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BLACK FRIDAY

2023

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Hey, Insiders!

It's almost time again ... for the biggest, craziest shopping season of the entire year!

And, per the usual, we've made sure to pack this GSD report with everything you need to make Cyber Week 2023 your most successful one yet!

For reference, here are this year's BFCM dates:

- **Black Friday:** Friday, November 24
- **Cyber Monday:** Monday, November 27

You'll notice that we've also provided clear action plans for making *significant* sales before and after Cyber Week as well.

Now, as you read through this report, please remember that it's intended to get you amped about all the sales you'll be making (and cash you'll be raking in), not overwhelm you. In fact, don't feel obligated to do ALL of the strategies we recommend. You know your store and brand better than anyone, so please feel free to cherry-pick the suggestions that work best for your business.

So, without further ado ... it's time to get super focused and dive into all the GSD goodness!

Matthew Stafford

The Mindset

By Matthew Stafford

One of the biggest pitfalls entrepreneurs face is a lack of focus.

Unfocused thinking stems from not having clear and focused answers to three straightforward questions. In this section, I'll share what those questions are ... and *more importantly*, what you'll need to do to answer them.

If any of the following describe you, then you owe it to yourself to remove distractions and dig into what we're about to discuss:

- Experience information overload
- Unsure about next steps
- Often jump from one strategy or tactic to another
- Lack the confidence and certainty to achieve your business dreams

Lack of focus from neglected critical thinking

Many entrepreneurs are missing critical information.

Not having this information causes frustration, ruins their chances of success, and muddies the path to reaching their dreams.

You can't follow a path you're not even sure *is* a path. So, most entrepreneurs bounce around, get confused, become overwhelmed, and attempt to purchase shortcuts.

But the path remains out of focus.

The majority of online entrepreneurs don't even know this information is essential, so they never spend time tracking it down and thinking it through.

To create clarity, you need to know:

1. Exactly what you want from your business

2. The absolutely minimum necessary to attain it
3. The fastest and easiest way to get what is necessary

Don't be fooled by this list's simplicity. Especially the third one, because it requires some focused thinking, from the only person who matters—**you**.

That's right. Nobody can give you the answer; you have to think your way to it.

Which means you can't purchase it or copy it.

When you learn to think in a focused manner, you'll know the steps you need to take to dramatically reduce your efforts ... reach your dreams faster ... and make much more money than you're currently making.

Outcome clarity

Many entrepreneurs are so emotionally invested in their dreams, and the difference achieving those dreams will make in their lives, that they can't think as clearly and focused as they need to.

They mistakenly believe that because they want something bad enough, they have enough clarity on how best to achieve it. But they don't.

So, for the next few pages, do your best to look past your emotional attachments to your dreams.

Pretend you are your own coach ...

Your job is to ensure that your client is clearly focused on the outcome they desire in business, and that they know not only *exactly* what's required to achieve it, but also the steps they'll have to take to reach it.

Do this by asking them the following questions:

1. What exactly do you want?
2. What is the absolute minimum necessary to have it?
3. What is the fastest and easiest way to get it?

Pretty straightforward, right?

Yet, a lack of focused thinking—which can be traced back to one of these questions not being answered—is one of the primary causes of online entrepreneurs' struggles.

Sound far-fetched? Think about it like this for a moment ...

If you knew exactly what you wanted, the minimum necessary to have it, and the exact steps to get it, in the fastest and easiest way possible ... you'd probably already have it! Or, at the very least, be well on your way to getting it.

And that's why focused thinking is critical to your success.

Let's take a closer look.

What exactly do you want?

How do you specifically define the business success you're seeking?

I rarely meet an entrepreneur who has a well-thought-out answer. And that's a problem. Sure, you want money and freedom. Who doesn't?

But, what exactly do you want your business to do for you, your team, and your customers? And what does that look like exactly? How can it be objectively measured?

If you're unclear about what you're striving for, you pay the price for your lack of focus every single day.

Why?

Because unclear goals make it impossible to know what actions will produce the best results. You can't distinguish between the essential and the non-essential. You can't distinguish between tasks worth your time and those that waste time.

When entrepreneurs lack clarity, they default to improvising.

Without clarity, your day becomes a series of haphazard steps designed to deal with symptoms often mistaken for real problems. Symptoms like a new traffic channel, unfinished projects, low conversion rates, etc.

When you have free time, it's no better. Because unfocused entrepreneurs follow common wisdom to move their business forward, displaying amnesia to the common results (bankruptcy and failure) ... which are more common than success.

This leads to a common symptom for struggling entrepreneurs (and opportunity seekers)—confusing activity with accomplishment!

If you're not clear about what your business success looks like, you're wasting a massive amount of time daily. Worse, the chances of success are slim to none.

What's the minimum necessary to have it?

Next, let's say you have clarity regarding what business success means to you personally. Good job! But you're not out of the woods yet, my friend.

The next question is vital ...

What is absolutely necessary to get the business success you desire?

It's shocking to me how many entrepreneurs can't answer this.

I'm serious. If you're not absolutely clear about what is necessary for your business success, then guess what? You're also not clear about what's NOT necessary.

And once again, that's a big problem. Even more so online than offline.

Just to be certain you're with me, let me float a few more detailed questions for you.

What's the least number of ways you need to get leads? Of all the ones available, which one or ones are absolutely necessary for you to achieve the business success you desire?

How about converting prospects into customers and clients? Of all the strategies and tactics possible, which method or methods are vital for you to be victorious?

How many products do you need? One, ten, a hundred? What prices do they need to be?

I hope you realize that if you're stumped on any of these questions, you've got a problem. You're lacking focus ... and you can't get focused until you've got the answers.

Before you focus on "how to," you must zone in on "what." But opportunity seekers and struggling entrepreneurs often make the mistake of buying a course on this or that

based on its promises, overlooking the fact that it isn't necessary in the first place ... which wastes their time, effort, and money, while diminishing their chances for success.

In fact, I'm certain this is one of the chief causes of failure online. There are simply too many options. All these options make it easy to go off in a million different directions, unless you know what's absolutely essential to your success. And that's exactly what happens when your thinking isn't as focused as it needs to be.

What's the fastest and easiest way to get it?

Let's say you've got a clear business goal, and you're certain of the minimum necessary to get it.

There's no doubt you're already making progress. But you'd like it if success came faster, right? Who wouldn't?

When it comes to achieving our dreams, we'd all like it to happen faster. But there's a difference between how an entrepreneur and an opportunity seeker respond.

Successful entrepreneurs channel impatience into searching for the fastest path to their goals ... and then act with urgency.

Opportunity seekers channel their impatience into a search for immediate gratification ... desperately believing the hype and buying multiple magic bullets with big promises.

I bring this up because I want you to know there is almost always a shortcut—a faster path to getting the business success you desire. But you won't find it in a box or an online course.

It's just not that simple. It requires thinking, not daydreaming. Real mental effort—the kind that leaves you exhausted after doing it for an hour or so.

The thing is, you can't even engage in this level of thinking until you first have your answers to exactly “what” you want, and the minimum necessary to achieve it.

The synergistic effect of key knowledge

Now that we've covered the three critical questions, do you see why they're necessary for your success?

If so, you need to make answering them one of your top priorities. Because once you have your answers, most of the issues you're struggling with will disappear.

Stop and think about this for a second ...

How different would your day-to-day experience be if you were already 100% confident that your answers to these questions were spot-on?

- You would know exactly what your #1 objective was at all times.
- You would know the exact steps you need to take to immediately move closer to your business goals.
- Information overload would be a thing of the past.
- You'd never struggle with a lack of motivation again (you'd be excited to get the next task done because you'd know exactly what it would do for you).

If you're struggling at all, I hope you see the difference between your current situation and the one we just explored.

The difference is simply knowing 1) what you want, 2) the minimum necessary to have it, and 3) the fastest path to getting it. And that will replace unfocused thinking with focused thinking.

Necessary, but not enough

If you imagine your business success like following a map, what we've done so far is:

- Clearly label where your starting point is (focused, accurate thinking).
- Removed all the phony roads and hidden pitfalls (toxic beliefs).
- Plainly labeled your destination and the path that'll get you there the fastest (focused thinking).

But we're still not done. Because for you to get where you want to go, you need to know the rules of the road. In other words, how you'll cover the ground the map represents.

And that's what we'll cover next month.

P.S. Please message me if you read this and it resonates. 😊 I enjoy the feedback, even if it is sharp.

P.P.S. I'm studying with Sadhguru right now and would love to share what I'm learning in future issues.

So much of our business success or failure has less to do with the business portion ... and more to do with our inner stories. Let me know if you would enjoy that, and I'll accommodate it if I get enough excitement.

The Scout

By Team BGS

! IMPORTANT NOTE & DISCLAIMER

As we built this GSD out, it became obvious that we had to make a disclaimer ... like, every five minutes! Because let's face it: it's impossible to create a one-size-fits-all promotional campaign that covers ALL brands.

So be prepared as you read on—you might feel some “friction” about certain things, like the discounts, tone of the copy, frequency of emails, amount of work required, etc.

“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 “frequency” 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 2023 Plans

The headlines we warned you about last year haven't subsided; in fact, there are more of them all the time.

Oil prices are up. Food prices are up. Inflation rates? Yep, also up.

On the ecom side, we've seen huge spikes in cost of goods, shipping costs, and basically all other aspects of business.

The average person is 102% more concerned about inflation than the coronavirus.

It's no surprise, then, that people are bracing themselves for a recession—tightening their wallets and becoming more mindful of their spending.

Now, I understand that you might be a bit worried about how this could impact your customers and your bottom line.

That's why this GSD is so important.

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

A huge number of stores have closed over the last year, and many more will follow suit by the end of this year. But that doesn't mean you need to cower in the corner in fear.

If you take the time to plan effectively, you will weather the storm.

Silver linings

According to Forbes, **even amidst financial difficulties, people don't stop gift-giving altogether.**

That's because we rely on each other more when things get tough. Gifting also makes people feel good. Sending gifts to loved ones is a small luxury that can be an instant

pick-me-up. However, given the circumstances, we'll probably see a rise in practical gifts and household or group gifts.

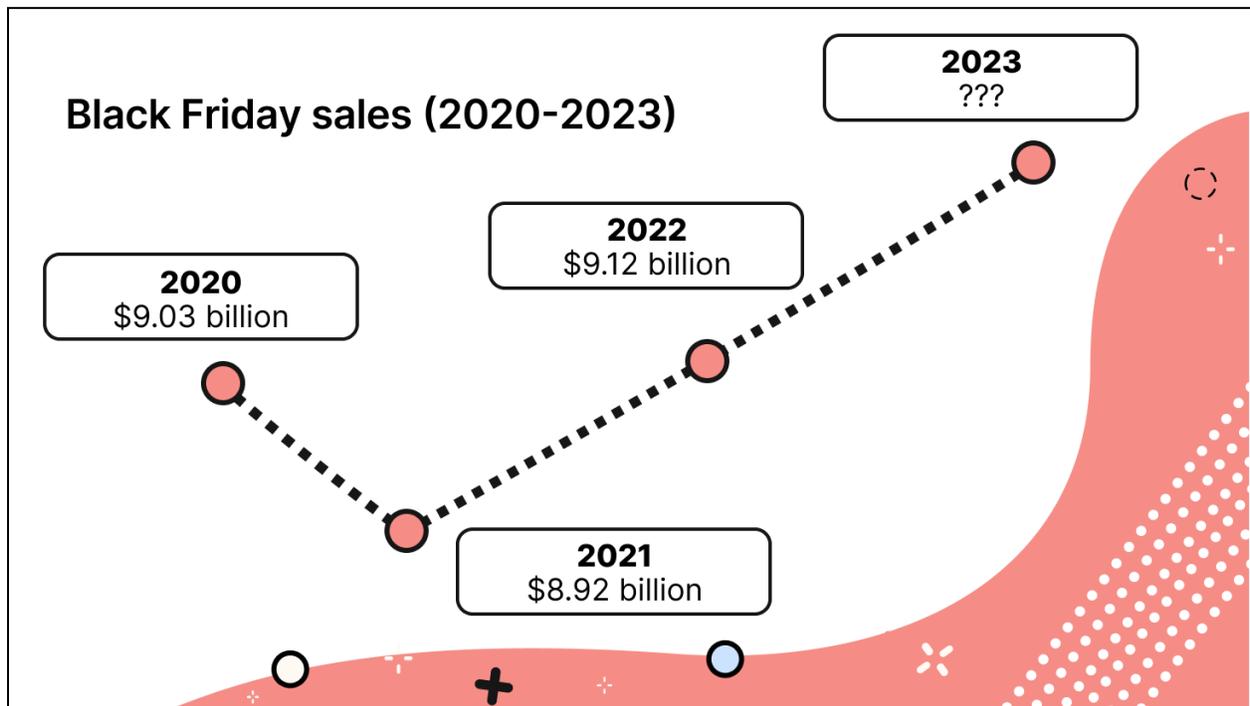
Some other positives/opportunities to keep in mind:

1. **It's the perfect time to invest in expanding your reach.** Relying on a single marketing channel or source can make you vulnerable, so think of ways to spread your eggs amongst at least a few baskets.
2. **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 more recent COVID-19 pandemic, more people opted for online ordering for social distancing purposes. And given the continuous improvement of UX (user experience), online shopping shows no signs of slowing down.
3. **Social commerce is booming.** The growing popularity of on-platform shops and checkout with Facebook, Instagram and TikTok opens up excellent opportunities for you to expand your social reach. In fact, 9 in 10 people buy from brands they follow closely on social media.

So, those 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

According to Adobe Analytics, 2023 is projected to be another record setting year!



Every year, Black Friday and Cyber Monday trends shift. But one thing's for sure: it'll be the biggest US shopping event of the entire year and the start of the holiday shopping season!

With traditional sales, we look at trend data over the course of multiple years, sometimes as many as 10 or 15 years. But in the ecommerce space, we have to shorten that, because there are so many dynamic changes and improvements that are taking place in online selling.

In the last couple of years, in addition to all the normal changes, we've been dealing with the COVID-19 pandemic and its aftermath. It had a huge impact on not only ecommerce sales in general, but also on Black Friday and Cyber Monday offers from 2020 through 2022.

As a result of the pandemic, online sales *on* Black Friday went from \$9.03 billion in 2020, down to \$8.92 billion in 2021, and then back up to \$9.12 billion in 2022.

In addition to the stats for Black Friday shown above, Cyber Monday is an even bigger day for online purchasing.

To put it into context for you ... In the US, average daily online sales are \$2-3 billion. In 2022, on Cyber Monday alone, approximately \$11.3 billion were spent online in the US, up from \$10.7 billion in 2021.

Why did this happen?

In 2020, when things started to lock down, people were unable to travel and visit family to enjoy a normal holiday season. This resulted in a spike in online purchases, especially if you were able to deliver the product as a gift to someone else.

In 2021, online sales declined because of the prolonged lockdowns, resulting in a decrease in available spending by most people.

Then, in 2022, as things started to return to normal, we saw a return to the upward trends of past years, with an increase of almost \$100 million over 2020 numbers.

What does this mean for 2023?

Normally, we would expect an increase, if not a *substantial* one, in 2023. But with inflation rates growing and the cost of goods spiking all over the world, your Black Friday offers need to be even more enticing for them to make a difference in people's buying decisions.

The data tells us that Black Friday will be big for our online stores ... but it indicates that Cyber Monday will be even bigger. Expect more orders and a higher volume of customer support inquiries on Cyber Monday than over the weekend.

Looking at international trends

While Black Friday and Cyber Monday began as uniquely American events, Canada and the UK now rake in some of the highest BFCM sales. In fact, London is surprisingly among the ranks of Los Angeles and New York City when it comes to BFCM revenue.

So even if your store isn't based in the US, we highly recommend that you run at least one Black Friday/Cyber Monday deal—and advertise it to your entire audience worldwide—to take advantage of this trend.

Importance of platform data

According to recent data put out by Shopify, 73% of all sales made over the 2022 BFCM weekend were done on mobile, which is up over two points compared to 2021.

For this reason, **it's vital to ensure that your store's customer experience on mobile is top-notch.** Shorter product descriptions, conspicuous buttons, and making it easy to take advantage of discounts will make a big difference this year.

NOTE: We'll talk about this a little more later, but make sure any email or SMS you send has a very prominent button that auto applies any discounts to make purchasing as quick-and-easy as possible for your mobile shoppers.

Buy now, pay later

As mentioned previously, people will still be buying gifts this holiday season despite the less-than-stellar economic climate. However, you want to do everything you can to lower the stress and burden of those purchases.

Offering “Buy now, pay later” (BNPL) programs like Sezzle, Klarna, AfterPay, or ShopPay Installments can go a long way in easing people's minds (and bank accounts). With these programs, people can buy today and receive their product, but pay it off over four to six payments.

When looking back at the data from 2022, BNPL programs saw an 85% rise in use during the Black Friday/Cyber Monday holiday as compared to just the week before.

Average order value (AOV)

We know we see a rise in all stats during these holiday promotions, but one of the bigger and more significant changes we saw last year was a 2% increase in average order value during the BFCM period.

AOV went from \$100 in 2021 up to \$102.10 in 2022. And that number would have been even higher had people not been as concerned about inflation.

As we talk about frequently, make sure you're looking for ways to implement product bundling and upsells in your process to maximize your store's average order value.

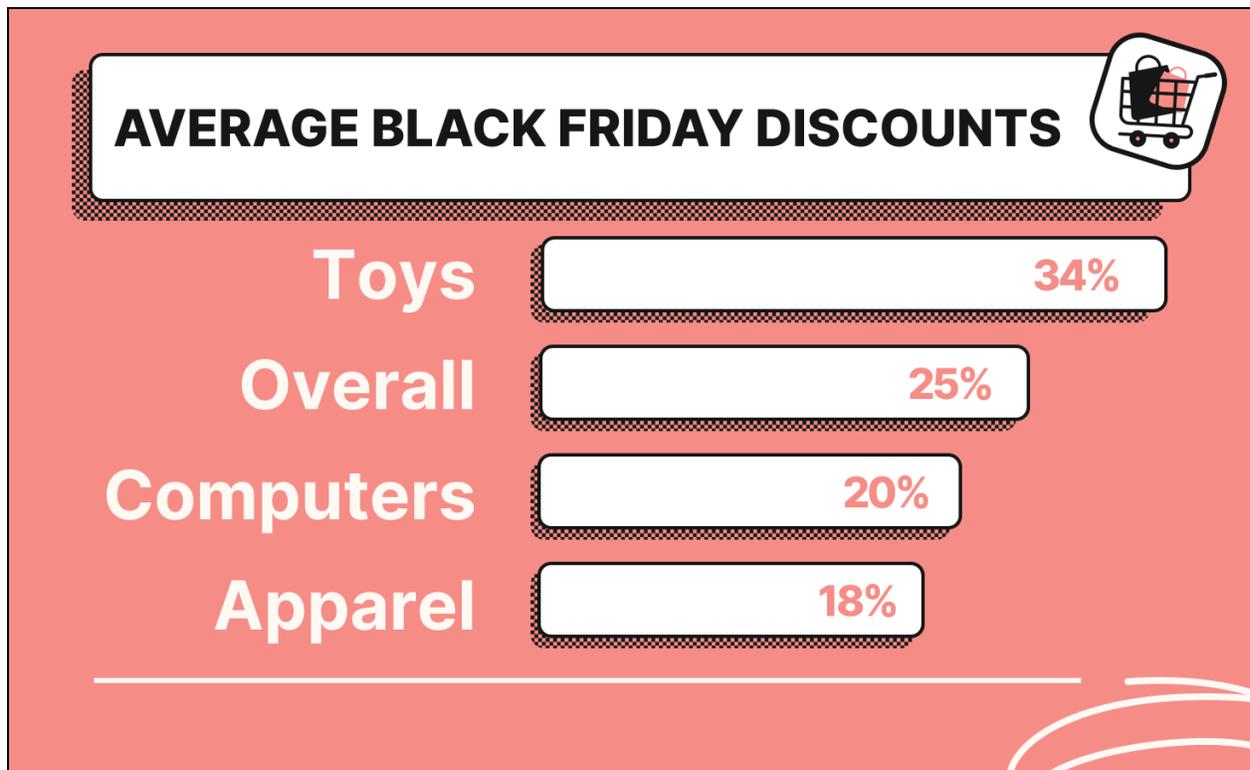
How much to discount

Many of you have asked, “How much should I discount my BFCM deals?”

Answer: Go as low as you can while maintaining enough profitability to make it worthwhile.

Keep in mind that if you're following what we teach, then you're looking at lifetime customer value as much as individual sale profitability.

When you consider it this way, it's OK to discount a little deeper during the holidays, because you're acquiring a customer who will be back again and again.



According to the data from 2021, the average discount across all sectors was around 25% off the original price. This did vary slightly by sector, with toys going as high as 34% off and apparel as low as 18% off.

How to get people to your store

According to data from Adobe, paid search was the biggest driver of sales during Cyber Week, accounting for 28% of online sales.

However, owned channels like email and SMS were extremely important.

OmniSend reported that brands sent 68% more text messages on Black Friday, which resulted in a 57% increase in orders.

What does this mean for you?

I think you've probably heard me say this a hundred times this year, but this is where the value of first-party data comes in as compared to paid platforms.

By owning and utilizing your email and SMS lists, you'll have the opportunity to cut acquisition costs for orders over the holiday sale period substantially.

Here are some predictions from Infobip research:

- Overall interactions are expected to increase by 55% compared to an average Friday in November.
- SMS interactions are expected to increase by 54%.
- MMS (text with photos/video) is expected to see a 128% increase in North America.
- WhatsApp use is predicted to increase by 15%.

So, where does your business stand on each of these points?

The power of personalization

No, I'm not talking about customized products here; I'm talking about personalizing your email campaigns to be more in alignment with your customers' interests.

A recent study by Infobip research found that 54% of consumers say receiving impersonal messages annoys them, and 47% ignore impersonalized messages altogether.

This can be easily achieved by segmenting your audience not only by activity level but also by the products (general or specific) they've engaged with, either by purchasing or browsing, throughout the year.

Instead of sending a blanket Black Friday campaign, consider adding dynamic content within the blocks of your email that recommends deals on specific items they've viewed. Or, make product recommendations for things that are normally purchased with items they've purchased over the last few months.

Keeping track of the browsing experience of your prospects and customers in the four to six weeks leading up to Black Friday will be beneficial for predicting the types of products they're shopping for.

Remember: most people will browse for themselves while they're also shopping for friends and family.

An even better way to incorporate this would be to use a wish list app on your store. People can build a list of the things they like, and then you can offer discounts when they share it with their friends and family before the holidays.

Before we leave this topic, I want to share some ideas for how you can utilize personalization in SMS specifically. These are all based on your ability to segment your audience, depending on which software you're using.

EXAMPLE 1

Hi [Name],

Still have your eye on [product]? It's now on sale for Black Friday! Visit our site and enter coupon code [code] at checkout to get 30% OFF.

EXAMPLE 2

Dear [Name],

As a valued customer, we're offering you EARLY ACCESS to our Black Friday sale. This link will be live at 6:00 p.m. EST on Thursday!

We reserve our best deals for loyal customers. Log into your account for exclusive deals and discounts curated just for you!

Just [# of days] more days until our HUGE Black Friday sale! PRO TIP: reserve products by adding them to your cart, and they will be automatically discounted. Act now!

Create a “How to (buy from you)” guide

If you look at search data from the weeks leading up to the holiday season, you'll notice a huge rise in searches for things like “Best holiday gift for Dad 2023,” or a similar variation for your demographic and niche.

How can you take advantage of this?

One way would be to start creating gift guides for the kinds of products you offer. These types of guides are great for:

- Publishing on a blog
- Using in advertising as a free download (lead magnet) to build your mailing list
- Posting a Top 5 or Top 10 list on social media

Common BFCM offers

Feeling a little unsure about what types of offers to serve up in your store for the biggest shopping season of the year? We've got a few ideas to get you started!

Exclusive product launches

BFCM is a great opportunity to generate excitement and revenue for any new products you're launching. Consider using this if there are products you're holding on to leading into the holiday season.

Bundles

If customers normally purchase multiples of a single product (e.g., one for themselves, and a few as gifts for others), consider offering volume discounts to excite them and encourage purchasing more than one of something.

Another strategy could be built around the total order price instead of percentage discounts off individual products. For example, a tiered discount could be:

- \$10 off your purchase of \$45 or more
- \$25 off your purchase of \$100 or more
- \$50 off your purchase of \$175 or more

This type of discount sounds much better to the customer than just saying "Get 25% off for BFCM."

Sitewide discounts

Sitewide flat discounts are still the foundation for BFCM sales, but you can improve on them by combining a tiered structure. So something like, “25% OFF sitewide for BFCM, and 35% OFF for orders over \$200!”

Your Plug-and-Play BFCM Strategy (Email + SMS)

This is the closest thing to a Black Friday/Cyber Monday cheat code you'll find. We're giving you a plug-and-play strategy you can use *right this moment*, and it combines two 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 to cut down on work, and send time-sensitive emails for pop-up sales.
- You can segment your audience so you know who would like what, re-engage with nonactive subscribers, and run tests to find out what works.
- You can also say a lot more in an email and incorporate more elements.

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.”
- 73% of Shopify sales from BFCM 2022 were made from mobile devices, versus 71% in 2021. And 72% of product discovery and browsing happened on mobile.
- 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 versus 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 texts 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 be all, end all of our strategy. You've most likely been on the receiving end of such cold, impersonal, random emails or SMS. And 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 impact of your email + SMS promo, you need to be able to SEGMENT.

So let's get to it! (If you're an intermediate 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: **active** and **nonactive** (sometimes referred to as nonactive).

If you don't differentiate the two, and instead choose to keep sending emails/SMS to all your subscribers, your nonactive subscribers will drag your open rates down.

This results in:

- More unsubscribes (because you're perceived as spammy)
- Email deliverability rate being affected
- Sender reputation being tarnished

Ultimately, fewer active subscribers will see your offers, causing you to miss out not only on sales but also on savings (because you're shelling out more money per month for your subscription fee).

Conversely, segmenting your subscribers and tailoring your messaging accordingly will *improve* your open rate, email deliverability and sender reputation. Not only that, but you'll get fewer unsubscribes and spam reports. In short, you'll get MORE SALES!

Ways to segment:

- Engagement (how often emails are opened)
- Actions (buyers or nonbuyers)
- Sales value (low-value and high-value)
- Sales volume (number of purchases)
- Product type
- Demographic
- Location
- And more!

For now, we're going to focus on engagement to determine **active** and **nonactive** subscribers.

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. In your Klaviyo account, you can play around with segments until you get your desired results.

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

Exclusion lists

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

DD - Not Engaged - Exclusion Audience (Received 10+ emails but NEVER opened or clicked) ↗ Segment ★
▼ View definition

- Received Email is at least **10** over all time
- Opened Email zero times over all time
- Clicked Email zero times over all time

The system then checks whether 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 to your discretion. 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 Black Friday/Cyber Monday GSD report.

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

Annotations: A red arrow points from the word "NON-ACTIVE" to the 2.6% Open Rate. Another red arrow points from the word "ACTIVE" to the 8.1% Open Rate.

Nonactive had a 2.6% open rate, versus **active**, which scored an 8.1% open rate. That's a HUGE difference! If we hadn't segmented here, the average open rate would've been only a dismal 4.5%.

Below are results for an email sent to the different segments, but the email itself was changed *ever so slightly*.

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

Annotations: A red arrow points from the word "Non-Active" to the 1.7% Open Rate. Another red arrow points from the word "Active" to the 7.2% Open Rate.

See the difference? **Nonactive** = 1.7%, versus **active** = 7.2%. Again, HUGE.

The moral of the story: segment according to engagement. Define what's active and nonactive *to you*, so you can deal with each segment as effectively as possible. Even basic segmentation like this can *almost instantly* drive up your email stats, and ultimately, your sales.

PART 3: THE DEVEN DAVIS METHOD

BGS' 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 can watch Deven's full video training on this system in the Ecom Insider members area under AMA (Ask Me Anything), dated October 5, 2020.

<input type="checkbox"/>	DD - 1 STAR - All Active (Not suppressed, not bounced, not dropped/suspicious) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Person is not suppressed for email Marked Email as Spam zero times over all time Dropped Email zero times over all time
<input type="checkbox"/>	DD - 2 STAR Buyers (1+ orders and 1+ opens last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Placed Order at least once over all time Opened Email at least once in the last 45 days
<input type="checkbox"/>	DD - 2 STAR Engaged (1+ opens last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Opened Email at least once in the last 45 days
<input type="checkbox"/>	DD - 3 STAR Buyers (5+ orders and opened 1+ last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Placed Order is at least 5 over all time Opened Email at least once in the last 45 days
<input type="checkbox"/>	DD - 3 STAR Engaged (5+ opens in last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Opened Email is at least 5 in the last 45 days
<input type="checkbox"/>	DD - 4 STAR Buyers (10+ orders and opened 1+ last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Placed Order is at least 10 over all time Opened Email at least once in the last 45 days
<input type="checkbox"/>	DD - 4 STAR Engaged (15+ opens in last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> View definition Opened Email is at least 15 in the last 45 days
<input type="checkbox"/>	DD - 5 STAR Engaged - (25+ opens in last 45 days) ⚡ Segment ★
	<ul style="list-style-type: none"> 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

PART 4: THE KLAVIYO GUIDE (FOR SMS)

For SMS, Klaviyo also recommends that you segment your users based on engagement (see below).

You may opt to segment based on their past engagement. For example, people who opened their SMS at least once in 30 days. This can be finetuned according to your needs, and in doing so, you'll zero in on your more engaged subscribers.

Name: Engaged SMS Subscribers

Tags: Select 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 at least once in the last 30 days

OR

What someone has done (or not done)

Has Consented to Receive SV at least once in the last 30 days

And, of course ... You'll want to reward your loyal subs by giving them the royal treatment. To do this, you can create exclusive deals for your VIPs.

Note: What constitutes a "VIP customer" is up to you to define.

Name: SMS VIP

Tags: Select tags...

Definition:

What someone has done (or not done)

Has Placed Order is at least 5 over all time

+ AND

If someone is or is not consented to receive SMS

Person is consented to receive SMS

Below is a list of segments you should focus on this Black Friday/Cyber Monday, according to Klaviyo:

Segment 1: Engaged subscribers

- Keep subscribers 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 not buying, that means they're interested. Tip the scales in your favor with your impressive 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 (like curbside pickup).

★ If you have questions, feel free to post them in the members-only Ecom Insiders Facebook group. Our experts and your peers will surely jump in to help!

Your BFCM 2023 Cheat Sheet

Forget about the guesswork. This strategy has been formulated by our ecom experts, and is backed by years of experience. It’s easy to follow, and simple to use.

Remember: These are suggestions—they are not set in stone. Tweak as necessary, according to your needs and audience. And if you want to start promoting earlier or closer to BFCM, that’s your call. (We recommend earlier, of course!)

Here’s the basic framework, in one quick view:

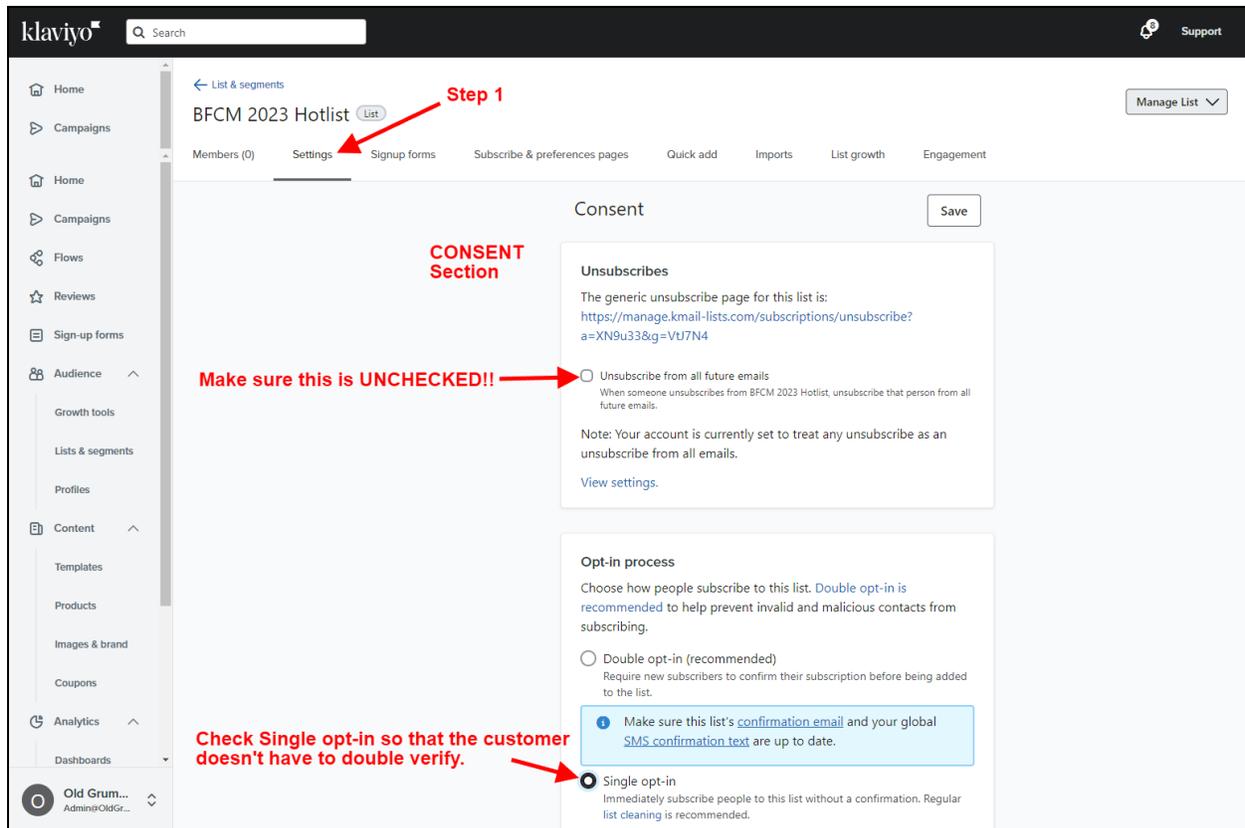
BLACK FRIDAY PROMO				CYBER MONDAY PROMO		
NOV 1-19	NOV 20-22	NOV 23	NOV 24	NOV 25-26	NOV 27	NOV 28 - DEC 1
PHASE 1			PHASE 2	PHASE 2	PHASE 2	PHASE 3
Pre-holiday promo			Black Friday holiday promo	Black Friday weekend holiday promo	Cyber Monday holiday promo	Post-holiday promo
Prioritize your VIP customers by offering them special discounts	Build on Thanksgiving prep/hype	Build urgency around holiday promos	Offer deals to the public	Thank customers for their purchase; hype Cyber Monday	Offer deals to the public	Offer more deals

Now that the list has been created, we need to create a sign-up form so people can register.

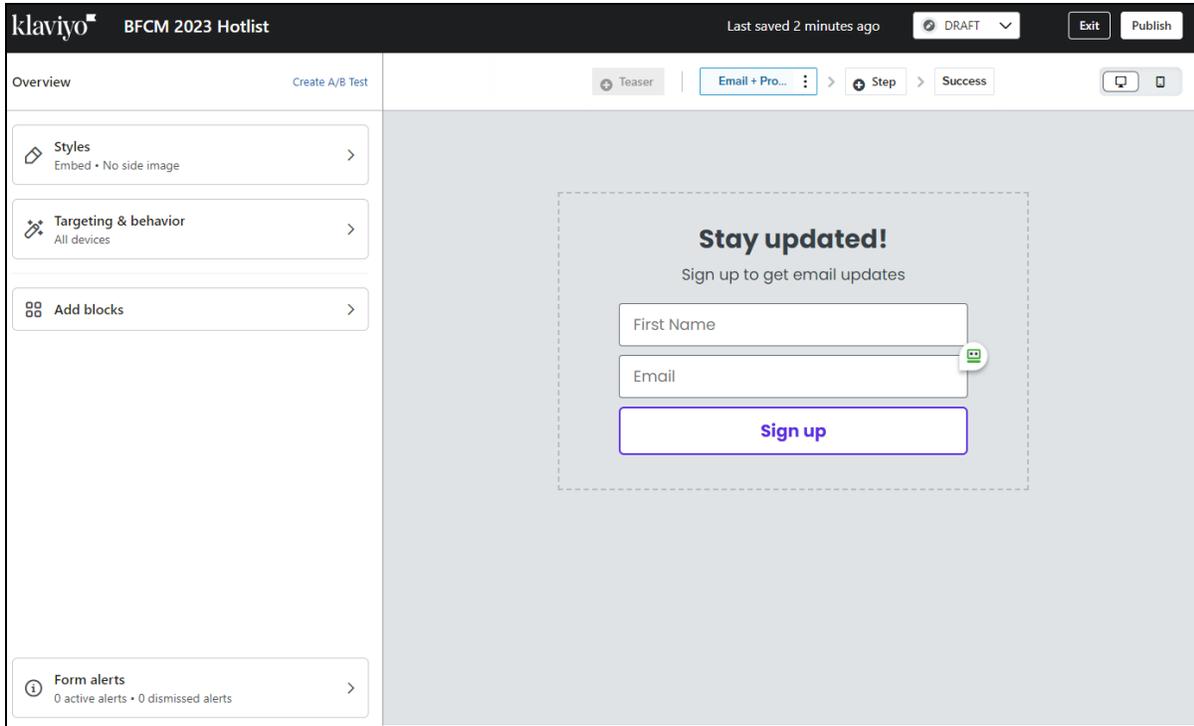
You’ll do this through the “Sign-Up Forms” section within Klaviyo. Follow the instructions below and refer to the screenshot.

1. Click “Create Sign-up Form.” Select “Embed” from the drop-down, then choose “Stay Updated” as a starting template.

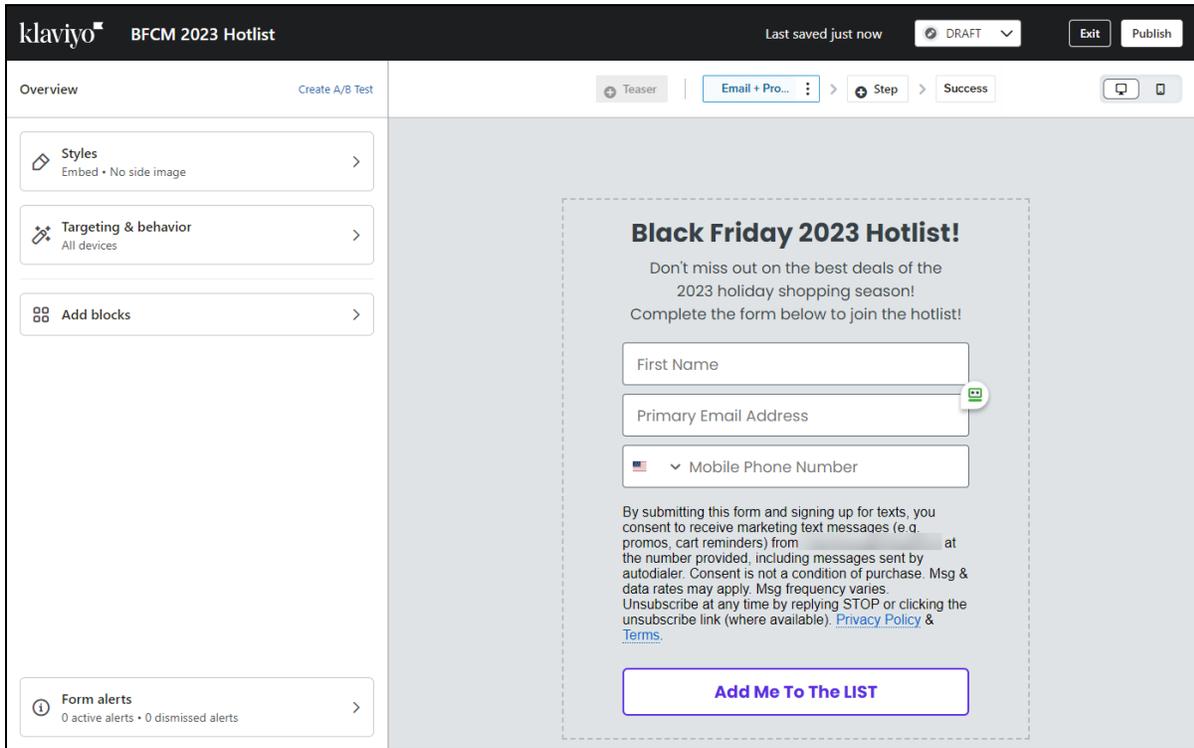
2. Name your form “BFCM 2023 Hotlist,” select your “BFCM 2023 Hotlist” list for the subscribers, and click “Create Form.”
3. In the Styles section, change the Form Type to “Embed,” and leave all the remaining settings alone for now.
4. Go back to the “Targeting & Behavior” section. Set Device to “All Devices” and Targeting to “Show to all Visitors.”



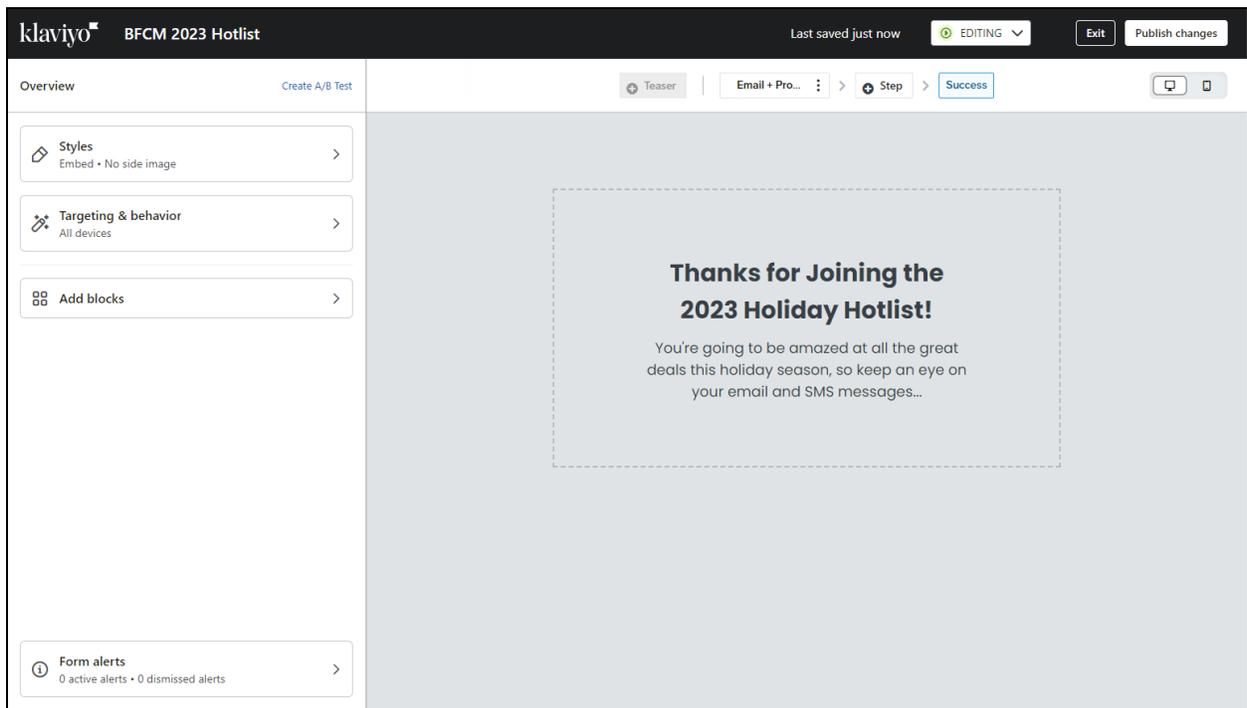
Next, you'll customize the form itself, **from this (below) ...**



... to this (below).



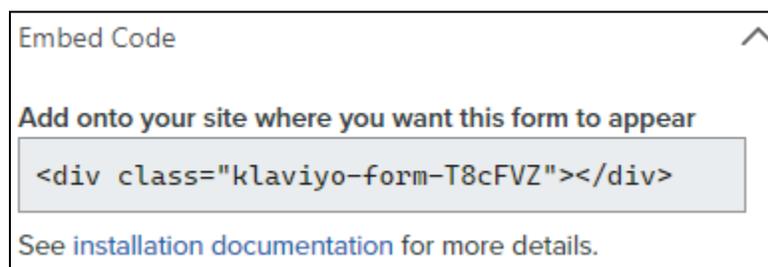
Click the “Success” link at the top middle, and update the message so it looks something like this:



Remember: Customize this language to match your brand voice.

Now that your embedded form is created, click “Publish” in the top right corner.

Finally, go back into the “Targeting & Behavior” section and copy the “Embed Code.” It’ll look something like this:



Now, exit Klaviyo and go into your Shopify Admin to add this form to a page on your store.

Once in your Shopify Admin, Go to **Sales Channels >> Online Store >> Pages**, and you're going to create a new page called "Black Friday 2023 Hotlist."

In the editor section, click the "< >" icon to pull up the HTML editor, and paste in the "Embed" code you got from Klaviyo (i.e., `<div class="klaviyo-form-T8cFVZ"></div>`) ... and click "Save."

View this new page on your store to see how it looks, and save its URL somewhere for safe keeping. You'll need to include it in any messages or social posts where you want the person to opt in to this list.

 **VIDEO RESOURCE:** I know this is a lot of technical information, so I've recorded [this Loom video](#) walking through the entire process, so you can follow along and pause as needed.

OK ... Now that we have the Hotlist set up, it's time to dig in to our strategy! Each phase here will include email templates you can use.

PHASE 1: Pre-Holiday Promo

Hotlist Campaign Table

	Date	Email/SMS #	Description	Sending Details
INVITE	11/1	EMAIL #1: Trigger - Curiosity	Introduce the Hotlist as an "insider's club" with benefits that are too good to miss, but not explicitly laid out. The idea is to pique their curiosity.	Send: Entire list Exclude: Exclusion list
	11/3	EMAIL #2: Trigger - Exclusivity	Focus on the VIP nature of the list, emphasizing that not everyone will get in and that the deals are too good to be offered to the general public.	Send: Entire list Exclude: Hotlist, Exclusion list
	11/3	SMS #1: Trigger - Simplicity	Make it sound incredibly easy to join the Hotlist, aimed at those who don't want to miss out but are often deterred by complex processes.	Send: Entire list Exclude: Hotlist, Exclusion list
	11/4	SMS #2: Trigger - FOMO	Highlight that others are already on the list for the best deals, and they should be too.	Send: Entire list Exclude: Hotlist, Exclusion list
	11/6	SMS #3: Trigger - Social Proof	Include a short testimonial or statistic showing the number of satisfied customers from last year's sale.	Send: Entire list Exclude: Hotlist, Exclusion list
	11/8	EMAIL #3: Trigger - Urgency & Scarcity	Inform them that spots on the Hotlist are almost gone and time is running out. Pair this with the idea that this is their last chance to get unparalleled savings.	Send: Entire list Exclude: Hotlist, Exclusion list

	11/9	SMS #4: Trigger - Last Chance & Reward	Emphasize it's the last call for the Hotlist and mention a special bonus for those who opt in now.	Send: Entire list Exclude: Hotlist, Exclusion list
--	------	-----------------------------------------------------	----------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------

PRE-LAUNCH	Auto-send once they join	EMAIL #4	Welcome	Send: Hotlist
	Sample landing page / opt-in form	-		
	Thank-you page after opt in	-	Invitation to join SMS VIP list	
	Nurture emails: Depending on how long people have been waiting in the Hotlist, 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.			Send: Hotlist
	11/9	EMAIL #5	48 hours until launch	Send: Hotlist
	11/10	SMS #5	24 hours until launch	Send: Hotlist
	11/10	EMAIL #6	24 hours until launch	Send: Hotlist

OPEN LAUNCH	11/11	EMAIL #7	Opening day, 7:00 a.m.	Send: Hotlist
	11/11	SMS #6	We're Open! (Earliest possible based on law)	Send: Hotlist
	11/11	EMAIL #8 *	Reminder 1, 10:00 a.m.	Send: Hotlist Exclude: Buyers last 24 hours
	11/12	EMAIL #9 *	Reminder 2, 3:00 p.m.	Send: Hotlist
	11/12	EMAIL #10 *	Reminder 3, 7:00 p.m.	Send: Hotlist
	11/13	EMAIL #11 *	Reminder 4, 9:00 a.m.	Send: Hotlist
	11/13	EMAIL #12 *	Reminder 5, 3:00 p.m.	Send: Hotlist
	11/14	EMAIL #13 *	Last chance 1, 10:00 a.m.	Send: Hotlist
	11/14	EMAIL #7 *	VIP early access to BFCM sale	Send: Hotlist
	11/14	EMAIL #14 *	Last chance 2, 3:00 p.m.	Send: Hotlist Exclude: Buyers last 72 hours
	11/14	EMAIL #15 *	Last chance 3, 7:00 p.m.	Send: Hotlist
	11/17	SMS #7 *	Last chance VIP early access	Send: Hotlist Exclude: Buyers last 72 hours
	11/18	SMS #8 *	Loyalty day + reminders	Send: Hotlist Exclude: Buyers last 72 hours
	* You can now include these subscribers in your regular promotional emails.			

— END OF EARLY-BIRD PROMOTION —

A couple things to note:

- For the reminder emails & SMS you're sending during the Hotlist launch period, you don't want to overwhelm your buyers, so selectively exclude people who have purchased during this Hotlist period.
- Also, you want to make the Hotlist offer available via a different coupon code that is only available inside the messages. You're saying it's exclusive, so you don't want banners all over your store giving everyone the same offer. Plus, this way you'll be able to track the number of people who redeem this offer separately from your regular BFCM offers.

PHASE 1: Pre-Holiday Promo

Hotlist Emails & SMS Templates

EMAIL #1: Curiosity Trigger

Subject Line: Unlock the Mystery of Our Black Friday Deals 🔑

Dear [Name],

You know the buzz that surrounds Black Friday and Cyber Monday ... and those unbeatable deals that vanish quicker than you can say, "holiday shopping"? What if I told you there's a way to not just beat the rush, but access deals so good your head will spin?

Introducing our Black Friday/Cyber Monday Hotlist. 🔥

As a valued customer, you're cordially invited to join this insider's club. But here's the catch—we're not revealing all the details just yet. What we *can* tell you is that by joining this exclusive list, you're in for some jaw-dropping surprises and perks that go beyond the usual discounts.

Intrigued?

Don't miss your chance to be part of something extraordinary this holiday season. Join the Hotlist now and be first to know when the veil lifts on our most exclusive deals.

["Join the Hotlist" button]

Don't keep this invitation waiting too long; the Hotlist is as exclusive as it gets!

[Your Closing]

EMAIL #2: Exclusivity Trigger

Subject Line - Option A: Step Inside Our VIP Black Friday Club 🌟

Subject Line - Option B: Exclusive Invite: Your VIP Pass to Black Friday deals!

Dear [Name],

The countdown to Black Friday and Cyber Monday is on! And while everyone is preparing to rush for deals ... we've rolled out the red carpet just for YOU.

Welcome to an exclusive world where Black Friday deals come to you before anyone else. 🍷 Imagine shopping the best deals of the year before the masses, all from the comfort of your own home.

You're not just anyone—you're a valued part of our community, and we believe in rewarding loyalty with exclusivity. By joining our Black Friday/Cyber Monday Hotlist, you're not just getting early access, you're securing a spot in the elite circle of savvy shoppers who know the true meaning of a great deal.

Ready to claim your VIP status?

["Join the Hotlist" button]

Remember, the Hotlist is as limited as our stock—don't let this VIP pass slip through your fingers!

[Your Closing]

SMS #1: Simplicity Trigger

🔥 Join our Black Friday Hotlist in just ONE tap! Be FIRST to unlock the biggest deals of the year. Don't wait: [Link]

SMS #2: FOMO (Fear of Missing Out) Trigger

😱 Don't miss out! Others have already secured their spot for the BEST Black Friday deals. Be next in line—join the Hotlist now! [Link]

SMS #3: Social Proof Trigger

🌟 Join hundreds who've already signed up for EXCLUSIVE Black Friday deals on our Hotlist. They trust us for the best deals ... so should you! [Link]

EMAIL #3: Urgency & Scarcity Trigger

Subject Line - Option A: Hurry, Your VIP Black Friday Access is Slipping Away! 🕒

Subject Line - Option B: Last Call: Secure Your Exclusive Black Friday Spot Now! 🚨

Dear [Name],

Time is ticking, and the chance to join our elite Black Friday/Cyber Monday Hotlist is almost gone. This is your final reminder to ensure you don't miss out on the best deals of the year before they're opened to the public! 🕒

The Hotlist isn't just "early access" ... It's your ticket to unbelievable savings, exclusive bundles, and so much more. We're down to the final spots—once they're gone, they're gone for good.

Ready to beat the clock?

["Join the Hotlist" button]

Don't let regret be the only thing you snag this holiday season. Claim your exclusive spot now and make this Black Friday and Cyber Monday the most rewarding ones yet!

See you on the inside,

[Your Closing]

SMS #4: Last Chance & Reward Trigger

🚨 LAST CHANCE! Secure your spot on the Black Friday Hotlist now and snag a special SURPRISE bonus! Don't miss out ... Your best holiday deals await! [Link]

EMAIL #4: Welcome to the Hotlist

Subject Line: Welcome to the Exclusive Club—You're In! 🎉

Dear [Name],

Congratulations, and a warm welcome to the Black Friday/Cyber Monday Hotlist! 🥳
You've just made a really smart decision, and we're thrilled to have you onboard.

Your choice to join us speaks volumes about your savvy shopping spirit. Get ready to shop a plethora of awesome deals, tailor-made just for you.

Here's What's Next:

🌟 **Stay Glued:** Keep an eye on your inbox—the most exciting offers will be heading your way starting on [INSERT DATE] before anyone else gets a glance.

🌟 **Spread the Word:** Feel free to share the excitement! We're sure you have friends that would also love to take advantage of these deals, so feel free to share this with them. [Insert Sign-up Link Here].

🌟 **Early Access:** Remember, you'll be the first to shop our Black Friday/Cyber Monday sale. No more waiting, no more missing out!

Thank you for trusting us with your holiday shopping. We're committed to making this season the most delightful and hassle-free experience for you.

Cheers to smart shopping and spectacular savings!

Warmly,

[Your Closing]

EMAIL #5: “48 Hours to Pre-Sale” (to Hotlist Members)

Subject Line: 48 Hours to Go: Your Exclusive Access is Almost Live! 🕒

Dear [Name],

The clock is ticking, and excitement is building! In just 48 hours, your exclusive access to our Black Friday/Cyber Monday Sale goes live, opening the doors to unmatched deals and extraordinary savings. As a valued member of our Hotlist, you'll be first to explore and snag the best we have to offer.

Here's how to make the most of it:

- **Be ready:** Mark your calendar and set your alarms. The sale kicks off in 48 hours, and you have first dibs!
- **Make your list:** Browse our website now and make a wishlist of your must-haves. Be ready to swiftly add to cart when the sale begins.
- **Stay tuned:** Keep an eye on your inbox for your exclusive early access link and any last-minute tips to enhance your shopping experience.

Remember, the early bird catches the best deals! Enjoy the calm before the shopping storm, and prepare for a delightful spree from the comfort of your home.

See you in 48 hours!

[Your Closing]

EMAIL #6: “24 Hours to Pre-Sale” (to Hotlist Members)

Subject Line: 🌟 24 Hours Countdown: Your Exclusive Access Unlocks Tomorrow!

Dear [Name],

Feel the excitement in the air? It's because in just 24 hours, your exclusive access to the Black Friday/Cyber Monday Sale is unlocking! Your front-row seat to the most coveted deals of the year is all set and ready.

Your checklist for a seamless shopping experience:

- ✅ **Have your wishlist ready:** Ensure your wishlist/shopping list is updated to make checking out quick and easy.
- ✅ **Log in ahead of time:** Do you have an account with our store? Make sure you're logged in when the sale starts for faster checkout.
- ✅ **Check your gift list twice:** Santa isn't the only one who has to double-check.

[Insert a link to your store]

Remember, the best deals fly off the shelves fast. Be prepared, be swift, and most importantly, enjoy the shopping spree you rightfully earned!

See you at the sale,

[Your Closing]

SMS #5: “24 Hours to Pre-Sale” (to Hotlist Members)

🔔 24-hour ALERT! Your EXCLUSIVE Black Friday access unlocks TOMORROW. Be prepared for the BEST deals of the year. Stay tuned for your early access link. Happy shopping! 🛍️ - [Your Company]

EMAIL #7: “Sale Opening” (to Hotlist Members)

Subject Line: 🎉 It's Time! Your Exclusive Black Friday Access is LIVE!

Dear [Name],

The moment has arrived! Your exclusive early access to our Black Friday/Cyber Monday Sale is NOW LIVE. ✨ As a treasured member of our Hotlist, you're first to explore and grab the most amazing deals of the year.

📺 Your Exclusive Offer: [Insert Offer/Discount Details Here]

Here's what you need to know:

- **Act fast:** Your early access is a head start, but remember ... popular items may sell out quickly.
- **Your exclusive link:** [Insert “Exclusive Early Access” link]
- **Limited time:** Your exclusive access and offers are available for a limited time before we open the sale to the public.
- **Ready, set, shop!** Dive into the world of incredible savings, and may you snag all you desire!

To delightful deals and joyous shopping!

[Your Closing]

SMS #6: Sale Opening

🚀 It's LIVE! Your EXCLUSIVE Black Friday access starts NOW. Enjoy [Insert Offer/Discount Details Here]. Act FAST, top items will sell out. Start shopping: [Insert Exclusive Early Access Link] - [Your Company]

Reminder emails

Now let's dive into the reminder emails you can send to your hotlist.

Please note that you can choose to include a lot of dynamic options within each of these emails ... like select product recommendations, highlighted products, customer testimonials, and more.

We're not incorporating these aspects specifically in these samples so you can be creative with your brand's messaging.

Below is the framework we recommend following for the 8 reminder emails. Each one is designed to appeal to a different buying trigger.

1. Exclusivity & VIP Status:

- Emphasize the exclusive nature of early access, making them feel like VIPs. People often value opportunities available to only a select few.

2. Urgency & Limited Time:

- Highlight the limited time frame of early access, encouraging a faster purchasing decision.

3. Fear of Missing Out (FOMO):

- Showcase high-demand products that are likely to sell out fast, creating a sense of urgency and scarcity.

4. Sneak Peek & Preview:

- Provide a sneak peek into some of the top deals or new arrivals available in the sale. This builds anticipation and excitement.

5. Savings Highlight:

- Detail the incredible savings and discounts available, helping cost-conscious customers make the decision.

6. Personalized Recommendations:

- Offer product recommendations based on their browsing or purchasing history, making the shopping experience more tailored and convenient.

7. Testimonials & Reviews:

- Include customer testimonials or reviews for top products to build trust and influence their decision through social proof.

8. Value & Benefit Focus:

- Explain the additional benefits or value they get by shopping early, such as free shipping, bonus products, or rewards points.

For each email, be sure to include:

- Clear and compelling subject lines to increase open rates
- A strong call to action (CTA) guiding them to make a purchase
- Visually appealing images and design to enhance the message

This approach will help you cover various angles and psychological triggers, potentially leading to higher conversion rates throughout the email series.

Now comes the copy for emails #8-15 and SMS #7-9.

EMAIL #8, Trigger #1: Exclusivity & VIP Status

Subject Line: 🥂 Exclusive VIP Invitation: Unlock 33% OFF Storewide Early!

Dear [Name],

We're rolling out the red carpet just for you! As a cherished member of our community, you are cordially invited to our Exclusive Black Friday Early Access event. Immerse yourself in a world where you're the VIP, enjoying a grand 33% OFF storewide before the rest of the world.

Your VIP benefits:

🌟 **Be the first:** Shop the latest and greatest with 33% OFF, all before the rush.

💖 **Personalized (just for you):** Revel in the exclusivity tailored to our most esteemed customers.

🚚 **Jump the queue with priority shipping:** Why wait? Receive your fabulous finds in no time.

Your Exclusive Access Starts: [Insert Date & Time]

[“Unlock Your VIP Access Now” button]

Thank you for your unwavering support and loyalty. Enjoy this grand gesture of appreciation, and make your shopping experience one for the books. Here's to BIG savings!!

Cheers!

[Your Company]

EMAIL #9, Trigger #2: Urgency & Limited Time

Subject Line - Option A: 🕒 Hurry, [Name]! Your Early 33% OFF Storewide Access is Slipping Away!

Subject Line - Option B: ⌚ Final Call! Seize Your 33% OFF—Exclusive Early Access Ends Soon!

Dear [Name],

In the whirlwind of life, precious moments slip away—and so do unparalleled opportunities to save. Your exclusive privilege to access 33% OFF storewide is on the verge of ending. This is the golden hour, where every tick of the clock echoes the chance to fill your cart with deals you've only dreamed about.

What's in store for you?

- **A world of choices:** From [category/product] to [category/product] to [category/product], you're sure to find something special for the loved ones on your list—all at 33% OFF.
- **Hassle-free shopping:** Skip the lines, avoid the rush, and relish the stress-free joy of early access shopping, where the best is laid out for you.
- **Express shipping:** As an esteemed early bird, you get priority shipping ... which means your carefully chosen gifts will be on their way to you in a flash!

Your Exclusive Early Access Ends: [Insert End Date & Time]

["Seize Your Savings Now" button]

As the minutes wind down, don't miss your chance to scoop up amazing gifts at even better prices. Be swift, be bold, and take advantage of the meticulously curated selections we've put together for you.

To you!

[Your Company]

EMAIL #10, Trigger #3: Fear of Missing Out (FOMO)

Subject Line - Option A: 🚀 Leap Ahead, [Name]! Don't Miss Your 33% OFF Early Access!

Subject Line - Option B: 🎉 Secure the Best Before the Rest! Your 33% OFF Early Access is Here!

Dear [Name],

Imagine a world where the finest selections, from [category/product] to [category/product] to [category/product], are available to you at an astonishing 33% OFF ... days before the rest of the world catches a glimpse! This isn't a dream—it's your exclusive reality as part of our valued community.

Unlock unmatched selection:

- **A dazzling array:** We worked hard to provide you with an extensive assortment of [products/categories] to choose from, all at an enticing 33% OFF.
- **Swift and smooth:** With early access, you get to bypass the chaos and sail smoothly through your shopping adventure.
- **Unmatched assurance:** Secure your favorites with the confidence that you've snagged the best, way ahead of the impending holiday madness.

["Secure Your Favorites Now" button]

Everyone [Your Company] is abuzz with anticipation, because we can't wait for you to peruse our store and find everything you're looking for ... at killer deals!

Just remember to act swiftly, because the sale won't last long.

Shop on!

[Your Company]

EMAIL #11 Trigger #4: Sneak Peek & Preview

Subject Line - Option A: 👁️ Exclusive Preview! Be First to Explore 33% OFF Storewide Deals!

Subject Line - Option B: 🔍 First Look! Unveil the Mystery of 33% OFF Storewide - Just for You!

Dear [Name],

Welcome to the early access club at [Your Company] ... where you get exclusive first dibs on our spectacular Black Friday offerings—and 33% OFF across our entire store selection!

Surprises around every corner:

- **The elite preview:** Navigate through our diverse collection, from [category/product] to [category/product] to [category/product]. You'll be the first to lay eyes on everything we've put together for this holiday season!
- **The calm before the storm:** Enjoy a seamless, stress-free shopping experience, before the masses arrive.
- **Guided journey:** We've carefully curated our virtual aisles to ensure your time with us is as unique and personalized as possible.

Your Grand Preview Begins: [Insert Start Date & Time]

["Embark on Your Preview Journey Now" button]

As you browse our finest selections, remember that these exclusive VIP deals won't last forever. So savor the style, quality, and unmatched value as you shop ... and take full advantage of 33% OFF while you can!

Happy Shopping!

[Your Company]

EMAIL #12, Trigger #5: Exclusivity and VIP Treatment

Subject Line - Option A: 🌟 VIP Access: Unlock Your Exclusive 33% OFF Storewide!

Subject Line - Option B: 🥂 You're Invited: Enjoy Your VIP 33% OFF Early Access Now!

Dear [Name],

Welcome to the zenith of exclusivity with [Your Company], where every esteemed member is celebrated as the *crème de la crème*. You're not just any shopper; you are our honored VIP, deserving of a shopping experience drenched in elegance, convenience, and extraordinary savings. As a mark of our appreciation, we roll out the red carpet, leading you to a grand 33% OFF storewide, before the world joins the soiree.

Embrace your VIP privileges:

- **An oasis of choices:** Embark on a journey through our expansive collection, from [product/category] to [product/category] to [product/category], all adorned with a grand 33% discount, exclusively for you.
- **First in line, every time:** Leap ahead of the masses, securing your desired pieces without a hint of hassle or hustle. Relish the comfort and calm of privileged early access.
- **Personalized assistance:** Navigate your exclusive shopping adventure with our dedicated team, ensuring every query is addressed, and every choice is tailored to perfection.

In the theater of sublime shopping, you are the star, the connoisseur of refinement and unmatched value.

Your VIP Extravaganza Begins: [Insert Start Date & Time]

["Enter the VIP World Now" button]

Amidst the celebration of exceptional offerings and unmatched discounts, remember that this private shopping experience will be over soon.

Grab the keys to your exclusive kingdom of unmatched savings. Your chariot awaits to whisk you through the corridors of meticulously curated selections, where you can't help but find the perfect holiday gifts for the people on your list!

To Your Insanely Successful Shopping Journey,

[Your Company]

EMAIL #13, Trigger #6: Personal Benefits and Value

Subject Line - Option A: ✨ Unveil Your Personal Path to Incredible Savings: 33% OFF Storewide!

Subject Line - Option B: 🎁 Unwrap the Gift of Unmatched Value: Enjoy 33% OFF Just for You!

Dear [Name],

At [Your Company], your contentment and satisfaction are our primary goal. We understand your quest for not just exceptional products but also unparalleled value and convenience. In this grand spectacle of savings, step into a realm where every selection you make comes with a 33% OFF price tag ... not to mention unequaled value, quality, and style, exclusively crafted for you.

Discover your personal benefits:

- **Your perfect match:** Journey through our diverse array, from [product/category] to [product/category] to [product/category], carefully chosen to resonate with your unique style and preferences, all at a whopping 33% discount.
- **Effortless elegance:** Experience the seamless blend of convenience and style as you navigate your exclusive shopping adventure, free from the stress and chaos.
- **Savings that speak volumes:** In this VIPs-only sale, sky-high quality and exceptional value converge to bring you the utmost in satisfaction, utility and elegance.

Your Journey to Exceptional Value Begins: [Insert Start Date & Time]

["Discover Unmatched Value Now" button]

As this lively savings event unfolds, step into the world of [Your Company], where every selection reflects your refined taste and perpetual quest for the best gifts at even better prices!

To a Journey of Big Savings and Exceptional Value,

[Your Company]

EMAIL #14, Trigger #7: Limited Quantity and Urgency

Subject Line - Option A: 🕒 Time's Ticking: Secure Your Favorites at 33% OFF Before They're Gone!

Subject Line - Option B: 🔥 Hurry! Limited Stock at 33% OFF – Grab Your Must-Haves Now!

Dear [Name],

At [Your Company], the most coveted deals often bask in the fleeting embrace of time. As the clock winds down, we invite you to plunge into the heart of our grand extravaganza, where a spectacular 33% OFF across our diverse range awaits.

Dive into the world of marvels:

- **Secure your desired treasures:** From [product/category] to [product/category] to [product/category], every piece has been thoughtfully curated with you in mind.
- **The clock is your companion:** With the rhythm of every tick, you'll find unparalleled savings and exceptional choices guiding your shopping journey to the perfect gifts for your loved ones.

- **Be among the fortunate few:** In the grand dance of time and treasure, ensure your tale is woven with the golden threads of timely choices and unmatched value.

Your Limited-Time Shopping Extravaganza Begins: [Insert Start Date & Time]

["Secure Your Treasures Now" button]

Seize this VIP opportunity for extraordinary savings, unmatched value, and the serene satisfaction of securing your most desired treasures, exclusively at [Your Company].

To Those on Your Gift List,

[Your Company]

EMAIL #15, Trigger #8: Realizing Dreams & Aspirations

Subject Line - Option A: ✨ Make Your Dreams Come True: Unleash 33% OFF Storewide Now!

Subject Line - Option B: ✨ Transform Desires to Reality: Enjoy a Grand 33% OFF Storewide!

Dear [Name],

At [Your Company], we believe in the power of a stress-free shopping experience dripping with exceptional value and BIG savings—33% OFF storewide, exclusively crafted for you, to be exact.

Embark on the journey to your dreams:

- **Unfold your desires:** Browse our expansive collection, from [product/category] to [product/category] to [product/category], all 33% OFF and perfect for that special someone on your list ... even if that person is *you*.
- **Craft your tale of elegance:** Be the author of your own narrative, where every selection is a chapter marked by style, quality, and BIG value.

- **Seize the savings:** In this limited-time world of exceptional VIP offerings, let every moment be highlighted with killer savings, value and satisfaction.

Your Dreamful Shopping Extravaganza Begins: [Insert Start Date & Time]

["Unfold Your Dreams Now" button]

To Finding the Perfect Gifts for You and Yours!

[Your Company]

SMS #7: Scarcity Trigger

🔥 LIMITED STOCK ALERT! 🔥 Dive into [Your Company]'s Grand Sale NOW! Grab your favorites at a whopping 33% OFF before they vanish. Your treasure hunt starts here 🙌 [Insert URL] Don't miss out! #LimitedStock #DreamDeals

SMS #8: Urgency Trigger

🕒 Tick-Tock! The clock's ticking at [Your Company]. Secure your EXCLUSIVE 33% OFF across our stunning range. Embrace your savings before the time melts away! Shop Now 🙌 [Insert URL] #TimelsNow #ShopFast

SMS #9: Exclusivity Trigger

🌟 VIP EXCLUSIVE: Unleash the star in you with [Your Company]! Enjoy your privileged 33% OFF storewide, curated JUST FOR YOU. Elevate your style with the elegance of exclusivity. Start shopping 🙌 [Insert URL] #VIPAccess #ExclusiveDeals

PHASE 2: Holiday Promo Campaign Table

Remember: Be sure to exclude the “Exclusion list” on all emails during this promotion. Also, selectively exclude anyone who has purchased since the beginning of this promotion and your hotlist, so you don’t overwhelm your subscribers. This will help improve your deliverability.

Take a few minutes to review this schedule, because, as I’ve stated previously, there are A LOT of emails and SMS messages as part of this campaign. Don’t feel compelled to send all of them; please adjust the campaign to your comfort level.

Remember that broadcast SMS messages can only be sent between 8:00 a.m. PST/11:00 a.m. EST and 5:00 p.m. PST/8:00 p.m. EST, unless you’ve segmented your SMS list by time zone and can stretch to fill the full 8:00 a.m. to 8:00 p.m. range.

Date	Email/SMS #	Description	Sending Details
11/20	SMS #1	Thanksgiving prep	Send: Active + nonactive subscribers
11/21	SMS #2	Last-minute gift-buying discounts	Send: Active subscribers
11/22	SMS #3	48-hour countdown	Send: Active + nonactive subscribers
11/23	EMAIL #1	Thanksgiving Teaser 1, 8:00 a.m.	Send: Active + nonactive subscribers
11/23	SMS #4	Update Black Friday schedule	Send: Active subscribers
11/23	EMAIL #2	Thanksgiving Teaser 2, 3:00 p.m.	Send: Active subscribers
11/23	SMS #5	Excite customers about deals	Send: Active + nonactive subscribers
11/24	EMAIL #3	Black Friday, 8:00 a.m.	Send: Active + nonactive subscribers
11/24	EMAIL #4	Reminder 1, 10:00 a.m.	Send: Active subscribers Exclude: Hotlist +

			bought last 72 hours
11/24	SMS #6	Announce big deals	Send: Active + nonactive subscribers
11/24	SMS #7	Midday reminder	Send: Active subscribers Exclude: Hotlist + bought last 72 hours
11/24	EMAIL #5	Reminder 2, 2:00 p.m.	Send: Active + nonactive subscribers
11/24	EMAIL #5	Reminder 2, 2:00 p.m.	Send: Active + nonactive subscribers
11/24	EMAIL #6	Reminder 3, 5:00 p.m.	Send: Active subscribers Exclude: Hotlist + bought last 72 hours

11/24	SMS #8	Last chance	Send: Active subscribers Exclude: Hotlist + bought last 72 hours
11/24	EMAIL #7	Last chance, 8:00 p.m.	Send: Active + nonactive subscribers
11/25	EMAIL #8	Saturday extension, 8:00 a.m.	Send: Active subscribers Exclude: Hotlist + bought last 72 hours
11/25	SMS #9	Saturday extension	Send: Active subscribers Exclude: Hotlist + bought last 72 hours
11/25	EMAIL #9	Reminder, 3:00 p.m.	Send: Active + nonactive subscribers
11/26	EMAIL #10	Sunday extension, 10:00 a.m.	Send: Active + nonactive subscribers Exclude: Bought last 72 hours
11/26	EMAIL #11	Reminder, 3:00 p.m.	Send: Active subscribers

11/26	SMS #10	Update Cyber Monday schedule	Send: Active subscribers
11/27	EMAIL #12	Cyber Monday, 8:00 a.m.	Send: Active + nonactive subscribers
11/27	EMAIL #13	Reminder 1, 11:00 a.m.	Send: Active subscribers
11/27	SMS #11	Announce Cyber Monday deals	Send: Active + nonactive subscribers
11/27	EMAIL #14	Reminder 2, 2:00 p.m.	Send: Active + nonactive subscribers Exclude: Bought last 72 hours
11/27	EMAIL #15	Reminder 3, 5:00 p.m.	Send: Active subscribers
11/27	EMAIL #16	Last chance, 8:00 p.m.	Send: Active subscribers
<p>On Tuesday, November 28 (known as “Giving Tuesday”), we don’t normally send any promotional emails. However, if you have a charity or cause associated with your business, this is the perfect opportunity to make an offer to your engaged list that would benefit the charity. Take a look at the end of this section for a couple of different suggested emails that you could send.</p>			

— END OF BFCM HOLIDAY PROMOTION CALENDAR —

PHASE 2: Holiday Promo

BF & CM Email & SMS Templates

SMS #1: November 20

 Mark your calendars! Only 4 days until our grand Black Friday Sale kicks off. Gear up for unmissable deals! [Insert URL] 

SMS #2: November 21

 Just 3 days away! Have you checked our collection and created your wishlist? Your dream items await. [Insert URL] ✨

SMS #3: November 22

 2 days and counting! The anticipation is building. Are you as excited as we are? [Insert URL] 🎉

EMAIL TEASER #1 - November 23, 8:00 a.m.

Subject Line - Option A: 🍗 Savor the Meal, Then Dive into Our Unmissable Deals!

Subject Line - Option B: 🍗 Full Plates Today, Full Carts Tomorrow: Get Ready!

Dear [Name],

As you relish the joyous moments and delectable feasts of Thanksgiving, we're stirring up something truly delightful just for you. A grand spectacle of savings and style is about to unfold!

✨ Dive into a world where luxury meets affordability. Our much-anticipated Black Friday Sale is almost here!

Secure 30% OFF storewide with promo code **BlackFriday23**.

Ready for the Grand Treat? [Insert URL]

👉 **“Discover the Delights” button**

[Insert 3 x 3 grid with 9 best-selling products]

Thank you for being an integral part of our [Your Company] family. Wishing you a heartwarming Thanksgiving! And remember, once the dinner table is cleared, the shopping fiesta is nearly here!

Warm wishes,

[Your Company]

SMS #4: November 23, morning

🦃 Happy Thanksgiving from [Your Company]! 🍂 Enjoy today's feast and festivities, and get ready for our sale launching at midnight! [Insert URL]

EMAIL TEASER #2: November 23, 4:00 p.m.

Subject Line: 🎉 The Clock's Ticking, [Name]! Are You Ready for What's Next?

Dear [Name],

The warmth of Thanksgiving is upon us ... and as gratitude fills the air, an exhilarating adventure awaits you. In mere hours, [Your Company] will unveil a shopping experience like no other.

 Unparalleled style, unmatched quality, and an irresistible 30% off storewide are on the horizon.

Unlock your 30% OFF savings with promo code **BlackFriday23**.

Can't Wait? Me Neither! [Insert URL]

 **["Unlock the Adventure" button]**

[Insert 3 x 2 grid of 6 newest products]

This Thanksgiving, as you count your blessings, add the upcoming shopping spree to the list! We're incredibly grateful for you, and we can't wait to dazzle you with our Black Friday wonders.

Cheers to new beginnings,

[Your Company]

SMS #5: November 23, evening

 The clock is ticking! Our 30% off storewide Black Friday Sale is just hours away. Prepare to dive into the deals! [Insert URL] 

EMAIL #3: November 24, 8:00 a.m. (The Anticipation Begins)

Subject Line - Option A (with emoji):  Rise & Shine: Black Friday's Grand 30% OFF Sale is HERE!

Subject Line - Option B (no emoji): The Day You've Waited for is Here: Black Friday's Grand 30% OFF Begins!

Hello [Name],

Today marks a truly special occasion on the calendar of every discerning shopper. The first rays of the morning sun have ushered in not just a new day, but Black Friday—the greatest shopping day of the year. At [Your Company], we've been meticulously preparing for this day, curating the best for our valued customers like you.

The anticipation has been building, and now the curtains are finally lifting, revealing a grand spectacle of savings. Yes, a whopping 30% OFF storewide awaits you! But this isn't just about the discount; it's about celebrating a year of shared moments, choices, and cherished purchases.

Snag 30% OFF Storewide with promo code **BlackFriday23**.

[Insert best-selling products block]

So, pour yourself a morning brew, cozy up, and browse through our wide-ranging collection, where every product tells a story of craftsmanship, quality, and style.

[Insert “Shop the Sale Now” link]

👉 **“Dive Into Deals” button**

Remember, the best stories are not just the ones we read but the ones we create. Start your Black Friday story with [Your Company] today!

Sincerely,

[Your Company]

EMAIL #4: November 24, 10:00 a.m. (Highlight Product Quality and Value)

Subject Line - Option A (with emoji): 🎁 Exceptional Quality Meets Unbelievable Discounts!

Subject Line - Option B (no emoji): Experience the Pinnacle of Quality: 30% OFF Storewide!

Dear [Name],

There's a certain magic in owning products that resonate with exceptional quality, isn't there? Each item becomes more than just a possession; it's a testament to your impeccable taste. As the clock ticks on this Black Friday, we invite you to explore [Your Company]'s offerings, where each product has been crafted with passion, precision, and dedication.

Today, as the world rushes in the Black Friday frenzy, stand apart by choosing value over volume. With our grand 30% OFF storewide sale, you're not just securing a discount, but a promise of quality.

Revel in 30% OFF storewide with promo code **BlackFriday23**.

[Insert "Hottest Gift Items" block]

[Insert "Explore Our Collection" link]

👉 **["Start Your Shopping Journey" button]**

Step into our world, where every item holds a promise of longevity, style, and elegance. Let [Your Company] be your companion in making choices that matter.

Sincerely,

[Your Company]

SMS #6: November 24, morning

🚀 Rise and shine! Our 30% Off Black Friday Sale is NOW LIVE! Dive into unbeatable deals and treat yourself. Shop now! [Insert URL] 📺

SMS #7: November 24, afternoon

🕒 Time's flying, and so are our top items! Don't miss your chance to grab your favorites. Dive in now! [Insert URL] 🎉

EMAIL #5: November 24, 2:00 p.m. (Customer Appreciation and Relationship Building)

Subject Line - Option A (with emoji): 🎉 Because of You: A Special 30% OFF This Black Friday!

Subject Line - Option B (no emoji): Celebrating You: Dive into Our Exclusive 30% OFF Black Friday Sale!

Hello [Name],

Black Friday at [Your Company] isn't just about grand discounts or the rush to grab the latest. It's a heartfelt celebration of our relationship with you. Every page you browse, every product you choose, fortifies the bond we share.

As the day progresses, we want to take a moment to thank you for being at the heart of our journey. Your loyalty, feedback, and trust have shaped our offerings and services. Today's 30% OFF storewide sale is our little way of saying "Thank You."

Claim your 30% OFF storewide with promo code **BlackFriday23**.

[Insert "Best-Selling Products" block]

[Insert "Browse & Celebrate" link]

👉 **["Join the Celebration" button]**

Cheers to you, to us, and to many more years of shared stories and shopping delights!

Sincerely,

[Your Company]

EMAIL #6: November 24, 5:00 p.m. (Fear of Missing Out)

Subject Line - Option A (with emoji): 🕒 Time's Flying & So Are Our Best Deals! Dive in Now!

Subject Line - Option B (no emoji): The Clock's Ticking: Don't Miss Out on Our Best Black Friday Deals!

Dear [Name],

As daylight ebbs away and evening takes over, the ticking clock reminds us of the fleeting nature of Black Friday's exceptional deals. We've witnessed a flurry of activity, with many of our most coveted items finding new homes.

But here's the silver lining—there's still time! But with how fast things are moving, we can't promise for how long.

The magic happens with promo code **BlackFriday23**.

[Insert "Hottest Gift Items" block]

[Insert "Shop Before It's Too Late" link]

👉 **["Race Against Time" button]**

Don't let regret be your Black Friday story. Dive in now, and let the magic of 30% OFF illuminate your shopping experience.

Sincerely,

[Your Company]

SMS #8: November 24, evening

📱 Last call for Black Friday deals! This is your final chance to grab 30% OFF storewide. Don't miss out! Use code: BlackFriday23. [Insert URL]

EMAIL #7: November 24, 8:00 p.m. (Scarcity)

Subject Line - Option A (with emoji): 🌙 Last Chance: Items Are Selling Out! Secure Yours Now

Subject Line - Option B (no emoji): The Final Countdown: Products Are Flying off the Shelves!

Hello [Name],

The night sky may signal the end of Black Friday, but excitement is at its peak at [Your Company]. As we approach the finish line, many of our favorite items are close to being “Sold Out.” The undeniable combination of quality and a 30% storewide discount has our collection disappearing at record speed!

Last chance for 30% OFF storewide with promo code **BlackFriday23**.

[Insert “Best-Selling Products” block]

[Insert “Grab Final Deals” link]

👉 **["Last Call" button]**

This is your moment—your final call to be part of Black Friday’s grand narrative at [Your Company]. Make it count!

Sincerely,

[Your Company]

EMAIL #8: November 25, 8:00 a.m. (Community & Support)

Subject Line - Option A (with emoji): 🎁 Celebrate Small Business Saturday with Us: 30% OFF Continues!

Subject Line - Option B (no emoji): Show Your Support on Small Business Saturday: Our Sale Goes On!

Dear [Name],

Today isn't just another day. It's *Small Business Saturday*—a day that celebrates the spirit of community, support, and the immense impact of customers like you. Your choices go beyond a mere purchase; they nurture dreams, foster growth, and bolster local businesses.

As our token of appreciation for your unwavering support, we've extended our Black Friday Sale through the weekend!

Dive in for 30% OFF Storewide with promo code **BlackFriday23**.

[Insert “Best-Selling Products” block]

[Insert “Browse & Support” link]

👉 **“Celebrate With Us” button**

Your trust and loyalty have been the pillars of our growth. Today, and every day, we celebrate you. Let's make *Small Business Saturday* truly special at [Your Company].

Sincerely,

[Your Company]

SMS #9: November 25, morning

🛍️ Good news! We've extended our sale for Small Business Saturday. Continue shopping your heart out at unbeatable prices! [Insert URL]

EMAIL #9: November 25, 3:00 p.m. (Gratitude & Exclusive Deals)

Subject Line - Option A (with emoji): ❤️ A Heartfelt Thank You: Special Deals Just for Today!

Subject Line - Option B (no emoji): Our Gratitude Sale: Special 30% Off Deals Continue!

Hello [Name],

As *Small Business Saturday* continues, our hearts are brimming with gratitude. Each click, every purchase, and all the feedback we receive, reinforce our belief in the community we've built together.

In a world filled with vast corporate entities, you've chosen to stand by [Your Company]. And for that, we're immensely grateful.

Special deals at 30% OFF storewide continue: use promo code **BlackFriday23**.

[Insert "Hottest Gift Items" block]

[Insert "Shop & Celebrate" link]

👉 **["Gratitude Savings" button]**

Today isn't just about shopping—it's about celebrating the bond we share, the dreams we chase, and the milestones we achieve together. Join us in making this *Small Business Saturday* memorable.

Sincerely,

[Your Company]

EMAIL #10: November 26, 10:00 a.m. (The Power of Choice & Continuation of Savings)

Subject Line - Option A (with emoji): 🎉 A Weekend of Choices: Black Friday Sale Going Strong!

Subject Line - Option B (no emoji): Continue Your Savings Spree: Black Friday Deals Linger On!

Dear [Name],

While the weekend breeze carries whispers of the festivities gone by, there's still a shopping song in the air. At [Your Company], we believe in the power of choice and the joy it brings, which is why our grand 30% OFF Black Friday Sale is still in full swing!

The choices you make today shape your tomorrows. And when those choices bring unparalleled savings ... well, it's just the cherry on top!

Revel in extended 30% OFF storewide savings with promo code **BlackFriday23**.

[Insert "Best-Selling Products" block]

[Insert "Continue the Savings Spree" link]

👉 **["Extend the Joy" button]**

Every moment, every click, every choice matters. Thank you for making [Your Company] part of your weekend story. Dive in and let the celebration continue!

Sincerely,

[Your Company]

EMAIL #11: November 26, 3:00 p.m. (Building Excitement for Cyber Monday)

Subject Line - Option A (with emoji): 🌐 Tomorrow's the Day! But First, More 30% OFF Deals

Subject Line - Option B (no emoji): Cyber Monday Awaits! Continue to Save Big Before the New Wave.

Hello [Name],

The digital horizon gleams bright with the approaching Cyber Monday. The buzz, the excitement, the deals ... It's all around the corner. But before we step into that universe, let's not forget the ongoing dance of discounts at [Your Company]!

Our extended Black Friday 30% OFF storewide sale ensures your Sunday is as exciting as the days that preceded it.

Last Day for 30% OFF Storewide Before Cyber Monday: Use promo code **BlackFriday23**.

[Insert "Hottest Gift Items" block]

[Insert "Seize the Sunday Deals" link]

👉 **["Last Call for Extended Deals" button]**

A Sunday well spent brings a week of content, and with Cyber Monday almost here, let's ensure this Sunday shines brilliantly with savings!

Sincerely,

[Your Company]

SMS #10: November 26, 7:30 p.m.

🔔 Heads up! Our Cyber Monday Sale starts at midnight. 30% OFF storewide awaits you. Prepare to shop 'til you drop! 🎁 [Insert URL]

EMAIL #12: November 27, 8:00 a.m. (Launch & Excitement)

Subject Line - Option A (with emoji): 🌐 The Digital Gala Begins: Cyber Monday Sale is LIVE!

Subject Line - Option B (no emoji): Your Cyber Monday Invitation: Step into a World of Unbeatable Discounts!

Hello [Name],

Today's the day that digital enthusiasts, savvy shoppers, and deal-seekers eagerly mark on their calendars. Yes, Cyber Monday is here, and at [Your Company], we're thrilled to roll out the red carpet, ushering you into a world where luxury meets unbeatable discounts.

Why is Cyber Monday at [Your Company] special? Every offer and every product has been handpicked with you in mind. We understand the allure of online shopping—the convenience, the vast range, the excitement of unboxing—and we amplify that experience with a whopping 30% OFF storewide!

Unlock a world of savings with promo code **CyberMonday23**.

["Best-Selling Products" block]

["Embark on Your Shopping Odyssey" link]

👉 **["Discover the Deals" button]**

As the digital aisles of [Your Company] come alive with festive fervor, we invite you to indulge, explore, and make the most of this once-a-year extravaganza.

Sincerely,

The Team at [Your Company]

EMAIL #13: November 27, 11:00 a.m. (Value & Quality)

Subject Line - Option A (with emoji): 💎 The Pinnacle of Quality Meets Cyber Monday Savings!

Subject Line - Option B (no emoji): When Excellence Merges with Cyber Monday Discounts!

Dear [First Name],

Behind the gleaming deals and towering discount percentages of Cyber Monday lies the heart of [Your Company]: a commitment to quality. Today, as you navigate the vast digital expanse, we want you to know that our offerings stand tall, representing unmatched quality and value.

For us, Cyber Monday isn't just about offering discounts; it's about showcasing our dedication to craftsmanship, innovation, and excellence—all wrapped up in a generous 30% OFF!

Don't miss out! Use Promo Code **CyberMonday23**.

["Hottest Gift Items" block]

["Dive Deeper into Quality" link]

👉 **["Experience Excellence" button]**

Join us today in celebrating not just savings but a legacy of quality that's been the cornerstone of [Your Company] since its inception.

Sincerely,

[Your Company]

SMS #11: November 27, morning

🚀 Cyber Monday is HERE! Snag the best deals at 30% OFF across the store with code CyberMonday23. Dive in now! 🎉 [Insert URL]

EMAIL #14: November 27, 2:00 p.m. (Midday Boost & Momentum)

Subject Line - Option A (with emoji): 🚀 Midday Rush: The Cyber Monday Frenzy Continues!

Subject Line - Option B (no emoji): Halfway Through Cyber Monday: The Deals Are Heating Up!

Hello [Name],

As the day progresses, the pulse of Cyber Monday at [Your Company] races with renewed vigor. The morning may have passed, but the essence of this shopping festival—the joy, the discovery, the unbeatable 30% off—remains as vibrant as ever.

This isn't just another sale; it's a testament to your passion for quality, style, and value. And as the hours fly by, we're continually restocking, updating, and ensuring that our offerings mirror your desires.

Secure your 30% OFF savings with promo code **CyberMonday23**.

["Best-Selling Products" block]

["Ride the Midday Wave" link]

👉 **["Jump Back into the Sale" button]**

With [Your Company], every moment on Cyber Monday is a chance to redefine your shopping narrative. Let's continue this journey together!

Sincerely,

Everyone at [Your Company]

EMAIL #15: November 27, 5:00 p.m. (Urgency & FOMO)

Subject Line - Option A (with emoji): 🕒 The Final Hours: Cyber Monday's Best Awaits!

Subject Line - Option B (no emoji): Clock's Ticking: Secure Your 30% OFF Before It's Gone!

Dear [Name],

As evening fades, the atmosphere at [Your Company]'s digital storefront is electric. The final hours of Cyber Monday are upon us, and with it, the heightened race to secure the most coveted items at an unparalleled 30% discount.

The thrill of last-minute finds, the joy of snagging a coveted item, and the sweet victory of availing the best deals—it's all unfolding right now!

Final Call for Cyber Savings: use promo code **CyberMonday23**.

[Insert “Hottest Gift Items” block]

[Insert “Seize the Moment” link]

👉 **“Dive into Final Hours” button**

With every passing minute, stocks dwindle and deals fly off the digital shelves. Make your move, and make it count!

Sincerely,

Everyone at [Your Company]

EMAIL #16: November 27, 8:00 p.m. (The Grand Finale & Reminder)

Subject Line - Option A (with emoji): 🕒 Final Countdown: Cyber Monday Ends at Midnight!

Subject Line - Option B (no emoji): Hours Left: The Grand Cyber Monday Finale!

Hello [Name],

The night may signify endings, but in the world of [Your Company], it's the grand finale of a day filled with excitement and spectacular savings. As the final hours of Cyber Monday tick away, we're here with a gentle reminder: the curtain falls at midnight.

This isn't just the end of a sale—it's the culmination of weeks of preparation to bring you the finest products at a staggering 30% OFF.

Last chance for Cyber Monday magic ...

Seal the deal with promo code **CyberMonday23**.

[Insert "Best Selling Products" block]

[Insert "Embrace the Final Moments" link]

👉 **["Last Chance" button]**

As the digital clock ticks down, we invite you to join us for the final act. Grab your favorites and make this Cyber Monday a day to remember!

Sincerely,

[Your Company]

GIVING TUESDAY: Email Ideas

VERSION #1: 10% of All Sales Go to Charity

Subject Line - Option A (with emoji): 🌟 Embrace the Spirit of Giving: Join Us for a Special Cause!

Subject Line - Option B (no emoji): Giving Tuesday: Together, We Can Make a Difference.

Dear [Name],

As the final leaves of autumn blanket the ground and the initial hints of winter arrive, we find ourselves amidst a season of celebration, gratitude, and reflection. It's a time of year that reminds us of the power of unity, the importance of compassion, and the inherent good that thrives in all of us. And today, on this very special Giving Tuesday, we come together to channel that goodness for a higher cause.

At [Your Company], we've always believed that business isn't just about transactions—it's about transformations. It's about creating positive ripples that impact our customers, our communities, and the world at large. And today, we're deeply honored to shine a light on our charitable cause, [Charity Name].

Why [Charity Name]?

Amidst a myriad of worthy causes, [Charity Name] stands out for its unwavering commitment to [brief description about charity's mission/goals—e.g., "providing education to underprivileged children, ensuring they get the strong foundation they deserve"]. Every dollar, every effort, and every volunteer hour dedicated to [Charity Name] transforms lives, reshapes destinies, and nurtures hope.

Now, you might wonder ... Why should someone give? Especially amidst the hustle and bustle of the holiday season? The reasons are manifold:

- Studies have continuously shown that giving, whether it's time, resources, or money, boosts our psychological well-being. It's that warm, fuzzy feeling you get—a happiness that radiates from the soul.
- Giving doesn't just aid those who receive; it fortifies the bond between giver and recipient. It's an affirmation of trust, unity, and shared dreams.
- Every act of kindness, no matter how small, shapes the world in significant ways. Your support today can be someone's beacon of hope tomorrow.
- What better time than the holiday season, a period of love, warmth, and sharing, to extend our hands in solidarity and uplift those in need?

With this spirit of giving and love in our hearts, we are excited to announce that this Giving Tuesday, 10% of all sales at [Your Company] will be donated to [Charity Name]. While our products bring joy, it's our collective actions today that will bring lasting smiles to countless faces.

As we move ahead, let's take a moment to pause and realize the power we hold. The power to change lives, to create stories of hope, resilience, and triumph. The power to exemplify the true essence of the holiday season.

So, whether you choose to support through a purchase at [Your Company] or spread the word about [Charity Name], remember: every act counts, every voice matters, and every heart has the capacity to make a difference.

["Discover More about *Charity Name*" link]

👉 ["Support *Charity Name*" button]

From the bottom of our hearts, we thank you. For being part of our journey, for embracing the spirit of Giving Tuesday, and for standing with us as we stand with [Charity Name].

Warmly,

All of Us at [Your Company]

VERSION 2: 10% of All Sales Go to Charity + 10% OFF Storewide for Shoppers

Subject Line - Option A (with emoji): ❤️ Give & Receive: Join Us in Supporting [Charity Name] Today!

Subject Line - Option B (no emoji): This Giving Tuesday: Make a Difference and Enjoy Special Savings

Dear [Name],

The holiday season, with its bright lights, festive tunes, and air of merriment, reminds us annually of a truth we often forget: joy multiplies when shared. Today, the world unites in celebrating "Giving Tuesday," a global generosity movement that underscores the beauty of giving back. At [Your Company], we're humbled and excited to be a part of this beautiful journey.

This year, we're championing a cause that's close to our heart: [Charity Name].

Why [Charity Name] resonates with us ...

Every cause has a story, a mission, a dream. For [Charity Name], it's [a brief description about charity's mission/goals—e.g., "ensuring every child, irrespective of background, has access to quality education"]. This isn't just a mission. It's a promise and a commitment to shaping brighter futures and nurturing dreams.

There are so many reasons to give:

- The act of giving, whether big or small, taps into our intrinsic need for purpose and connection. It fills us with a sense of contentment and happiness, knowing our actions made a difference.
- Giving fosters a sense of community. It brings people together under a shared purpose, strengthening societal bonds and reinforcing mutual support.
- Even a small gesture can lead to ripple effects of positive change. Your support can be the catalyst for transformation in someone's life.
- The holiday season embodies love, hope, and togetherness. What better way to celebrate than by sharing blessings and spreading joy?

Understanding the profound impact of giving, we're taking a two-pronged approach this Giving Tuesday:

1. **Supporting [Charity Name]:** We're donating 10% of all our sales today to [Charity Name], ensuring your purchases go beyond the conventional, creating real-world impact.
2. **Thanking you for your support:** As a gesture of our gratitude, enjoy a 10% discount storewide today. It's our way of saying thank you for joining us on this journey.

[Insert "Discover More about *Your Charity Name*" Link]

👉 **["Learn and Support" button]**

In today's fast-paced digital age, moments of genuine connection and humanity sometimes feel fleeting. But today, as we come together for Giving Tuesday, we're reminded of the beauty of human spirit, compassion, and unity. By supporting [Charity Name], you're not just making a donation—you're making a difference, and writing a story of hope, love, and positive change.

From all of us at [Your Company], thank you for standing with us in support of [Charity Name].

Warm wishes,

Your Friends at [Your Company]

VERSION 3: “Give Some, Get Some”

Subject Line - Option A (with emoji): 📧 Share the Love: Special Savings for You and a Friend!

Subject Line - Option B (no emoji): Embrace Giving Tuesday: Exclusive Offer for You and a Loved One.

Dear [Name],

In the tapestry of life, it's the threads of kindness, generosity, and connection that make the most beautiful patterns. As the chilly winds of November usher in warmth and festivity, the world comes together to celebrate a special day that encapsulates this spirit of giving—Giving Tuesday.

At [Your Company], we've always believed that the joy of receiving is intertwined with the joy of giving. This Giving Tuesday, we've crafted an offer that celebrates this sentiment, embodying the essence of sharing and caring.

Introducing our "Give Some, Get Some" Special ...

Have you ever experienced the happiness that bubbles up when you share a secret, a joy, or a special moment with a loved one? We're offering you a chance to relive that magic.

Today, when you forward this email to a friend or share the exclusive link enclosed, you're not just sharing an offer. You're sharing joy.

And as tokens of our appreciation:

- You receive 20% off your order today.
- Your friend, too, gets a warm welcome with 20% off their purchase.

It's simple. It's heartfelt. It's the embodiment of Giving Tuesday.

[Insert "Share the Exclusive" link]

👉 **["Forward to a Friend" button]**

Why this Matters

- In our busy lives, it's these small gestures that reaffirm our bonds, reminding our loved ones that we're thinking of them.
- Shopping is fun. But shopping with a friend, even if it's virtual, doubles the excitement.
- While the 20% discount is tangible, the intangible joy, the shared smiles, and the strengthened bond are invaluable.

In the grand scheme of things, it's not about discounts or offers. It's about those heartfelt moments and the joy of spreading love. It's about making someone's day a tad bit brighter and making them feel a tad bit more special.

In the digital era, where interactions are often limited to likes, shares, and comments, let's take a moment to reach out, share and connect—heart to heart.

From the heart of [Your Company] to yours, and from yours to your loved ones, let's make this Giving Tuesday resonate with shared joys and collective celebrations.

Warmly,

Everyone at [Your Company]

PHASE 3: Post-Holiday Promo Plan

Date	Email/SMS #	Description	Sending Details
11/29	EMAIL #1	Backdoor Sale, CEO email: 10:00 a.m.	Send: Active + nonactive subscribers
11/30	EMAIL #2	Backdoor Reminder 1, 10:00 a.m.	Send: Active subscribers Exclude Recent Purchases if you want
12/1	EMAIL #3	Backdoor Reminder 2, 10:00 a.m.	Send: Active subscribers

EMAIL #1: Introduction to the CEO's Exclusive Sale

Subject Line - Option 1: Unlock Our CEO's Secret: Exclusive VIP Discounts Await!

Subject Line - Option 2: First Access: Dive into Our CEO's Personal Sale Selection!

Hi [Name],

Meet [CEO's Name] ... the visionary behind [Your Company].

Since the inception of our brand, [his/her] passion, dedication, and keen sense of style have been the driving force.

Today, [he/she] opens up a new world of curated elegance just for you.

Introducing the CEO's Secret Backdoor Sale.

This is no ordinary collection.

It's a handpicked assortment that has earned [CEO's Name]'s personal stamp of approval, and it's available at astonishing discounts of up to 40% OFF.

The beauty of this sale lies in its exclusivity.

Every item reflects the essence of [Your Company] as envisioned by our CEO.

And the discounts?

They're simply unprecedented and designed solely for our treasured VIPs like you.

No promo codes, no complications.

Just click and dive into the CEO's world.

Ready to embark on this unique journey?

["Unlock the Secret Sale" link]

👉 ["Dive into the CEO's Selection" button]

[Insert "CEO Collection" block]

Time is of the essence, VIP.

Dive in before these treasures vanish.

Sincerely,

[Your Company]

EMAIL #2: The Sale Continues

Subject Line - Option 1: CEO's Picks: Have You Claimed Yours Yet?

Subject Line - Option 2: VIP Alert: The Secret Sale is Heating Up!

Hey VIP,

The CEO's Secret Backdoor Sale is in full swing, and we hope you've already immersed yourself in the exquisite selection.

If you haven't, you're missing out on pieces that personify [CEO's Name]'s vision for [Your Company].

This collection is a blend of luxury, style, and unparalleled quality, all available at discounts of up to 40%.

And remember, this is an experience tailored just for our VIPs.

Every click, every item, echoes the meticulous curation of our CEO.

Still contemplating?

Dive back in and let the curated perfection knock your socks off.

[Insert "Discover the CEO's Favorites" link]

👉 **["Continue Your VIP Shopping Spree" button]**

[Insert "CEO Collection" block]

Cherished VIP, these pieces won't linger for long.

Make them yours.

Sincerely,

[Your Company]

[Insert some 5-star reviews]

EMAIL #3: Final Call for the CEO's Selection

Subject Line - Option 1: Last Chance: CEO's Secret Sale Ends Soon!

Subject Line - Option 2: The Secret's Almost Out: Grab Your 40% OFF Now!

Dear VIP,

The finale is drawing near for our most distinguished sale of the year—The CEO's Secret Backdoor Sale.

It's your last opportunity to discover the depth of [CEO's Name]'s taste and bag those astounding deals of up to 40% OFF.

Every item in this sale is a reflection of [CEO's Name]'s dedication to quality and style.

Reminder: this is a sale like no other, crafted exclusively for our elite circle.

Time is running out, and these gems are flying off the virtual shelves. Don't let this chance slip away.

[Insert “Seal Your Final Deal” link]

👉 **["Claim Your Last-Minute Masterpieces" button]**

[Insert “CEO Collection” block]

It's the final stretch, VIP. Indulge in the best 'til the very end.

Sincerely,

All of Us at [Your Company]

— 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 we are!

But before you get to work, be sure to read through the next section.

Best Practices

We're adding this special section on best practices for emails and SMS so your creative team (or you!) has more guidance 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 and sweet): aim for 50 characters (although, you can play around with the length and see what works for you!).
- b. Use strong adjectives: create 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 part of your 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, and personalized video greetings or 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 longer to load (which sucks).

- c. Make sure your email will be clear and understandable in case the photos don't load.
- d. Break up copy with two to three 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, impatient, or just downright preoccupied. So keep your inner Hemingway away (for now) and "chop-chop!" on your copy.
- b. Create a sense of urgency. Words/phrases like "Hurry!" ... "Don't miss out!" ... and "Stock is running low!" 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 (e.g., is "Learn More" better than "Shop Now!"?)
 - ii. Your subject line (to see which type 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 people 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 sending out emails at different times so you can see what works.
- c. Reminder emails during the holidays are important to ensure you're always top of your audience's mind.

Best practices for SMS

- 1. Personalize:** Studies show that 72% of customers only respond to brand messages 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 subscribers and keeping them loyal.
- 2. Exclusivity is key:** Make them feel like they're 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 (e.g., "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 your SMS plans with them so they can tailor fit solutions for you.
- 6. Build your SMS database early (and use it all year long):**
 - 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 subscribers (you NEVER 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 your best NOT to send alerts during quiet hours (before 8:00 a.m., and after 9:00 p.m.).

Holiday-Themed Abandonment 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. 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, the silver lining: the fact that 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.
2. Add more dollars to your bottomline.
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, video or somewhere that continuously educates them about the product), so they can come back and buy.

3. “True” Cart Abandonment:

“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 small (very small) number of ecommerce store 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 our team at support@buildgrowscale.com to get it unlocked.

Abandonment Emails: Set-Up and Templates (Klaviyo)

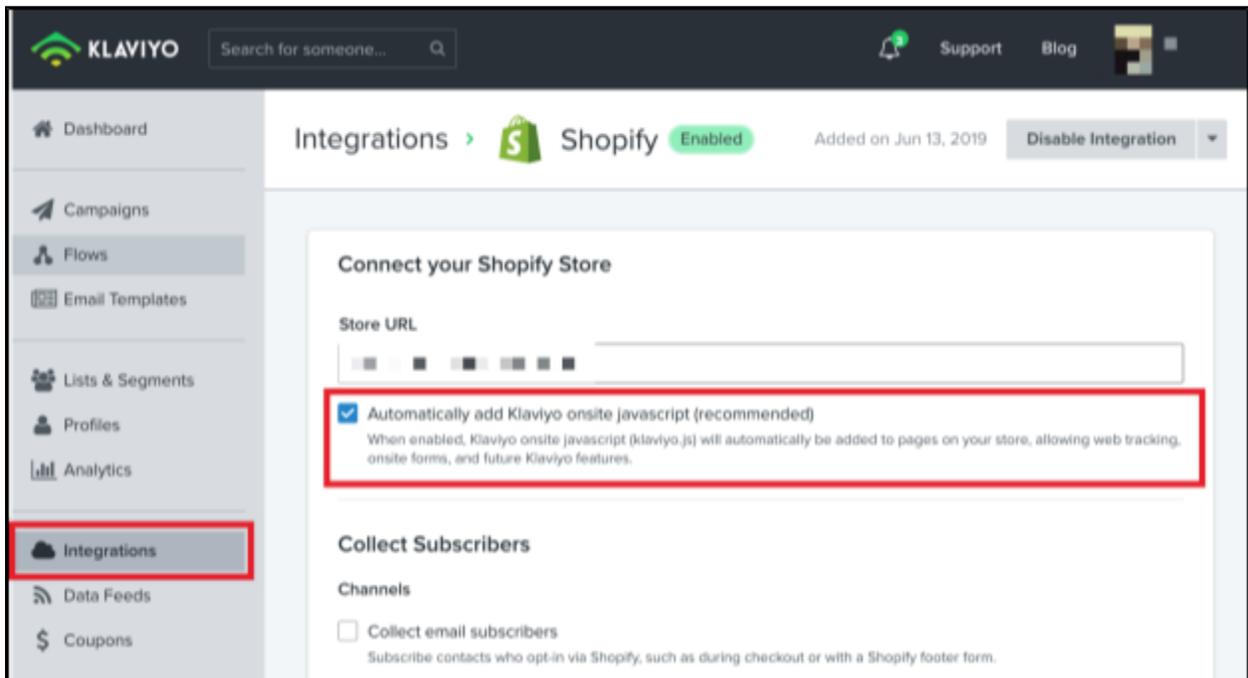
Site Abandonment

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’re 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 check out).

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 Emails

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 **[Name]**,

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!

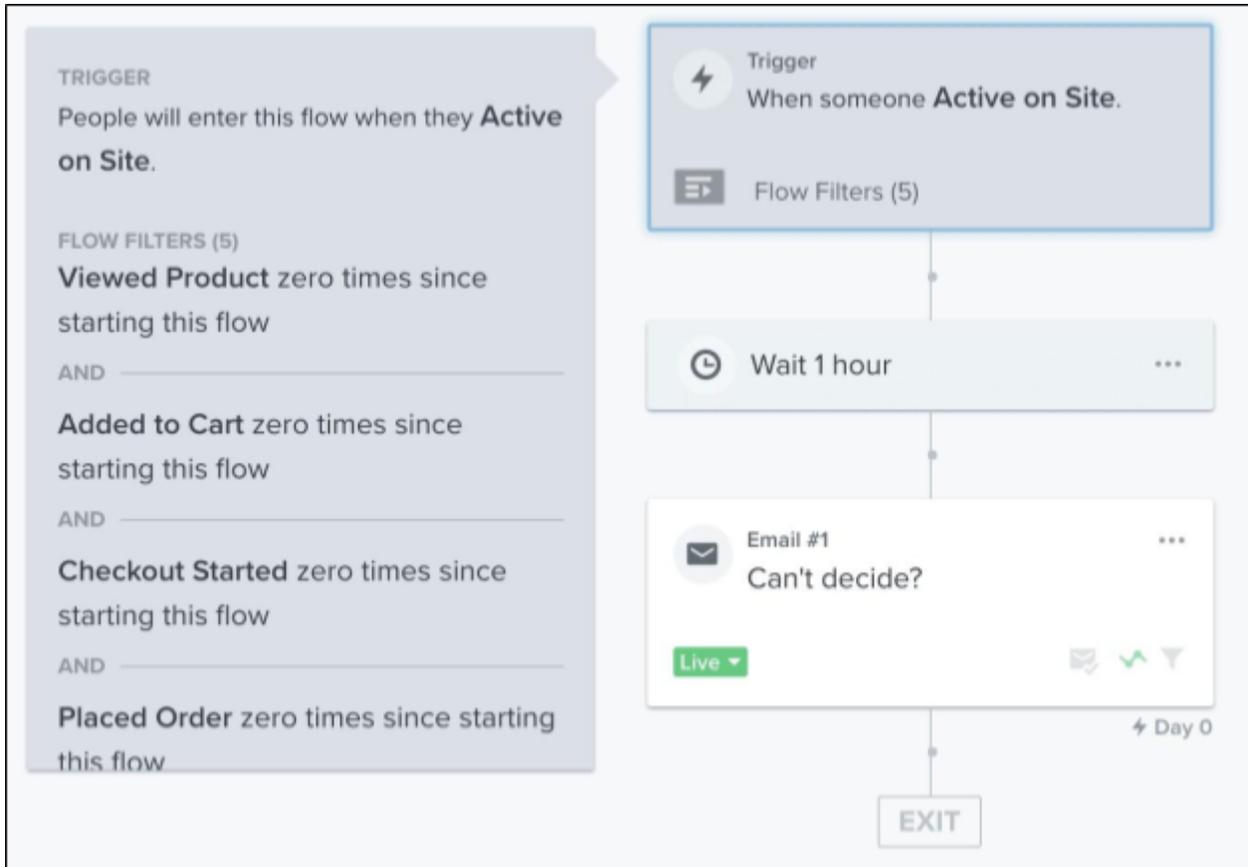
[Insert product catalog]

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.

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, 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 one 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:

e.g. <http://www.klaviyo.com/>

Next »

Back to dashboard

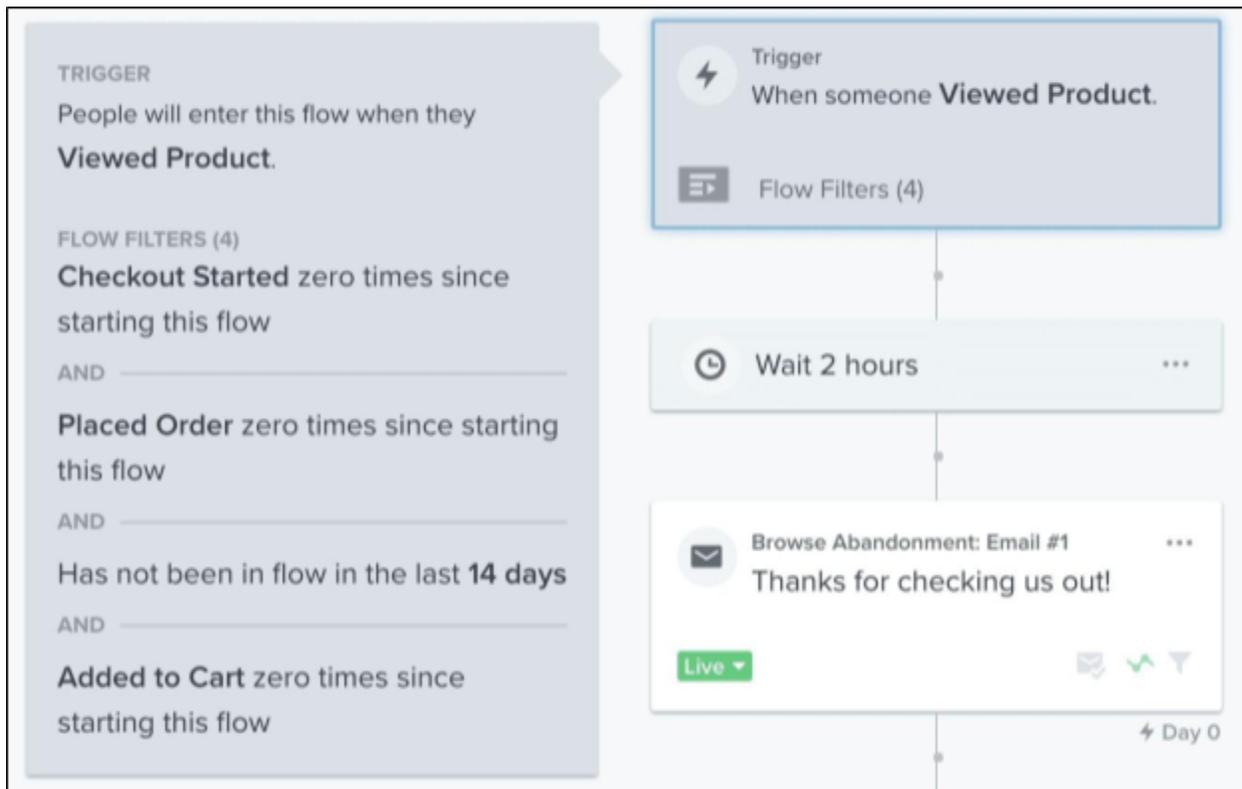
Waiting for data...

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 Emails

EMAIL #1 - Browse Abandonment): Trigger two hours after browse abandonment

Subject line: [eye emoji] Did this BF deal catch your eye?

Preview text: [Name], 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 [Name],

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: **[Name]**, 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 **[Name]**,

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: **[Name]**, the item you checked out still has a 35% discount waiting, but the sale ends tonight!

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

Hey **[Name]**,

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]

“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.*

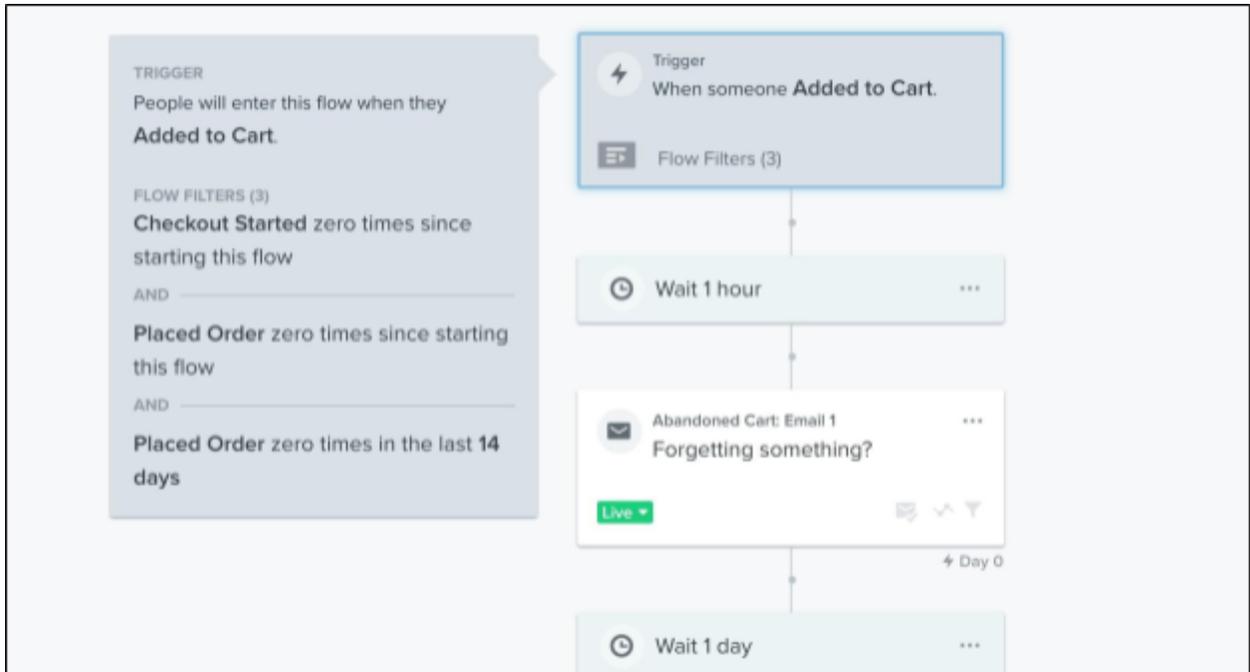
<https://help.klaviyo.com/hc/en-us/articles/115001396711-How-to-Create-a-Custom-Added-to-Cart-Event-for-Shopify>

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% OFF

Coupon code: BFXX40

[Sign-off]

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 vs. low-value checkout:** We can also break these into high-value vs. 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 ...

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

Low-Value (less than \$100)		
Email	Timing	Description
1 - Email	30 minutes	Come back to complete your cart
2 - SMS	1 hour	[SMS text] Reminder to complete your cart
3 - Email	4 hours	Here’s a 5% discount to complete your cart
4 - Email	24 hours	Reminder for 5% discount
5 - Email	72 hours	Last chance for 5%
6 - SMS	72 hours	[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 your 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’s 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% (optional)—but only if you have enough profit, of course.
6 - SMS	72 hours	[SMS text] Now extra 10% OFF Last chance

EMAIL #1 - 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]

SMS #1 - Checkout Abandonment: Send 1 hour after abandoning checkout.

[Company name]: Hey **[Name]**, 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 **[Insert direct link]**.

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]

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.*

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% OFF

Coupon code: BCHXX40

[Sign-off]

SMS #2 - Checkout Abandonment: Send 1 hour after previous email

[Company name]: Hey **[Name]!** 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 **[Insert 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 ...

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

Low-Value Checkout-Abandonment Emails

EMAIL #1 - Low-Value Checkout Abandonment: Trigger 30 minutes after abandonment

Subject line: **[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 **[Name]** ... 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)

Coupon code: BFCH530

[Sign-off]

SMS #1 - Checkout Abandonment: Send 1 hour after abandoning checkout.

[Company name]: Hey **[Name]!** 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 **[Insert direct link]**.

EMAIL #2 - Low-Value Checkout Abandonment: Trigger 4 hours after abandonment

Subject line: **[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]

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]

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: BFXX40** (24 hours only).

[Insert best review(s)]

Very Last Chance for 40% OFF

Coupon code: BFXX40

[Sign-off]

SMS #1 - Checkout Abandonment: Send 1 hour previous email

[Company name]: Hey **[Name]!** Crazy times! We just bumped your discount to 40% OFF for your cart - today only! It will be gone tomorrow, sorry. Use code **BFX40** to claim this so you don't miss out **[Insert 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!

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 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 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 set-up

Trigger	Ordered product
Trigger filter	Doesn't contain [Product Name]
Flow filters	Has ordered product 1 over all time

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



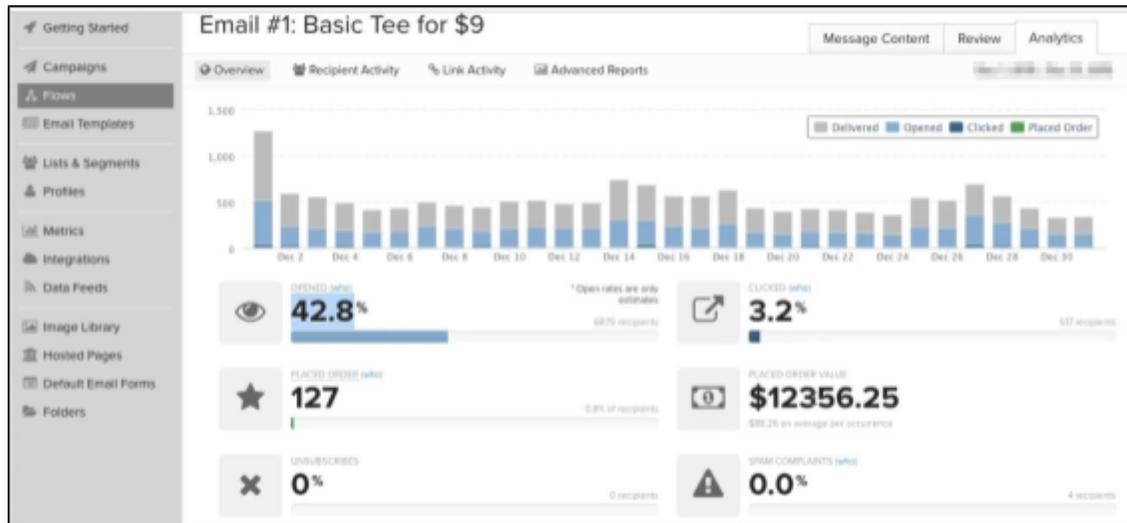
The Basic Tee in White - \$9.00

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 **[Name]** to say, “THANK YOU!”

Welcome **[Name]**!

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. The bundle will appear—and if you have product variations, customers will be able to select things like color and size.

For example, below is 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

ADD TO CART

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

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

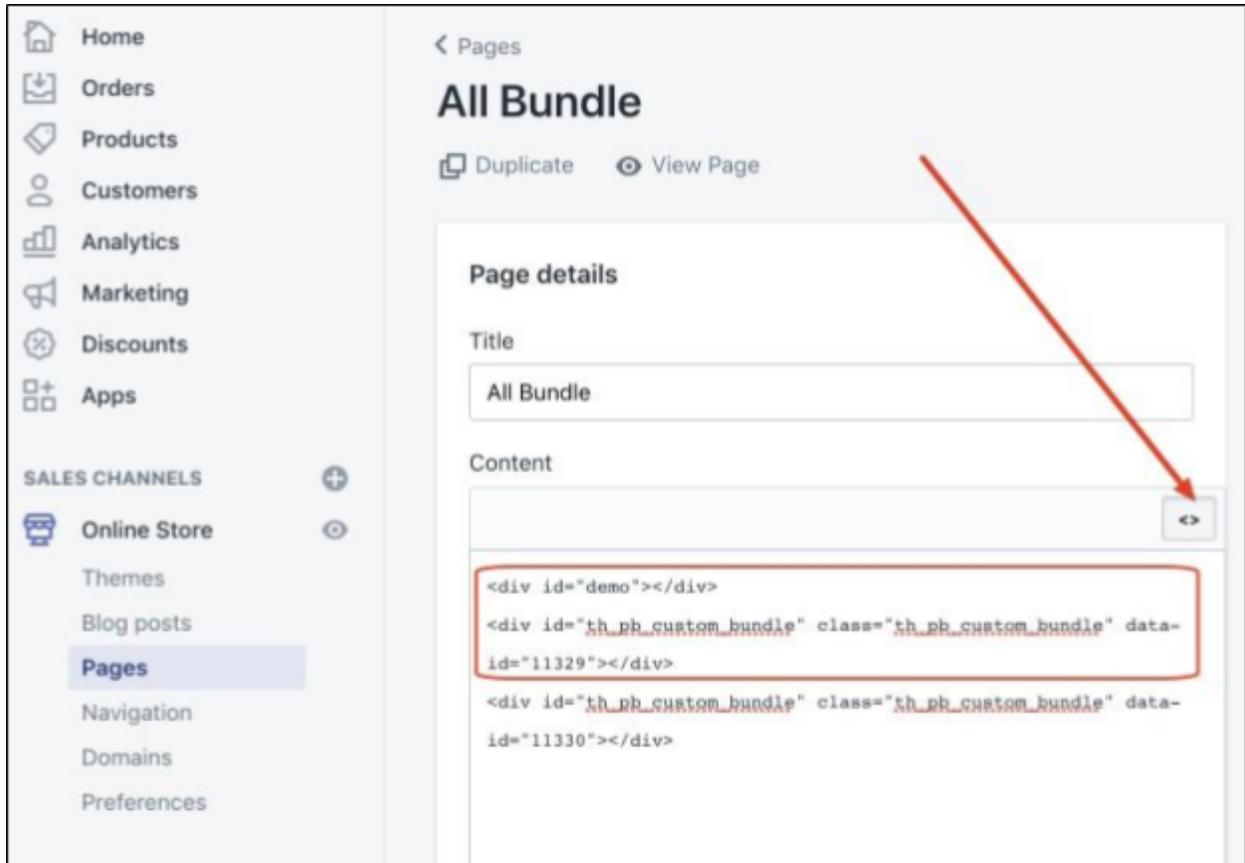
Online store is password protected
Only visitors with a password can access your online store.
Disable password

All

Filter Search

Title	Last Modified
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 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 the 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 features three rows of t-shirt items, each with a red t-shirt image, a name, a color selector, a quantity input, and a price. The items are: "blue T-Shirt" (color: red, price: ₹21.00 / ₹30.00), "Maroon T-Shirt" (color: red, price: ₹21.00 / ₹30.00), and "red T-Shirt" (color: red, price: ₹21.00 / ₹30.00). At the bottom right, the total price is shown as "Total Price: ₹63.00 / ₹90.00" with a note: "You have to buy min 1 QTY of all products to get 30% discount." and an "ADD TO CART" button.

Image	Name	Color	Quantity	Price
	blue T-Shirt	red	1	₹21.00 / ₹30.00
	Maroon T-Shirt	red	1	₹21.00 / ₹30.00
	red T-Shirt	red	1	₹21.00 / ₹30.00

Total Price: ₹63.00 / ₹90.00
You have to buy min 1 QTY of all products to get 30% discount.

[ADD TO CART](#)

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're 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 incentivizing 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.
- Incentivize them to refer like-minded friends.
- Recognize 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 in 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% click-through 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.*

EMAIL: VIP Bridge Email

Subject line: [Important] Your VIP Status is pending ...

Hi **[Name]**,

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]
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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?

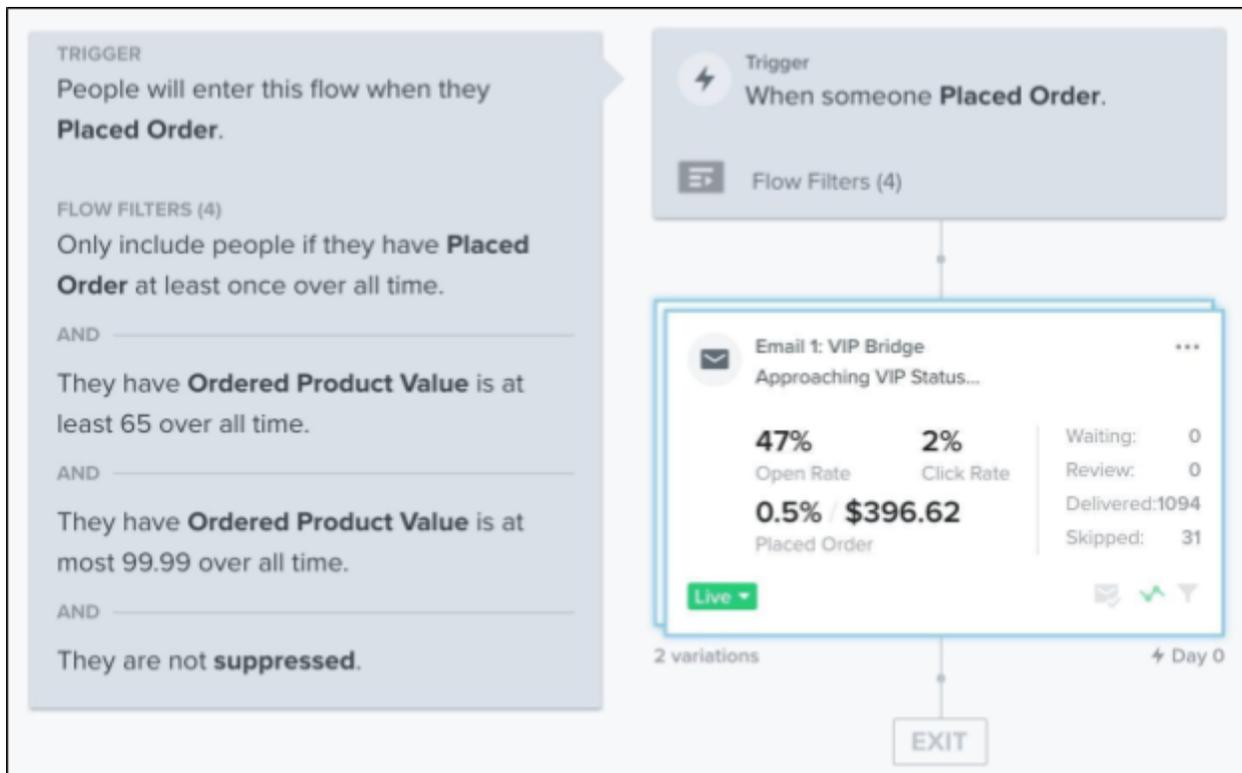
Sending a second reminder email will simply get more sales!

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 set-up 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 “**Ordered Product Value**” is at least 65 over all time.
- AND “**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.

EMAIL #1: VIP Email

Subject line: Your VIP Status (confirmed)

Hey **[Name]**,

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

EMAIL #2: VIP Email

Subject line: [Notice] Your VIP Discount 2 inside

Hey **[Name]**,

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

EMAIL #3: VIP Email

Subject line: Your third (and final) VIP 25% OFF

Hey **[Name]**,

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(s) 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]

25% OFF Discount #3

Use promo code VIP25F3 at checkout

SHOP HERE TO CLAIM YOUR VIP DISCOUNT

TOTAL STATS for This Campaign
Recipients: 13, 026
Opened: 2,931 at 22.5%
Clicked: 334 at 2.2%
Purchased: 124 buyers!
Revenue: \$7,714.04 (\$62.61 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

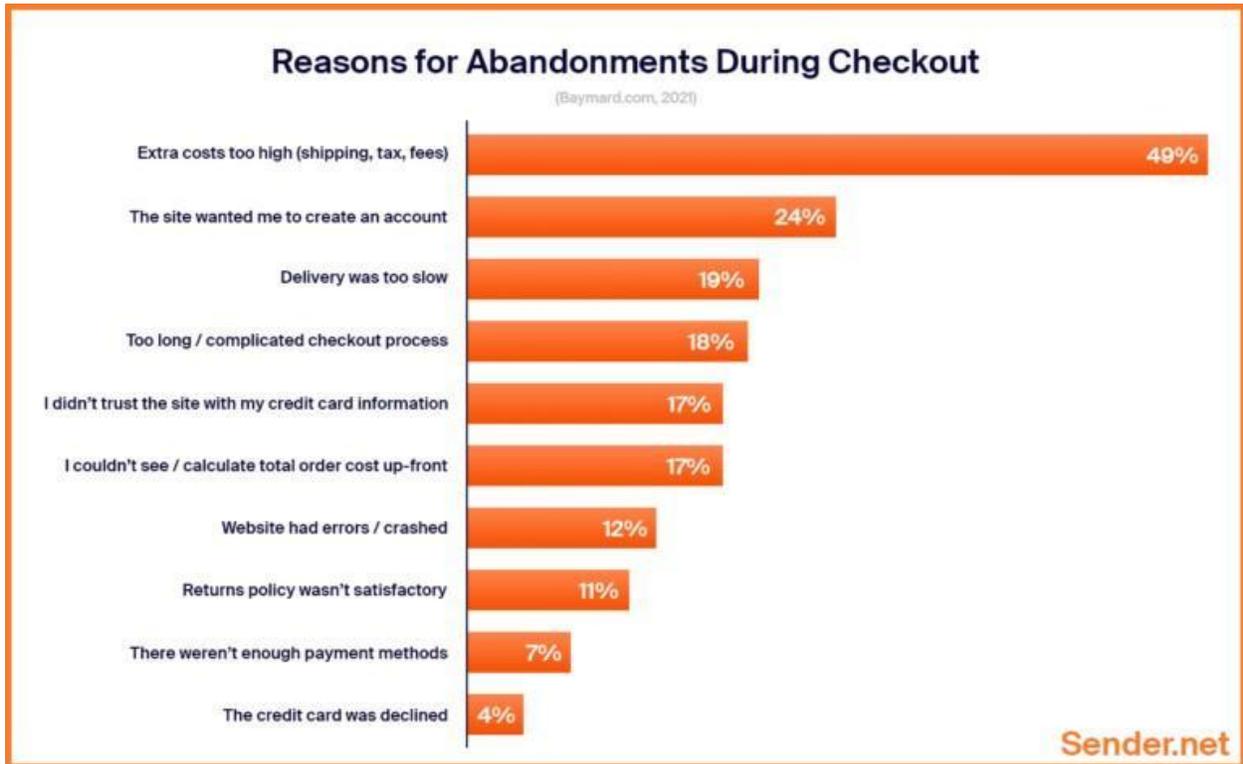
Trigger: People will enter this flow when they've "**Placed Order.**"

Filters: Only include people if they have "Placed Order" at least once over all time:

- AND "**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!

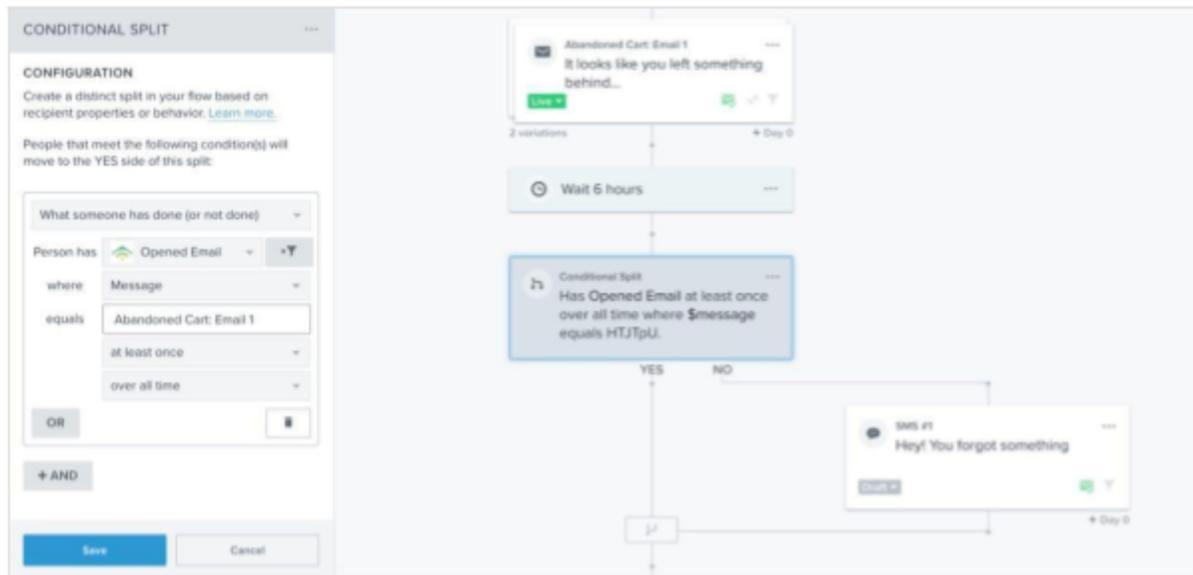


Source: Sender.net

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.

- Add a time delay after your first email in the flow.
- Drag a conditional split below the time delay.
- 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].
- Fill in the message name with the name of your first abandoned cart email (note that this is different from the subject line).
- 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.



- 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:

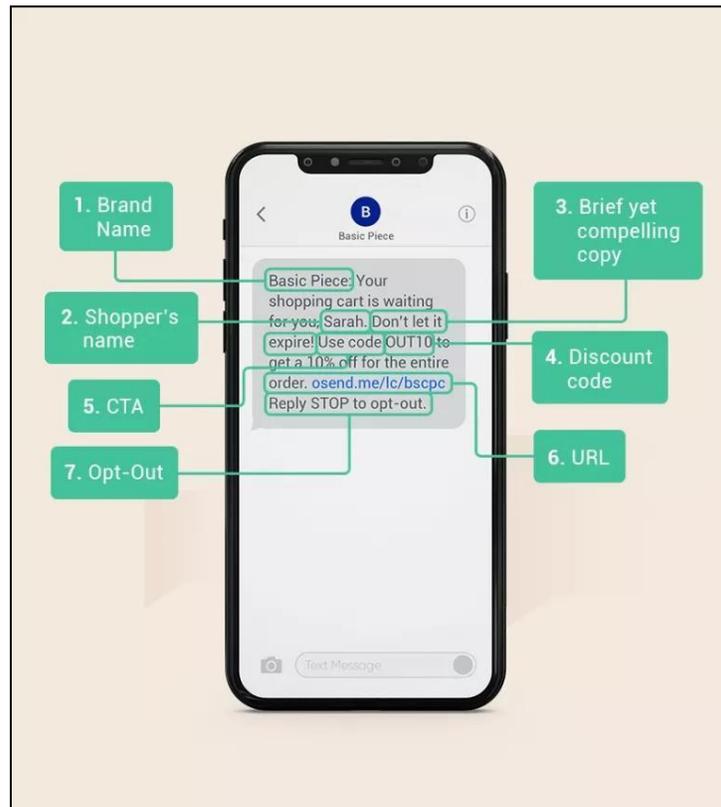
- Must include only 1 SMS message.
- Message must be sent within 48 hours (upon cart abandonment).
- Users should have opted in for both email and SMS (US and Canada only).

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.

OK ... I know this GSD was a *doozy* (to say the least). In fact, it's officially the largest GSD Report in Build Grow Scale history. But we didn't want to leave anything out!

You've got a lot to tackle before Black Friday, so there's no need to drag this closing out. Just know that if you have any questions, our team of experts is here to help and support you any way you can.

All you have to do is hit us up in the private Facebook group, or email us at support@buildgrowscale.com.

Alright, enough talk ... time to implement!

To a hugely successful BFCM!

Matthew