

Postscript



SMS



Playbook I

A dark brown smartphone with a white title overlay. The phone has a rounded top and a horizontal slot for a camera or sensor. The title is centered on the screen in a bold, white, sans-serif font.

The Conversational SMS Playbook for BFCM

Step 1: Train Your List to Text Back

Conversations are where SMS really pays off. Two-way texts don't just drive engagement, they uncover buying signals, segment your list in real time, and handle objections while the subscriber is still in the cart.

That's how you win before, during, and after the noisiest week of the year.

This playbook shows you how to put conversational SMS to work: what to do 60 days out, how to text during Cyber Week itself, and how to turn those conversations into ongoing revenue long after the holiday rush is over.

Here's a tip to kick things off: Position SMS as your first-to-know channel during BFCM. In Q3, your popup CTA should tease Black Friday access, even if you don't know your offer yet. The earlier you plant that seed, the more momentum you'll have, "Our SMS list gets BFCM deals first. Make sure you don't miss it."

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Train Your List to Text Back

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Early Access Opt-In:

Want Black Friday deals early? Reply EARLY and we'll add you to the VIP list.

→ Simple, but lets subscribers know that a reply works

Wrong Answer Campaign

"What's the worst Black Friday purchase you've ever made? A) Treadmill B) Instant Pot C) Weird gadget D) Other (spill the tea)"

→ It's playful, and more likely to get cheeky replies

Engagement Warm-Up

In October, ask low-stakes questions like:

Values-Based Poll: "What matters most when you shop?
A) Price B) Quality

→ Clear prompts take away the guesswork for your subscribers.

And a values campaign like this one sets you up to address each segment accordingly come BFCM. Speaking of segments, on to Step 2....

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Turn Conversations into Segments

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Step 2: Turn Conversations into Segments

During BFCM, every send has to work harder than usual. But the beauty of conversational SMS is that one campaign can do the heavy lifting of five: it builds segments you'll need later, surfaces buying signals in real time, re-engages shoppers who are on the fence, and deflects CX questions before they pile up.

Fun, zero-party data prompts are your pre-game. Here are a few ways to let personalized SMS work harder for you this year.

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Pre-BFCM Segments:

The Gift Guide Question

Who are you shopping for this season?
A) Myself B) Partner C) Parents D) Kids

→ Auto-tag replies, then build targeted gift guides

Once you know who they're shopping for, send a tailored follow-up:

- Partner → showcase some "Most Gifted" products.
- Parents → spotlight a few practical items.
- Kids → offer a bundle
- Myself → position a "treat yourself" offer.

Temporary BFCM Opt-Out:

Let subscribers reply "SNOOZE" to pause texts just for cyber weekend. It's an excuse to engage with them early in November, will prevent unnecessary unsubscribes, and gives you a chance to make those snoozers some early holiday offers.

This temporary opt-out isn't just churn prevention, it's an excuse to re-engage snoozers in December with:

Welcome back! While you were out,
here's what you missed

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BFCM and Post-Cyber Week Segments:

The Post-Purchase

Quick Q: Was your order a gift or for yourself? Reply GIFT or ME.

→ Self Buyers → upsell with accessories, bundles, or gift-for-others suggestions.

→ Gift Buyers → retarget later with “treat yourself” campaigns or “need another gift?” reminders.

Big Spenders

Big spenders deserve big perks. You’re officially on our VIP list for holiday deals.

→ For smaller orders or new buyers drop tips or education that make their purchase feel bigger. Add them to a nurture to turn them into VIPs down the road.

Automate now, kick back later

All of these responses can be auto-tagged in Postscript. Suddenly, your “one” campaign has created several brand-new segments for future targeting.

We’ve seen success with this approach again and again. Brands like Thrive Causemetics, Ridge, and MaryRuth’s consistently outperform their peers because they use SMS to talk with customers, and message them more accurately because of it.

thrive
causemetics®

RIDGE

MARY RUTH’S®

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Step 3: Automate Without Losing the Human Touch

We know what you're thinking: Your CX team can't handle the flood of replies on Black Friday morning.

That's why you're strategizing early! Build automations now that branch replies, tag subscribers, and resolve questions immediately. By the time the rush hits, your flows will keep conversations moving on their own.

- Create on-brand fall back replies.
- Auto-resolve expected replies so that they don't become tickets
- Tag and segment responses automatically.
- Schedule BFCM versions of all your workhorse automations to run through the week

How to scale responses while still sounding human:

Write fallback replies that still sound human:

Not every subscriber will follow instructions. Instead of silence, use on-brand fallbacks like:

Hey, thanks for texting us! Our team is working through our SMS inbox and will be in touch shortly.

Schedule automations for the sale:

Duplicate your top automations (Abandoned Cart, Browse Abandonment, Post-Purchase) and rewrite the copy for BFCM urgency. Schedule them to auto-deactivate when Cyber Week ends, so you're not pushing expired promos in December.

Bonus: scale conversations with Shopper

Postscript's Shopper AI responds to customers on your behalf, completely trained on your FAQs and policies. It can objection-handle, offer deals, and personalize the buying experience for everybody.

What Shopper does:

- Your brand's shopping assistant for SMS
- Delivers a personalized 1:1 shopping experience
- Handles 92% of conversations without human intervention
- Folks that engage with Shopper are 22% more likely to stay subscribed

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Change your Tone on Gameday

Step 4: Change your Tone on Gameday

Cyber Week is no longer the time for icebreaker questions (hopefully you've already done that work) and overly charming campaigns, it's go time. Conversations should lean into objection handling and urgency.

You have a 4-5 day window (well, if we're being honest, we always extend it a bit) to convert as much traffic as possible, and that traffic is looking for the best deals. Your SMS strategy should address those urgent questions and break down objections in a heartbeat. Here's our advice for pivoting from 'warmup' to 'sprint'.

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Change your Tone on Gameday

Gameday Tactics

Ask what's stopping them:

We noticed you didn't end up buying. Can we ask why?
Reply A) Price B) Quality C) Shipping D) Still Deciding.

→ Automate follow-ups that address each objection

Comparison prompts:

We know there are a lot of other options out there. Here's how our BFCM bundle stacks up to the competition:

The time to convert is now, and SMS is your most direct line of communication. Use it to make a strong, succinct case for your products.

For those who reply, use Postscript's Shopper AI feature to handle objections and conversations in real time to close more sales.

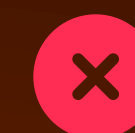
Send in the :40s and :50s of the hour:

Avoid the flood of :00 sends, and your message has a higher chance of getting their full attention.

Time zone sends:

Schedule campaigns in subscriber local time so "last call" messages actually hit before bedtime, and not during Thanksgiving dinner round two.

BONUS TACTIC:



last call



Already ordered? Here's one more chance to grab a second gift before midnight.



This campaign speaks directly to BFCM buyers and gives you even an additional chance to convert

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