you might accidentally gift a stranger with your whole order.
3. **Keep an Eye on Us:** Don't move your sights off your email inbox, your texts, and [our Instagram](#). Updates, giveaways, alerts — it **all** happens from one page: Nominal.

Follow our pro tips above and it'll be smooth golden sailing. We'll see you at 12:00PM EST (or 11:00AM if you're early).
And remember: this year has a great cause behind it. Every single order placed, no matter the value, donates a meal to a family in Palestine.
Thank you for your constant support, Nominal Family. We'll see you tomorrow!

☐ BM | BF Site Shut Down [Wed, Nov 15] 64.63% 0.80% **\$62,210.78**
BM | 120 Day Engaged 88,919 recipients 1,105 recipients 572 recipients

Message

Nominal: Black Friday Early Access.

Up to 60% off everything. 40+ new pieces.

Be the first to shop.

Password:
<https://nominal.pscrpt.io/94Fqrm/9SHZWG>

Rev.: **\$98.08K** CTR: 9.67%
EPM: **\$1.68** UCTR: 7.16%
Orders: 926 Sent: 58.53K
Conv.: 16.35% Unsub.: 0.37%
Clicks: 5,662

Message

Nominal: Psst, password
 (all caps) to unlock the sale.

Up to 60% off live now:
<https://nominal.pscrpt.io/9QP5xK/10Jw7j>

Rev.: **\$83.56K** Clicks: 3,544
EPM: **\$1.18** CTR: 5.01%
Orders: 749 UCTR: 4.01%
Click conv.: 21.13% Sent: 70.79K
Msg conv.: 1.06% Unsub.: 0.38%

Message

Vedge Nutrition: 30% OFF Sitewide?!
EARLY ACCESS IS HERE!

Shop Black Friday before the crowd
with code
<https://vedge.pscrpt.io/9QP8sY/jF5Hek>

Rev.: **\$11.07K** Clicks: 243
EPM: **\$1.43** CTR: 3.13%
Orders: 95 UCTR: 2.47%
Click conv.: 39.09% Sent: 7,758
Msg conv.: 1.22% Unsub.: 0.61%

Message

Organics Ocean: Haven't grabbed
your favorites yet?

This Black Friday sale won't last
forever. Up to 30% OFF sitewide!

Shop:
<https://ocean.pscrpt.io/9QQiC8/tqxUhG>

Rev.: **\$10.76K** Clicks: 513
EPM: **\$0.42** CTR: 2.01%
Orders: 141 UCTR: 1.79%
Click conv.: 27.49% Sent: 25.49K
Msg conv.: 0.55% Unsub.: 0.71%

MAINGEAR

BLACK FRIDAY
Doorbuster Deals
are **LIVE!**

Up to \$600 in Value Savings!

EXPLORE OUR DEALS

Black Friday has arrived, and it's time to level up!
Get ready to grab legendary gear and take your gaming
experience to the max with up to \$600 in value savings
on select products.

From powerful setups to high-performance essentials, this
is the moment to claim the upgrade you've been eyeing.



Zero - Diamond
RGB LCD Limited Edition
GPU: NVIDIA GeForce
RTX 4070 Ti Super
CPU: AMD Ryzen 7
7800X3D
Up to \$600 in value savings

SHOP NOW



MG-1 - Legendary
Holiday 2024 Edition
GPU: NVIDIA GeForce
RTX 4080 Super
CPU: AMD Ryzen 7
7800X3D
Up to \$466 in value savings

SHOP NOW



MG-1 Ruby
Holiday 2024 Limited Edition
GPU: NVIDIA GeForce
RTX 4070 Ti
CPU: AMD Ryzen 7
7800X3D
Up to \$420 in value savings

SHOP NOW



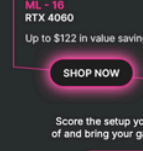
MG-1 Gold
Holiday 2024 Edition
GPU: NVIDIA GeForce
RTX 4080 Ti
CPU: AMD Ryzen 5
7600X
Up to \$278 in value savings

SHOP NOW



ML - 16
RTX 4070
Up to \$222 in value savings

SHOP NOW



ML - 16
RTX 4060
Up to \$122 in value savings

SHOP NOW

Score the setup you've been dreaming
of and bring your game to the next level.

UNLOCK EPIC DEALS

0% 12-Month Financing
Now available on orders over \$1999 *

SHOP NOW



Built by
Enthusiasts



High-quality
Hardware



Award-winning
Support

MAINGEAR is a leader in high-performance gaming and workstation PCs. With a passion for
building the best computers, MAINGEAR continues to set the standard and drive innovation
within the industry. MAINGEAR's mission is to create the ultimate gaming experience through
superior products and exceptional service.

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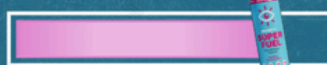
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FREE Shipping On Orders \$50+

EBOOST

BLACK FRIDAY
STARTS
TOMORROW



BIG DEALS LOADING...

PREPARE YOUR CART

Get ready for unbeatable savings starting tomorrow! Load up your
cart with your favorites and stay tuned for the big reveal.



SUPER FUEL
SHOP NOW >



POW
SHOP NOW >



RESCUE
SHOP NOW >



SUPER POWDER
SHOP NOW >

THE EBOOST PROMISE



Always
Non-GMO



Gluten &
Soy Free



Low in
Sugar



No Artificial
Additives

WE'RE PROUD TO BE A PLASTIC
NEUTRAL + COMPANY!

For every piece of plastic we produce, 2x will be
diverted from the ocean.

Plastic
Neutral +
CleanHub



@ f x d

*These statements have not been evaluated by the Food and Drug Administration (FDA). These products are not
intended to diagnose, treat, cure or prevent any disease.

EBOOST revolutionizes daily energy with a focus on clean, high-quality products. Designed for those who live
actively and eat well, our brand is committed to clean living. Always Non-GMO, Gluten & Soy Free, and devoid
of Artificial Flavors, Colors, or Sweeteners. We pride ourselves on the superior quality and reliability of our products.
standards of ingredient quality. Our mission is simple — empower you to face each day boldly and reliably driven. At
EBOOST, we refuse to compromise, ensuring you receive the best support for your active lifestyle.

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FREE SHIPPING ON ORDERS \$99+

LANE 201

NEW DRESSES TOPS BOTTOMS SHOES SALE

SHOP SALE SHOP SALE SHOP

BLACK FRIDAY

HAS ARRIVED

BUY 1, GET 1

BO
GO

80% OFF
ON THE SITE

USE CODE: !

WANT AN EXTRA 10% OFF?

DOWNLOAD OUR APP

BUY 1, GET 1

90% OFF
ON THE APP

USE CODE: !

DOWNLOAD THE APP >

SHOP SALE SHOP SALE SHOP

[Click here to see animations.](#)



LAST CHANCE

CYBER MONDAY

ENDS TONIGHT





35% OFF

Waggle Mail Boxes





UP TO

20% OFF

Top Sellers



NO CODE NEEDED

Offer expires at 11:59 PM CST 11/26/23

Shop Now



Free Shipping

in Canada

No commitment, cancel any time.



Vet-Curated



Dog-Devoted



Filler-Free





www.wagglemail.com

Canada's only vet-curated dog subscription box. Packed with purposeful toys, treats, and accessories, Waggle Mail blends convenience with customization, choosing quality, trustworthy products that support your dog's age, need, and breed. Less time shopping means more time bonding.

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Have a question? we're all ears.

Hit "Reply" or give us a call at 1-888-WAG-4DOG

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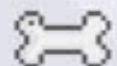







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ENDS AT MIDNIGHT!

CYBER MONDAY SALE

HELP FIDO GET A GIFT FOR HIS FRIEND IN 4KNINES' CYBER MONDAY SALE BEFORE MIDNIGHT.

Shop Cyber Monday Sale




CONGRATULATIONS

CYBER MONDAY SALE

24 HOURS ONLY

40% OFF

+ DOUBLE POINTS
+ FREE SHIPPING

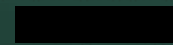
USE CODE: 

SHOP THE SALE

ocean

Ocean's Cyber Monday Sale is Today Only!

Get 40% OFF All Single Bottles

USE CHECKOUT CODE 


Expires 11/27 at 11:59 pm PST.

Shop Wellness 40% OFF

"The Best Thing I Have Ever Gotten."

"This Magnesium works so well! You feel stress-free, in a good mood, and relaxed, with no side effects. I take these a couple of hours before bed, and by that point, my mind is not racing anymore. I'm on my second bottle, that's how good this product is."

- Carlos




*Offer ends 11/27/2023 at 11:59 PM PST. 1 discount code/order, per customer. Cannot be combined with other discounts. Discounts not valid on bundle packs or subscriptions.

ocean

This Holiday Season


Give the Gift of Health



Shop Stocking Stuffers

Our products may come in small bottles, but the impact they can have on the recipient is truly remarkable. These stocking stuffers are a delightful way to show you care about their wellness. Give the gift that keeps on giving this holiday season.


Our Stocking Stuffers Top Picks



Organic Wild Sea Moss

A superfood that'll boost your well-being.


Shop Now



Magnesium Glycinate

Supports relaxation and sleep quality.


Shop Now




Reishi Mushroom Gummies

Enhances mood and vitality.


Shop Now




Made in the USA with International Ingredients



Vegan Friendly



Third-Party Tested



USA-Based Customer Support

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SIMPLER


HAIR COLOR

LAST DAY FOR HOLIDAY SHIPPING

Today is your last chance to order SIMPLER Hair Color for Christmas delivery.

ORDER NOW

But before you rush off, let's make sure you pick the right product for your festive look. Are you **Team Full Coverage** or **Team Partial Coverage**? Let's break it down:



Full Coverage

1. Application Time

Takes a bit longer but worth it for complete coverage.

2. Sensitive Skin


Gentler on skin, but if you're extra sensitive, keep reading!

3. Look

Perfect if you love a uniform, no-gray look.

4. Color Options

A wide range to match your exact hair color.



Partial Coverage

1. Application Time

Quick 5-10 minutes for those on-the-go.

2. Sensitive Skin


Formulated with even gentler ingredients for extra care.

3. Look

Ideal for the trendy salt-and-pepper style.


4. Color Options

Focused options to enhance your natural color.



Full Coverage Color Box

SHOP NOW



Partial Coverage Color Box

SHOP NOW

[Click here to see animations.](#)



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