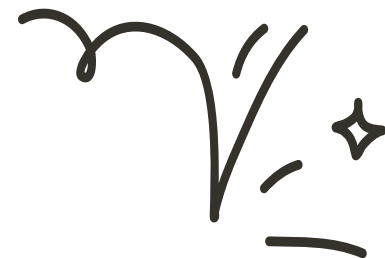# hitide

Lurkers to Loyalists:

3 Steps to Printing BFCM-Ready Subscribers from Social

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Introduction

We all know BFCM isn't won in November - it's won in September. The brands that crush holiday sales aren't just the ones with great promos, they're the ones who start building their subscriber lists 60+ days ahead of the selling season.

One great place to get BFCM ready? Your social profiles.

Your fans, customers, and future customers are already there. And you've already invested in publishing content regularly to keep your brand top of mind.

Did you know that social can be about more than just awareness? In fact, the right strategy can turn your followers and profile visitors into SMS and Email subscribers - adding new high intent subscribers of your most profitable, owned channels

This playbook shows you how to transform lurkers into loyalists with evergreen profile tactics (plus a bonus giveaway strategy).

Each tactic can be set up quickly and easily - and when automated with HiTide, will keep printing subscribers long after you've moved focus onto your next BFCM project.

The Problem:
Top Customers Are Not Always On Your Lists

Ecommerce brands invest heavily in both retention ads and organic social to drive high intent traffic to your website; but the ad journey does not always end on your website.

Up to **62% of Instagram users visit a brand's profile directly from their ad** - including your existing customers.

Your Instagram or TikTok profile often functions as an alternative landing page - but most brands overlook optimizing it for conversion and retention.

That means your best customers may be interacting with you every week on social, but staying invisible in your SMS or email programs. Without intentional profile optimization and automation, you're leaving acquisition and retention dollars on the table.

63% of subscribers acquired by HiTide through social are net-new (have never been on your list), highlighting the enormous potential of this channel for list growth and customer acquisition.

The BFCM Plan: Optimizing Your Profile for List Growth

Think of your social profile as an **always-on landing page**.

Every impression is a chance to convert a lurker to a subscriber before they are gone (maybe forever).

Your bio, highlights, and comments aren't just for looks.

Make each social moment pull its weight by building your list and fueling conversions.

Here are the evergreen tactics to set up 60+ days before BFCM:

TACTIC 1:

Add a Subscribe CTA in Bio⚡

What to do:
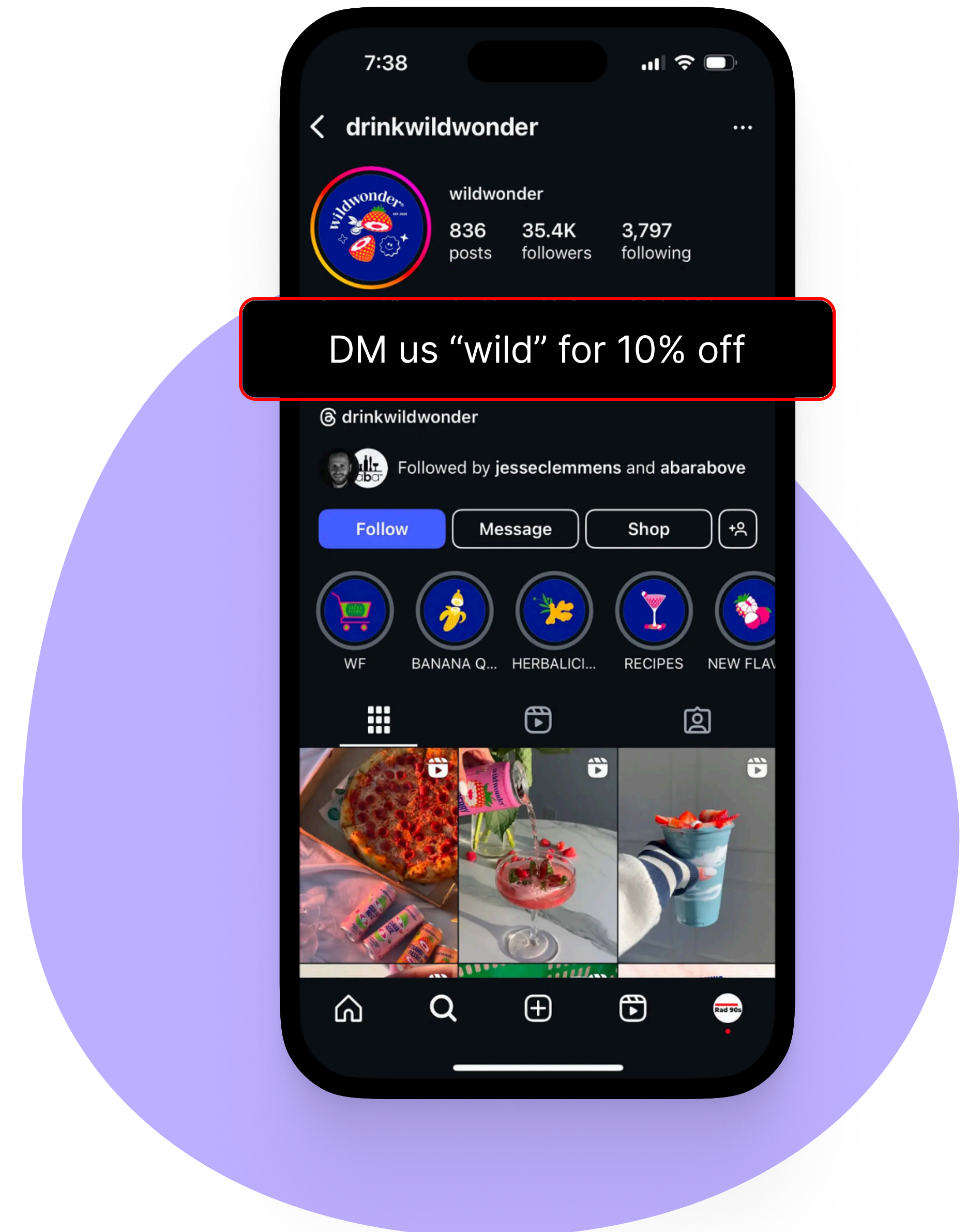
Add a simple, irresistible CTA to your bio (e.g. "Text us to unlock 15% off" or "Join the list for early BFCM drops").

DIY option:

Add your Postscript # and join keyword to your Bio to drive signups manually.

Even better:

Automate with HiTide - DMs capture subscribers without extra clicks; e.g. "DM us "👀" to unlock 15% off". Less work for the user, and more on brand.

TACTIC 2:

# Create a Story Highlight

What to do:

Create a permanent offer ("Discount" or "VIP Access") highlight with your offer front and center. Often you can simply match your website pop up offer language.

DIY option:

Drop a short link in the story and save it to a highlight.

Best practice:

Use emoji or keyword replies to trigger SMS signup from story reply; HiTide automates reply-to-story flows, turning casual viewers into subscribers instantly.
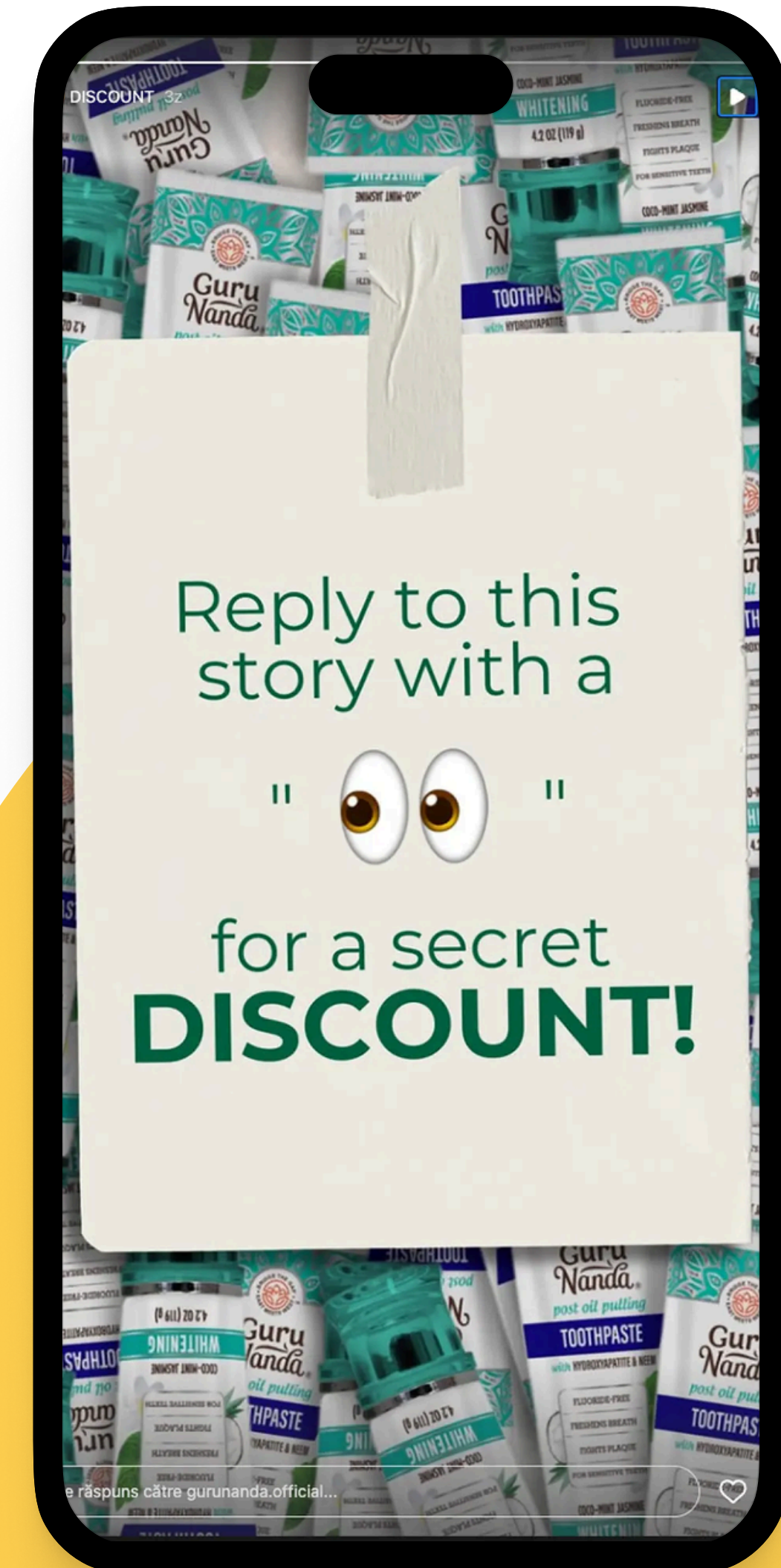
TACTIC 3:

# Activate an Ice Breaker

What to do:

Each new incoming DM is an opportunity to present a short, clear CTA action with a native CTA button. HiTide integrates directly with the FB, IG, and TikTok, allowing you to activate and customize Ice Breaker buttons in just seconds. Use simple prompts (e.g. "Tap to unlock early access").

DIY option:

Set these up manually. Reply manually, or send back a Postscript Short Link for opt-ins.

Even better:

HiTide automatically responds and captures the opt-in each and every time. Use easy templates to make TCPA compliance a breeze.
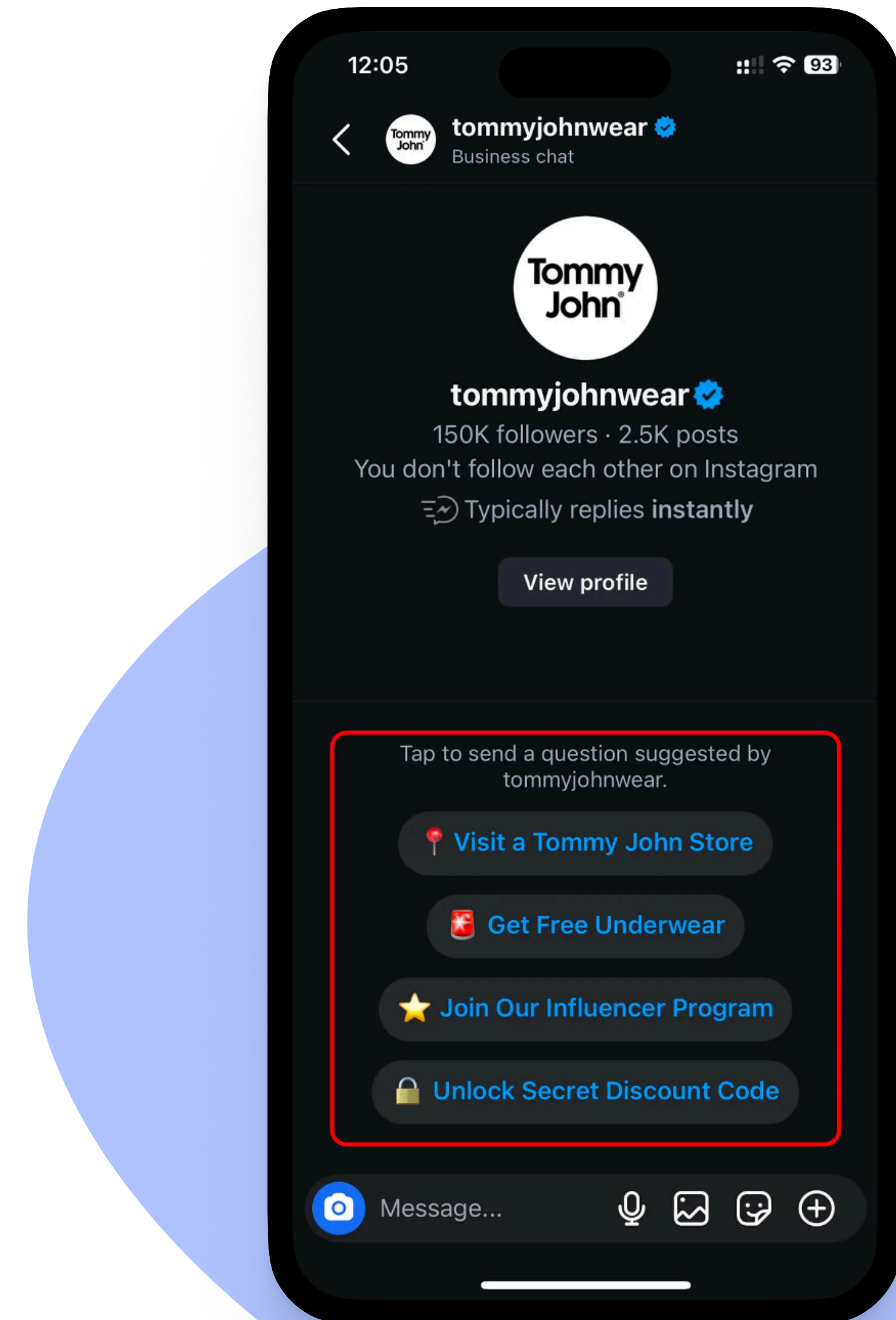
TACTIC 4:
Reply to Ad Comments

What to do:
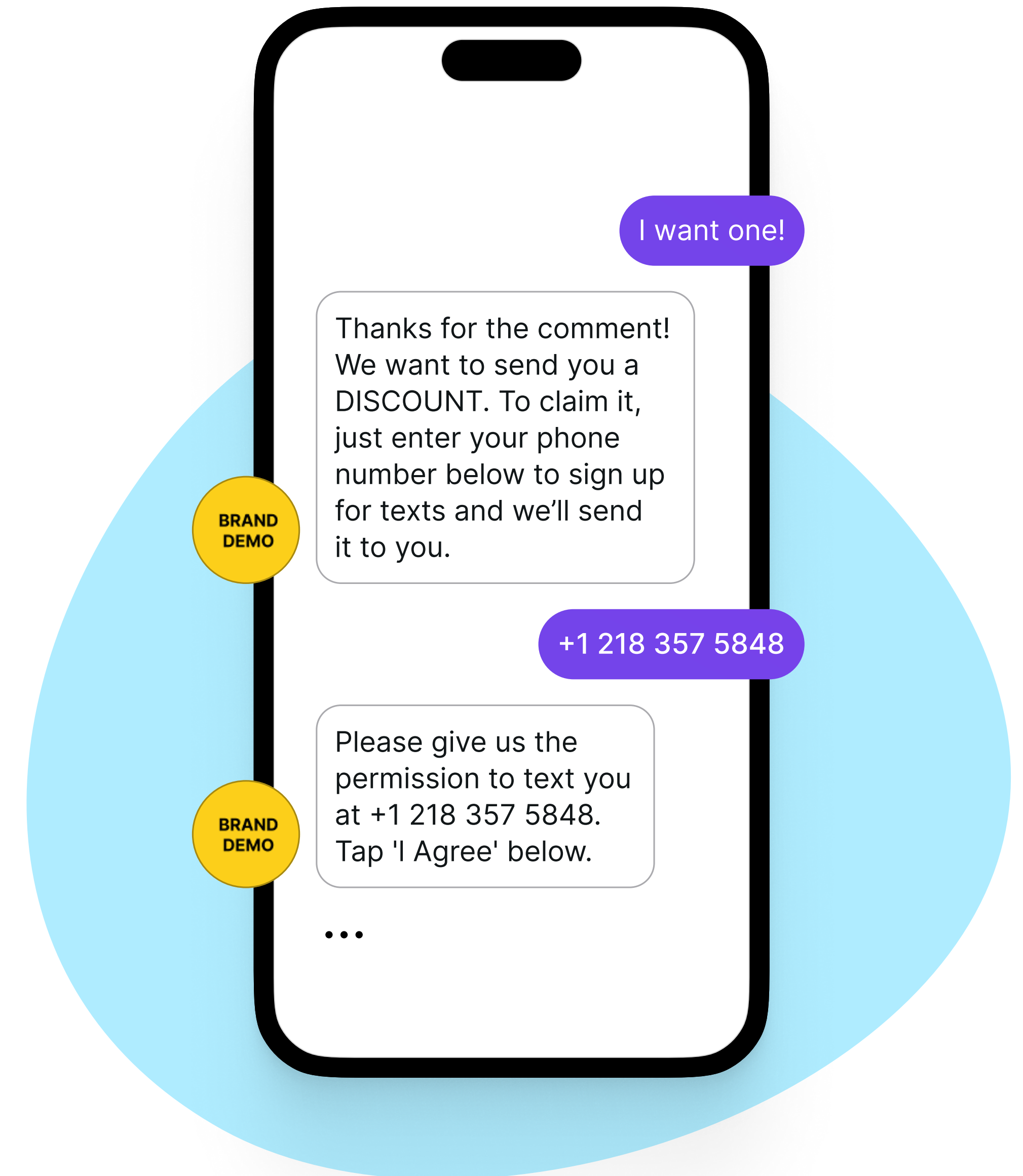
Get lots of comments on your ads? Don't let them go to waste.

DIY option:

Look for positive comments and manually DM commenters with a link; e.g. "thanks for your comment! We wanted to send you an extra $5 off your next order".

Best practice:

HiTide automates private ad comment replies at scale, turning every comment into an opt-in moment while ignoring negative comments.

Why Automation Matters

Setting up evergreen profile CTAs is just step one - you can save time and get better results with **DM automation that runs 24/7.**

HiTide's AI-powered flows:

✅ Spot and fix typos in user replies to maximize conversion.

✅ Magically switch from SMS to email capture in non-SMS supported regions.

✅ Gracefully disengage from the convo when needed.

With HiTide, your profile becomes an AI-powered subscriber printing machine, not just a digital catalog or showroom.

BONUS TACTIC:
Run a Giveaway ✳️

Giveaways are one of the highest-engagement ways to grow your SMS list. They spark excitement, drive sharing, and build real opt-in momentum.

Why Giveaways Work

✅ Easy to enter, fun, and instantly appealing

✅ You're probably already doing them for follower growth

✅ Prospects are already raising their hands in your giveaway comments and DMs. Make sure they have the chance to opt-in.

✅ With the right offer, a giveaway can dramatically grow your list in days

Giveaway Best Practices

✅ Prize Selection: Offer something with high perceived value ($300+ total, or multiple winners). Multiple prizes or tiers keep energy high and expand reach.

✅ Caption Strategy:

✔ Start with "GIVEAWAY" in bold.

✔ Lead with a simple instruction (e.g., "Comment an emoji to enter").

✔ Include disclaimers and DM opt-in reminders.

✅ Creative Design: Overlay text like "Win" or "Giveaway" so the prize is obvious.

✅ Entry Mechanics: Keep friction low - one or two steps max. HiTide can automate DMs to all post comments: ("one last step to enter the giveaway! What's your phone number?") for TCPA compliant opt-ins.

✅ Duration: 5–14 days creates urgency and buzz.

✅ Transparency: State rules, eligibility, winner selection, and announcement date clearly.

✅ Promotion: Push via posts, stories, bio links, pinned posts, even paid boosts or influencers.

✅ Follow-Up: After it ends, re-engage all participants - especially non-winners - with tailored flows.

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Real-World Example: onewith Giveaway

onewith got a jump on summer with a giveaway that converted 88% of participants to SMS

68% OF TOTAL IG AUDIENCE REACHED ORGANICALLY

88% CONVERSION FROM COMMENT TO TCPA OPT-IN

38% NET-NEW SUBSCRIBERS

Done right, giveaways don't just inflate vanity metrics like followers or comment rate - they build a list of buyers excited for what's next.

Conclusion

By optimizing your profile before BFCM, engaging your audience with evergreen CTAs, and ideally automating with HiTide, you'll head into BFCM with:

✅ A bigger, more engaged subscriber list.

✅ Net-new customers ready to buy.

✅ Existing customers reactivated via SMS.

Want to learn more? Let's chat! gohitide.com/meeting