

# Members Only

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# Privileged Information

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# IMPORTANT

## READ THIS FIRST

### Update on this NEW 2022 VERSION

Are you as excited as I am for this month's GSD? If you've been with us for a long time (2019 onwards!), you may be familiar with our highest money-making GSD, made especially for you to succeed during Black Friday and Cyber Monday (BFCM).

And we say this every year (and we mean it every year): this new version is going to be WAYYY better! Here's why...

### Equipping you with essentials

Before you march into battle, you need to get the lay of the land. So I will guide you through the landscape with data and stats about our favorite (sales) season. This way you're not going in blind.

I am also unlocking our EI arsenal so you can choose your weapons, so to speak! You'll discover four important tools that will prepare your store for BFCM. This includes a special guide to our EI knowledge bank.

### Updated Strategy + Tactics

And because you want to be top of mind this season, you're not just going to get a ready-to-roll email bundle: you're also going to get the lowdown on how to attract and retain your target audience via SMS. You will get access to a clearcut BFCM strategy, complete with a calendar and pre-written email and SMS templates.

But just a heads up! Given that it's the responsibility of EI members to customize and personalize these strategies and templates, **we retained most of the copy templates from last year.** What we are adding are the best practices for email and SMS. Remember to review your 2021 performance and see what learnings you can apply this year. All good? Let's go!

*Matt*

# TABLE OF CONTENTS

<b>HEY, INSIDERS!</b>	5
Special Thanksgiving gift	6
<b>RECESSION-PROOFING YOUR BFCM PLANS</b>	9
Silver Linings	10
<b>BFCM STATS TO GET YOUR HEAD IN THE GAME</b>	11
<b>OPENING THE ARSENAL: THE EI VAULT</b>	15
4 Core Areas to Optimize before BFCM	15
<b>YOUR PLUG AND PLAY BFCM STRATEGY</b>	18
Email + SMS	18
But First: An Intro to Segmentation	19
<b>YOUR BFCM CHEAT SHEET</b>	26
Strategic Framework	26
Phase 1: Pre-Holiday Promo	27
Hot list emails + SMS	29
Phase 2: Holiday Promo	47
Black Friday and Cyber Monday emails + SMS	49
Phase 3: Post-Holiday Promo	66
Re-engagement emails + SMS	67
Best Practices for Email	72
Best Practices for SMS	73
<b>HOLIDAY-THEMED FLOWS</b>	<b>75</b>
Abandonment Emails	76
Site Abandonment set up and emails	76
Browse Abandonment set up and emails	80
“True” Cart Abandonment set up and emails	86
Checkout Abandonment set up and emails	92
Cyber Monday: Cart Abandonment	102
BFCM Post-Purchase for First-Time Buyers	103
Profit-Adjuster Email and set up	103
How to set up a scarcity-based bundle offer	108
Post-Purchase for Second-Time Buyers: VIP Flow	113
VIP Emails and set up	114
Abandonment SMS	123
Klaviyo Process	124
Basics of Abandoned Cart SMS	125
<b>LAST MINUTE REMINDERS</b>	<b>126</b>

# BLACK FRIDAY & CYBER MONDAY 2022

## THE UPDATED GUIDE TO YOUR BIGGEST MONEY-MAKING SEASON YET!

*Hey Insiders!*

How are your Black Friday and Cyber Monday (BFCM) preparations going?

I don't mean to scare you (ok, maybe a little), but you only have *one month* to get ready.

And this looming recession is NOT helping. Because with the rising inflation / gas / food / cost of living prices, your customers will be more thoughtful about their spending and more meticulous about their deal-hunting.

But don't worry. I got you.

In this GSD, I streamlined and organized the **ultimate BFCM strategy** to make it your most successful (and profitable) promo to date. I laid out an easy-to-follow action plan that combines two very powerful ecom tools: email and SMS. We're also throwing in templates that you can use plus BFCM best practices for you and your team so you can make significant sales before and after Cyber Week.

And that's not all.

I have also prepared a special thanksgiving gift for you on the next page.

*For a limited time only, you may now avail of our Early Bird Black Friday Done For You Services.*

Each plug-and-play package comes with a HUGE discount so you can feel 100% ready for BFCM. And I promise you, each package will pay for itself. If you're not happy with the results in 60 days, you get your money back. No questions asked.

**ECOM**  
**INSIDER PLUS**  
 WHERE BUSINESS ACCELERATOR MEETS GUIDED MENTORING

*Early Bird  
 Black Friday*

**DONE FOR YOU SERVICES**

GA4 + GTM Package	<b>\$2,344</b> Save \$1,406
GA4 Upgrade Package	<b>\$1,500</b> Save \$950
Site Speed Package	<b>\$1,125</b> Save \$675
User Testing Package	<b>\$1,000</b> Save \$600
Klaviyo Email Package	<b>\$1,250</b> Save \$1,250

*\*Offer only valid 10/15 through 11/28*

**ECOM**  
**INSIDER PLUS**  
 WHERE BUSINESS ACCELERATOR MEETS GUIDED MENTORING

*Early Bird  
 Black Friday*

**ULTIMATE DFY PACKAGE**

GA4 + GTM Package (GA4 Upgrade)	
Site Speed Package	
User Testing Package	
Klaviyo Email Package	
Value	<b>\$12,100</b>
Save	<b>\$5,300</b>
<b>EI Price</b>	<b>\$6,800</b>

*\*Offer only valid 10/15 through 11/28*

I strongly recommend you take advantage of the discounted packages so your store is running in tip top shape before BFCM starts. And because we'll do the work for you, you have more time to focus on more important things in your business, and in your life, during the busiest season of all.

I hope you're ready to get the most out of this superloaded GSD. Don't get overwhelmed by its size—it's meant to show you all the fantastic things you can try so you're confident and excited about your biggest sale ever. No need to follow everything step-by-step: feel free to cherry-pick (and tweak!) the solutions that you know will work best for you. Now go get your marker, your pen, your drink: let's get cracking!

*Matt*

## **~ IMPORTANT NOTE and DISCLAIMER~**

Every year, we make it a point to make disclaimers for our BFCM GSD. Because let's face it: there's no way to create a one-size-fits-all promotional campaign that covers ALL brands and industries. (If there was...let us know! Haha!)

I'm putting it out there because, upon reading, you might feel that some things don't necessarily apply to you. Like the discounts, the tone of the copy, the frequency of emails, the amount of work required, etc. So I'm copy-pasting this 2021 disclaimer below, so we're all on the same page :)

### **“No Whining Allowed” DISCLAIMER:**

1. The "discounts" we use are NOT suggestions, but examples.
2. The "timings" to promote ARE suggestions, but it's up to you.
3. The "frequencies" of emails ARE suggestions, but it's up to you.
4. The "sales copy" should be tweaked to match your brand voice.
5. Implementing all this will take WORK, but the reward-to-effort ratio is higher than at any other time of the year!

## RECESSION-PROOFING YOUR BFCM 2022 PLANS



Read the headlines lately?

Oil prices are up. Food prices are up. Inflation rates? Yup. Also up.

On the ecom side, experts are noticing the increasing costs of products and fulfillment. Consumption is also going down. Salesforce says there's about \$1.45 trillion in global margins at stake.

No surprise then that people are bracing themselves for a recession. They're tightening their wallets and are becoming more mindful of their spending.

Now, I understand you might be a bit worried about how this could impact your customers and your bottom line. That's why this GSD is important for you.

I'm not going to sugarcoat anything because you don't deserve any BS.

Lots of stores go down during recessions. But if we play it smart, we just might come through it unscathed.

## **SILVER LININGS**

**According to Forbes, even in hard times, people don't stop gifting each other altogether.** That's because we rely on each other more during hard times. Gifting also makes people feel good. Sending gifts to loved ones is a small luxury that can be an instant pick-me-upper. But given the circumstances, we'll probably see a rise in practical gifts and household / group gifts.

**People are going back to work and going back to their social engagements.**

According to Shopify, apparel will be seeing a lift. There will also be continued spending on food, personal care, and health.

**There's an opportunity to reach global markets.** Relying on a single market, channel, or source can make you vulnerable. The ability to ship globally can help you open new doors. And according to Shopify, 15% of all BFCM 2021 orders were cross-border. (Shopify can also provide this service for you.)

**Customers will shop more online.** The 2010 recession helped push online shopping, because it was an easy and efficient way to compare prices. During the COVID-19 pandemic, more people opted for online ordering for social distancing purposes. And given the continuous improvement of UX, online shopping shows no signs of slowing down.

**Social commerce is booming.** Shopify says that customers now prefer to shop without leaving the social app they're using (i.e. browsing, adding to cart and paying within Instagram or Tiktok). Sales from seamless social integrations nearly tripled in 2021 vs 2020.

These are some of the reasons why I remain optimistic despite these challenging times. I hope they help you reframe your worries and channel them into something more productive—like grabbing BFCM by the horns!

# BFCM STATS TO GET YOUR HEAD IN THE GAME

Before you busy yourself with BFCM preparations, here are topline stats you need to know!

**a. On the significant differences between BFCM 2020 and 2021**

- Per Cogsy, Shopify sales increased by 23% during the holiday (totaling \$6.3B worldwide). This amount of spending is likely to carry over to this year.



Total global sales (USD)  
**\$6.3 billion**



Shoppers that purchased from Shopify-powered businesses  
**47 million**



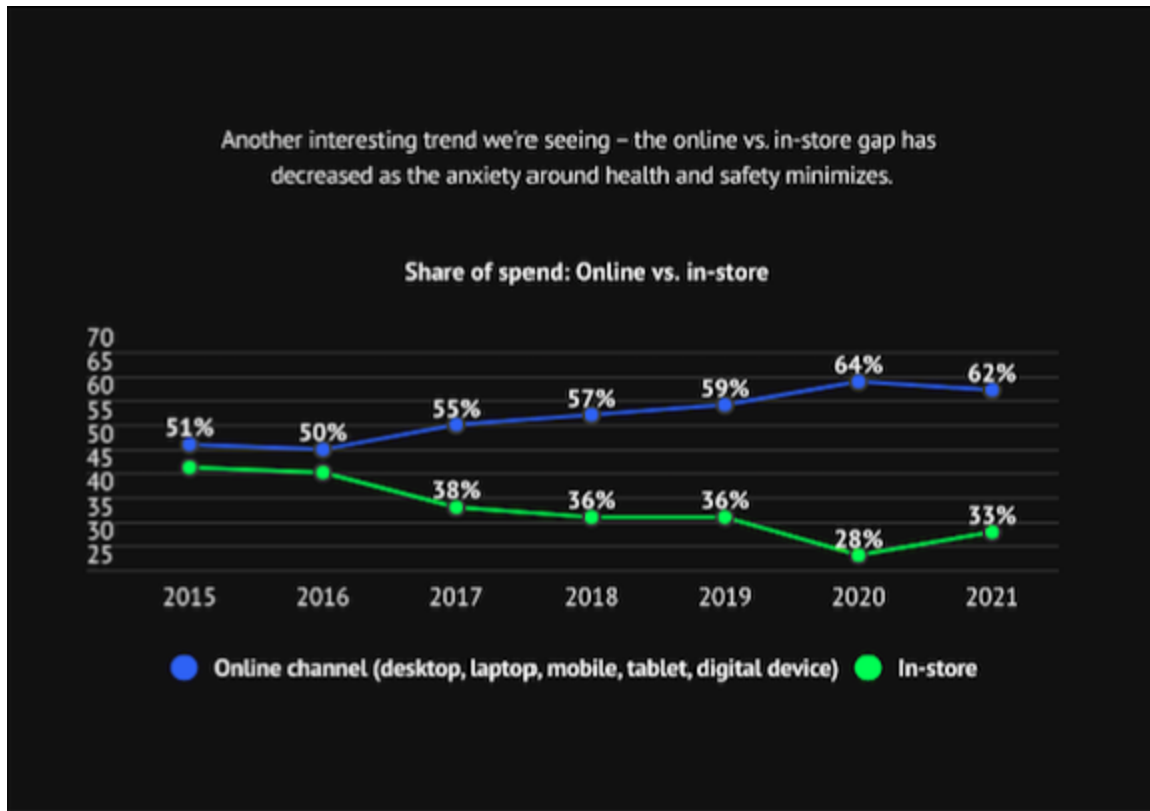
Average cart price (USD)  
**\$100.70**



Peak sales per minute (USD)  
**\$3.1 million**

Source: <https://cogsy.com/demand-planning/how-to-prepare-for-black-friday-cyber-monday-2022/>

- But experts are also seeing an overall YoY decrease in ecommerce revenue during Thanksgiving weekend. While Cyber Week online spending is down by 1.4% in 2021 (vs 2020), Nov. 1 to Nov. 29 online spending grew by 11.9 percent and reached \$109.8B! This means that consumers are not spending less. They are just spreading out their holiday spending (i.e., shopping earlier).
- Speaking of shopping earlier, Taylor Schreiner, director of Adobe Digital Insights, says, “With early deals in October, consumers were not waiting around for discounts on big shopping days like Cyber Monday and Black Friday. [...] It spread out e-commerce spending across the months of October and November, putting us on track for a season that still will break online shopping records.”
- Interestingly, we are also seeing a decrease in the gap between online vs in-store spending:



Source: <https://infogram.com/blog/infographic-black-friday-vs-cyber-monday/>

- b. And according to Salesforce, consumers prefer stores that offer order online + curbside/in-store pickup services. US stores that offered these options grew their revenue by 50% YoY over Black Friday, vs stores that did not
- c. Additionally, Salesforce saw a surge in global marketing communications. In 2021, Cyber Week saw 40 billion messages sent, a 34% YoY increase. “Mobile push notifications grew 114 percent and email volume increased by 25 percent YoY.”

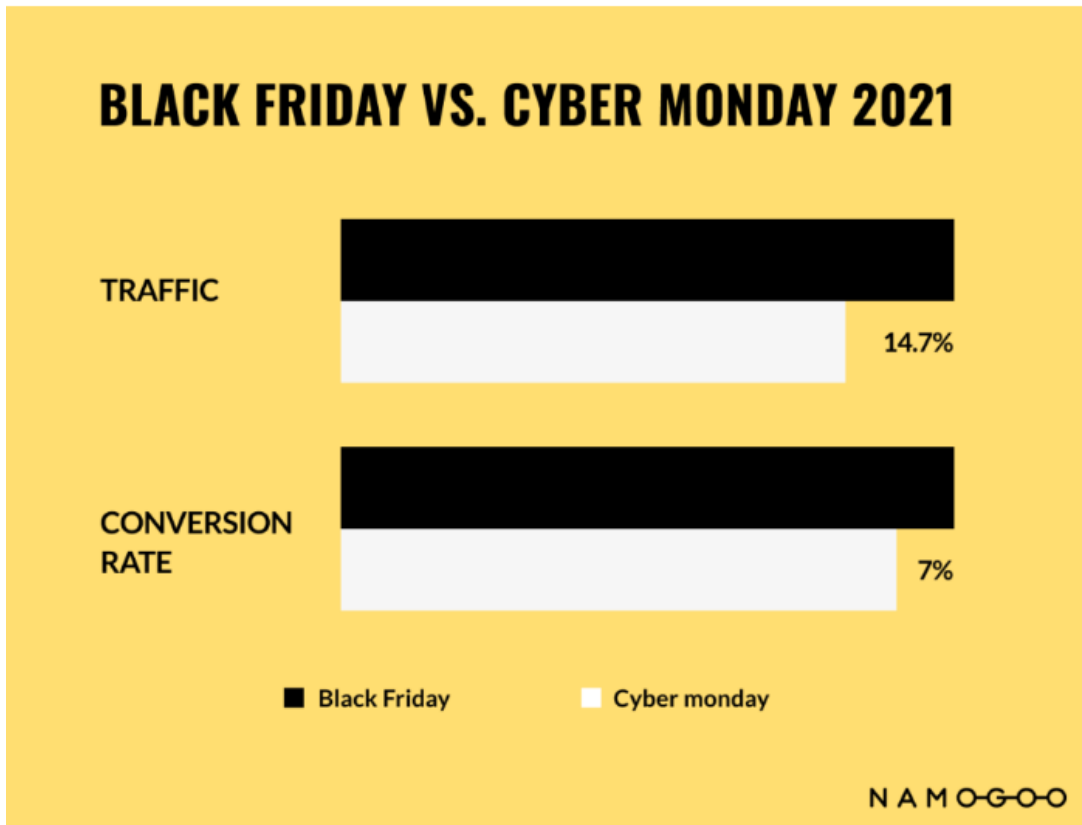
#### d. On evolving customer needs

##### Salesforce Predictions for 2022

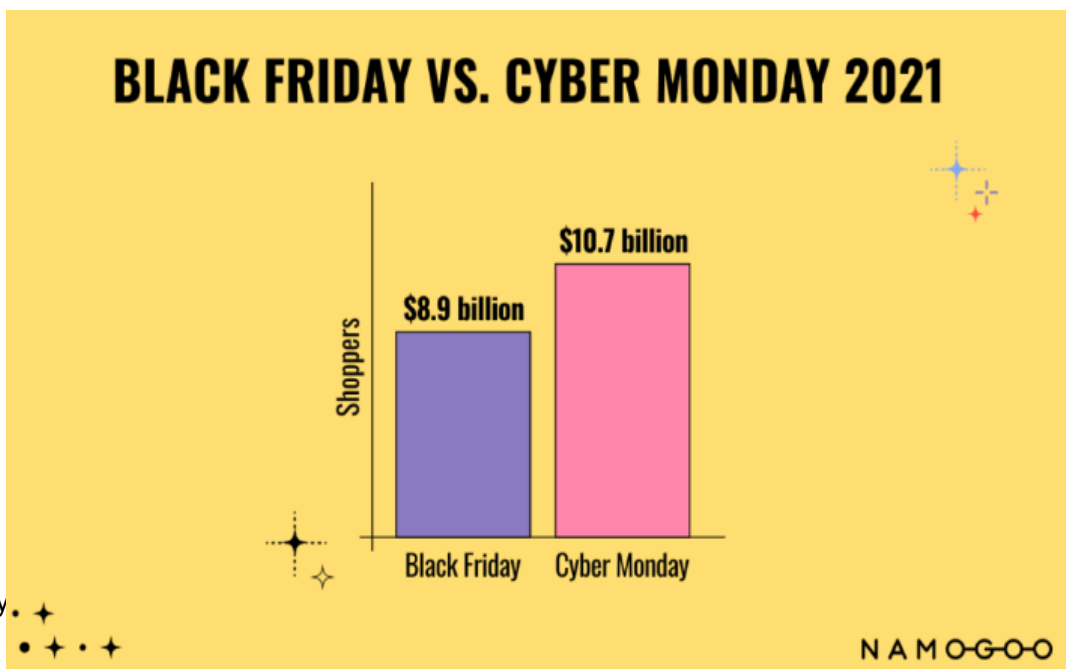
- Online sales in November and December will reach \$1.12 trillion worldwide and \$265 billion in the U.S.
- Our research shows that 42% of holiday shoppers will start early due to rising prices. We predict 29% of those holiday sales will occur in November, three weeks before Cyber Week even begins (5% higher than 2021).
- 60% of consumers say they will seek out sustainable products and shipping options this holiday season

e. **On Black Friday vs Cyber Monday**

- According to Namogoo, in 2021, Cyber Monday recorded fewer sessions vs Black Friday. But the conversion rate offsets this, with Black Friday raking in \$8.9B in revenues, and Cyber Monday recording a \$10.7B.



- Namogoo also mentions that in 2021, there were more shoppers during Cyber Monday vs Black Friday:



- However, if you were deciding on which day to focus on, it's not wise to rely on the stats above. A lot of it depends on the industry you're in. For consumers, Black Friday is for big-ticket items (like electronics), and Cyber Monday is for smaller gifts (apparel, home goods, toys).
- According to Adobe, Cyber Monday remains the biggest online shopping day of the year with \$12 million spent every minute during the peak hours of 11pm-12am ET / 8pm-9pm PT on the west coast.
- On Cyber Monday, "Buy Now, Pay Later" services increase revenue by 21%.

# OPENING THE ARSENAL: THE EI VAULT

Before you go into your biggest revenue season yet, I want you to pause for a bit for some straight talk.

This part is for the store owners who want to give it 110%. If you're not willing to go the extra mile, no worries—you can skip to the next part.

Because this section is going to matter to the people who are dedicated to finding their blindspots and covering all their bases before doing something big.

So if you're still reading, then you're in it to win it. Congrats! I'm now going to give you a rundown of the 4 core areas to focus on before BFCM.

These are the often overlooked but very critical factors that can move needles for your business.

If you want to maximize every dollar you'll be spending to bring traffic and sell products this season, you need to lay down the groundwork.

And the sooner you apply the learnings, the more prepared you are for BFCM—the more effortless the experience will be for your customers.

I highly recommend that you cover all four before launching any BFCM activations.

## 1. SITE PERFORMANCE

Let's get one thing straight: no amount of traffic, no amount of promotional bells and whistles, can bring you the revenues you want if your website *sucks*. Your website is where the action is. It's where your potential customers will find out more about your products and about your brand. It's where they ask themselves if you are worthy enough for them to part with their hard-earned money.

So you need to make sure that you're setting up the stage for success. Make it easy, fast, and effortless for your target market to find what they need and head to the checkout.

Take the time to check out these knowledge packets and apply them before BFCM season.

- ROF (Revenue Optimization Fundamentals) Course
- ROF: Fast-Track Version (for those short on time)

- Product Page Videos
- Thank-You Page Video
- OCU App Video
- GA (Google Analytics) AMA Call
- Heuristic Analysis Jam Sessions. Sign up via this [link](https://bit.ly/3SZ6Xkb) or copy paste this on your browser: <https://bit.ly/3SZ6Xkb>
  - Purpose: Live critiques with different topics every session.
  - Occurrence: Every other Wednesday at 12pm Pacific/ 3pm Eastern
  - Oct 26, 2022 SMS/ Klaviyo audit w/ Mark and Christina
  - Nov 09, 2022 Site/ Heuristic Analysis w/ Brad and Jimmy
  - Nov 23, 2022 Data discussion w/ Aleks and Pan

## 2. TRAFFIC

Once your site is in tip-top shape, you can now focus on getting more traffic. Right before BFCM, it's important to brush up on your advertising and marketing basics. So below, we are unlocking insights from over six years of working with hundreds of ecom owners from various industries.

- GSD #14: Customer Avatar Framework for an effective advertising and marketing strategy (unlocked in members area)
  - GSD #42: Top Posts on Facebook ads, emails, banners and more from 7- to 8-figure EI members (unlocked in members area)
  - **BOOK A TRAFFIC TALK SESSION**

## 3. EMAILS

In this time and age, you may be wondering if email still works (spoiler alert: yes, it is still very much effective!). But if you've been with us long enough, you know that there is more to it than just blasting everyone on your mailing list.

Let us show you how you can use email to save you hours of hard work and give you loads of valuable customer insights that you can convert to \$\$\$.

- GSD #49: Deep Dive Re-engagement (unlocked in members area)
- GSD #47: New Abandonment Flows (unlocked in members area)

- GSD #42: Top Posts on Facebook ads, emails, banners and more from 7- to 8-figure EI members (unlocked in members area)

#### 4. COPYWRITING & MORE

Once all systems are in place, you're going to need to master how you can cast magic spells on your customers. Not with words like "abracadabra", but with compelling copy that can tip your curious market to a paying market.

- GSD #39: 2020 BFCM - ready now (unlocked in members area)
  - VIDEO Mastermind (2x speed)
  - GSD Transcription of Video Mastermind
  - Downloadable Email Templates
- GSD #21: 2019 BFCM - Emails + Video (unlocked in members area)
- GSD #30: Copywriting Fast-Track Report (unlocked in members area)
  - Punch Words & Phrases PDF Report (in members area)
- **BOOK A COPYWRITING CRITIQUE**
  - Klaviyo Critique (Deven Davis)
  - Banner Bashing (Ane Susanto)
- **BOOK A TECH TUESDAY CALL (+SEO)**

# YOUR PLUG AND PLAY BFCM STRATEGY (EMAIL + SMS)

The closest thing to a BFCM cheat code is here.

We have for you a plug-and-play strategy that you can use *right this moment*. It combines 2 very powerful BFCM tools: email and SMS.

## Why email?

- ROI remains high because emails let you nurture your relationships, without having to rely on other data sources.
- You can automate emails so you cut down on work. You can send time-sensitive emails like pop-up sales.
- You can segment your audience so you know who would like what. You can re-engage with inactive subscribers. You can run tests so you know what works.
- There's also a lot more details that you can say in an email. You can use lots of elements too.
- By 2025, Statista estimates that there will be 376.4 billion daily emails. It's not going away anytime soon!

## Why SMS?

- Most people open their texts as soon as they receive them.
- According to Klaviyo, "The average SMS click rate is 8.33%. DTC brands and ecommerce merchants witness a 0.11% conversion rate and \$0.09 revenue per recipient."
- 71% of Shopify sales from 2021 BFCM were made from mobile devices vs 67% in 2020. 69% of product discovery and browsing happened on mobile devices.
- SMS has very high open and engagement rates: 97% of texts are opened and read in 15 minutes or less.
- Because they're busy, 60% of consumers prefer to receive support via SMS vs email.
- By 2023, around 80% of people globally will be using smartphones. By 2026, mobile users may rise to 7.52 billion.
- Studies show that 45% of millennials and 43% of Gen Zers prefer text from brands.

Now, before we go any further, you need to remember that blasting everyone on your database with emails and SMS is not the end-all and be-all of our strategy. You've most likely been on the receiving end of such cold, impersonal, random emails or SMS: I don't know about you, but if it doesn't speak to me (and my level of interest), I automatically unsubscribe (or worse—BLOCK). And you do NOT want that!

To really see the power of impact of your email + SMS promo, you need to be able to SEGMENT. So let's get to it. (If you're an intermediary or advanced marketer, feel free to skip to Phase 1 of our strategy!)

### **SEGMENTATION PART 1: THE BASICS (FOR EMAIL)**

In general, you have two types of subscribers: the active, and non-active.

If you do not differentiate the two, and instead choose to keep sending emails / SMS to all your subscribers, your non-active subscribers will drag your open rates down.

This results to:

- More unsubscribers (because you're perceived as spammy)
- Your email deliverability rate is affected
- Your sender reputation may be tarnished

Ultimately, fewer active subscribers will see your offers, so ***you will miss out on sales***. You will also miss out on savings (because you're shelling out more money per month for your subscription fee).

Conversely, if you segment your subscribers, and tailor fit your messaging accordingly, it will improve your open-rate, email deliverability and sender reputation. You'll get fewer unsubscribes and spam reports. In short—you'll get **MORE SALES!**

Expect to see fewer unsubscribes and spam complaints and, best of all ... **you'll get more SALES because it will improve your email deliverability!**

### **WAYS TO SEGMENT**

- Engagement (how often they open emails)
- Actions (buyers or nonbuyers)
- Sales value (low-value and high-value)
- Sales volume (number of purchases)
- Product type
- Demographic
- Location

- And more

But for now, we'll focus on engagement to determine **active** and **nonactive** subscribers.

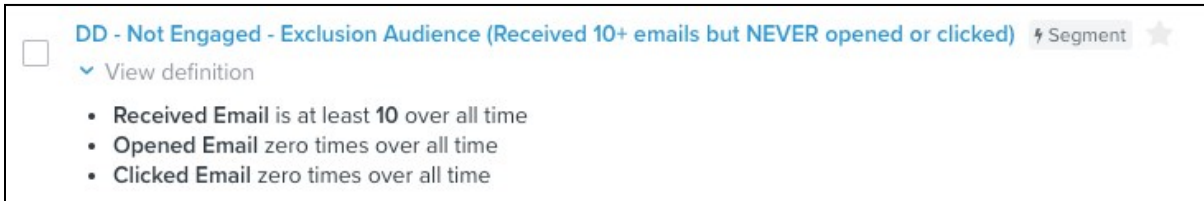
## SEGMENTATION PART 2: THE NITTY GRITTY

*Please note: We are using Klaviyo terminologies from here on out, since most of our members are familiar with it. With your Klaviyo account, you can play around with segments until you get your desired results.*

BGS's very own Deven Davis is a master marketer. Regarding segmentations, he has very clear teachings that we all would be smart to follow.

### Exclusion lists

In Klaviyo, you can create an exclusion list like this:



The screenshot shows a Klaviyo interface for an exclusion list. It features a checkbox on the left, followed by the text "DD - Not Engaged - Exclusion Audience (Received 10+ emails but NEVER opened or clicked)" in blue. To the right of this text are the labels "Segment" and a star icon. Below the main text is a "View definition" link with a downward arrow. Underneath, there is a bulleted list of criteria: "Received Email is at least 10 over all time", "Opened Email zero times over all time", and "Clicked Email zero times over all time".

The system then checks if your intended recipients are part of the exclusion list. If they match the descriptions on the list, they will NOT get your emails. Please note that these parameters are entirely up for you to set up. You get to decide which of your subs are worth more time and effort!

To illustrate further, I'm lifting several visuals from our 2021 BFCM GSD.

The following three screenshots are from an email campaign (promotion) during a past Black Friday campaign.

What you're seeing in the first image is pretty much the same email but sent separately to **active** and **nonactive** subscribers.

<input type="checkbox"/> Campaign	Open Rate	Click Rate	Placed Order
<input type="checkbox"/> <b>30% OFF Email 2 [BE &amp; NE]</b> <span>A/B Test</span> Sent A/B on Dec 3, 2018 at 10:00 a.m. — Barely Engaged, Not engaged <a href="#">View Campaign</a> · <a href="#">Clone</a>	2.6% 53 recipients	0.9% 19 recipients	\$170 3 recipients
<input type="checkbox"/> <b>30% OFF Email 2 [VE &amp; SE]</b> <span>A/B Test</span> Sent A/B on Dec 1, 2018 at 10:00 a.m. — Somewhat Engaged, Very Engaged <a href="#">View Campaign</a> · <a href="#">Clone</a>	8.1% 227 recipients	1.8% 51 recipients	\$715 11 recipients

**Nonactive**—2.6% open rate vs **active**—8.1% open rate. That’s a huge difference! And if we hadn’t segmented here, the average open rate would’ve been only a dismal 4.5%.

What you’re seeing below is another example of sending an email (only changing it ever so slightly) but to the different segments.

<input type="checkbox"/> <b>30% OFF Email 1 [BE &amp; NE]</b> <span>A/B Test</span> Sent A/B on Nov 29, 2018 at 12:30 p.m. — Barely Engaged, Not engaged <a href="#">View Campaign</a> · <a href="#">Clone</a>	1.7% 35 recipients	0.3% 7 recipients
<input type="checkbox"/> <b>30% OFF Email 1 [VE &amp; SE]</b> <span>A/B Test</span> Sent A/B on Nov 29, 2018 at 12:30 p.m. — Somewhat Engaged, Very Engaged <a href="#">View Campaign</a> · <a href="#">Clone</a>	7.2% 194 recipients	0.8% 22 recipients

See the difference? From 1.7% to 7.2%. Huge.

The moral of the story: segment according to engagement. Define what’s active and non-active to you, so you know how to deal with them better. And even basic segmentation like this can *almost instantly* drive up your email stats and ultimately, your sales.

## SEGMENTATION PART 3: THE DEVEN DAVIS METHOD

BSG's very own Deven Davis is a master marketer. He created his 5-Star Segmentation System which you can apply to your store, as you wish.

**NOTE:** You may watch Deven's full **5-Star Segmenting System** video training in the Ecom Insider members area under AMA (Ask Me Anything), dated October 5, 2020.

The screenshot displays a list of eight email segments, each with a checkbox, a title, a 'View definition' link, a list of criteria, a 'Segment' button, and a star icon. The segments are as follows:

- DD - 1 STAR - All Active (Not suppressed, not bounced, not dropped/suspicious)** ⚡ Segment ★
  - View definition
  - Person is **not** suppressed for email
  - Marked **Email as Spam** zero times over all time
  - Dropped Email** zero times over all time
- DD - 2 STAR Buyers (1+ orders and 1+ opens last 45 days)** ⚡ Segment ★
  - View definition
  - Placed **Order** at least once over all time
  - Opened Email** at least once in the last 45 days
- DD - 2 STAR Engaged (1+ opens last 45 days)** ⚡ Segment ★
  - View definition
  - Opened Email** at least once in the last 45 days
- DD - 3 STAR Buyers (5+ orders and opened 1+ last 45 days)** ⚡ Segment ★
  - View definition
  - Placed **Order** is at least 5 over all time
  - Opened Email** at least once in the last 45 days
- DD - 3 STAR Engaged (5+ opens in last 45 days)** ⚡ Segment ★
  - View definition
  - Opened Email** is at least 5 in the last 45 days
- DD - 4 STAR Buyers (10+ orders and opened 1+ last 45 days)** ⚡ Segment ★
  - View definition
  - Placed **Order** is at least 10 over all time
  - Opened Email** at least once in the last 45 days
- DD - 4 STAR Engaged (15+ opens in last 45 days)** ⚡ Segment ★
  - View definition
  - Opened Email** is at least 15 in the last 45 days
- DD - 5 STAR Engaged - (25+ opens in last 45 days)** ⚡ Segment ★
  - View definition
  - Opened Email** is at least 25 in the last 45 days

Deven updated this with iOS15 5-STAR Klaviyo Segments (Sept 2021):

**iOS 15 | 1 STAR - All Active (Not suppressed, not bounced, not dropped/suspicious)** ⚡ Segment ★

▼ View definition

- Person is **not** suppressed for email
- **Marked Email as Spam** zero times over all time
- **Dropped Email** zero times over all time
- **Bounced Email** zero times in the last **7 days**

**iOS 15 | 2 STAR - (click, purchase, or open in the last 60 Days)** ⚡ Segment ★

▼ View definition

- **Opened Email** at least once in the last **60 days**  
OR **Clicked Email** at least once in the last **60 days**  
OR **Placed Order** at least once in the last **60 days**
- **Bounced Email** zero times in the last **7 days**

**iOS 15 | 3 STAR - (click, purchase, or open in the last 45 Days)** ⚡ Segment ★

▼ View definition

- **Opened Email** at least once in the last **45 days**  
OR **Clicked Email** at least once in the last **45 days**  
OR **Placed Order** at least once in the last **45 days**
- **Bounced Email** zero times in the last **7 days**

**iOS 15 | 4 STAR - (click, purchase, or open in the last 30 Days)** ⚡ Segment ★

▼ View definition

- **Opened Email** at least once in the last **30 days**  
OR **Clicked Email** at least once in the last **30 days**  
OR **Placed Order** at least once in the last **30 days**
- **Bounced Email** zero times in the last **7 days**

**iOS 15 | 5 STAR - (click, purchase, or open in the last 15 Days)** ⚡ Segment ★

▼ View definition

- **Opened Email** at least once in the last **15 days**  
OR **Clicked Email** at least once in the last **15 days**  
OR **Placed Order** at least once in the last **15 days**
- **Bounced Email** zero times in the last **7 days**

#### **SEGMENTATION PART 4: THE KLAVIYO GUIDE (FOR SMS)**

For SMS, Klaviyo also recommends that you segment your users based on engagement.

Check out their recos below:

You may opt to segment based on their past engagement, for example: people who opened their SMS at least once in 30 days. You may finetune this depending on your needs. In doing so, you'll get to zoom in on your more engaged subs.

Name  Tags

Definition

If someone is or is not consented to receive SMS

Person is consented to receive SMS

+ AND

What someone has done (or not done)

Has  Clicked SMS  in the last  days

OR

What someone has done (or not done)

Has  Consented to Receive SM  in the last  days

And of course—you want to reward your loyal subs by giving them the royal treatment. You may create exclusive deals for your VIPs. (Needless to say: what makes a customer VIP is up to you to define.)

Name  Tags

Definition

What someone has done (or not done)

Has  Placed Order   over all time

+ AND

If someone is or is not consented to receive SMS

Person is consented to receive SMS

Here are segments that you should focus on this BFCM, according to Klaviyo:

**Segment 1: Engaged subscribers**

Keep them engaged by giving them a unique or exclusive deal.

**Segment 2: VIP customers**

If they bought from you recently, or if they purchase frequently / at a high volume, then they're your VIPs. Since SMS is very personal, treat it as an "exclusivity" channel.

**Segment 3: Past year's BFCM buyers**

This group may be inclined to purchase again—maybe they just need a little nudge + peek into your newest offerings!

**Segment 4: Window shoppers**

If they're looking but they're not buying, that means they're interested. Tip things to your favor with your big BFCM discounts. It just might be the push they need!

**Segment 5: Local customers**

If you have a physical store, maximize SMS to offer in-store deals (like special discounts) or services (curbside pickup).

Got it? If you have questions, feel free to post them on our EI Members-Only FB page. Our experts and peers will surely jump in to help.

# YOUR BFCM 2022 CHEAT SHEET

Forget about the guesswork. This strategy has been formulated by our ecom experts, backed by years of experience.

It's easy to follow and simple to use. BUT!

These are suggestions. These are not set in stone.

And these will work better if you tweak them according to your brand voice.

You can also boost its effectiveness if you use your own data insights to tailor fit it to your needs and your customers' profile.

The timelines are also a suggestion—if you feel you want to start promoting earlier or closer to the BFCM—you make the call. (We recommend earlier, of course!)

Here's the basic framework, in one quick view.

BLACK FRIDAY PROMO				CYBER MONDAY PROMO		
NOV 2-18	NOV 21-24	NOV 24	NOV 25	NOV 26-27	NOV 28	NOV 29- DEC 2
Phase 1: PRE-HOLIDAY PROMO			Phase 2: HOLIDAY PROMO: BLACK FRIDAY	Phase 2: HOLIDAY PROMO: BLACK FRIDAY WEEKEND	Phase 2: HOLIDAY PROMO: CYBER MONDAY	Phase 3: POST HOLIDAY PROMO
Prioritize your VIP customers with special discounts	Build on Thanksgiving prep / hype	Build urgency re Holiday Promos	Offer deals to the public	Thank customers for their purchase; hype Cyber Monday	Offer deals to the public	Offer more deals

Now let's get down to the nitty gritty of our strategy! Each phase will include email templates that you can use. Let's get to it!

# Phase 1: Pre-holiday Promo

## HOT LIST CAMPAIGN TABLE

	Date	Email/SMS #	Description	Sending Details
I N V I T E	11/2	Email #1	First invite to HOT LIST	<b>Send:</b> Entire list <b>Exclude:</b> Exclusion list
	11/4	Email #2	Second invite (optional)	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
	11/4	SMS #1	Early deals warmup	<b>Send:</b> HOT LIST
	11/5	SMS #2	Gift guide	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
	11/7	SMS #3	Thanksgiving essentials	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
	11/9	Email #3	Third invite (optional)	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
	11/10	SMS #4	Thanksgiving shipping deadlines	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
P R E L A U N C H	Autosend once they join.	Email #4	<b>Welcome</b>	<b>Send:</b> HOT LIST
	<b>Sample landing page / opt in form</b>	-		
	<b>Thank you page after opt in</b>	-	Invitation to join SMS VIP list	
	<b>Nurture emails:</b> Depending on how long people have been waiting in the HOT LIST, you should send “nurture” broadcast emails to build anticipation prior to the 48-hour notice below. Nurture emails can be non-salesy content emails with a simple reminder that the launch day is approaching with exclusive deals.			<b>Send:</b> HOT LIST

	11/10	Email #5	48 hours until launch	<b>Send:</b> HOT LIST
	11/11	Email #6	24 hours until launch	<b>Send:</b> HOT LIST
<b>O P E N  L A U N C H</b>	11/12	Email #7	<b>We Are Open!</b> (7 a.m.)	<b>Send:</b> HOT LIST
	11/12	Email #8	Reminder 1 (10 a.m.)	<b>Send:</b> HOT LIST <b>Exclude:</b> Buyers last 24hrs
	11/13	SMS #5	World Kindness Day	<b>Send:</b> HOT LIST
	11/12	Email #9	Reminder 2 (3 p.m.)	<b>Send:</b> HOT LIST
	11/12	Email #10	Reminder 3 (7 p.m.)	<b>Send:</b> HOT LIST
	11/13	Email #11	Reminder 4 (9 a.m.)	<b>Send:</b> HOT LIST
	11/14	Email #12	Reminder 5 (3 p.m.)	<b>Send:</b> HOT LIST
	11/15	Email #13	Last chance 1 (10 a.m.)	<b>Send:</b> HOT LIST
	11/15	SMS #6	<b>VIP early access to BFCM sales</b>	<b>Send:</b> HOT LIST
	11/15	Email #14	Last chance 2 (3 p.m.)	<b>Send:</b> HOT LIST <b>Exclude:</b> Buyers last 72hrs
	11/15	Email #15	Last chance 3 (7 p.m.)	<b>Send:</b> HOT LIST
	11/17	SMS #7	Last chance VIP early access	<b>Send:</b> HOT LIST <b>Exclude:</b> Buyers last 72hrs
	11/18	SMS #8	Loyalty day + reminders	<b>Send:</b> HOT LIST <b>Exclude:</b> Buyers last 72hrs
	<b>You can now include these subscribers in your regular promotional emails.</b>			

**— END OF EARLY-BIRD PROMOTION —**

# PRE-HOLIDAY PROMO

## HOTLIST EMAILS AND SMS TEMPLATES

**Email #1—First Invite to HOT LIST:** November 2

**Subject line 1:** Sneak peek at your Black Friday discounts?

**Subject line 2:** Pssst! For your 👁️ only ...

**Preview text:** Hey <Firstname>! Here's our secret plan for your early Black Friday Sale. Avoid the crowds and be the first to know all about it here ...

### Take a Sneak Peek at Your Black Friday Discounts!

Hey <Firstname>!

Want to see our secret plan for your Black Friday Sale?

You can be the first to know all about our discounts and timeline plan ...

We're not revealing this openly to the public, however ...

If you want to be the first to hear all about it, simply tap the shiny green button below ...

**PLEASE NOTIFY ME**

<Sign-off>

**Email #2—Second Invite (Optional) to HOT LIST:** November 4

**Subject line 1:** Want to see our secret plan for Black Friday?

**Subject line 2:** Heads up

**Preview text:** Hey <Firstname>! We're going early with Black Friday discounts (and secret plan). Here's the story ...

## Black Friday Is Coming Early!

Hey <Firstname>!

Would you like to be the first to see our early Black Friday discounts (and secret plan)?

Let me tell you all about it before we announce it to the general public ...

We're only letting the cat out of the bag to a very limited number of subscribers.

... To join our exclusive "Early-Bird Notification" tribe, simply slap the shiny green button below ...

**PLEASE NOTIFY ME EARLY**

<Sign-off>

### **SMS #1 November 4**

<PRODUCT> Get early access to our Black Friday Deals! Get crazy savings as early as today. Shop NOW: <LINK> Reply STOP to opt out.

### **SMS #2 November 5**

<BRAND>: Hey, who are you shopping for? Buy your gifts early with our HUGE Black Friday deals NOW: <LINK> Reply STOP to opt out.

**SMS #3 November 7**

Hey, <NAME> who are you shopping for? Buy your gift early with our Black Friday 30% OFF COUPON NOW: <LINK> Reply STOP to opt out.

**Email # 3—Third Invite (Optional) to HOT LIST:** November 9

**Subject line 1:** <Firstname>! Last shot for early Black Friday discount!

**Subject line 2:** Hey <Firstname>, You letting this go?

**Preview text:** I'm surprised you didn't respond to this. Your rare chance to jump the queue for the best Black Friday deals early ...

## **Last Chance to Jump the Queue for the Best Black Friday Deals!**

Hey <Firstname>!

I'm surprised you haven't joined our exclusive "Early-Bird Notification" tribe yet.

We're about to announce our secret plan and early-bird discounts before the Black Friday frenzy starts!

If you want to be the first to see our special Black Friday discounts (and when it begins), here's what to do ...

Simply tap that green button below and find out what to do next ...

**PLEASE NOTIFY ME EARLY**

<Sign-off>

**SMS #4 November 10**

Order your gifts TODAY to get your package delivered before the holidays. Shop here!  
<LINK>

**Note:** Use this as a simple landing page or opt-in form.

## **BLACK FRIDAY DISCOUNTS**

### **– Early-Bird Notifications –**

Be the first to hear all about our early Black Friday discounts!

Enter your email below and we'll let you know in advance about our secret plan for your **Early Black Friday Sale** (before the public).

Enter your best email here

**PLEASE NOTIFY ME**

### **“Thank-you page” (after opt-in)**

Another concept—You could also invite them to join your SMS text message list and offer exclusive SMS offers only. You can create a form in Klaviyo to collect phone numbers.

## BLACK FRIDAY IS COMING EARLY!

You're in! Thanks for joining us!


We'll let you know in advance when our Early-Bird  
Black Friday discounts GO LIVE on our store!

That way you'll avoid the crowds and get the very BEST DEALS  
with plenty of time before the usual Holiday Frenzy!

***But there's MORE ...***

If you want to hear about some rare "out-of-the-box" super  
discount offers ... Be sure to say join our exclusive  
"Rare SMS Deals" VIP list by hitting the button below...

**YES! UPDATE ME ON THE VIP SMS CLUB**

 We're pretty chill with SMS and don't send a crazy amount. We don't like getting too many either, but we love VIP discounts! You can opt out anytime, so tap that button to get our best deals!

**Email #4—Welcome:** *Date isn't applicable; this is an autoresponder email.*

**Subject line:** You're in! Access Early Black Friday discounts!

**Preview text:** Thanks for joining us! You're now on the "inside" to receive early Black Friday discounts. Here's what to look forward to ...

## Black Friday Is Coming Soon!

You're in! Thanks for joining us!

You're now on the "INSIDE" and will hear in advance when our Early-Bird Black Friday discounts GO LIVE on our store!

In short ...

You now have the enormous advantage of skipping the Black Friday rush ... and getting an early discount that is reserved for **Cyber Monday!**

That way you'll get the best deals early before the Holiday Frenzy!

You'll hear more about the finer details soon.

***But there's MORE ...***

If you want to hear about some rare “outside-the-box” super discount offers ... be sure to join our exclusive “Rare SMS Deals” VIP list by hitting the button below...

**YES! UPDATE ME ON THE VIP SMS CLUB**

😎 We're pretty chill with SMS and don't send a crazy amount. We don't like getting too many either, but we love VIP discounts! You can opt out anytime, so tap that button to get our best deals!

Stay tuned for the next update ...

**<Sign-off>**

**Note:** *The emails below are the “countdown” emails that start 48 hours before the “early-bird” launch on November 12. If a bunch of people join the HOT LIST from the earlier “invite” emails on November 2 and 4, you can send more “nurture or tease” emails before you send the two emails below.*

**Email #5—48 Hours Until Launch:** November 10

**Subject line:** 48 hours for “EARLY-BIRD” Black Friday deals!

**Preview text:** You’re seeing this first because you’re in our Early-Bird Group. Here’s the news you’ve been waiting for ...

## **Here’s the GOOD NEWS You’ve Been Waiting For!**

You’re seeing this because you’re in our “Black Friday Early-Bird Notification” group!

Here’s the scoop about your Black Friday discounts ...

### **Cyber Monday Discounts Early!**

In typical <your brand> style ... we’re going against the grain and starting our Black Friday Sale EARLY!

Not only that, but we’re also giving you our BEST discount (from Cyber Monday) up front this Friday, November 12.

### **The 48-hour countdown has started!**

You’ll get to see our amazing specials before others who are outside of this Early-Bird group! So be quick ...

### **Our popular items are sure to sell lightning fast!**

Your special discount won’t be visible on the store, but we’ll send you a rare and exclusive coupon code this Friday morning!

Set your reminder ... More updates to come!

<Sign-off>

**Email #6—24 Hours Until Launch:** November 11

**Subject line:** [Early-Bird] 24 hours ⚡ Ready for this?

**Preview text:** You're just one night's sleep away from your reward! You deserve every bit of this. Are you excited for your exclusive deals?

**Just 24 hours until your ...  
Early-Bird Black Friday Sale!**

You ready for this?

Just one more night's sleep ... Then you can treat yourself to our best deals of the year!

**You deserve every bit of this!**

You'll be skipping our Black Friday discount and getting our BEST Cyber Monday discount!

That way you can get in quick 'n' early before the Holiday Frenzy starts two weeks from now.

You will receive your exclusive coupon code tomorrow, Friday, November 12.

Are you excited?

**The 24-hour countdown is running!**

Heads up ... This is our BEST discount, and you get it two weeks before anyone else!

**Take your pick early from our best deals!**

See you bright and early tomorrow morning to celebrate your special Early-Bird Black Friday Sale!

Set a reminder on your phone! See you tomorrow!

<Sign-off>

**Note:** *Don't think we're saying this design/layout is a winner. The copy is king here!* Also note: *Emails that show products will typically get better results.*

**Email #7—We Are Open! (Launch to HOT LIST):** November 12, 7 a.m.

**Subject line:** We're LIVE! Your exclusive coupon is now active!

**Preview text:** Get in early! Our BEST deals are waiting for you. Don't waste your early-bird code ...

## **We're now OPEN for our Early-Bird Black Friday Sale! Early 40% OFF**

It's on! Go, Go, Go!!

Take a look at our new store specials ...

### **Spoil yourself with up to 40% OFF!**

As an exclusive Early-Bird subscriber, you are getting the very BEST discount. It's one that others will only see on Cyber Monday!

You've waited all year for these special deals ... Jump the queue and treat yourself to a well-deserved gift!

**Get 40% OFF Storewide**  
Special Code—**EBS40**—to claim 40%

**Use Your 40% Now**

Early-Bird Discount Ends on Monday, November 15

In typical **<your brand>** style, we're going against the norm and giving you a two-week head start! (Sale ends on Monday, November 15.)

Go and take a look at our store and use this 40% OFF **Coupon Code—EBS40—on your favorite items, while stocks last.**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**<Insert Best Review(s)>**

**Claim Your Early 40% Off**

**Coupon code: EBS40**

**<Sign-off>**

**Note:** Remember to test using emojis on these subject lines ...

**Email #8—Reminder 1:** November 12, 10 a.m.

**Subject line:** 🥳 Rare 40% off coupon (expires soon)

**Preview text:** Don't waste this! Time is ticking. You're only seeing this because you're in our rare Early-Bird club. Take a quick look at ...

## Look! Your 40% Off Early Holiday Discounts Have Started

C'mon! Go check out what we've done for you!

We did this because you're one of our loyal "Early-Bird Black Friday" subscribers.

You're getting our best Cyber Monday discount early, so don't waste it ;)

**An AVALANCHE of buyers will swoop in today, so take your pick of our best stock now, while it lasts!**

**Get 40% OFF Storewide**  
Special Code—**EBS40**—to claim 40%

**Use Your 40% Now**

Discount ends after Monday, November 15

**You've waited all year for these mammoth specials ...**

Go treat yourself to this well-deserved gift with this 40% OFF  
**Coupon Code—EBS40—**on your favorite items while stocks last.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

SMS # 5 November 13

<BRAND>: <NAME>, here's to spreading kindness. Enjoy a 30% SITEWIDE DISCOUNT just for today! <LINK> Reply STOP to opt out.

**Email #9—Reminder 2:** November 12, 3 p.m.

**Subject line:** Bizarre story behind Black Friday + 40% OFF

**Subject line:** Use 40% code: EBS40

**Preview text:** Rare discount + why it's not called Pink Friday. Did you know ...

## Hurry! This is rare ... Don't Let Your 40% Store Discount Expire!

I want to tell you the bizarre story behind "Black Friday," but first ...

Our system tells us that you haven't used your special 40% early-bird **discount code EBS40** storewide yet!

Time's ticking! This is our **best discount, reserved for Cyber Monday**, but you get it today! Don't let this go to waste!

### Do you know why we call it "Black Friday?"

Apparently, **our #1 most popular shopping day** was originally called **Black Friday** because the volume of shoppers created traffic accidents and sometimes violence!!

### Grim, huh? Well, let's inject some JOY into the name!

In the 1950s, people began calling in sick the day after Thanksgiving to give themselves a four-day weekend ... Eventually, we were rewarded—our four-day weekend became official!

Since you're in the exclusive early-bird group, why not reward yourself with something amazing from our store?

You deserve it! Go use **coupon code EBS40** and treat yourself here.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email #10 – HOT LIST reminder 3 - November 12, 7 p.m.**

Subject line: Early Cyber Monday discount (expiring)

Preview text: Hurry, there's still time to 'clean-up' with your exclusive 40% off early bird discount...

**Avoid missing out!**  
**Your Exclusive 40% Off**  
**Early Cyber Monday!**

This is an unapologetic "call out" to the night-owl bargain lovers!

That's right! My fellow unashamed shopaholics who don't want to miss out on the biggest discounts of the year!

Our system tells us that you haven't used your rare 40% Off **discount code: EDS40** storewide yet?

Let's fix that! You're privileged to get our best Cyber Monday discount 2-weeks EARLY!

Reduce last-minute stress and "tick off" your shopping list sooner so your packages arrive earlier!

Also, if you want PROOF that our products are the "real-deal", read this amazing review...

It gave me goosebumps... And was a bit of a tearjerker because it reminded us of why we do what we do!

<INSERT BEST REVIEW>

Start getting packages sent to your door nice and early with this rare 40% Off **coupon code: EBS30** before it expires.

**Go Use Your 40% Off While This Exclusive Sale is in its Last Days!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign off>

**Email #11—Reminder 4:** November 13, 9 a.m.

**Subject line:** Forgot to claim your 40%? (Last days)

**Preview text:** There's still time. AMAZING deals at 40% are still available, but you've got to be quick ...

## We've got your back! 40% EARLY-BIRD SALE CLOSES on Monday!

What a whirlwind of a day yesterday!!

How did you fare?

There's still time to snatch a bargain at 40% Off with **Coupon Code EBS40** storewide?

### Remember, this is our BEST discount!

You've got this and DESERVE every bit of this discount!

Let us ship one of these fast-moving products to you at a fraction of the normal price ... before the general promotion starts!

### Don't waste your early-bird privilege

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

You deserve it! Go use code **EBS40** and treat yourself here.

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email #12—Reminder 5:** November 14, 3 p.m.

**Subject line:**  Tick off your shopping list early (40% expiring)

**Preview text:** You've got this! Impress your family and finish your shopping early. Don't waste our biggest discount of the year!

**Avoid missing out!  
Don't Let Your 40%  
Store Discount Expire!**

How's your holiday shopping list looking?

Why not impress your family and get organized early by using your RARE 40% Off **discount code EBS40** storewide.

Tick off your shopping list and feel satisfied and accomplished with our best discount of the year!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email #13 – Reminder 6 -** November 15, 10 a.m.

Subject line: Last day before prices jump up!

Preview text: What a crazy sale! Early bird sales ends today so hurry before your discount expires...

**This is crazy, but we did it anyway!**

# LAST DAY of 40% OFF

Why not finish your early shopping spree with a BANG!

After a somewhat INSANE sale, our 2-week "Early Black Friday" offer (with a Cyber Monday discount) has been amazing!

But all good things have to come to an end...

If you've still got items on your list, today's your last day to claim our BEST discount at 40% off with

**Coupon code: EBS40** storewide today only

**Last day! You snooze, you lose!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Reviews>

**LAST DAY 40% Off**

**Coupon code: EBS40**

<Sign off>

## SMS # 6 November 15

Uh-oh! You have 2 days left to enjoy our 20% sitewide Black Friday discount. Use your VIP early access TODAY! <LINK>

**Email #14 – Reminder 7** - November 15, 3 p.m.  
Subject line: Stocks going, going, gone! (And 40% expires today)

Preview text: Hurry! Our early birds nearly cleaned us out with this 40% off our best products...

Avoid missing out!  
**HURRY! 40% OFF**  
**Expires Tonight!**

Hurry! There's still time!

We don't want you suffering from FOMO(D) syndrome...

"Fear of Missing Our Discount" - It's a real thing, btw ;)-

Last day to use this rare 40% off **EBS40** storewide today only before it expires tonight!

**Your 40% is Going, Going, (Almost) Gone!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Reviews>

**SALE ENDING - 40% Off**

**Coupon code: EBS40**

Sale ends at midnight tonight!

<Sign off>

**Email #15—Last Chance 3** - November 15, 7 p.m.

**Subject line:** 🌟🔥 Final reminder ...

**Preview text:** Say goodbye to your 40% biggest discount! Only a night-owl shopper can save this one before it expires tonight ...

**(Last chance.)  
Your 40% is Going, Going,  
and (Almost) Gone!!**

Say goodbye to your BIGGEST discount of the year!

Only a night-owl shopper can save this one before it expires tonight ...

Now's your last chance to get those last-minute items before the price goes back up tomorrow.

Use code **EDS40** storewide before it expires tonight.

**Here's what some of our raving fans have to say ...**

<Insert Best Review(s)>

**LAST CHANCE for 40% OFF!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**LAST CHANCE—40% Off**

**Coupon code: EBS40**

Absolute last chance to grab one last special before stock goes and discount expires.

No more “early-bird” reminders after this, sorry ...

<Sign-off>

**SMS #7 November 17**

Last chance to grab our special deal, <NAME>! <BRAND>'S HUGE Black Friday sale ends in 3 hours! It's not too late: <LINK> Reply STOP to opt out.

**SMS #8 November 18**

<NAME>, expedited shipping is now available for <BRAND> VIPs! How's that for special treatment? Happy shopping: <LINK> Reply STOP to opt out.

**— END OF HOT LIST PROMOTION —**

## Phase 2: HOLIDAY PROMO

**Remember: Be sure to exclude the “Exclusion list” on all emails during this promotion. This will help improve your deliverability success.**

Date	Email/SMS #	Description	Sending Details
11/21	SMS #1	Thanksgiving prep	<b>Send:</b> Active+nonactive subscribers
11/22	SMS #2	Last-minute gift-buying discounts	<b>Send:</b> Active subscribers
11/23	SMS #3	48-hour Countdown	<b>Send:</b> Active+nonactive subscribers
11/24	SMS #4	Update BF schedule	<b>Send:</b> Active subscribers
11/24	Email #1	Thanksgiving Teaser 1, 8 a.m.	<b>Send:</b> Active+nonactive subscribers
11/24	SMS #5	Excite customers about deals	<b>Send:</b> Active+nonactive subscribers
11/25	Email #2	Thanksgiving Teaser 2, 3 p.m.	<b>Send:</b> Active subscribers
11/25	Email #3	Black Friday, 8 a.m.	<b>Send:</b> Active+nonactive subscribers
11/25	Email #4	Reminder 1, 10 a.m.	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
11/25	SMS #6	<b>Announce big deals</b>	<b>Send:</b> Active+nonactive subscribers
11/25	SMS #7	Midday reminder	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
11/25	Email #5	Reminder 2, 2 p.m.	<b>Send:</b> Active+nonactive subscribers
11/25	Email #5	Reminder 2, 2 p.m.	<b>Send:</b> Active+nonactive subscribers
11/25	Email #6	Reminder 3, 5 p.m.	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours

11/25	Email #7	Last chance, 8 p.m.	<b>Send:</b> Active+nonactive subscribers
11/25	SMS #8	Last chance to avail	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
11/26	SMS #9	Saturday extension	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
11/26	Email #8	Saturday extension, 10 a.m.	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
11/26	Email #9	Reminder, 3 p.m.	<b>Send:</b> Active+nonactive subscribers
11/28	Email #10	Sunday extension, 10 a.m.	<b>Send:</b> Active+nonactive subscribers <b>Exclude:</b> Bought last 72 hours
11/27	Email #11	Reminder, 3 p.m.	<b>Send:</b> Active subscribers
11/27	SMS #10	Update Cyber Monday schedule	<b>Send:</b> Active subscribers
11/28	Email #12	Cyber Monday, 8 a.m.	<b>Send:</b> Active+nonactive subscribers
11/28	SMS #11	Announce Cyber Monday deals	<b>Send:</b> Active+nonactive subscribers
11/28	Email #13	Reminder 1, 11 a.m.	<b>Send:</b> Active subscribers
11/28	Email #14	Reminder 2, 2 p.m.	<b>Send:</b> Active+nonactive subscribers <b>Exclude:</b> Bought last 72 hours
11/28	Email #15	Reminder 3, 5 p.m.	<b>Send:</b> Active subscribers
11/28	Email #16	Last chance, 8 p.m.	<b>Send:</b> Active subscribers
<p>No promotional emails on Tuesday, November 30 (known as "Giving Tuesday") Unless you want to ask for donations toward a charity you support</p>			

**— END OF BFCM HOLIDAY PROMOTION —**

# HOLIDAY PROMO

## BLACK FRIDAY & CYBER MONDAY EMAIL AND SMS TEMPLATES

### **SMS #1 November 21**

Hey, <NAME>, Black Friday starts NOW! Enjoy up to 30% off (TODAY ONLY!) on best sellers & new items <LINK> Reply STOP to opt-out.

### **SMS #2 November 22**

Last minute shopping = last minute discounts! How does 30% OFF sound, <NAME>? Shop now! <LINK> Reply STOP to opt-out.

### **SMS #3 November 23**

48 HOURS LEFT!<NAME>, get your shopping list ready—we're unlocking a 30% DISCOUNT for VIPs like you! <LINK> Reply STOP to opt-out.

### **SMS #4 November 23**

Ready, set, SCORE! 24 hours left before our BIGGEST, CRAZIEST Black Friday Sale! Watcha buyin'? <LINK> Reply STOP to opt-out.

**Email #1—Thanksgiving Teaser 1:** November 24, 8 a.m.

**Subject line 1:** THANK YOU, <Firstname>! Little surprise inside ...

**Subject line 2:** THANK YOU, <Firstname>! Gobble up this gift!

**Preview text:** We couldn't help but reward you with a little surprise gift. Why? Because you're awesome, that's why ...

**THANK YOU!**

## Gobble Up This Gift!

You're awesome! Did you know that?

As a way of saying, "THANK YOU" for being a <your brand> family member ... we wanted to reward you with a little surprise gift ... for Thanksgiving.

Here's the story ...

Technically, our massive "**Black Friday Sale**" starts tomorrow. However ...

Umm ... let's just say ... if someone were to "accidentally" visit our store today ... they just might stumble upon a little surprise.

I shouldn't tell you what it is, but it sounds something like, "*Take thirty percent off everything now.*"

Oops!

I'm sure you wouldn't complain about an early "leak" of our **Black Friday sale code—BFS30—off everything storewide.**

Happy Thanksgiving ... and THANK YOU for your loyalty!

<Sign-off>

### SMS #5 November 24

<Name>, only the best KIND of deals for our best KIND of customer! Enjoy our Happy Kindness Day discount (30% OFF!) <link>

**Email #2—Thanksgiving Teaser 2:** November 25, 3 p.m.

**Subject line:** Wash down your lunch with this 30% chaser!

**Preview text:** First dibs go to you! You deserve every bit of this 30% off, before tomorrow's frenzy!

## Gobble Up 30% NOW! Before Tomorrow's Rush

Wash down today's Thanksgiving lunch with this 30% chaser!

You deserve every bit of it ...

Some stock will likely be cleaned out starting tomorrow, so jump the queue and snag your favorites!

**Today's discount will be the same tomorrow,  
but the stock might not be! So, go save now ...**

Use **Coupon Code BFS30** on your favorite items while stocks last.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Note:** *Black Friday is the busiest day for email, so try using creative emojis to “stand out.” Also, any poor attempt at humor in these emails won’t fit all brands, of course, but take what you want from it. No more apologies after this! ;)*~

**Email #3—Black Friday:** November 25, 8 a.m.

**Subject line:** 🌟We're LIVE🌟BF discounts are active!

**Preview text:** Go, Go, Go! HUGE discounts are live. Come take a look at our Black Friday sale ...

**The Biggest Shopping Days Have Started!**

**Black Friday Sale!**

**TAKE 30% OFF**

It's OFFICIAL!

“**Black Friday Frenzy**” has begun with this whopping 30% OFF **Coupon Code—BFS30—on your favorite items while stocks last.**

Exciting! Hurry on over and check out our Black Friday sale!

You know the deal ... You just want our awesome products at their most awesome and best price, true?

Thought so. Well, here they are ... Take a look and go for it!

### **Spoil yourself with up to 30% OFF!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**You've waited all year for these special deals ... Go treat yourself to this 30% OFF ...**

But hurry before some product lines sell out!

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email #4—Black Friday Reminder 1:** November 25, 10 a.m.

**Subject line:** 🎁 Frenzy Friday 🎁 Take 30% off!

**Preview text:** You've got this! We're ready to ship as soon as you pick out your favorite items ...

## **Come take a peek at our store ... Your 30% Off Is Here Waiting for You!**

Crazy day, we know ...

You've got this!

We're ready to ship once you've picked your favorite products with this 30% OFF

**Code—BFS30—storewide while stocks last.**

**Customers are going crazy over these products ...**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

Be sure to claim this rare 30% off before the sale ends!

<Sign-off>

**SMS #6 November 25**

HAPPENING NOW: Our biggest sale of '22! Get up to 30% off new items + best sellers. <LINK>  
Reply STOP to opt-out.

**SMS #7 November 25**

Hey, <name>, don't wait too long—our items are selling out FAST! Use your 30% Black Friday discount now! <LINK> Reply STOP to opt-out.

**Email #5—Black Friday Reminder 2:** November 26, 2 p.m.

**Subject line:** 🍷 Pink Friday?

**Preview text:** Says no one! The bizarre story behind BLACK Friday, with a 30% sweetener! Check out our store ...

**Avoid missing out!  
Don't Let Your 30%  
Store Discount Expire!**

I want to tell you about the bizarre store behind the name "Black Friday," but first ...

Our system tells us that you haven't used your 30% Off **discount code—BFS30—storewide** yet.

Don't let this go to waste! But for now, check this out ...

### Do you know why we call it “Black Friday?”

Apparently, **our #1 most popular shopping day** was originally called **Black Friday** because the volume of shoppers created traffic accidents and *sometimes even* violence!

### Grim, huh? Well, let's inject some JOY into the name!

In the 1950s, people began calling in sick the day after Thanksgiving to give themselves a four-day weekend ... Eventually, we were rewarded—our four-day weekend became official!

Look, you've read this far now, so why not reward yourself with something amazing from our store?

You deserve it! Go use code **BFS30** and [treat yourself here.](#)

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email #6—Black Friday Reminder 3:** November 25, 5 p.m.

**Subject line:** \*\* Goosebump reviews \*\* and warning ...

**Subject line:** ⚡ 30% OFF ⚡ Tear-jerking reviews ...

**Preview text:** Hurry! There's still time to clean up with 30% Off and get inspired by these heartfelt reviews ...

**Stock's moving fast, so don't miss out!**

## Last Hours for Your 30% Black Friday Frenzy

OK, we get you ... You're a strong finisher and don't rush into things, right?

We respect that. However, these are once-per-year discounts!

And now that the dust has started to settle (slightly), go take a stroll through our store with your 30% Off code—**BFS30**—before it expires.

Also, if you want PROOF that our products are the “real-deal,” read this amazing review ...

<Insert Best Review>

Gave me Goosebumps ... and was a bit of a tearjerker because it reminded us of why we do what we do!

### Go Use Your 30% Off in the Last Dying Hours of this Black Friday Frenzy!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 30% Off**

Coupon code: **BFS30**

<Sign-off>

**Email #7—Black Friday Last Chance:** November 25, 8 p.m.

**Subject line 1:** 🎯🎯🎯 For unashamed bargain lovers ONLY!

**Subject line 2:** 🦉 Night 🦉 Owl 🦉 Bargains ...

**Preview text:** 30% won't be here forever. Last-minute discounted specials for the night owls determined to SAVE ...

**For my fellow night owls ...**

# Shop-Until-You-Drop Bargain Lovers!

This is an unapologetic “call out” to night-owl bargain lovers!

That’s right, my fellow unashamed shopaholics who don’t want to miss out on the biggest discounts of the year!

Our system tells us that you haven’t used your 30% Off **discount code BFS30** storewide yet!

Let’s fix that! Go take a look at our amazing products while they’re only a fraction of the normal price ...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

You deserve it! Go use code **BFS30** and [treat yourself here.](#)

<Insert Best Review(s)>

**Claim Your Early 🎉 30% Off**

**Coupon code: BFS30**

<Sign-off>

## SMS #8 November 25

Black Friday’s ending soon, <NAME>. Ready to say goodbye to our 30% DISCOUNT? No? You have 2 hours left to shop! <LINK> Reply STOP to opt-out.

## SMS #9 November 26

Scored big yesterday, <NAME>? How about scoring more today? BLACK FRIDAY SALE IS EXTENDED! <LINK> Reply STOP to opt-out.

**Email #8—Saturday Extension:** November 26, 10 a.m.

**Subject line:** 🎉 Good News! 🎉 EXTENDED SALE!

**Preview text:** Ran out of time yesterday? We've got your back! 30% is still available ...

**We've got your back!**  
**EXTENDED SALE**  
**30% for 48 hours!**

What a whirlwind of a day yesterday!!

How did you fare?

Look, we see that you still haven't used your 30% Off **discount code BFS30** storewide yet.

**So, we've EXTENDED our sales for 48 hours!**

You've got this and DESERVE every bit of this discount!

Let us ship one of these fast-moving products to you at a fraction of the normal price ...

**The 48-hour timer has started!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

You deserve it! Go use code **BFS30** and treat yourself here.

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email #9—Saturday Reminder:** November 26, 3 p.m.

**Subject line 2:** Hate mail. Really?

**Preview text:** How would you respond to this? It's true, we have a FANATICAL tribe who LOVE what we do ... but we can't please everyone ...

Hate mail. *Hmm* ...

How would you handle that?

Yes, it's true ... We've sent out a bunch of emails this week.

Sure, our team is obsessively biased and believes we have the best products on this rotating rock called Earth!

And our raving fans agree!

We have a die-hard fanatical tribe who love what we do.

However, we can't please everyone, right?

We've had a tiny (miniscule) number of people who feel compelled to tell us (in their own colorful words) why they don't agree with how many emails we send during the biggest sale of the year!

Each to their own. But we have good reason ...

To be honest ... we feel obligated to get our products in the hands of as many people as possible!

In fact, anything less would be irresponsible on our part.

We don't want you wasting money on an inferior product, so we'll press on!

**Anyway, feel free to hit reply and share your thoughts!**

**<Sign-off>**

P.S. If you want to see why our tribe (and we) are so fanatically obsessed with our products ...

Go claim your [30% discount here and you'll see why!](#)

**Email #10—Sunday Extension:** November 27, 10 a.m.

**Subject line:** Controversy about the hate email (and extended sale) ...

**Preview text:** What a mixed bag of responses for the “Last day” of our sale. Here’s what we’ve learned ...

If you missed yesterday’s “Hate mail” message, here’s the guff ...

Despite helping over **<Insert number>** happy customers over the last **<insert time>** years ...

... we still “occasionally” have some people who don’t like our excitable frequency of emails during the biggest sale of the year!

So, we asked for your feedback yesterday ...

First of all, THANK YOU, for those who responded.

Bottom line ...

We LOVE you too!

And we respect what you all had to say.

That said, we’re thrilled to hear the overwhelming support for our passion to get our products to more people!

It’s more than a passion for us ... it’s an obligation!

So, in the spirit of the holidays ... if you haven’t claimed your 30% discount yet, go use it now with **code BFS30** storewide on the last day of the Black Friday Sale.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 30% Off**

**Coupon code: BFS30**

**<Sign-off>**

**Email #11—Sunday Reminder:** November 27, 3 p.m.

**Subject line:** ★WE’LL★PAY★SHIPPING★

**Preview text:** 30% OFF +++ ZERO Shipping Cost. Take a quick look at the products we've put aside for you ...

**Avoid missing out!  
TAKE 30% OFF ...  
GET FREE SHIPPING**

OK, OK ... YES, this is exciting ...

In the spirit of the holiday season, we thought we'd do something outside the box ...

We gathered some of our best products into an exclusive page that not only has 30% off, but also has FREE shipping.

Take a look now before this expires.

**Use 30% discount code: BFS30**

Don't let this go to waste!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**SMS #10 November 27**

Set your alarm for our Cyber Monday! Don't snooze on our special ONCE-A-YEAR deals (up to 30% OFF)! <LINK>

**Email #12—Cyber Monday:** November 28, 8 a.m.

**Subject line:** 🌟40% Cyber Monday 🌟Too RARE to ignore 🌟

**Preview text:** It's all yours! Come and get it! Take a look at what's on our store today

...

## **This is crazy, but we did it anyway! RARE, RARE 40% OFF**

Why not finish your wild shopping spree with a BANG!

In a somewhat INSANE decision, we're letting you take 40% off our stock today!

If there ever was a time to take action, it's NOW!

### **24 hours only! You snooze, you lose!**

**Discount code—RARE4024—storewide today only**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

**Coupon code: RARE4024**

<Sign-off>

#### **SMS #11 November 28**

Set your alarm for our Cyber Monday! Don't snooze on our ONCE-A-YEAR deals (up to 30% OFF)! <LINK> Reply STOP to opt-out.

**Email #13—Cyber Monday Reminder 1: November 28, 11 a.m.**

**Subject line:** 😈Psycho Monday😈 40%😈

**Preview text:** Today only. INSANE? Yup. Don't waste this rare 40% off. You'll laugh all the way to the bank ...

**You Snooze, You Lose!  
40% Psycho Monday  
Hurry! Today Only**

Maybe it's the adrenaline from Black Friday that's messed with our brain cells?

Whatever the case, this ~~CYBER~~ PSYCHO MONDAY 40% Off is a RARE (very rare) saving that you should pounce on!

If there ever was a time to take action, it's NOW!

**40% OFF TODAY ONLY  
You snooze, you lose!**

Discount code—**RARE4024**—storewide today only

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

**Coupon code: RARE4024**

<Sign-off>

**Email #14—Cyber Monday Reminder 2:** November 28, 2 p.m.

**Subject line:** 40 reasons to love online shopping! (40% Off)

**Preview text:** Like it or hate it, online shopping is exploding, right? But what do you think? Let's celebrate either way ...

**Help Us Celebrate**

## Cyber Business with This RARE 40% OFF

Online vs. Offline?

Like it or hate it, online shopping is here to stay and only growing!

There's a decline in brick-and-mortar business, but did you know that online sales keep a lot of these businesses alive? It's true. In fact ...

### The Online Shopping Tsunami Is to Be Celebrated!

It helps a lot of struggling businesses make a smooth transition to online ... and keeps their dream alive!

And that's why we're celebrating Cyber Monday in true style by giving you a RARE (very rare) ...

**40% OFF TODAY ONLY**  
**You snooze, you lose!**

Discount code—**RARE4024**—storewide today only

With a 40% discount, there are 40 big reasons to LOVE online shopping!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

Coupon code: **RARE4024**

**Sale ends at midnight tonight!**

<Sign-off>

**Email #15—Cyber Monday Reminder 3:** November 28, 5 p.m.

**Subject line:** FOMO(D) on our biggest 40% sale! (Expires tonight ...)

**Preview text:** Hurry! “Fear of Missing Our Discount” is a real thing! 40% expires soon ...

**Avoid missing out!  
HURRY! 40% OFF  
Expires Tonight!**

Hurry! There’s still time!

We don’t want you suffering from FOMO(D) syndrome ...

“Fear of Missing Our Discount”—It’s a real thing ;)~

**Use** this rare 40% Off code—**RARE4024**—at our storewide, today-only sale before it expires tonight!

**Your 40% is Going, Going, (Almost) Gone!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

**Coupon code: RARE4024**

**Sale ends at midnight tonight!**

<Sign-off>

**Email #16—Cyber Monday Last Chance:** November 28, 8 p.m.

**Subject line:** 🕒 Last chance 🕒 Going, going, (almost) gone!

**Preview text:** Say goodbye to your biggest discount! Only a night-owl shopper can save this one before it expires tonight ...

**Hurry! Last Chance ...  
Your 40% Is Going, Going,  
and (Almost) Gone!!**

Say goodbye to your BIGGEST discount of all time ...

and to some of our limited stock that’s being cleaned out.

Only night-owl shoppers can save this one before it expires tonight ...

Sorry ... you've had plenty of chances to use this special code—**RARE4024**—storewide before it expires tonight.

Why not take a leap of faith and treat yourself to one last shop?

## Here's what some of our raving fans have to say ...

<Insert Best Review(s)>

### LAST CHANCE for 40% OFF!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**CYBER MONDAY 40% Off**

**Coupon code: RARE4024**

Absolute last chance to grab one last special.

You know you deserve it!

<Sign-off>

## Phase 3: Post-holiday promo plan

Date	Email/SMS #	Description	Sending Details
12/1	Email #1	backdoor sale CEO email: 10 a.m.	<b>Send:</b> Active+nonactive subscribers
12/2	Email #2	Backdoor reminder 1, 10 a.m.	<b>Send:</b> Active subscribers
12/2	Email #3	Backdoor reminder 2, 3 p.m.	<b>Send:</b> Active+nonactive subscribers <b>Exclude:</b> Bought last five days
12/2	Email #4	Last chance, 6 p.m.	<b>Send:</b> Active subscribers

We've skipped an email for November 30 (also known as Giving Tuesday). You can send an email asking for a donation to your favorite charity.

# POST HOLIDAY PROMO PLAN

## RE-ENGAGEMENT EMAILS AND SMS TEMPLATES

**Note:** For the next email, here's a new approach. Send an email from your CEO (or choose another idea you have) that looks different by changing the "From" section and text to a different font (Courier). We suggest using a larger font size (16 points or more). The idea behind this strategy is to point to a collection page showing built-in clearance sale discounts.

**Email #1—Backdoor Sale:** December 1, 10 a.m.

**From:** CEO of <your brand>

**Subject line:** Personal Message from the CEO, <CEO name>

**Preview text:** Hi <Firstname>, Hope you're well. My name is <CEO name>, and I'm the CEO of <insert brand name>

Hi <Firstname>, Hope you're well.

My name is <CEO name>, and I'm the CEO of <insert brand name>.

How has your week of holiday shopping been?

Tiring? Exciting? Both?

We're "Cyber'd Out"—but still not sleeping yet!

Let me tell you why I'm writing to you today ...

Our team discussed how there's usually a percentage of people who we affectionately call the ...

**"I forgot to get—" customers**

That's those of us who realized (once the dust settled) that there are still some gifts or items "on the list" that were forgotten.

(I'll admit to being "that guy" sometimes.)

So, if you're "special" like us, we've opened up a temporary, exclusive backdoor for some last-minute bargains ...

But only for 48 hours.

**Also, we're not making it public on our store ... yet.**

If you're reading this, that's because you're one of a small group of subscribers who can take advantage of our special "exclusive backdoor" incentive.

Here's what it looks like ...

**For the next 48 hours only, we've activated similar discounts across some of our best bundles and products.**

**Get up to 30-40% off  
for this 48-hour clean-out sale!**

That way, you don't have to wait another year to get these special prices.

If you want to take advantage of this, please follow the link below within the next 48 hours. There's no discount code as we've already discounted the products on this page.

Your backdoor code has been activated on our store.

<Sign-off>

**Note:** This “should” point to a clearance collection page that shows certain bundles or product links with built-in discounts.

**Email #2—Backdoor Reminder 1:** December 2, 10 a.m.

**Subject line:** Phew! I’m almost Cyber’d out, but here’s your CEO link

**Preview text:** We’re not sleeping yet! Here’s an exclusive backdoor link for the last-minute CEO discounts ...

## **Forgotten items still on your list? Backdoor Bargains of Up to 40% Today Only!**

Hi **<Firstname>**, did you get the email from our CEO, **<CEO first name>**?

The short version is ... we’re not sleeping (yet) ...

Yes, we’re Cyber’d out ... but ... we’ve created a special “backdoor” for last-minute bargains ...

We did this for our “*last-minute, I-forgot-to-get—*” customers!

You know what I’m talking about, right? Some of us (I’m guilty) still have items on our list and don’t want to wait another 12 months to get these big discounts!

We get it. So, here’s what we’ve done ...

**For today only, we’ve activated up to 40% off, across some of our remaining products.**

If you want to take advantage of this ... follow the special link below and save on our clearance stock while it lasts!

Your backdoor discount has been activated on our store.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

**<Insert Best Review(s)>**

**CEO special up to 40% Off**

**<Sign-off>**

**Email #3—Backdoor Reminder 2:** December 2, 3 p.m.

**Subject line:** CEO backdoor 30–40% code expires today!

**Preview text:** <Firstname>, It could be 12 months until you see this deal again.  
Last day, sorry ...

## **CEO 30–40% Backdoor Code Expires Today!**

Hi <Firstname>, Are you sure you want to let this special deal go?

You know it could be another 12 months before you see it again ...

**For today only, we've activated up to 40% off,  
across some of our remaining products.**

If you want to take advantage of this ... follow the special link below and save on our clearance stock while it lasts!

Your backdoor discount has been activated on our store.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**CEO special 30–40% Off**

<Sign-off>

**Email #4—Last Chance:** December 2, 6 p.m.

**Subject line:** NOTICE: Expiring Discounts (30–40% clearance gone)

**Preview text:** <Firstname>, We hope this message reaches you in a good time ...  
No more reminders after this ...

**Very last reminder, sorry ...**  
**30–40% Backdoor Code**  
**Expires Tonight!**

Hi <Firstname>, We hope this message reaches you in good time.

By now you should know the story behind this unique 40% CEO code ...

This is to help customers who got too busy and forgot to take advantage of our recent Holiday sale.

This email is your last reminder, sorry.

**For today only, we've activated up to 40% off,  
across some of our remaining products.**

If you want to take advantage of this ... follow the special link below and save on our clearance stock while it lasts!

Last chance! Your special backdoor code expires tonight.

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Insert Best Review(s)>

**CEO special 30–40% Off**

<Sign-off>

**— END OF BFCM PROMOTION —**

Congratulations! You've reached the end of your BFCM cheat code. By now you should be able to imagine the thrill and excitement of this holiday season. I hope you're as pumped as I am! But before you get to work...

# BEST PRACTICES

...I am adding this special section on best practices for emails and SMS. This way, your creative team (or you!) are more guided about the most effective copywriting styles for BFCM.

On your mark, get set...GO!

## Best practices for email

### 1. Start with an impactful subject line.

- a. K.I.S.S. (Keep it short + sweet). Aim for 50 characters (although, you can play around with the length and see what works for you!)
- b. Use strong adjectives - for that wow factor (just don't go overboard!)
- c. Be specific - state your offer clearly
- d. Solve a problem - show your users you have the solution!
- e. Ask a question - the need for answers will get them to click

### 2. Get super personal.

- a. Don't just send out promos and call it a day. Emails are a great (and relatively cheap) way to reach your customers and nurture them into becoming a loyal community.
- b. Show authenticity and really try to connect. When customers feel like they can connect/relate to you on a personal level, they will remember you and consider you in the future. So don't be afraid to show your brand's personality. Explore sending out personal letters from your CEO, company event pictures, send personalized video greetings or personalized discounts.

### 3. Use good visuals.

- a. Emails with (beautiful) product images tend to work better vs copy-only emails. So make sure your pictures are clear and evocative.
- b. But don't go overboard. Too many images, and your email will look cluttered. Plus, it might take a longer time to load (which sucks).
- c. Make sure your email will be clear and understandable in case the photos don't load.
- d. Break copy with 2-3 eye catching CTAs.

### 4. Keep your email short and to the point.

- a. Remember that in the flurry of BFCM excitement, your reader may be overwhelmed or impatient or just downright preoccupied. So keep your inner Hemingway away (for now) and chop chop chop your copy.
- b. Create a sense of urgency. Words like “hurry!” “don’t miss out!” “Stocks are running out!” can help activate your reader’s FOMO.

#### **5. Test!**

- a. Send a test email to your co-workers or to a focused group, so you can see if images load well, the font is readable, etc.
- b. But also, test the following:
  - i. Your call-to-action (is “learn more” better than “shop now!”?)
  - ii. Your subject line (to see which kind works best)
  - iii. Your “from” field (you can use a recognizable spokesperson for your brand, or you may opt to use your company name)
  - iv. Your timing and location (more on this below)

#### **6. Timing is everything**

- a. Find the sweet spot. For BFCM, you don’t want to send emails too early, because they just might forget you. But if you send too late, they may have already shopped from elsewhere. That’s why I recommend you start your BFCM promo in early November (or even late October).
- b. Try segmenting your users by location and then send out emails at different times so you can see what works.
- c. Reminder emails during the holidays are important so you’re always top of mind.

### **Best practices for SMS**

- 1. Personalize.** Studies show that 72% of customers only respond to brand messages that are aligned with their interests. So make that 160-character SMS count!
  - a. The easiest way: use your customer’s first name. Collect more data to help you personalize and create more relevant offers.
  - b. Keep engaging with your existing customers. Why? Because that’s where ROI comes (a.k.a lifecycle marketing). After all, it’s more expensive to keep chasing new buyers vs taking care of your current subs and keeping them loyal.

2. **Exclusivity is key.** Make them feel like their VIPs by giving them access to early discounts and other perks.
3. **It's all about urgency.** Time-bound discounts and promos will nudge your customers into buying now vs later.
4. **Experiment with branded links.** Given the high click-rate of SMS, you may want to explore including branded links. Some domains even include the words "BlackFriday" to make it extra-irresistible.
5. **Align with your SMS provider.** Trust me, you do not want hiccups during BFCM. So while it's early, ask your SMS provider important questions ("How many messages can you send per second? Can you deliver to multiple countries? Can you whitelist my content so I don't get blocked?") and share with them your SMS plans so they can tailor fit solutions for you.
6. **Build your SMS database early.** And use it all year round.
  - a. Update your sign up forms to include SMS (optional). Make sure to explain the benefit of opting in (better perks).
  - b. Include SMS field at checkout.
7. **Respect your subs.** Again—you do not EVER want to be blocked!
  - a. Make sure they consent to get SMS alerts.
  - b. Share links to your privacy policy and terms of service to build trust.
  - c. Try NOT to send alerts during quiet hours (before 8 am and after 9 pm).

# HOLIDAY-THEMED FLOWS

If you've been around the block a couple of times, you know that despite all your hard work, over 75% of your visitors will churn. Most times, they will not even get to their carts. But sometimes, they actually get to the checkout—but don't complete their purchase.

It can be so frustrating, right? Because you were actually able to drive traffic to the store...only for them to leave you.

But again with the silver linings: the fact these users went to your store, or added something to their carts, means they are interested.

And based on their level of interest, you can re-engage them and push them closer to checkout. How? Through abandonment emails and SMS. These are sent to shoppers who left items in their carts without completing checkout/purchase.

With effective abandonment flows, you can achieve three things: 1) stop your traffic from "leaking", so your investment on marketing is maximized; and 2) add more \$\$\$ to your bottomline; and 3) potentially make more repeat customers. You really can't lose!

## FOUR TYPES OF ABANDONMENT EMAILS

### **1. Site abandonment**

One of your subscribers is active on your site (maybe the homepage, category, or best-sellers page) but doesn't take any further action, such as to view a product, add a product to the cart, or check out.

### **2. Browse abandonment**

A subscriber goes to a product page, looks at the product, scrolls around—but doesn't add any product to the cart and then leaves. Since they took the next step of actually looking at a specific product, this moves them up the "buyer intent" ladder, albeit still a low rung of the ladder. This is where you can kick off a product-specific retargeting campaign (bringing them back to the product or to a review page or video or somewhere that continuously educates them about the product)—so they can come back and buy.

### **3. "True" cart abandonment**

The "True" Cart Abandonment happens when a subscriber is on a product page, clicks "Add to Cart," and then leaves your store without ever going to the checkout

page. Truth be told, only a rare (very rare) number of ecommerce owners are taking advantage of this pocket of highly qualified subscribers.

#### **4. Checkout abandonment**

A checkout-abandonment subscriber is someone who looks at a product on your store, likes it, adds it to their cart, starts the checkout process, maybe even filling in their email and shipping details, but then stops and leaves before completing the purchase.

***Important Note:** In May 2021, we created a killer GSD report (issue #47) called, “**The Updated All-Inclusive Abandonment Flows.**” If you don’t have access to it, be sure to contact Christina at [support@buildgrowscale.com](mailto:support@buildgrowscale.com) to get it unlocked.*

## **ABANDONMENT EMAILS: SET UP + TEMPLATES (KLAVIYO)**

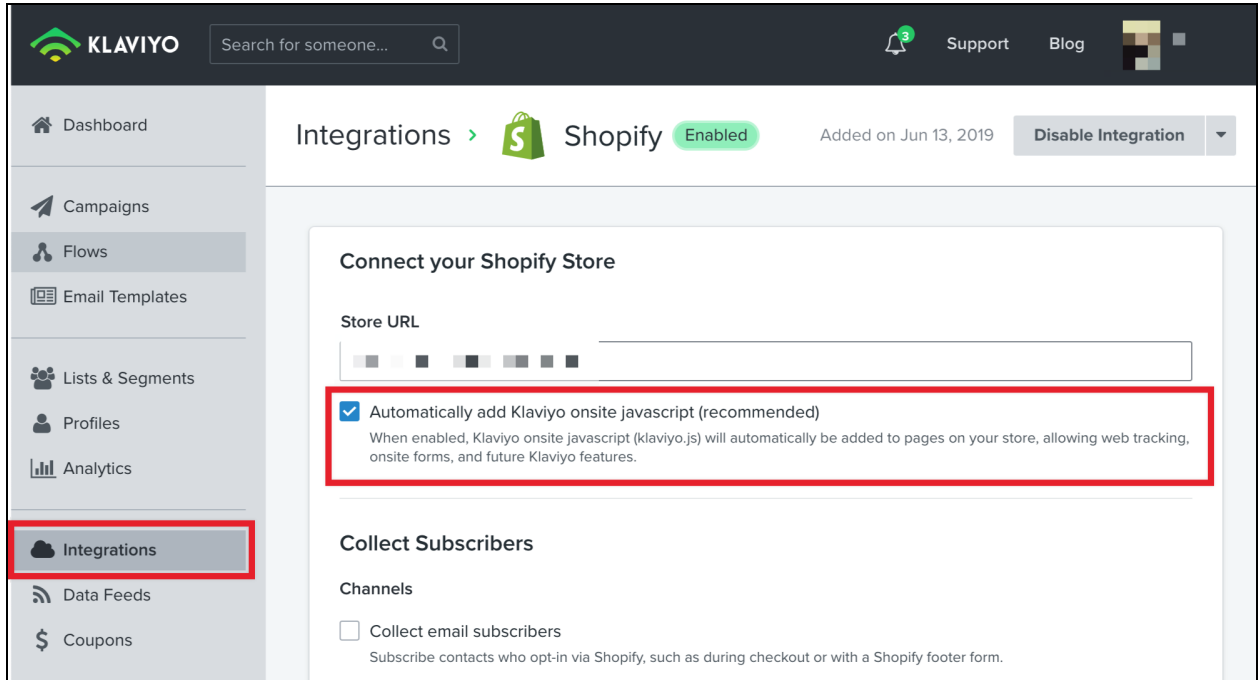
### **1. Site Abandonment**

To get this flow to work, you need to set up your “Active on Site” metric. But don’t worry, I’m here to walk you through it! This flow also requires that you have a subscriber already on your list.

Let’s set up the “Active on Site” metric:

1. Open Klaviyo and click “Integrations” on the left-hand side of the panel.
2. Check the box that reads, “Automatically add Klaviyo onsite JavaScript (recommended).”

You are done! Klaviyo will now begin tracking the “Active on Site” metric. After a few minutes, you should also be able to see this within the “Analytics” tab.



**Purpose:** A subscriber is active on your site but doesn't take any further action (such as view a product, add a product to the cart, or checkout).

**Trigger:** "Active on Site"

**Flow Filters (5):** "Viewed Product" + zero times since starting this flow **AND** "Added to Cart" + zero times since starting this flow **AND** "Checkout Started" + zero times since starting this flow **AND** "Placed Order" + zero times since starting this flow **AND** "Has not been in flow at any time."

## Site-abandonment email swipes

**Email 1:** Trigger 1 hour after site abandonment

**Subject line:** I saw you checking us out!

**Preview text:** See something you like? At 30% OFF, these could sell out today with the Black Friday frenzy ...

# Take a Peek at Our Black Friday Best Sellers!

Hey <Firstname>,

Thanks for stopping by our store during the crazy Black Friday frenzy!

See something you like? At 30% OFF, these [best sellers](#) could sell out today!

One of these items has your name all over it!

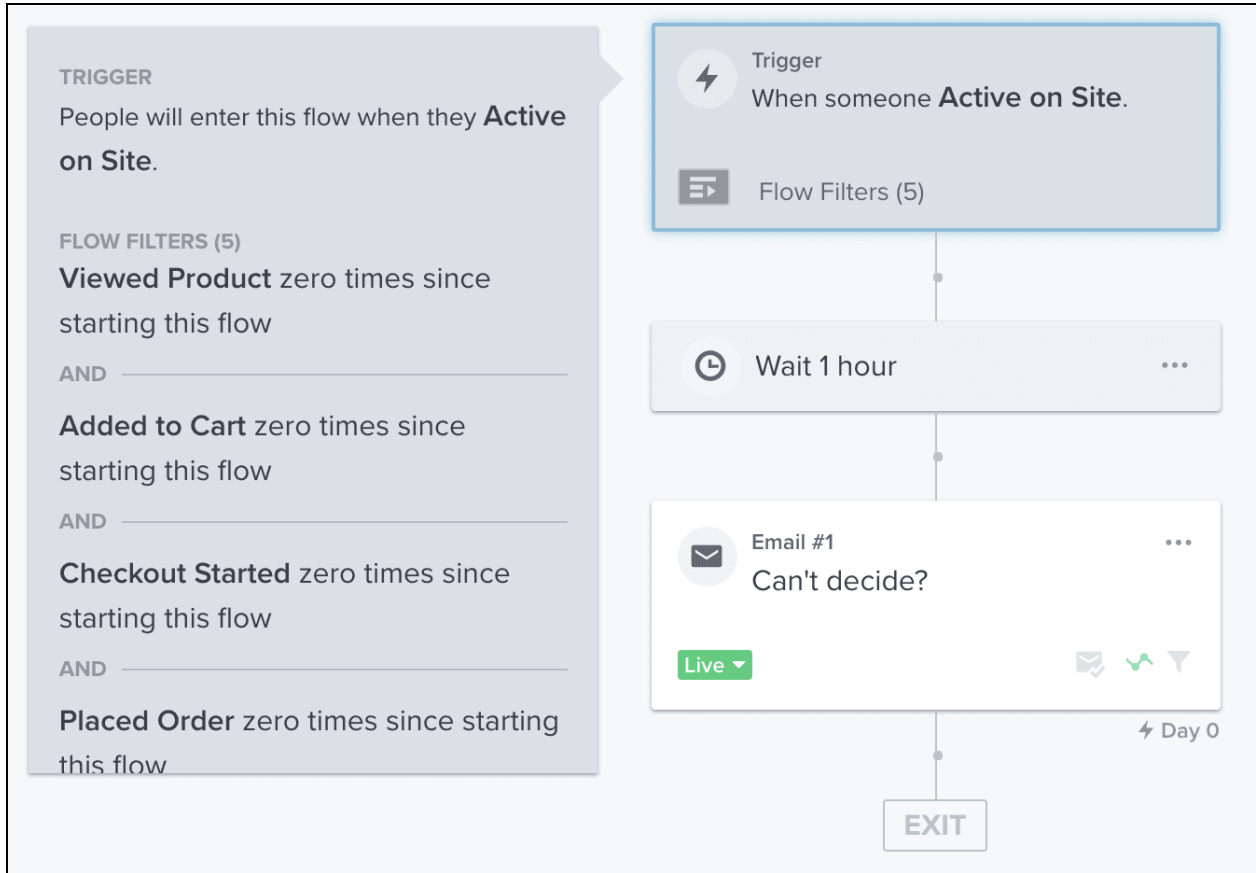
<insert product catalog>

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

See our full collection below

**Best Sellers**

<Sign off>



**Tip:** You may decide to change the final filter from hours to a number of weeks instead of "Has not been in flow at any time." But I'd approach this flow with caution as it can come across as a little creepy. The best way to overcome this is to inject humor into your emails.

## 2. Browse Abandonment

Browse-abandonment emails are especially crucial during a promotion (or any time for that matter). Don't believe me? Here's what Klaviyo discovered after looking at one thousand browse-abandonment emails sent to over one million people ...

Average open rate	52.79%
Average click-through rate	10.87%
Average revenue per recipient	\$1.35

Well worth it, right? Now for the twist ...

Typically, a browse-abandonment email is just a simple "friendly reminder" to come back to your store. But during the biggest sale of the year, that's a bit weak, don't you think? (The answer is yes.)

While there's a buying frenzy on, you need to inject urgency, scarcity, and excitement!

For that reason, here's the plan ...

### For the BFCM browse abandonment we're suggesting three emails ...

- **First email:** Send 2 hours after browse abandonment (as a friendly reminder).
- **Second email:** Send 24 hours after browse abandonment (with a 5% extra discount).
- **Third email:** Send 22 hours after previous email giving them last chance

It's fourth-quarter game time, so we're going ALL IN!

### Let's set up the "Viewed Product" metric.

As with the **site abandonment** flow, you need to have set up the "Viewed Product" metric for this flow to work correctly. Also, for the "Viewed Product" metric to begin tracking, you need to have already set up the "Active on Site" metric that I walked you through above.

## Integrate Klaviyo on your website.

This will allow Klaviyo to track visitors and their activity.

1. You have already allowed Klaviyo onsite JavaScript to be automatically added to your store via your integration.
2. Add the code below to the **product.liquid** template. This will allow Klaviyo to track people's favorite products:

```
<script type="text/javascript">
  var _learnq = _learnq || [];

  var item = {
    Name: {{ product.title|json }},
    ProductID: {{ product.id|json }},
    Categories: {{ product.collections|map:'title'|json }},
    ImageURL: "https:{{ product.featured_image.src|img_url:'grande' }}"
```

3. Once you've added those snippets, enter the URL of your Shopify store below:

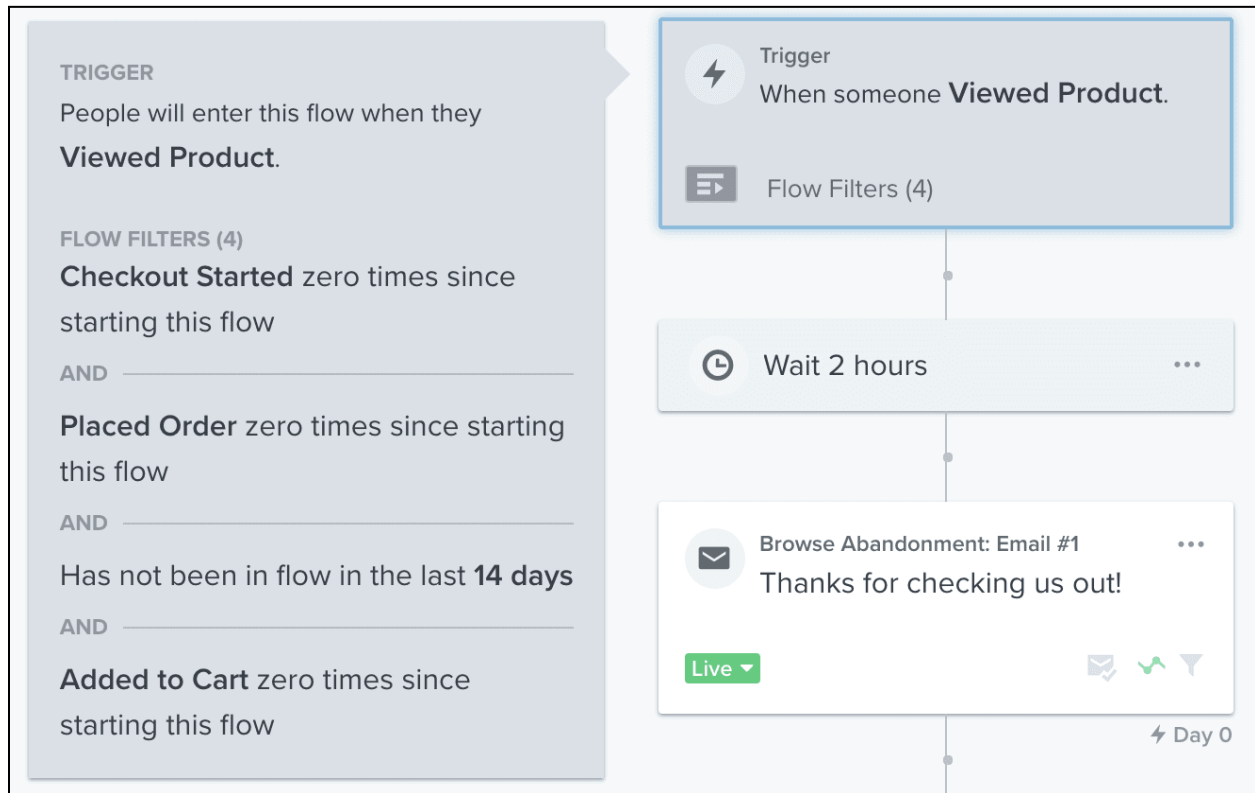
[Next »](#)[Back to dashboard](#)[Waiting for data...](#)

1. On the top-right corner of Klaviyo, you'll see your account. Click the drop-down arrow and navigate to "Setup Web Tracking."
2. Add the code they displayed for the product.liquid template within the backend of your Shopify theme. This allows Klaviyo to track people's favorite products.
3. You can verify you've done this correctly by following step 3 on the "Setup Web Tracking" page.

**Purpose:** Browse abandonment flow is triggered when a subscriber visits a product page but does not add a product to the cart or begin checkout.

**Trigger:** “Viewed Product”

**Flow Filters (4):** “Added to Cart” + zero times since starting this flow **AND** “Checkout Started” + zero times since starting this flow **AND** “Placed Order” + zero times since starting this flow **AND** “Has not been in flow in the last 14 days.”



**Tip:** I typically have about three emails within this flow. The second email might have a 5% to 10% discount with the third email serving as a reminder. You can also adjust how many days you want subscribers to be blocked from entering the flow again. We used 14 days as an example.

## Browse abandonment email swipes

**Email 1—Browse Abandonment):** Trigger two hours after browse abandonment  
**Subject line:** <eye emoji> Did this BF deal catch your eye?  
**Preview text:** <Firstname>, you've got good taste! But you could miss out while this FRENZY sale is on ...

### You've got to move quickly this week! Hurry Back Before This Sells Out!

Hey <Firstname>,

Did this item catch your eye?

Heads up ... With this "Black Friday frenzy" ... this item could sell out super fast!

So, hurry back before our **massive holiday discount expires** or stock runs out!

[Go here now so you don't miss out.](#)

<Insert Dynamic Product Link>

#### You might also like ...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Sign-off>

**Email 2—Browse Abandonment:** Trigger 24 hours after browse abandonment  
**Subject line:** <Firstname>, Take an extra 5% off this?  
**Preview text:** Only chance for an extra 5% off the product you checked out yesterday  
...

**Quick one! This might SELL OUT ...  
Don't miss an extra 5% OFF  
during this SALE!**

Hey <Firstname>,

We saw you checking this out yesterday!

There's a big chance it'll sell out during this crazy sale!

As a last chance to help you out, here's an additional 5% off.

Use code **BBS35** for an extra 5% off, which makes it a 35% discount!

Are you sure you want to give up these massive savings?

[Why not use our store discount here before it expires?](#)

<Insert Dynamic Product Link>

**Hurry! These Products Are Also Selling Like Crazy!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Sign-off>

**Email 3—Browse Abandonment:** 22 hours after Email 2

**Subject line:** Just for you, 35% OFF ... 2 hours left!

**Preview text:** <Firstname>, the item you checked out still has a 35% discount waiting, but the sale ends tonight!

## 30% + 5% = Whopping 35% OFF! Expires soon!

Hey <Firstname>,

You checked out this product, so we gave you an extra 5% off!

That's a whopping 35% OFF—BUT it expires in **2 HOURS!** What are you waiting for?

**Use code at checkout: BBS35**

<Insert Dynamic Product Link>

### You might also like...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

<Sign-off>

### 3. “True” Cart Abandonment

The third and final metric you need to set up to have all four abandonment flows working is the “Added to Cart” metric. By this point, you’ll already have set up both your “Active on Site” and “Viewed Product” metrics.

Let’s now set up the third and final metric, “Added to Cart.”

This process is definitely a little more involved than the previous two, but if you get stuck, be sure to follow the Klaviyo article mentioned earlier from [help.Klaviyo.com](https://help.klaviyo.com) > Search: “How to create a custom added to cart event for Shopify”

**Note:** *If you are reading this on your physical hardcopy GSD, please refer to your PDF digital copy for the link below with Klaviyo’s instructions.*

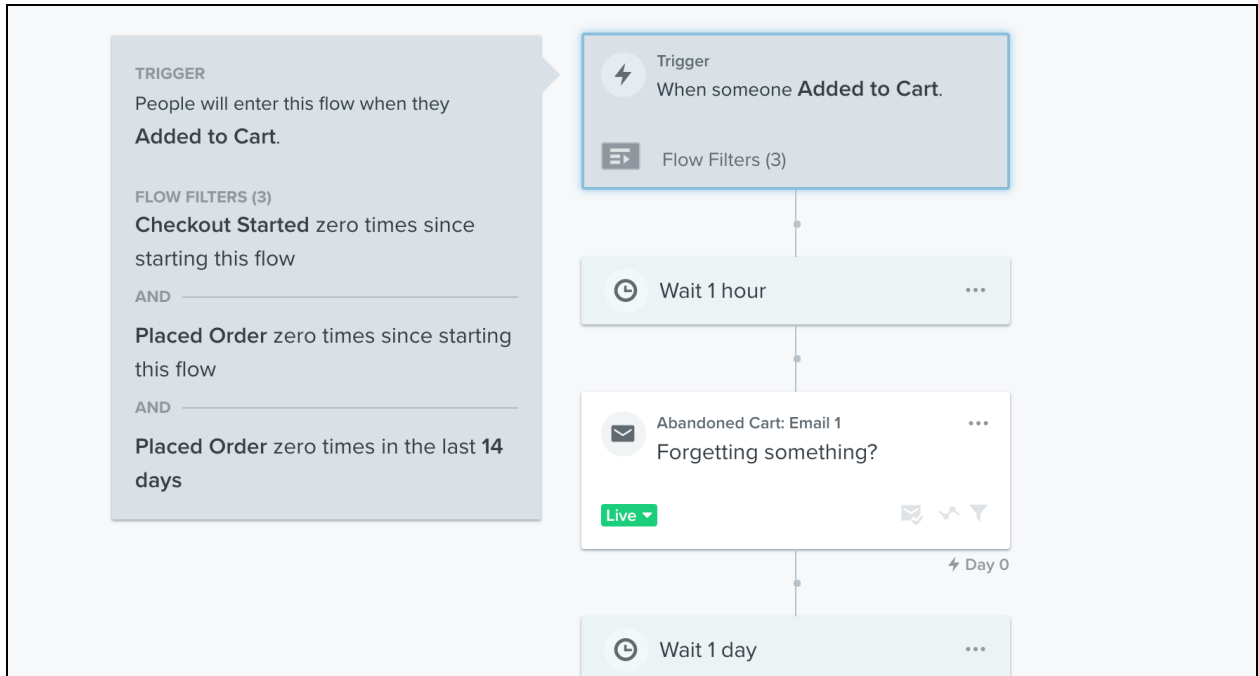
<https://help.klaviyo.com/hc/en-us/articles/115001396711-How-to-Create-a-Custom-Added-to-Cart-Event-for-Shopify>

**Purpose:** The abandoned cart flow is only triggered when an existing subscriber adds a product to the cart but does not proceed to checkout.

**Trigger:** “Added to Cart”

**Flow filters (4):** “Checkout Started” + zero times + since starting this flow **AND** “Placed Order” + zero times + since starting this flow **AND** “Has not been in flow + in the last 14 days.”

**Tip:** *This flow will typically have two or three emails, but we’re going to do four emails during this BFCM period. You can choose to not give a discount on the first email and only offer a further discount on the reminder emails. Or no further discounts at all. Up to you. You can also play around with the “14 days” filter to suit how often you’d like your customers to enter this flow.*



## “True” Cart abandonment emails

**Email 1—True Cart Abandonment:** Trigger at 30 minutes after abandonment

**Subject line:** Leave something behind?

**Preview text:** We just added an extra 5% off (now 35%) because this item might sell out!

### **FORGET SOMETHING?**

**Take This Additional 5% Off  
(Now 35%) for 48 Hours Only!**

Leave something behind?

We know how FRANTIC Black Friday Sales get, so let us help you out ...

Here’s an EXTRA-special incentive to come back and complete your first order.

We’ve added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code**—**BFX535**—(48 hours only) at checkout when you [complete your checkout page here](#).

**Important:** *Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.*

<Insert Dynamic Code>

We’ve kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFX535** (48 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

**Coupon code: BFX535**

<Sign-off>

**Email 2—True Cart Abandonment:** Trigger at four hours after abandonment  
**Subject line:** Re: We just bumped it to 35% off your cart ...  
**Preview text:** You're only seeing this because you left items in your cart. We've increased your discount to 35% for 48 hours only ...

**We just added an EXTRA 5%  
Now 35% Off ...  
for 48 Hours Only!**

You're only seeing this because you left items in your cart.

We've added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code**—**BFX535** (48 hours only)—at checkout when you [complete your checkout page here](#).

**Important:** *Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.*

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFX535** (48 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

Coupon code: **BFX535**

<Sign-off>

**Email 3—True Cart Abandonment:** Trigger at 24 hours after abandonment  
**Subject line:** Ouch! Last day to get 35% off your cart!  
**Preview text:** Your cart is still open with 35% Off, but only for another 24 hours, sorry

**Hurry! Last Day for  
RARE 35% Off Your Cart**

Crazy times call for crazy incentives!

You're only seeing this because you left items in your cart.

With Black Friday week closing out, today is the LAST DAY to take advantage of the extra 5% discount (now a RARE 35% Off) ...

Use this (very) exclusive **coupon code**—**BFX535** (24 hours only)—at checkout when you [complete your checkout page here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFX535** (24 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (24 hours only)**

**Coupon code: BFX535**

<Sign-off>

**Note:** Only you will know if you have enough profit to do this on top of Cyber Monday or not. Yes, it's pretty aggressive, but this time of year is when there's more competition than ever. Your call!

**Email 4—True Cart Abandonment:** Trigger at 72 hours after abandonment  
**Subject line:** Last shot— Now 40% Off your cart!  
**Preview text:** Expires: First and final chance for 40%. Last reminder before your cart expires ...

## **VERY LAST CHANCE Now 40% Off! Today or Never ...**

**We just bumped your discount from 35% to 40% !?!?**

Crazy? We agree. However ...

Since this is such a frenzied sale period, we don't want you to miss out on our limited stock, so we're willing to go the extra mile to help you out!

Although, this is your **VERY LAST CHANCE** to use this highly exclusive **coupon code**—**BFXX40**—(for your cart only) [when you complete your order here.](#)

**Important:** **LAST REMINDER!** This is one of our fastest-selling products, and you won't receive any more reminders with this discount.

<Insert Dynamic Code>

It's now ... or now! You won't see a discount like this again, so [go here to complete your order](#) with this **40% Off code: BFXX40** (24 hours only).

<Insert Best Review(s)>

**Very Last Chance for 40%**

**Coupon code: BFXX40**

<Sign-off>

## 4. Checkout Abandonment

Abandoned Checkout flows are one of the most lucrative flows you will create, for this reason: People who abandoned at checkout came closer than any others to ordering from you and, therefore, have the highest buyer intent.

Given how valuable this segment is, we can break this up several ways.

### *Different types of checkout abandonment*

- **First-time checkout abandonment flow**
- **Returning-customer checkout abandonment flow**
- **High-value and low-value checkout abandonment split triggers**

Let me unpack each of these for you:

- **First-time checkout abandonment:** The most expensive part of marketing is acquiring new customers. So, when a new visitor abandons their checkout, you want to do whatever you can to get that sale across the line! When I say, “Do whatever you can,” I mean “incentivize more aggressively to get that first sale.” Research shows that once someone has bought from you, they’re four to five times more likely to buy from you again. So don’t sleep on this one. Ideally, offer a high discount to get that first sale!
- **Returning-customer checkout abandonment:** You don’t want to send returning customers who abandon their checkout the same emails as the new visitors who abandon their checkout because you don’t want to train returning customers to expect discounts every time they abandon their cart. Therefore, the emails that returning customers receive when they abandon their cart are basically reminder emails to complete their cart.

**Note:** For this BFCM promotion, we’re NOT going to do separate emails for first-time and returning customers. Instead, we’re going to give them all the same discounts.

- **High-value versus low-value checkout:** We can also break these into high-value versus low-value customers. We call this a conditional split. The difference between the two is determined by the cart value when they abandoned their checkout. We create this split because we want to speak to our high-value customers a little differently than we do to our low-value customers.

You might be asking ... where should you set the limit for “high value”? There’s no hard rule here, but anywhere over 20%–30% above the average order value

(AOV) is smart. In this GSD, for the purpose of demonstrating, we're going to choose \$100 as an example for the high-value cart.

**Note:** You can also set a condition for how many items they have in their cart. For instance, "Greater than \$100 and has fewer than four items in their cart."

The way we approach the High-Value and Low-Value CA flows is as follows—but, just a reminder: the discounts we use here are suggestions only, OK? Let's roll ...

<b>High-Value (greater than \$100)</b>		
<b>Type</b>	<b>Timing</b>	<b>Description</b>
<b>1 - Email</b>	<b>30 minutes</b>	Come back for a 5% discount
<b>2 - SMS</b>	<b>1 hour</b>	[SMS text] Comeback for 5%
<b>3 - Email</b>	<b>4 hours</b>	Reminder 1 for an extra 5% discount
<b>4 - Email</b>	<b>24 hours</b>	Reminder 2 for an extra 5% discount
<b>5 - Email</b>	<b>72 hours</b>	Increase to an extra 10% ( <b>optional</b> )—but only if you have enough profit, of course.
<b>6 - SMS</b>	<b>72 hours</b>	[SMS text] Now extra 10% OFF Last chance

<b>Low-Value (less than \$100)</b>		
<b>Email</b>	<b>Timing</b>	<b>Description</b>
<b>1 - Email</b>	<b>30 minutes</b>	Come back to complete your cart
<b>2 - SMS</b>	<b>1 hour</b>	[SMS text] Reminder to complete your cart
<b>3 - Email</b>	<b>4 hours</b>	Here's a 5% discount to complete your cart
<b>4 - Email</b>	<b>24 hours</b>	Reminder for 5% discount.
<b>5 - Email</b>	<b>72 hours</b>	Last chance for 5%
<b>6- SMS</b>	<b>72 hours</b>	[SMS text] 5% OFF Last chance

## High value checkout-abandonment

**Purpose:** The abandoned checkout flow is triggered when a customer views a product, adds to cart, proceeds to checkout, but then abandons the checkout before purchasing.

**Trigger:** “Checkout Started”

**Flow filters (1):** “Placed Order” + zero times since starting this flow

**Trigger split:** “\$value is greater than 100.”

**Note:** “100” represents “\$100 cart value.” This is an example only. You may have a different cart value for your high/low trigger split.

## High-value, checkout-abandonment emails

OK, time to roll up the sleeves and get these emails done! Here’s a breakdown of the strategy and timing. Again, this is an example, and you can modify it to your heart content.

High-Value (greater than \$100)		
Type	Timing	Description
1 - Email	30 minutes	Come back for extra 5% discount
2 - SMS	1 hour	[SMS text] Comeback for extra 5%
3 - Email	4 hours	Reminder 1 for an extra 5% discount
4 - Email	24 hours	Reminder 2 for an extra 5% discount
5 - Email	72 hours	Increase to an extra 10% ( <b>optional</b> )—but only if you have enough profit, of course.
6 - SMS	72 hours	[SMS text] Now extra 10% OFF Last chance

**1—Email—High-Value Checkout Abandonment:** Trigger 30 minutes after abandonment  
**Subject line:** We just add an extra 5% off to your cart  
**Preview text:** [Now 35% OFF] Forget something <first name>? This item might sell out!

## FORGET SOMETHING? Take This Additional 5% Off (Now 35%) for 48 Hours Only!

Leave something behind?

We know how FRANTIC Black Friday Sales get, so let us help you out ...

Here's an EXTRA-special incentive to come back and complete your first order.

We've added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code**—**BFCH535**—(48 hours only) at checkout when you [complete your checkout page here](#).

**Important:** *Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.*

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFCH535** (48 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

**Coupon code: BFCH535**

<Sign-off>

**2—SMS TEXT 1—Checkout Abandonment:** Send 1 hour after abandoning checkout.

<Company name>: Hey <firstname>, we just added an extra 5% discount to your cart, making it 35% off now. Use code **BFCH535** to claim this so you don't miss out <Direct link>.

**3—Email 2—High-Value checkout Abandonment:** Trigger 4 hours after abandonment  
**Subject line:** <first name>? Your cart with 35% OFF ends soon  
**Preview text:** You're only seeing this because you left items in your cart. We've increased your discount to 35% for 48 hours only ...

**We just added an EXTRA 5%  
Now 35% Off ...  
for 48 Hours Only!**

You're only seeing this because you left items in your cart.

We've added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code**—**BFCH535** (48 hours only)—at checkout when you [complete your checkout page here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFCH535** (48 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

Coupon code: **BFCH535**

<Sign-off>

**4—Email 3—High-Value Checkout Abandonment:** Trigger 24 hours after abandonment  
**Subject line:** Hurry! Last day to get 35% off your cart!  
**Preview text:** Your cart is still open with 35% Off, but only for another 24 hours, sorry

**Hurry! Last Day for  
RARE  
35% Off Your Cart**

You're only seeing this because you left items in your cart.

With this Black Friday madness, today is the LAST DAY to take advantage of the extra 5% discount (now a RARE 35% Off) ...

Use this (very) exclusive **coupon code**—**BFCH535** (24 hours only)—at checkout when you [complete your checkout page here](#).

**Important:** *Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.*

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFCH535** (24 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (24 hours only)**

**Coupon code: BFCH535**

<Sign-off>

**Note:** *Only you will know if you have enough profit to do this on top of Cyber Monday or not.*

**5— Email 4—High-Value Checkout Abandonment:** Trigger 72 hours after abandonment

**Subject line:** Now 40% - Your cart only - Last reminder

**Preview text:** Sorry, but this will be GONE tomorrow! First and final chance for 40% Off

**VERY LAST CHANCE  
Now 40% Off!  
Today or Never ...**

**We just bumped your discount from 35% to 40% !?!?**

Crazy? We agree. However ...

Since this is such a frenzied sale period, we don't want you to miss out on our limited stock, so we're willing to go the extra mile to help you out!

Although, this is your ...**VERY LAST CHANCE** to use this highly exclusive **coupon code**—**BCHXX40**—(for your cart only) [when you complete your order here.](#)

**Important:** LAST REMINDER! This is one of our fastest-selling products, and you won't receive any more reminders with this discount.

<Insert Dynamic Code>

It's now ... or now! You won't see a discount like this again, so [go here to complete your order](#) with this **40% Off code: BCHXX40** (24 hours only).

<Insert Best Review(s)>

**Very Last Chance for 40%**

**Coupon code: BCHXX40**

<Sign-off>

**6—SMS TEXT 2—Checkout Abandonment:** Send 1 hour after previous email

<Company name>: Hey <firstname>! Crazy times! We just bumped your discount to 40% OFF for your cart - today only! It will be gone tomorrow, sorry. Use code **BCHXX40** to claim this so you don't miss out <Direct link>.

## ***Low-value, checkout-abandonment emails***

For the low-value emails, you don't need to go as aggressively with the discounts as for the high-value emails. However, you still want to incentivize with discounts to get the sale during this competitive Cyber-week. Here's an example of a strategy ...

<b>Low-Value (less than \$100)</b>		
<b>Email</b>	<b>Timing</b>	<b>Description</b>
<b>1 - Email</b>	<b>30 minutes</b>	Come back to complete your cart
<b>2 - SMS</b>	<b>1 hour</b>	[SMS text] Reminder to complete your cart
<b>3 - Email</b>	<b>4 hours</b>	Here's a 5% discount to complete your cart
<b>4 - Email</b>	<b>24 hours</b>	Reminder for 5% discount.
<b>5 - Email</b>	<b>72 hours</b>	Last chance for 5%
<b>6- SMS</b>	<b>72 hours</b>	[SMS text] 5% OFF Last chance

## Low-value checkout- abandonment emails

**1—Email—Low-Value Checkout Abandonment:** Trigger 30 minutes after abandonment  
**Subject line:** <first name> You forgot your 30% discount?  
**Preview text:** We noticed you left a high-demand item in your cart. Was there a problem?

### **FORGET SOMETHING? Your 30% discount only lasts for 48 Hours Only!**

Hey <first name> - You forgot your 30% discount?

We know how FRANTIC Black Friday Sales get, so let us help you out ...

We kept your goodies in your cart. All you need to do is [complete your checkout page here.](#)

**Important:** This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#)

<Insert Best Review(s)>

**Take 30% Off Now (48 hours only)**

<Sign-off>

**2—SMS TEXT 1—Checkout Abandonment:** Send 1 hour after abandoning checkout.

<Company name>: Hey <firstname! We want to send your goodies while your 30% discount is active. We can only keep it for 48-hours. So you don't miss out, can you please complete the last step on this link <Direct link>.

**3—Email 2—Low-Value Checkout Abandonment:** Trigger 4 hours after abandonment  
**Subject line:** <first name>? Your cart with 35% OFF ends soon  
**Preview text:** You're only seeing this because you left items in your cart. We've increased your discount to 35% for 48 hours only ...

**We just added an EXTRA 5%  
Now 35% Off ...  
for 48 Hours Only!**

You're only seeing this because you left items in your cart.

We've added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code**—**BFCH535** (48 hours only)—at checkout when you [complete your checkout page here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFCH535** (48 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

Coupon code: **BFCH535**

<Sign-off>

**4— Email 3—Low-Value Checkout Abandonment:** Trigger 24 hours after abandonment  
**Subject line:** Hurry! Last day to get 35% off your cart!  
**Preview text:** Your cart is still open with 35% Off, but only for another 24 hours, sorry

**Hurry! Last Day for  
RARE  
35% Off Your Cart**

You're only seeing this because you left items in your cart.

With this Black Friday madness, today is the LAST DAY to take advantage of the extra 5% discount (now a RARE 35% Off) ...

Use this (very) exclusive **coupon code**—**BFLV535** (24 hours only)—at checkout when you [complete your checkout page here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off code: BFLV535** (24 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (24 hours only)**

**Coupon code: BFLV535**

<Sign-off>

**5— Email 4—High-Value Checkout Abandonment:** Trigger 72 hours after abandonment

**Subject line:** 35% OFF your cart - Going, going (almost) GONE!

**Preview text:** Sorry, last chance for your rare 35% Off before it expires ...

***VERY LAST CHANCE***  
**Now 35% Off!**  
**Today or Never ...**

**We bumped your discount from 30% to 35% !?!?**

Crazy? We agree. However ...

Since this is such a frenzied sale period, we don't want you to miss out on our limited stock, so we're willing to go the extra mile to help you out!

Although, this is your **VERY LAST CHANCE** to use this highly exclusive **coupon code**—**BFLV535**—(for your cart only) [when you complete your order here](#).

**Important:** LAST REMINDER! This is one of our fastest-selling products, and you won't receive any more reminders with this discount.

<Insert Dynamic Code>

It's now ... or never! You won't see a discount like this again, so [go here to complete your order](#) with this **40% Off code: BFLV535** (24 hours only).

<Insert Best Review(s)>

**Very Last Chance for 40%**

Coupon code: **BFLV535**

<Sign-off>

**6—SMS TEXT 1—Checkout Abandonment:** Send 1 hour previous email

<Company name>: Hey <firstname>! Crazy times! We just bumped your discount to 40% OFF for your cart - today only! It will be gone tomorrow, sorry. Use code **BFLV535** to claim this so you don't miss out <Direct link>.

## Cyber Monday Abandonment Flows

Wait a second ...

*“What about when the higher “Cyber Monday” discounts kick in?”*

Good question. Simple answer:

**It's up to YOU to decide if you want to bump up the discounts (or incentive) or not.**

Of course, we suggest you should, because some people admit to waiting for Cyber Monday before they buy! So, the same buying psychology applies.

But only you can decide how much extra discount you can play with (or not). If you're stretched to the max, then maybe you send reminders without discounts and just focus on limited stock.

But if you can squeeze in another extra small incentive, it'll pay off!

If so, all you'll have to do is this:

**Task 1:** Create new coupon codes.

**Task 2:** Tweak each cart-abandonment email to match new discounts.

Worried about not making any profit? We get it.

That's where this next strategy kicks in ...

***“How to get them to BUY MORE so you make more profit?”***

One solution is to use a “funnel strategy” with upsell offers, but that's outside of Shopify's scope, so instead ...

We're going to focus on what happens AFTER someone makes a purchase.

We all know this to be the “POST-PURCHASE EMAIL FLOW!”—but we're going to decorate this flow with our BFCM brush! Let's go ...

## **BFCM Post-Purchase for First-Time Buyers**

When it comes to post-purchase flows, we generally have two types:

1. Post-purchase for first-time buyers (PP1)
2. Post-purchase for second-time buyers (PP2)

The first part of the PP1 is what we call, “Pre-Arrival” emails which are sent directly after purchase and up until the product is delivered.

It's in this “Pre-Arrival” window where we want to try and get another order with a higher profit margin. Or what's better known as ...

### **The “Profit-Adjuster” email**

A Profit Adjuster is an upsell (or down-sell) offer that can be included in the original order to increase the average order value (AOV) for the combined order.

We're going to show you **two** examples.

1. Product offer (60 minutes to order)
2. Product offer (three to five days to order)

Check it out ...

### ***“Profit-adjuster” post-purchase email***

Remember ... You can use this anytime to claw back some much-needed profit after a discount-heavy promotion.

### ***Satellite view***

What you're about to see is a simple post-purchase email that gives first-time buyers a small window (60 minutes) to add another product to their order—*and have it included in the same shipping cost.*

Here's how it works ...

- Find a high-profit-margin product at a price that will make it irresistible for your customers to say YES!
- This email should be sent out immediately after they've made their first purchase so that you can include the product in the same delivery (ideally).

**Note:** *You can segment this same email and make a different offer, depending on what the customer initially bought.*

### ***Klaviyo setup***

<b>Trigger</b>	<b>Ordered product</b>
<b>Trigger filter</b>	<b>Doesn't contain &lt;Product Name&gt;</b>
<b>Flow filters</b>	<b>Has ordered product 1 over all time</b>

This example (and results) came from a time when Tanner and Drew Sanocki worked together.

The strategy was to offer first-time buyers a \$12 “Basic Plain Tee” for only \$9.

## ~ IMPORTANT NOTES ~

- **High-profit-margin** product
- **Plenty of stock** so it won't run out
- **Best to find ONE product** so it's an easy decision instead of a multiple choice, but that's up to you.
- **60-minute timer** so you can add it to their existing order
- **New value proposition**  
Since your customer might be overwhelmed with seeing “discounts,” try changing it to “Take \$3 OFF.”

Thanks for your purchase! You want fries with that? Buy any black, grey or white tee for just \$9.



MEN'S

WOMEN'S

SALE

**HURRY!**  
**ADD ANY BLACK, GREY  
OR WHITE TEE TO YOUR  
ORDER FOR JUST \$9.**



**Order in the next 60 minutes.**

Use code **NRQMD9GM**



The Basic Tee in Black - \$9.00



The Basic Tee in Grey - \$9.00



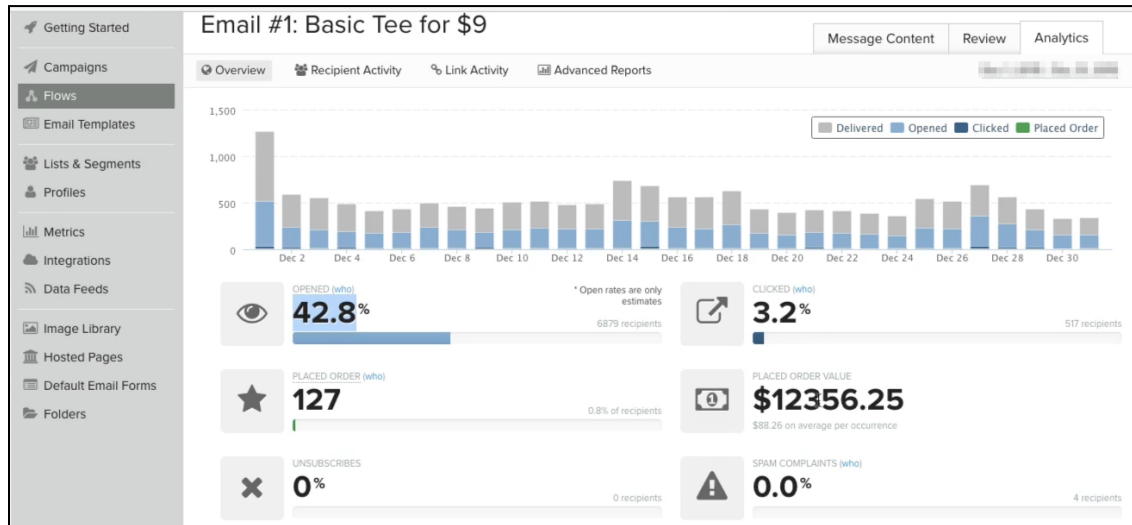
The Basic Tee in White - \$9.00

SHOP \$9 BASICS



CONTACT US GET OUR APP HELP

# Results



Again, this was sent immediately after their first order to recoup some profit, which is why we call it a “profit adjuster.”

Here’s some other copy you can use.

## Subject line ideas

- Welcome! Add a **<Product Name>** for only \$X!
- Thank You! Take \$X Off This **<Product Name>**.
- Gift for **<Firstname>** to say, “THANK YOU!”

# Welcome <Firstname>! Here's Your Welcome Gift ...

Congratulations!

We're about to ship your first order (exciting!), but first ...

Since you're new to the <your brand> family, we're doing something special to say "THANK YOU!" during our Black Friday Sale.

Get this ...

**Add this <Product Name> to Your Order for Only \$X!  
(normally \$XX but only \$X for you, for the next 60 minutes)**

We're packaging up your order soon, so if you want us to add this discounted "welcome" gift, you need to let us know in the next 60 minutes!

<Insert countdown or clock image>

<Insert Coupon Code>

<Insert Product + Image>

**Add This \$X <Product Name>**

**60 minutes only with this code: <Coupon Code>**

Thank you again!

<Sign-off>

Next up is a bundle offer that you can promote for three to five days ...

## **How to Set Up a Scarcity-Based Bundle Offer on Your Shopify Store ...**

The easiest way to set up a bundle on Shopify is simply to create a new product and include a number of products inside that product.

But there are limitations with doing it this way that impact the way you present that offer and how well it works with product variants.

So, given that we want to optimize revenue, we tested a few different apps and found an app by Thimatic called “Bundle Products.”

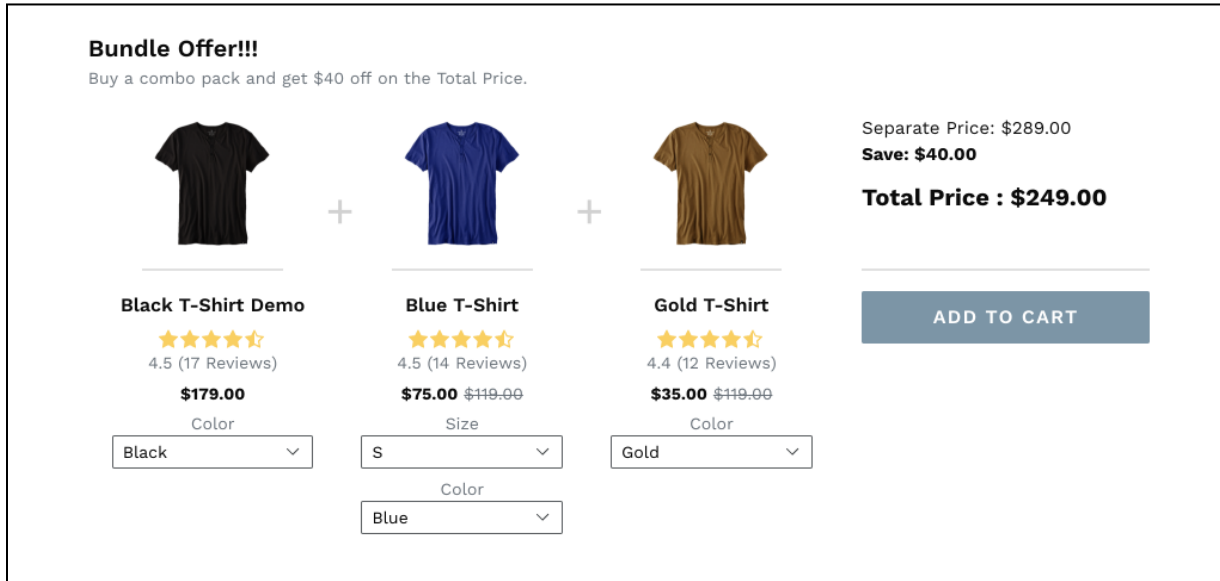
### ***Here’s how it works***

You install the app (it has a 14-day free trial, so if you just want to test out this entire GSD, you could set the whole thing up, launch it over seven days, and get out again without even paying for the app.)

Then take these steps:

1. Add products that you want to include in the bundle.
2. Choose the pricing structure (e.g., discount or set price).
3. Get a single line of code.
4. Add that line of code to a new page that you create on Shopify.
5. And hey presto, the bundle will appear ... and if you have product variations, customers will be able to select things like color and size.

For example, here's how a bundle offer looks when embedded on a blank page in Shopify.



**Bundle Offer!!!**  
Buy a combo pack and get \$40 off on the Total Price.

Separate Price: \$289.00  
**Save: \$40.00**  
**Total Price : \$249.00**

**Black T-Shirt Demo**  
★★★★☆  
4.5 (17 Reviews)  
**\$179.00**  
Color  
Black

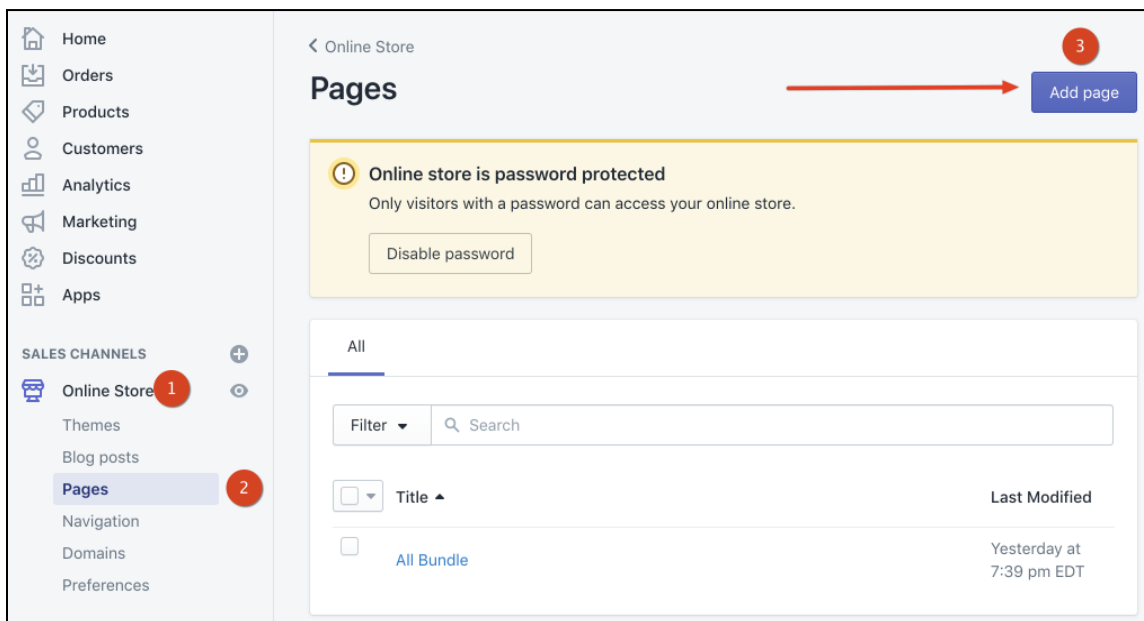
**Blue T-Shirt**  
★★★★☆  
4.5 (14 Reviews)  
**\$75.00** ~~\$119.00~~  
Size  
S  
Color  
Blue

**Gold T-Shirt**  
★★★★☆  
4.4 (12 Reviews)  
**\$35.00** ~~\$119.00~~  
Color  
Gold

**ADD TO CART**

Here's how you add the single line of code to a page in Shopify:

- Go to the online store.
- Select "Pages" from the menu.
- Then select "Add Page."



Home  
Orders  
Products  
Customers  
Analytics  
Marketing  
Discounts  
Apps

SALES CHANNELS

Online Store 1  
Themes  
Blog posts  
**Pages 2**  
Navigation  
Domains  
Preferences

Online Store  
**Pages**

3 Add page

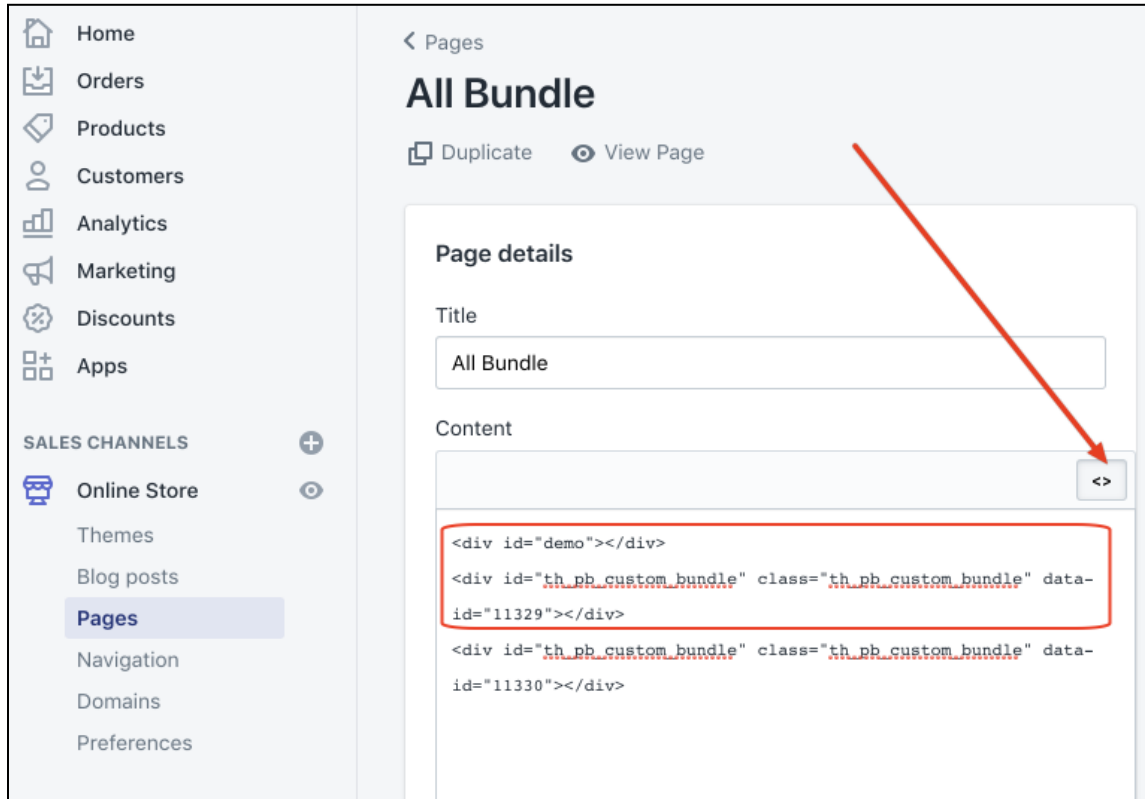
Online store is password protected  
Only visitors with a password can access your online store.  
Disable password

All

Filter Search

<input type="checkbox"/>	Title ▲	Last Modified
<input type="checkbox"/>	All Bundle	Yesterday at 7:39 pm EDT

- Click the “<>” button to access the HTML editor for that page.
- Paste in the line of code you copied from the Bundle Product app (as shown below).



This will add the bundle to your page.

Of course, you can add any other design elements to the page (for example, images and copy).

And we want to go one step further by adding scarcity to this offer in a way that matches the scarcity you’re using in the email promotion.

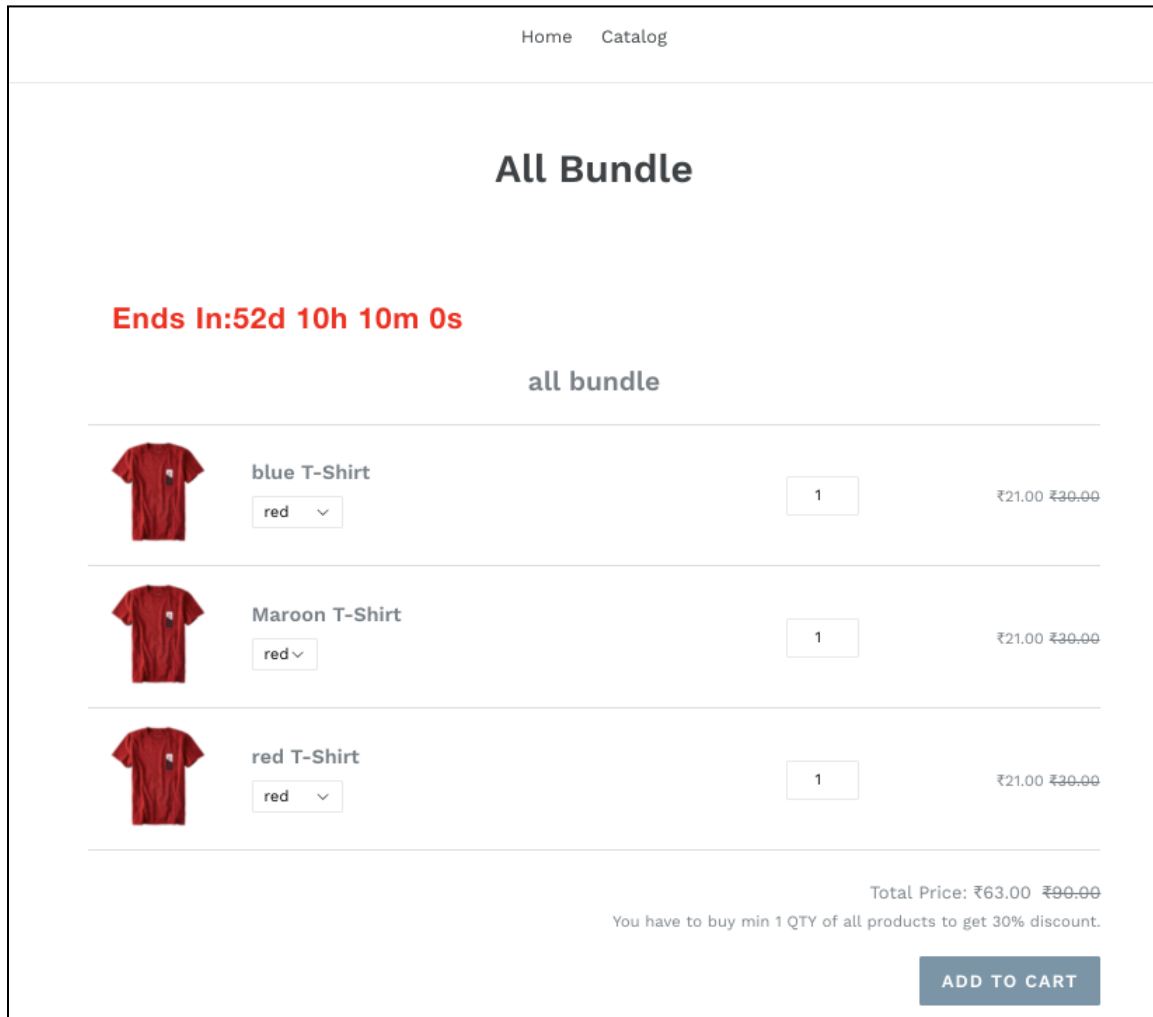
We do this by adding a countdown timer to the page. To do this, you’ll need to do a little coding.

Rather than filling up these pages with those instructions, we’ve created a special place in “The Brain” (in the EI members area) for you to:

1. Get the code.
2. Watch a video instructing you how to set it up.

So, to add this element of scarcity to your bundle offer page, simply log into your EI membership site and, using the search bar, type in “Countdown Timer.”

And here’s what the countdown timer looks like on the page with the bundle (again, if you want additional design, you’ll need to adjust the code/CSS of the page).



The screenshot shows a web page titled "All Bundle" with a navigation bar containing "Home" and "Catalog". A red countdown timer displays "Ends In:52d 10h 10m 0s". Below the timer, the text "all bundle" is centered. The main content area lists three items, each with a red t-shirt icon, a name, a color selector, a quantity input, and a price:

Item Name	Color	Quantity	Price
blue T-Shirt	red	1	₹21.00 <del>₹30.00</del>
Maroon T-Shirt	red	1	₹21.00 <del>₹30.00</del>
red T-Shirt	red	1	₹21.00 <del>₹30.00</del>

At the bottom right, the total price is shown as "Total Price: ₹63.00 ~~₹90.00~~". Below this, a note states "You have to buy min 1 QTY of all products to get 30% discount." and an "ADD TO CART" button is present.

**Note:** *This is just a basic timer and doesn't have any redirect functionality.*

So, to run a genuine scarcity offer, you’ll need to manually remove the offer when the countdown timer hits zero.

All you'll need to do is edit the page, delete the one line of code, and replace it with a message that says something like:

“Oooops ... looks like this offer has ended. But all is not lost!  
Check out our XYZ here.”

By doing it this way, you act in integrity and can still leverage any visitors that come to the page by making them an alternative offer.

What about other post-purchase for first-time buyers (PP1) emails?

Ideally, you can tweak your existing PP1 emails to keep them nurtured during the BFCM period ... especially in the pre-arrival period.

If you are using the Bundle Offer strategy, then you could easily add another three to five emails in that flow to promote your bundle offer.

Also, seven-figure EI member Deven Davis made a good suggestion with a “second chance” email around the theme of ...

“Who Else Is on Your Shopping List?”

Very cool: Essentially you can prompt them to make more purchases for loved ones on their shopping list. Simple but effective. Bravo, Deven!

What about when someone buys a second time during the BFCM promotion?

Oohhh ... Now we're talking!

Allow me to present the BFCM Post-Purchase for Second-Time Buyers, VIP Flow ...

# Post-Purchase for Second-Time Buyers: VIP Flow

For someone who bought TWICE, we can fire off a PP2 flow.

And what better way to recognize these active buyers than introduce them into a VIP flow!

Now, of course, there must be a “value limit” to reach VIP status, but this can work as a unique incentive to go back and buy more!

*Note: If you want to go DEEPER into why a VIP flow is so lucrative, you can grab a back issue of the VIP GSD (October 2018). But for now, here are the highlights ...*

First up, you must ...

## Define your segment

Decide how you want to segment your VIPs. Here are some examples:

- Average order value
- Total number of purchases
- Frequency of purchase
- Total spend

For this BFCM PP2 example, let's go with “Total Spend.”

Next, decide on how you plan on incentivising your VIPs? What will make them really want to be a VIP?

Let's first brainstorm some creative ways to make your VIPs feel special!

- Give them exclusive “Early-Bird” notices to new products.
- Use a VIP survey to ask for their feedback and ideas.
- Give them an exclusive store credit.
- Send them a gift in the mail.
- Send them a “Thank You” video from the CEO.

- Take them on a virtual tour of your headquarters.
- Give them a video where they meet the whole team.
- Incentivise them to refer like-minded friends.
- Recognise them publicly in your Facebook group.
- Offer VIP discount promotions (an obvious one).

Also, as an icing-on-the-cake idea ... wherever possible, try sending them to an exclusive VIP page ... just to remind them that they're in a special and exclusive club!

## Example time

Now, before we share some copy ideas, here's something you're going to love ...

To be honest ... Most "serious" ecommerce store owners are already taking advantage of the VIP FLOW. However ...

What you're about to see below is a smart idea to have an automated email that notifies people when they're *close* to becoming a VIP.

We call this ...

## VIP Bridge Email

This is one single email you can send to customers who are just short of becoming a VIP.

This email gives them an opportunity (or incentive) to make another purchase that would qualify them and unlock VIP privileges.

We tested this with one company, and the numbers are below. However, read the shocking disclaimer!

## Stats for the VIP bridge email

**Shocking Disclaimer:** *You can beat these numbers below! This store discovered that the link on one of their emails went to a "404" page, yet it still made money! (I know, right?!?!)*

## Subject line: [Important] Your VIP Status is pending ...

Recipients:	7,130
Open:	46% (3,242 recipients)
Clicked:	2.7% (192 recipients)
Purchases:	19 buyers
Revenue	\$1,062.92 (\$55.94 average order)

A 46% open rate and 2.7% clickthrough rate is pretty cool in anyone's language! But best of all, it feeds MORE people into your VIP segment. And that's where the money is!

## Copy for the VIP email

**Read this first:** *This store decided to use discounts as their VIP incentive. The strategy was to give buyers three monthly VIP discounts. For our example, we'll use 25%. As I mentioned earlier, there are plenty of other ways to incentivize VIPs without discounts, so feel free to try different ideas.*

**Subject line:** [Important] Your VIP Status is pending ...

Hi <Firstname>,

THANK YOU and congratulations for making a second purchase during our exciting Black Friday promotion.

We have some good news for you!

Based on the volume of your most recent order ...

You're potentially just one more purchase away from qualifying for VIP Status!

That means you'll be joining an elite group of our BEST customers and receive THREE exclusive VIP discounts over three months!

### Here's how VIP status works:

With your VIP Status, you'll receive three unique 25% OFF storewide coupons over the next 90 days.

Use these coupons to save on future purchases.

You'll unlock your first 25% coupon immediately when you qualify for VIP Status, and it will be valid for 30 days.

You'll unlock your second 25% coupon in the second month and your third 25% coupon in the third month. You'll have 30 days to use each coupon.

### How do I qualify for VIP Status?

Easy—you're so close. To qualify for VIP Status and discounts, simply complete another additional purchase that's over:

**\$33.10**

Your purchase of any of the following items (below) will immediately qualify you for VIP Status.

Product 1 \$79.99 [Buy Now]	Product 2 \$39.99 [Buy Now]	Product 1 \$34.99 [Buy Now]
-----------------------------------	-----------------------------------	-----------------------------------

You're going to love VIP Status---and the freedom and flexibility to use your discounts anytime you want. See you on the other side ...

<Sign-off>

Easy enough, yeah?

Sending a second reminder email will simply get more sales!

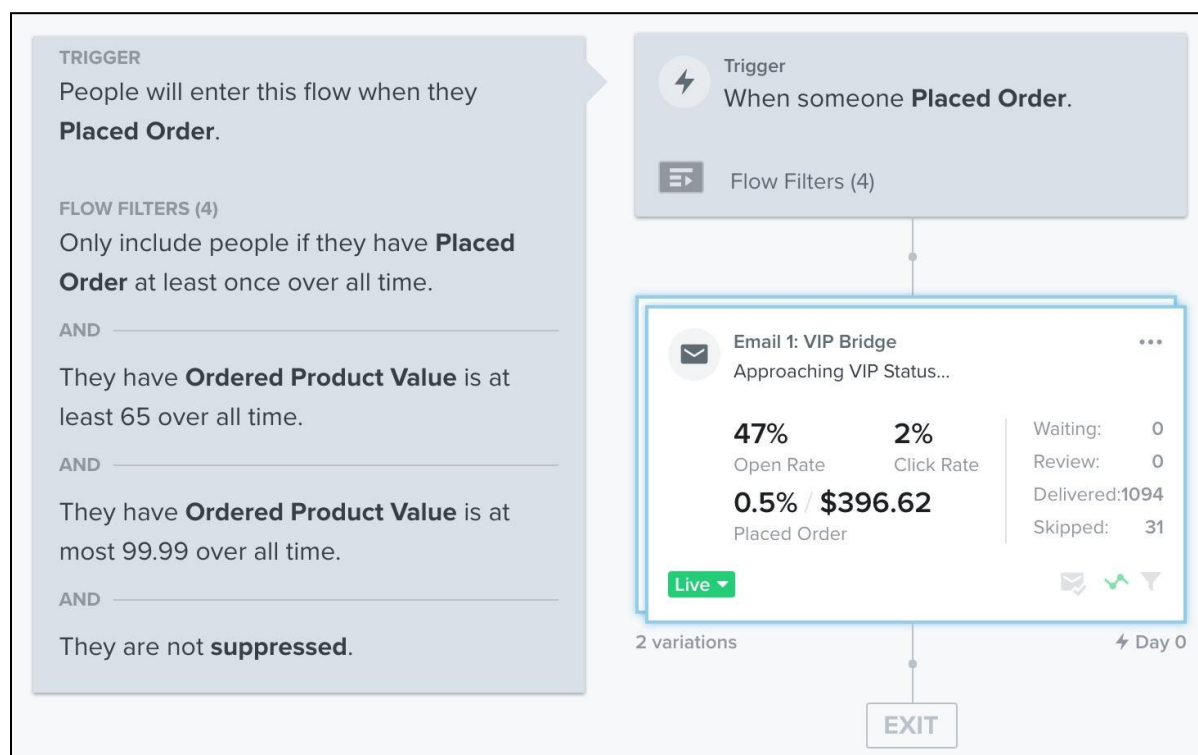
## Setting up the VIP bridge email in Klaviyo

Here's some backstory on this store:

- Their average order value was \$55 to \$60.
- We set the VIP range to trigger at over \$100.
- We set the VIP Bridge range at \$65 to \$99.

That's not a concrete rule, so use your own discretion.

Here's what the trigger-and-filter setup looks like:



## Klaviyo setup summary

**Trigger:** People will enter this flow when they “**Placed Order.**”

**Filters:** Only include people if they have “Placed Order” at least once over all time ...

- AND they have “**Ordered Product Value**” is at least 65 over all time.
- AND they have “**Ordered Product Value**” is at most 99.99 over all time.
- AND they are not suppressed.

## What next?

Let’s take a look at the three VIP emails from the same store.

**Just to regroup ...** The following three emails are the ACTUAL VIP EMAILS that customers receive once they hit the threshold you set. In this case, it was triggered by orders over \$100. And again, their strategy was all about discounts ... But using the other incentives we brainstormed earlier, you could surely mix it up with your own ideas ...

## VIP Email 1

**Subject line:** Your VIP Status (confirmed)

Hey **<Firstname>**,

Congratulations and a BIG welcome to VIP!

Based on your recent purchase activity, you've unlocked your **<brand name>** VIP status!

That puts you in a select group with some of our very best customers ...

Very exciting—As a VIP, we're going to show our appreciation for your support by giving back to you.

So, starting today, take advantage of your VIP rewards!

## Three 25% OFF Coupons for the next 90 days!

**[Insert VIP graphic if you want]**

**Here's how your VIP rewards work:**

- Over the next 90 days, you'll receive three unique 25% OFF discount codes.
- Use these codes to claim 25% off any purchase during the next 30 days.
- After 30 days, you'll receive a second email with your "Month 2" 25% coupon.
- A third email will arrive 30 days later with your "Month 3" 25% coupon.

Each code is valid for 30 days only and can't be accumulated along with any other coupon codes. **Let's get started!**

Today marks your first day with VIP Status ... Woohoo!

**Here's your first reward:**

A 30-day-long 25% OFF Discount (#1)  
**Use promo code VIP25M1 at checkout.**

[Click here to shop the \*\*<brand name>\*\* store now to save.](#)

This discount is valid storewide for the next 30 days. We appreciate you. Thank you again for choosing **<brand name>**!

**<Sign-off>**

P.S. Remember to mark your calendar so your first coupon doesn't expire.

### **25% OFF Discount #1**

**Use promo code VIP25M1 at checkout**

**SHOP HERE TO CLAIM YOUR VIP DISCOUNT**

**VIP Email 2**

**Subject line:** [Notice] Your VIP Discount 2 inside

Hey <Firstname>,

Good news ...

Your second VIP discount is here!

## **25% OFF Discount (#2)**

Use promo code **VIPCC2** at checkout [storewide here.](#)

[Insert graphic]

Quick reminder: This discount has a 30-day timer ...

So, don't let it go to waste!

Use promo code **VIPCC2** at checkout when you ...

[Shop the <brand name> store today and get 25% OFF.](#)

Thanks for being such an awesome VIP customer ...

Happy shopping!

<Sign-off>

P.S. Like last month, if you snooze you lose ... This expires in 30 days, and you'll only have one coupon left.

### **25% OFF Discount #2**

Use promo code **VIPCC2** at checkout

**SHOP HERE TO CLAIM YOUR VIP DISCOUNT**

**VIP Email 3**

**Subject line:** Your third (and final) VIP 25% OFF

Hey **<Firstname>**,

It's that VIP time of the month again ...

Time for your VIP savings!

Your third (and final) VIP discount has arrived:

**25% OFF Discount (#3)**  
**Use promo code VIP25F3 at checkout**  
[Shop \*\*<your brand>\*\* now and start saving.](#)

**[Insert graphic]**

FYI: This is your third and final month of VIP discounts.

We love giving you the VIP treatment!

It's been exciting to help you save on all our **<type of products>**.

After this final 30-day coupon expires, we'll occasionally send you special VIP announcements because we value you and your loyalty.

[Enjoy this final discount.](#)

Talk soon :)

**<Sign-off>**

**Final 25% OFF Discount #3**  
**Use promo code VIP25F3 at checkout**  
**SHOP HERE TO CLAIM YOUR VIP DISCOUNT**

<b>TOTAL STATS for This Campaign</b>
Recipients: 13,026
Opened: 2,931 at 22.5%
Clicked: 334 at 2.2%
Purchases: 123 buyers!!!!
Revenue: \$7,714.04 (\$62.21 per recipient)

You wouldn't scoff at an extra \$7,714.04, would you?

Enough said. Next ...

## Setting up the three VIP emails in Klaviyo

Here's another quick reminder about this store's numbers:

- Their average order value was \$55 to \$60.
- We set the VIP range to trigger over \$100.

Again, move that range to your heart's content.

**Here's what the Trigger-and-Filter setup looks like.**

## Klaviyo setup summary

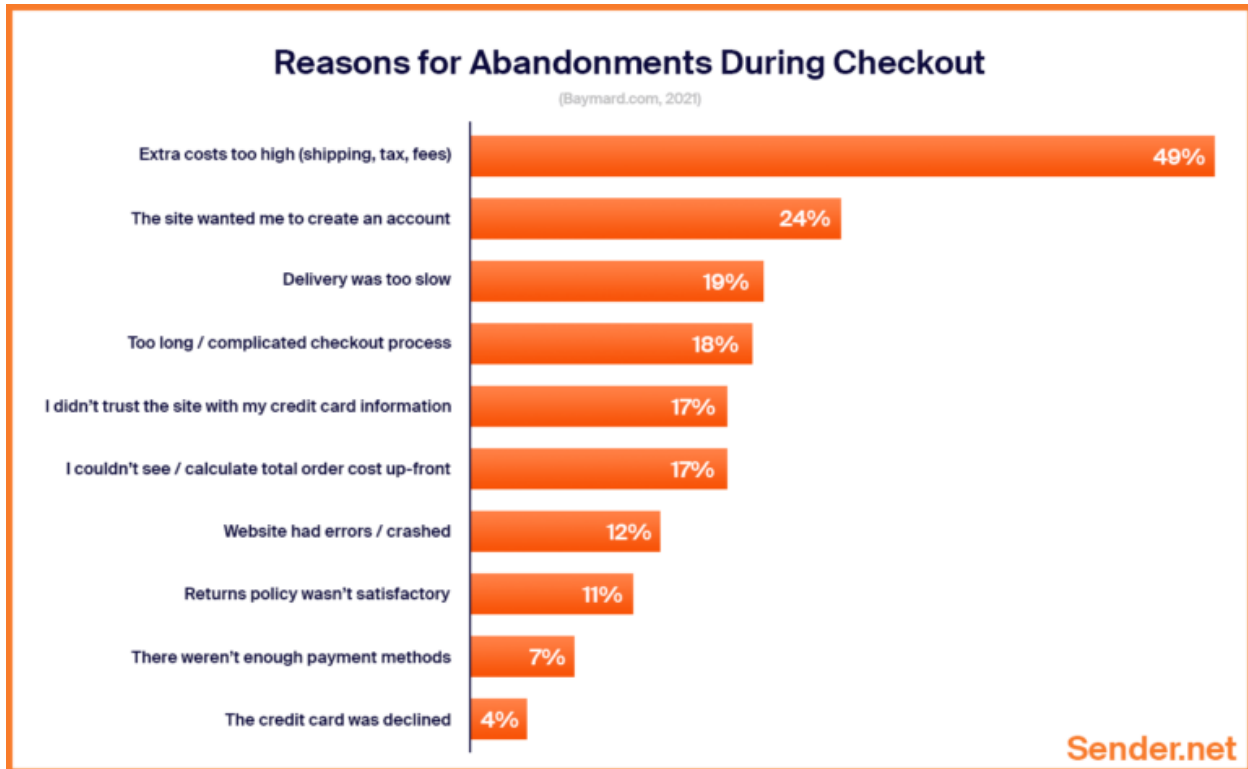
**Trigger:** People will enter this flow when they've "**Placed Order.**"

**Filters:** Only include people if they have "Placed Order" at least once over all time ...

- AND they have "**Ordered Product Value**" is at least **100** over all time.
- AND they are not suppressed.

# ABANDONMENT SMS

Did you know that cart abandonment costs the ecom industry around \$4.6 trillion in lost sales every year? Tsk!

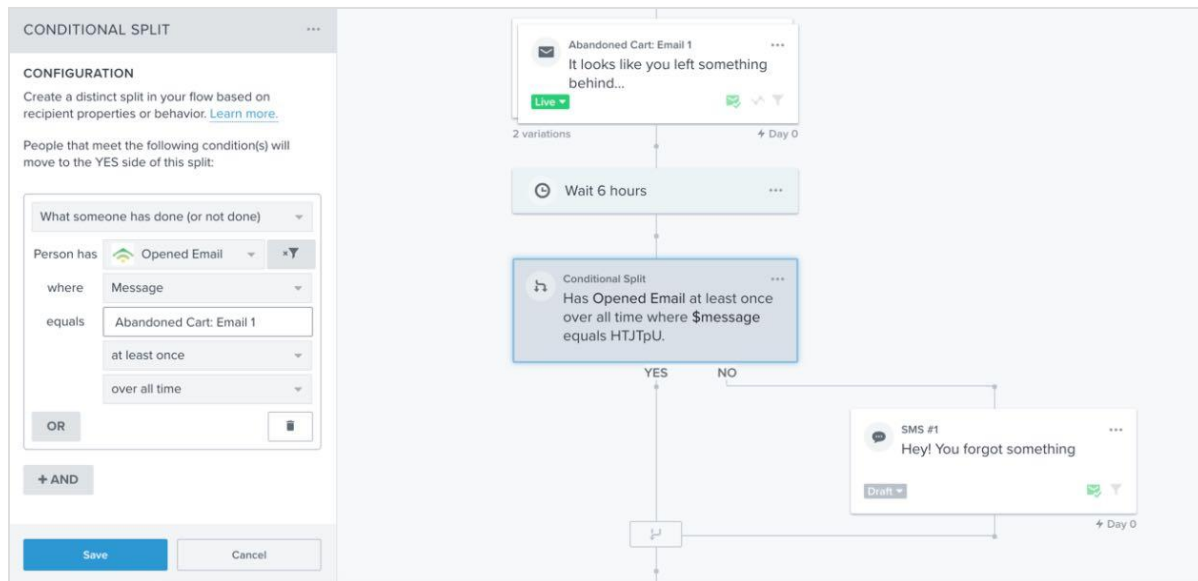


Source: Sender.net

And the reason why SMS is a good solution to cart abandonment? IMMEDIACY. According to SaleCycle, 90% of SMS are opened within three minutes. It also has an open rate of 98%.

The good news is, if you're integrating SMS for abandoned carts, Klaviyo has a pretty straightforward process.

1. Add a time delay after your first email in the flow.
2. Drag a conditional split below the time delay.
3. Configure the split to check *What someone has done or not done > Opened Email at least once over all time > where Message equals [INSERT MESSAGE NAME]*.
4. Fill in the message name with the name of your first abandoned cart email (note that this is different from the subject line).
5. Drag an SMS message onto the NO path of the split. This will only send an SMS message if the customer has not opened the first email.



6. After this SMS message, you will want to rejoin the split so that recipients continue down the intended path even if they don't open the initial abandoned cart email.

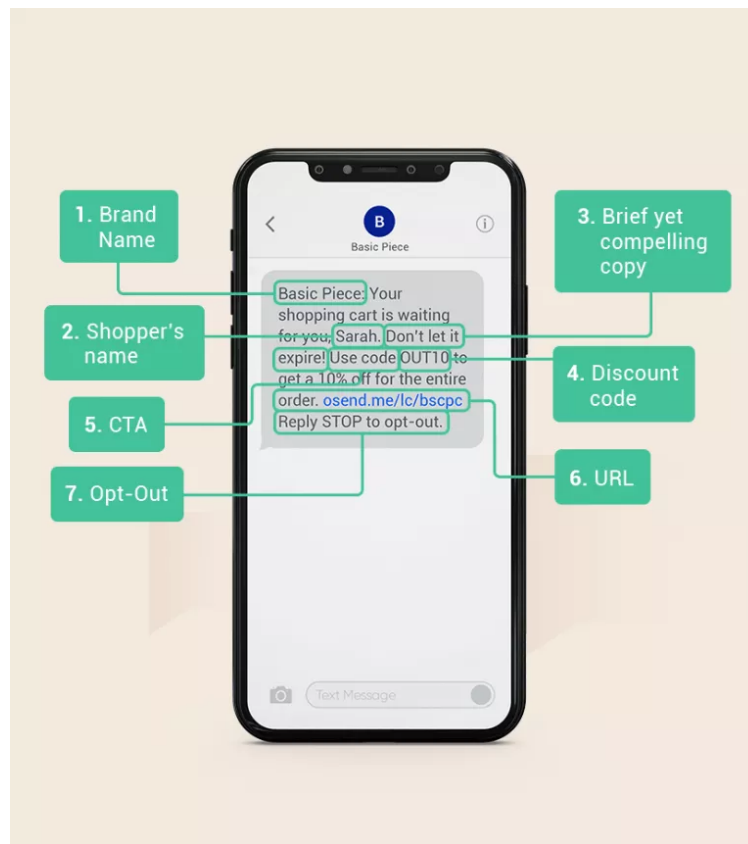
Just remember that for your abandoned cart flow, here are Klaviyo's mandates:

- Must include only 1 SMS message
- Message must be sent within 48 hours (upon cart abandonment)
- User should have opted in for both email and SMS (US and Canada only)

The flow above will not work if:

- You do not have SMS consent (users have to explicitly opt in)
- The phone number is not valid
- Klaviyo SMS is not available in the location of the contact

Here are the basics of writing effective abandonment SMS:



Source: <https://www.omnisend.com/blog/abandonment-sms/>

1. As much as possible, include your brand name and your shopper's name. Your brand name boosts your recognition, and your shopper's name immediately makes it more personal.
2. Use emotional triggers like urgency and scarcity.
3. Include a discount code (depending on your strategy).
4. Have a clear call-to-action.
5. URL. Always add a link to your store.
6. Include an unsubscribe option to your SMS.

## LAST MINUTE REMINDERS

Congrats! You made it to the end!

I hope you're as gung-ho as we are for this year's BFCM.

Ok, ok, I know I started our GSD on a somewhat somber note. But recession is such a big elephant in the room and there's just no ignoring it.

For us to survive these challenging times, we must:

*Find our purpose. Embracing our mission is what will attract our tribe.*

*Build genuine connections with our customers to earn their loyalty and trust.*

*Prioritize customer retention over acquisition.*

*Rely on data to create value and relevance.*

*Test. Learn. Adapt. Repeat.*

Anytime you're feeling overwhelmed, worried, troubled—just remember the MANY silver linings. And remember that you have your EI family to help you along the way. We're just a Facebook post away.

Onward, and upward!

*Matt*