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IMPORTANT

READ THIS FIRST

STOP—WAIT!

Before you turn the pages in the **Black Friday/Cyber Monday** monster edition of the GSD, there are some super-important updates.

If you've been an EI member longer than 12 months, you've seen the original version of the GSD in 2019. Well, to put it mildly, a lot has changed in 2020 (world's biggest understatement!).

Also, a lot of members implemented the 2019 edition of the GSD with wildly tremendous \$UCCESS. And with that came high-level feedback on how to make the 2020 version even better!

Here's how we approached this 2.0 updated version for 2020 ...

1. We ran a Zoom Mastermind with **five EI members who openly shared how to make the 2020 BFCM promotion even better**. We recorded and transcribed the entire mastermind interview. You can access the MP4 video and PDF transcription in the USB card on the inside cover of this GSD.
2. EI member Deven Davis joined me for a separate call to go deeper on email strategies he learned by implementing the 2019 GSD promotion to his **Klaviyo list of over 400,000+**. These lessons and suggestions are included in this GSD.
3. Since it's every EI member's responsibility to personalize the prewritten emails in the GSD to match your brand voice, we decided **there was no need to rewrite every single email for the 2020 version**. Instead, I've changed the dates to suit 2020 and the subject lines and preview text to make them slightly different this year.
4. If you used the 2019 GSD, we recommend that you review which emails worked best (or worst) for you and use that data to make appropriate changes for this year's campaign. Good luck!

Bret Thomson

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Hey Insiders!

Today is a GOOD DAY to be an Ecom Insider!

As the headline clearly states, we've organized the ultimate motherload **Black Friday and Cyber Monday** (BFCM) promotional bundle ...

It covers the iconic "CYBER 5" sales period. Cyber 5 is the five-day online shopping frenzy from Thanksgiving day to Cyber Monday.

This GSD is an updated version from 2019, making it (by far) our BIGGEST EDITION ever—complete with an action plan PLUS enough copywriting swipe files to last a lifetime!

Here's what we suggest with this ...

First, this is NOT meant to overwhelm you (at all) but to get you super pumped and excited about your, potentially, biggest sale ever!

You don't have to do ALL of the strategies we suggest. This entire GSD report won't suit everyone. You have permission to cherry-pick what feels best for you, okay?

Second, we recommend you lock your door, turn your phone off, grab your fluorescent marker and note-taking arsenal, place your coffee at arm's length, ... and join us for the ride! Here we go ...

~ **IMPORTANT NOTE and DISCLAIMER** ~

As we built this GSD out, it became obvious that we had to make disclaimers, 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, the tone of the copy, the frequency of emails, the amount of work required, and so on.

"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!

One further disclaimer with a positive twist ...

Here's why we don't cover traffic in this GSD Report ...

For reasons I'm sure you'll understand ... we don't cover any traffic strategies in this GSD. And we don't give you Facebook ad copy either.

That's because there are simply waaaaaay too many industries to effectively pull that off. And we don't want to steer any of you down the wrong path.

In saying that, we also don't want to leave you empty handed ... So, here are two suggestions ...

Suggestion 1: *As mentioned in the "Read First" section, we ran a group Guest-Expert call, which had Victoria Griggs talk about how to best approach your Facebook Ad strategy for BFCM 2020. The video and transcription are in*

the USB card attached to this GSD, along with Victoria's full PowerPoint presentation.

Suggestion 2: *In 2018, we also did a BFCM group Guest-Expert call with a bunch of talented EI members. Victoria did an awesome 30-minute masterclass on the hottest tips for BFCM sales season! To watch this, go to the Membership area (<https://members.ecominsider.com/>) and search for “Black Friday Strategy Call.” It was awesome. And remember to book a Facebook Friday call for any personal help from Victoria.*

That said, let me quickly remind you why the BFCM period is the ONE TIME OF THE YEAR to knuckle down and get serious ...

Motivating Cyber-5 Ecom Stats for 2020

Unless you're from another planet, you should already know that the Black Friday holiday period, also known as Cyber-5¹, is (by far) the largest spending season of the year! And every year, it gets more exciting for us Ecom-Maniacs!

Check out these stats from last year—2019!

- US online shoppers spent an estimated \$28.49 billion in 2019, up 17.7% from \$24.21 billion in 2018 over the Cyber-5 days.
- Cyber Monday 2019 broke a new record, making \$9.42 billion in 2019, up 19.7% from \$7.87 billion on Cyber Monday 2018
- Black Friday 2019 hit \$7.43 billion in online sales 2019, up 19.5% from \$6.22 billion in 2018.
- Each person spent online on average \$361.90 in 2019, up 15.5% from \$313.29 in 2018.
- 42% of online retailers sent email sale promotions between one and four weeks before Thanksgiving.
- 58% of all consumers shopped on Cyber Monday.
- 39% of consumers use email to check online discounts.

¹ This is the five-day period from Thanksgiving through Cyber Monday.

- Black Friday and Thanksgiving searches and sales peak at 8 p.m.
- 40% of people start their holiday shopping by November 1.
- 75% of online shoppers expect free delivery.
- An average of 70% of shoppers will abandon their cart.
- 55% of cart abandonment is due to unexpected extra costs like shipping, fees, or taxes.
- 34% of cart abandonment is by being asked to create an account
- 71% of shoppers regard “Sales and Price-Discount” as the most important factor when deciding where to shop.
- Up to 75% of shoppers are willing to try new brands if given the right incentive.

Something else to think about ...

How will COVID-19 affect the Black Friday holiday frenzy in the US?

In July this year, Walmart announced they'd be closing all stores on Thanksgiving Day, November 26, to help minimise the COVID outbreak. Shortly after, most of the other major big box retailers (like Target, DICK's Sporting Goods, Kohl's, JCPenney, and Best Buy) followed suit.

Target announced that they'd be adding 20,000 new product lines to their online store. And most big retailers are planning to roll out staggered promotional events early ... and often.

One thing is clear: ecommerce will be monumental this fourth quarter!

This is interesting ...

An estimated 189.6 million people (in-store and online) shopped between Thanksgiving and Cyber Monday in 2019, up 14.3% from 165.8 million in 2018. Now, with the big box retailers closing on Thanksgiving day (and ramping up their online game) plus less people wanting to be around crowds due to COVID, what do you think is going to happen to online sales?

You don't have to be Einstein to work it out. We can only expect 2020 online sales to soar!

So, let me spell out the obvious ... **If you could pick just ONE time of year to get organized, focused, and motivated with a promotion ... that time is NOW!**

Speaking of getting organized, ... let's look at three different ways to approach your "Action Plan" ...

Your "Good, Better, Best" Action Plans

When it comes to preparing for a mammoth promotion ... Here's a simple approach ...

You can do this one of three ways:

- Good
- Better
- Best

The difference between the three options is really just "time and complexity." *You'll see what I mean as you read on ...*

Of course, the perfect scenario is to do the "Best" option, right? But sometimes a little thing called life gets in the way ...

So, doing a "Good" or "Better" option might be more realistic because it takes less time and fewer resources.

Let's unpack this more ...

A “GOOD” promotion includes:

- Segmenting
- Black Friday Promotion
- Cyber Monday Promotion

A “BETTER” promotion includes:

- Segmenting
- HOT LIST Promotion
- Black Friday Promotion
- Cyber Monday Promotion
- Post-Sale Extended Promotion
- SMS campaigns

The “BEST” promotion includes:

- Segmenting
- HOT LIST Promotion
- Black Friday Promotion
- Cyber Monday Promotion
- Post-Sale Extended Promotion
- Themed Browser Abandonment
- Themed Cart Abandonment
- Themed Post-Purchase for First-Time Buyers
- Themed VIP Post-Purchase for Second-Time Buyers
- SMS campaigns

Again, it’s up to you, but no matter what option you choose, we’ve got you covered!

Yes, there’s a lot of work to do ... but that’s a good thing because it’ll pay off for you, **BIG TIME!**

You know, sometimes you might feel like a small fish in a big pond ... but when you implement what we’ve put together for you here ... you can definitely **OUTWORK** your competitors.

And the benefit is, you’ll get more sales than ever before.

Sure, we typically need crazy discounts or incentives to compete during this holiday period, but remember ... It might feel like you're not making a lot of profit during promotions like this ... however ... This is when you have to think about the CLV (Customer Lifetime Value).

Even if you don't make a sweet profit from these new customers ... at least you've acquired a customer! And you can continue to sell to them over and over again!

Remember this ...

The business that can acquire customers at the lowest rate WINS!

Use this period to fill your database with BUYERS and sell to them for life!

That said, take a look at our "best practices" checklist ...

“Stack the Odds in Your Favor” with Our Best-Practices Checklist!

Here's an overview of the best practices for holiday email promotions:

- **Warm up your list:** Increase your email frequency ASAP.
- **Test site speed:** Get it under a two-second load time.
- **Themed store and emails:** Good designs pay well.
- **Show discount:** Place it in the top bar, pages, and checkout.
- **Best offer:** Don't waste time with a low discount.
- **Countdown timer:** You'll convert more with scarcity.
- **GIFS and images:** Adding brand personality will help sales.
- **Flexible promotion times:** Start earlier and finish later.
- **Facebook Retargeting:** The money is in the followup!
- **SMS text marketing:** This is easily the highest ROI strategy.
- **Gift guides:** Create gifts for women, men, and kids.
- **Live chat box:** Overcome objections and get more sales.

Here are those best practices in more detail:

- **Warm up your email list:** The fastest way to land in the spam folder is to blast your email list with a barrage of promotional emails if you don't usually email that often. What you need to do is increase your email sending frequency NOW so your CYBER-5 promotional emails don't land in the spam folder. To warm your list up, we recommend sending content emails or maybe asking your audience for feedback on new product ideas or maybe simply bring them into your world, share stories, entertain them, whatever it takes, but start increasing the frequency and send more emails now!
- **Test site speed:** Here's a recent article on 20 ways to speed up your site speed: www.crazyegg.com/blog/speed-up-your-website/.
- **Themed store and emails:** Go to the extra effort and get a catchy homepage banner, a custom design on your category/collection pages, and email banners.
- **Show discount:** If you're doing a storewide discount, show the discount and code on the very top bar of your store. Also, if possible, show the discount on the product item on the checkout page
- **Best offer:** Don't waste time with a low discount that you might've used in other promotions. The expectation of buyers during this holiday week is to get jaw-dropping bargains, or they'll look elsewhere to find them. We discuss more as you read on ...
- **Countdown timer:** You'll convert more by adding scarcity and urgency. Countdown timers can work well in your emails, store pages, or funnel pages. Klaviyo recommends two popular third-party options: Sendtric and CountdownMail.
- **GIFS and images:** Never miss an opportunity to add brand personality during a promotion. Lighthearted and humorous GIFs, create-your-own memes, or any funny image will put a smile on your customer's face and help get the sale.
- **Flexible promotion times:** Go against the norm: start your promotion early and extend it a day or two longer. Be sure to give them a believable reason why.
- **Retargeting:** Facebook (and/or Google) Retargeting is an affordable way to keep your brand and offers in front of relevant people. EI member Deven

Davis recommended a good starting point for a Facebook Retargeting done-for-you-service: Shoelace.

- **SMS text marketing:** This is mandatory. It's easily the highest ROI strategy right now. At the very least, use it on your Cart-Abandonment flow, but also throw in some promotional SMSs or Last Chance SMSs. You could even try a special discount exclusive for SMS!
- **Gift guides:** During this "Buying Frenzy," be sure to make shopping an easy and frictionless experience by creating "Gift Guide" categories (for example, "Best Gifts for Women," "Best Gifts For Men," "Best Gifts for Kids," or "Discounted Bundles").
- **Live chat box:** Live chat options have the highest satisfaction level for any service channel, with a 73% approval rating. That's huge during a manic holiday season! Some options to look at are LiveChat, Pure Chat, and Olark, and there are plenty others ...

Okay, that's a good warm up ... Now it's game time!

Segmenting Based on Engagement

Here's how to instantly improve your email deliverability, sender reputation, and SALES with simple segmentation!

Now, to set the scene, what I'm about to share with you relates to "CAMPAIGNS" ... not "FLOWS"

To clarify (using Klaviyo lingo), **campaigns** are broadcast emails that you send out manually (e.g., for promotions) instead of **flows**, which are pre-set autoresponder emails (e.g., Cart Abandonment, Post-Purchase, Buy-or-Die, and so on).

Why is segmenting so important?

Before we answer that ... you need to understand something. You generally have two types of subscribers:

1. Active
2. Nonactive

With that in mind, here's why segmenting is so important: If you send the same number of emails to ALL subscribers, the **nonactive subscribers** will KILL your email stats! Why? Because they're not very engaged, so they drag your open rates down. And the results?

- You'll get more unsubscribes and spam complaints.
- Your sender reputation will plummet.
- Your email deliverability rate will be annihilated.

And because of that ...

Fewer ACTIVE subscribers will see your future offers. Which means ... you'll miss out on sales!

In fact, that's why we strongly recommend cleaning out your list of the "deadwood." Think about it ...

It's not only costing you more money per month for your subscription fee, but it's also **COSTING** you potential sales!

With that said, when you do segmenting, you'll see a significant **INCREASE** in results.

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

There are plenty of ways to segment your subscribers:

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

To determine **active** and **nonactive** subscribers for this report, we're going to use this primary rule—engagement—based on how often subscribers open your emails.

Here's how we suggest you segment your list ...

El Member “shout-out” to Dave Preston and Deven Davis! The two legends were involved in helping us put some of these examples together.

~ IMPORTANT NOTE ~

About lists—You may (or may not) have more than one list. For instance, one list might be people who came through your Shopify Cart, like “Buyers” and “Cart Abandonment.” Another list might be people who came from “Wheelio” or your newsletter opt-in. Another list may have come from people you collected at a trade show.

One list Dave Preston has is his “Opesta” list (Opesta is a Facebook Messenger chat platform, like ManyChat). Dave realized his “Opesta” list got notoriously “bad” results in his email campaigns. If you have a “bad” list like this (e.g., one that has terrible engagement), then you wouldn't include the bad list in your segmenting rules or it would drag your metrics down. In other words, your **active** segment should only include lists that you know are “warm.” It'll make more sense soon ...

Deven's vitally important "Exclusion" list

Deven Davis shared the following post in our Facebook group on March 26, 2020:

"Don't send to people who aren't opening your emails. Create the Klaviyo segment below and exclude it in every email you send. This adjustment alone will generally be enough to keep you out of the spam folder."



Now, you can change that number to 12, 15, or whatever. It's up to you. What's important is that you don't send your main promotional emails to this exclusion list. That will help you get more promotional emails to land in people's inboxes and to avoid spam folders.

But what do you use this exclusion list for? Good question ...

Deven suggested taking this exclusion/nonactive part of your list and creating a retargeting audience using the Klaviyo/Facebook syncing option. Show them an offer that would give them reason to come back and do business with you.

Biggest lesson here is, if you want to get more of your emails to land in people's inboxes, exclude these nonactive subscribers!

Onward ...

Different buying cycles

There's not a one-size-fits-all segmenting rule that fits every niche. That's because different products have different buying cycles.

For example, a store selling supplements (that need to be replenished every 30 days) will have a different set of segmenting rules compared to a POD (print on demand) store selling T-shirts (where customers might only reorder every 90 to 120 days).

The example we're using for this report ...

The primary metric we're using for this example is, "Opened email at least once in the last *X* days." To demonstrate our **active** group, we're using 45 days as an example. However, for your niche, it could be 60, 75, 120, or more. Here's our example plan ...

Active segment

Using Klaviyo filters and triggers rules:

- Opened email at least once in the last 45 days
- Has placed order at least once over all time
- Is not suppressed
- Optional: Is on **<include "lists" that your active subscriber may be on>**

Nonactive segment

Using Klaviyo filters and triggers rules:

- Has placed orders zero times over all time.
- Is not suppressed.
- Optional: Is not on your **<Insert "bad" list>**

Once these segments are set up ... you can treat your subscribers the way they *should* be treated.

Let me show you what happens when you do simple segmenting.

The following three screenshots are from an email campaign (promotion) during last year's 2018 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. — Barely Engaged, Not engaged View Campaign · Clone	2.6% 53 recipients	0.9% 19 recipients	\$170 3 recipients
<input type="checkbox"/> 30% OFF Email 2 [VE & SE] A/B Test Sent A/B on Dec 1, 2018 at 10:00 a.m. — Somewhat Engaged, Very Engaged View Campaign · Clone	8.1% 227 recipients	1.8% 51 recipients	\$715 11 recipients

Big difference, right? **Nonactive**—2.6% open rate to **active**—8.1% open rate ... and double the click-through rate.

If we hadn't segmented here, the average open rate would've been only a dismal 4.5%.

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

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

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

Something else to think about: if you keep removing more deadwood from your **nonactive** segment, you'll instantly start seeing higher open rates and results!

Again, that's why we push to get rid of the deadwood and move them to a cheaper email server like AWeber, Drip, or ActiveCampaign.

Now, you might be thinking ...

“Why would you send the same emails to the different segments? Isn't that the same number of emails?”

Good question. We don't. I'll show you ...

If we run a short four-day promotion campaign, we usually send, say, eight emails to **active** subscribers and maybe three emails to the **nonactive** group.

Treat them differently. And definitely don't hammer the **nonactive** folk as aggressively as the **active** segment.

Should you tweak the email copy for the segments?

Some of the time (not always), I'll change the copy slightly for the **nonactive** group to a more nurturing tone. I'll mostly just tweak 10–15% of the copy, like the headline, opening line, maybe the CTA (call to actions), or even add more reviews.

Okay ... the next thing I want to invite you to consider is the “Early-Bird” Notification HOT LIST! Turn the page and let's go ...

EARLY-BIRD NOTIFICATION HOT LIST

HOT LIST Strategy

Before we start, you need to understand that the HOT LIST strategy is an *optional* strategy that you can do earlier than your normal BFCM promotion.

Let me explain ...

The HOT LIST is where you invite your subscribers to enter their email to be part of an exclusive “early-bird notification” group.

This allows you to send a higher frequency of emails to the subscribers in this HOT LIST because they chose to opt in to find out more.

To have an early-bird HOT LIST, you first need a “hook” or idea.

The hook could be:

- “Be the first to see our BFCM discounts”
- “Beat the Rush and Shop Early”
- “Get First Pick of Our Limited Stock”
- “Avoid crowds and see our Cyber Monday discount early!”
- “Mystery Gift?”

Most people are just happy to get the heads up on your discounts and being able to shop earlier, before anyone else.

The early-bird hook we’re using in this report is an invite to ...

“Hear About Our Black Friday Discounts Early!”

This allows you to “open the doors” for your **BFCM Sale** earlier than everyone else ... and start making sales before the public FRENZY!

When you do this the right way ... you’ll be able to email this exclusive HOT LIST more frequently to build excitement and anticipation ... (instead of blasting your entire list!)

What you’ll find (after the holiday promotion is over) is this:

The people on your HOT LIST will generally have four times HIGHER dollar-per-recipient value!

In other words ... they’ll end up being a **very HOT LIST** of buyers!

Follow along to see how this works ...

When a subscriber clicks a link to join the HOT LIST, they are giving you full permission to email them earlier for the promotional period.

Now, you might be asking, “Why don’t I just email the entire database anyway?”

Good question.

You CAN email the entire database early if you want ... However, creating an “exclusive group” allows you to add an element of surprise as well as exclusivity ... It makes users feel special and fortunate to be “on the inside” to get the good deals before everyone else!

It’s very much like a VIP list, although you’re inviting everyone to join.

Make sense?

All the finer details are coming, so hang in there ... but first ...

Here's another way to use the HOT LIST strategy ...

Knowing how BUSY (and competitive) the Black Friday period is ... why couldn't you do a small HOT LIST promotion a few weeks BEFORE Black Friday?

Seven-figure EI member Deven Davis had tremendous success with this last year.

In fact, it was after a conversation we had with Deven that we decided to move our GSD HOT LIST timing to an even earlier period.

Remember, 40% of people start their holiday shopping by November 1—so why not GO LIVE early and get more sales when there's less competition?

There are other advantages to doing a HOT LIST launch early:

- It's an opportunity to iron out any bugs.
- You can test email subject lines.
- You can see what product offers convert the best.

Wouldn't you agree it would be AMAZING to have that information before you do a general promotion?

Here's a breakdown of the steps to use to effectively pull off a HOT LIST promotion:

1. Decide on the details of this exclusive promotion:
 - The length of your HOT LIST promotion
 - How many emails to send (we have a guide)
 - What "hook" incentive to use
2. Promote the invitation to join the HOT LIST:
 - Email your list with several chances to join.
 - Make it a "P.S." under general emails or blog posts.
 - Share on social media posts or "Lives."
 - Tell them the reasons for joining the HOT LIST.

3. Email your HOT LIST your exclusive promotion:
 - Send a welcome email with details and an outline.
 - Remind them of why they joined the HOT LIST.
 - Build up anticipation for the early announcement.
 - Test emails to optimize your main launch.

The Plan We're Following for This GSD

The following plan (and table) is a “guide” to how you could run a HOT LIST promotion to launch the “**BLACK FRIDAY SALE**” two weeks early (on Friday, November 13) and run for three days.

Note: *Statistics show that 58% of consumers bought on Cyber Monday. What that means is, a bunch of savvy people on your list will wait to see the Cyber Monday discounts before buying.*

Generally speaking, Cyber Monday discounts are usually 5–10% more than Black Friday discounts.

Knowing this ... we're going to give our HOT LIST subscribers the Cyber Monday discount straight out of the gate!

This will make the “exclusivity” angle even more powerful ... and allow us to add a higher level of scarcity and urgency within the limited timeline.

Here's another reason we're doing this ...

Superstar EI members David and Archer Worsham shared their experience from last year's BFCM promo.

David said, “We had a nightmare in customer service after Cyber Monday last year ... because a lot of people who bought on the Black Friday

discount emailed us demanding we reimburse their credit card with the difference between [that and] the higher Cyber Monday discount.”

Point being ... a lot of the people on your HOT LIST will be VIPs and highly engaged customers ... So, you want to reward them rather than offend them!

That said ... you could choose to risk the backlash and GO LIVE early to your HOT LIST with the Black Friday discount. And when the Cyber Monday discount comes around, you can just deal with any complaints as they come in. ***That's not what we're advising though.*** Instead, it might be worth considering going live early with the Cyber Monday discounts to your HOT LIST. Ultimately, the decision is yours.

Suggested HOT LIST four-day email promotion from Friday, November 13, to Monday, November 16

This is just a guide, and you can change the dates to your liking ...

Important note: *You'll see in the chart below that for some of the emails on the "HOT LIST," we've suggested that you exclude buyers from the previous 24 hours.*

*Deven made a good suggestion: **Don't exclude buyers** from further promotional emails but, instead, send a variation of the promotional email that points to your collections page. That makes sense because "Buyers are going to be buyers!"*

	Date	Email	Description	Sending Details
I N V I T E	Tuesday, 11/3	1	First invite to HOT LIST	Send: Entire list Exclude: Exclusion list
	Thursday, 11/5	2	Second invite (optional)	Send: Entire list Exclude: HOT LIST, Exclusion list
	Tuesday, 11/10	3	Third invite (optional)	Send: Entire list Exclude: HOT LIST, Exclusion list
P R E L A U N C H	Autosend once they join.	4	Welcome	Send: HOT LIST
	Nurture emails: Depending on how long people have been waiting in the HOT LIST, you should send “nurture” broadcast emails to build anticipation prior to the 48-hour notice below. Nurture emails can be non-salesy content emails with a simple reminder, just reminder emails that the launch day is approaching, and the like.			Send: HOT LIST
	Wednesday, 11/11	5	48 hours until launch	Send: HOT LIST
	Thursday, 11/12	6	24 hours until launch	Send: HOT LIST
O P E N L A U N C H	Friday, 11/13	7	We Are Open! (7 a.m.)	Send: HOT LIST
	Friday, 11/13	8	Reminder 1 (10 a.m.)	Send: HOT LIST Exclude: Buyers last 24 hours
	Friday, 11/13	9	Reminder 2 (3 p.m.)	Send: HOT LIST
	Friday, 11/13	10	Reminder 3 (7 p.m.)	Send: HOT LIST
	Saturday, 11/14	11	Reminder 4 (9 a.m.)	Send: HOT LIST
	Sunday, 11/15	12	Reminder 5 (3 p.m.)	Send: HOT LIST
	Monday, 11/16	13	Last chance 1 (10 a.m.)	Send: HOT LIST
	Monday, 11/16	14	Last chance 2 (3 p.m.)	Send: HOT LIST Exclude: Buyers last 72 hours
	Monday, 11/16	15	Last chance 3 (7 p.m.)	Send: HOT LIST
You can now include these subscribers in your regular promotional emails.				

— END OF EARLY-BIRD PROMOTION —

Let me break it down to make the timing even clearer ... **There are three parts to this HOT LIST promotion:**

- 1. Invite email(s):** These can be sent one to two weeks prior to Friday, November 13.
- 2. Pre-launch emails:** These build anticipation leading up to Friday, November 13.
- 3. Launch emails:** These start-the-sale emails go out from November 13 to 16.

Think about how amazing it's going to feel when you get a nice cash injection before Black Friday even starts!

Note: You don't have to follow this plan to a "T." You can simply use this HOT LIST framework and go live 72 hours before Black Friday. It's completely up to you!

“Thanks Bret, but I don't know what to say in the emails!”

Fear not—We've got your back! As always, we've whipped up some draft emails for you to play with. (The following email copy is also in the USB Asset Card on the inside cover of the GSD.)

If this is your first BFCM GSD as an Ecom Insider, check out the 2019 emails we've also included on the USB Card. The main difference between the 2019 and 2020 emails are the subject lines and opening preview text.

*And, YES, you can use 100% of this email content ... but, **for best results**, be sure to personalize it to your brand voice. In fact, we recommend you test or tweak these subject lines to suit your own brand style. For instance, using emojis usually converts better ... but use your own discretion here.*

Note: You may just want to use “snippets” of this copy for more image-oriented emails. Speaking of which ... if you want a cool resource for ideas around more image-based design, go to reallygoodemails.com.

Now go and chop, change, and tweak these emails as your heart desires!

HOT LIST Emails

Email 1—First Invite to HOT LIST: Tuesday, November 3

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

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

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

Take a Sneak Peek at Your Black Friday Discounts!

Hey <Firstname>!

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

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

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

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

PLEASE NOTIFY ME

<Sign-off>

Email 2—Second Invite (Optional) to HOT LIST: Thursday, November 5

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

Subject line 2: Heads up

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

Black Friday Is Coming Early!

Hey <Firstname>!

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

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

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

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

PLEASE NOTIFY ME EARLY

<Sign-off>

Email 3—Third Invite (Optional) to HOT LIST: Wednesday, November 11

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

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

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

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

Hey <Firstname>!

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

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

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

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

PLEASE NOTIFY ME EARLY

<Sign-off>

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

BLACK FRIDAY DISCOUNTS – Early-Bird Notifications –

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

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

Enter your best email here

PLEASE NOTIFY ME

“Thank-you page” (after opt in)

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

BLACK FRIDAY IS COMING EARLY!

You're in! Thanks for joining us!

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

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

But there's MORE ...

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

YES! UPDATE ME ON THE VIP SMS CLUB

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

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

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

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

Black Friday Is Coming Soon!

You're in! Thanks for joining us!

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

In short ...

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

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

You'll hear more about the finer details soon.

But there's MORE ...

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

YES! UPDATE ME ON THE VIP SMS CLUB

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

Stay tuned for the next update ...

<Sign-off>

Note: *The emails below are the “countdown” emails that start 48 hours before the “early-bird” launch on Friday, November 13. If a bunch of people join the HOT LIST from the earlier “invite” emails on November 3 and 5, you can send more “nurture or tease” emails before you send the two emails below.*

Email 5—48 Hours Until Launch: Wednesday, November 11

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

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

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

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

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

Cyber Monday Discounts Early!

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

Not only that, but we’re also giving you our BEST discount (from Cyber Monday) up front this Friday, November 13.

The 48-hour countdown has started!

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

Our popular items are sure to sell lighting fast!

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

Set your reminder ... More updates to come!

<Sign-off>

Email 6—24 Hours Until Launch: Thursday, November 12

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

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

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

You ready for this?

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

You deserve every bit of this!

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

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

You will receive your exclusive coupon code tomorrow, Friday, November 13.

Are you excited?

The 24-hour countdown is running!

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

Take your pick early from our best deals!

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

Set a reminder on your phone! See you tomorrow!

<Sign-off>

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

Email 7—We Are Open! (Launch to HOT LIST): Friday, November 13, 7 a.m.
Subject line: We're LIVE! Your exclusive coupon is now active!
Preview text: Get in early! Our BEST deals are waiting for you. Don't waste your early-bird code ...

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

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

Take a look at our new store specials ...

Spoil yourself with up to 40% OFF!

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

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

Get 40% OFF Storewide
Special Code—**EBS40**—to claim 40%
Use Your 40% Now
Early-Bird Discount Ends on Monday, November 18

In typical **<your brand>** style, we're going against the norm and giving you a two-week head start! (Sale ends on Monday, November 16.)

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

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

<Insert Best Review(s)>

Claim Your Early 40% Off

Coupon code: EBS40

<Sign-off>

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

Email 8—Reminder 1: Friday, November 13, 10 a.m.

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

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

Look! Your 40% Off Early Holiday Discounts Have Started

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

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

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

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

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

Use Your 40% Now

Discount ends after Monday, November 16

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

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

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

<Insert Best Review(s)>

Claim Your Early 40% Off

Coupon code: EBS40

<Sign-off>

Email 9—Reminder 2: Friday, November 13, 3 p.m.

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

Subject line: Use 40% code: EBS40

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

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

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

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

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

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

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

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

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

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

You deserve it! Go use **coupon code EBS40** and [treat yourself here.](#)

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

Claim Your Early 40% Off

Coupon code: EBS40

<Sign-off>

Email 11—Reminder 4: Saturday, November 14, 9 a.m.

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

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

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

What a whirlwind of a day yesterday!!

How did you fare?

There's still time to snatch a bargain at 40% Off with **Coupon Code EBS40** [storewide](#).

Remember, this is our BEST discount!

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

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

Don't waste your early-bird privilege

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

You deserve it! Go use code **EBS40** and [treat yourself here](#).

Claim Your Early 40% Off

Coupon code: EBS40

<Sign-off>

Email 12—Reminder 5: Sunday, November 15, 3 p.m.

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

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

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

How's your holiday shopping list looking?

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

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

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

Claim Your Early 40% Off

Coupon code: EBS40

<Sign-off>

Email 15—Last Chance 3: Wednesday, November 18, 7 p.m.

Subject line: 🚀🔥 Final reminder ...

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

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

Say goodbye to your BIGGEST discount of the year!

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

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

Use code **EDS40** [storewide before it expires tonight.](#)

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

<Insert Best Review(s)>

LAST CHANCE for 40% OFF!

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

LAST CHANCE—40% Off

Coupon code: EBS40

Absolute last chance to grab one last special [before stock goes and discount expires.](#)

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

<Sign-off>

— END OF HOT LIST PROMOTION —

BLACK FRIDAY/CYBER MONDAY PROMOTION

BFCM Strategy

Now, whether you choose to do the early HOT LIST strategy or not, no matter, because ... This next section is a full-blown email promotion that runs for eight days—from Thursday, November 26 (Thanksgiving) through to Thursday, December 3.

Here's a summary of the emailing schedule.

7-Day Promo	Events Covered	Number of Emails
Thursday, November 26	Thanksgiving	2
Friday, November 27	Black Friday	5
Saturday, November 28 to Sunday, November 29	Black Friday weekend	4
Monday, November 30	Cyber Monday	5
Wednesday, December 2 Thursday, December 3	Post-sale promo	4

It follows on perfectly from the HOT LIST Early-Bird promotion ... Or you can simply ignore the HOT LIST and run the following promotion as it is laid out below (starting on Thanksgiving Day).

(Of course, we'd recommend using it with the HOT LIST because you'll simply make more money. Period.)

Before we start, here's a quick disclaimer:

- The incentives we're using in our draft emails are "DISCOUNTS" (since that's the most commonly used incentive).
- You can use other incentives around "Free Shipping" or "BOGO" (Buy One Get One) or Unique Bundles, and so on ...
- For ease of demonstration, we're going with discounts! And we've just picked random discounts out of the sky as examples.

It shouldn't need to be said, but I will anyway ... Our example discounts are NOT suggestions ... They're examples! Got it?

Onward ...

Here are the EXAMPLE discounts we're using:

- 30% OFF for Black Friday
- 40% OFF for Cyber Monday
- Up to 40% OFF for Post Cyber Monday
- Up to 45% for Abandonment discounts. (You'll see that as you work through this report.)

Of course, it's up to you what incentives you use, but keep in mind ... the expectations of people during this "Holiday Sale" are HUGE. So, make sure your incentive is impressively high, or they'll simply ignore it and look elsewhere.

Speaking of that, here's a quick story ...

About Discounts

In last year's Black Friday Promotion, one of our clients paid for a top copywriter to write some killer emails ... The client offered a 20% discount.

After the first five or so emails, there were ZERO SALES!

Something had to change and fast! They decided to increase the discount to 30%.

Instantly, the SALES poured in, BIG TIME!

Goes to show, if you give a hungry audience a weak offer, you'll flop! Whereas, if you give a hungry audience an irresistible offer, you'll have a marketing breakthrough!

Now you might be thinking, "If I always give away BIG discounts, I'll drain my profits!"

True, but we've got a simple solution called "The Profit Adjuster" that we'll cover later on in this report. Meanwhile ...

Our Segmenting

For this strategy, these are the email frequencies we're going with:

- 20 emails for **Active** subscribers.
- 8 emails for **Nonactive** subscribers.

Note: *With advanced segmenting, you can divide your subscribers into three, four, or five groups, based on engagement. All of this will dramatically improve your deliverability success.*

You can mix it up to your liking ... It's totally up to you! At least you have a bunch of emails (below) to play with.

For this example, we're doing a very subtle launch on Thanksgiving (Thursday, November 26) but really turning the heat up on Black Friday (November 27) ...

You'll also notice that we're still sending the occasional email to the HOT LIST during Black Friday and the other days. That'll prove to them that you're the "real deal" and that we're not joking about the big discount advantage you gave them. Plus, buyers are buyers, so keep emailing them!

Again, regarding the timing of this promotion ... you can play around with the dates and launch earlier.

Turn the page to check it out ...

7-DAY BFCM HOLIDAY PROMOTION PLAN

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

Date	Email	Description	Sending Detail Suggestions
Thursday, 11/26	1	Thanksgiving Teaser 1, 8 a.m.	Send: Active+nonactive subscribers
Thursday, 11/26	2	Teaser 2, 3 p.m.	Send: Active subscribers
Friday, 11/27	3	Black Friday , 8 a.m.	Send: Active+nonactive subscribers
Friday, 11/27	4	Reminder 1, 10 a.m.	Send: Active subscribers Exclude: Hot list+bought last 72 hours
Friday, 11/27	5	Reminder 2, 2 p.m.	Send: Active+nonactive subscribers
Friday, 11/27	6	Reminder 3, 5 p.m.	Send: Active subscribers Exclude: Hot list+bought last 72 hours
Friday, 11/27	7	Last chance, 8 p.m.	Send: Active+nonactive subscribers
Saturday, 11/28	8	Saturday extension , 10 a.m.	Send: Active subscribers Exclude: Hot list+bought last 72 hours
Saturday 11/28	9	Reminder, 3 p.m.	Send: Active+nonactive subscribers
Sunday, 11/29	10	Sunday extension , 10 a.m.	Send: Active+nonactive subscribers Exclude: Bought last 72 hours
Sunday, 11/29	11	Reminder, 3 p.m.	Send: Active subscribers
Monday, 11/30	12	Cyber Monday , 8 a.m.	Send: Active+nonactive subscribers
Monday, 11/30	13	Reminder 1, 11 a.m.	Send: Active subscribers
Monday, 11/30	14	Reminder 2, 2 p.m.	Send: Active+nonactive subscribers Exclude: Bought last 72 hours
Monday, 11/30	15	Reminder 3, 5 p.m.	Send: Active subscribers
Monday, 11/30	16	Last chance, 8 p.m.	Send: Active subscribers
No promotional emails on Tuesday, November 3 (known as “Giving Tuesday”) Unless you want to ask for donations toward a charity you support			
Wednesday, 12/2	17	Wednesday—backdoor sale CEO email: 10 a.m.	Send: Active+nonactive subscribers
Thursday, 12/3	18	Backdoor reminder 1, 10 a.m.	Send: Active subscribers
Thursday, 12/3	19	Backdoor reminder 2, 3 p.m.	Send: Active+nonactive subscribers Exclude: Bought last five days
Thursday, 12/3	20	Last chance, 6 p.m.	Send: Active subscribers

— END OF BFCM HOLIDAY PROMOTION —

Your Email Swipe Files

Note: *These are also available on the USB Asset Card.*

Email 1—Thanksgiving Teaser 1: Thursday, November 26, 8 a.m.

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

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

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

THANK YOU! Gobble Up This Gift!

You're awesome! Did you know that?

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

Here's the story ...

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

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

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

Oops!

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

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

<Sign-off>

Email 2—Thanksgiving Teaser 2: Thursday, November 26, 3 p.m.

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

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

Gobble Up 30% NOW! Before Tomorrow's Rush

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

You deserve every bit of it ...

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

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

Use **Coupon Code **BFS30**** [on your favorite items while stocks last.](#)

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

<Insert Best Review(s)>

Claim Your Early 30% Off

Coupon code: **BFS30**

<Sign-off>

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

Email 3—Black Friday: November 27, 8 a.m.

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

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

The Biggest Shopping Days Have Started! Black Friday Sale! TAKE 30% OFF

It’s OFFICIAL!

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

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

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

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

Spoil yourself with up to 30% OFF!

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

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

But hurry before some product lines sell out!

<Insert Best Review(s)>

Claim Your Early 30% Off

Coupon code: BFS30

<Sign-off>

Email 4—Black Friday Reminder 1: November 27, 10 a.m.

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

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

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

Crazy day, we know ...

You've got this!

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

Code—**BFS30****—**[storewide while stocks last.](#)

Customers are going crazy over these products ...

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

<Insert Best Review(s)>

Claim Your Early 30% Off

Coupon code: BFS30

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

<Sign-off>

Email 5—Black Friday Reminder 2: November 27, 2 p.m.

Subject line: 🍷 Pink Friday?

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

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

I want to tell you the bizarre story behind the name “Black Friday,” but first ...

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

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

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

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

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

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

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

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

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

Claim Your Early 30% Off

Coupon code: BFS30

<Sign-off>

Email 6—Black Friday Reminder 3: November 27, 5 p.m.

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

Subject line: ✂30% OFF✂Tear-jerking reviews ...

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

Stock's moving fast, so don't miss out! Last Hours for Your 30% Black Friday Frenzy

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

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

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

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

<Insert Best Review>

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

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

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

Claim Your Early 30% Off

Coupon code: BFS30

<Sign-off>

Email 7—Black Friday Last Chance: November 27, 8 p.m.

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

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

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

For my fellow night owls ... Shop-Until-You-Drop Bargain Lovers!

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

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

Our system tells us that you haven't used your 30% Off **discount code BFS30** [storewide](#) yet!

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

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

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

<Insert Best Review(s)>

Claim Your Early 🦉 30% Off

Coupon code: BFS30

<Sign-off>

Email 8—Saturday Extension: November 28, 10 a.m.

Subject line: 🎉 Good News! 🎉 EXTENDED SALE!

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

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

What a whirlwind of a day yesterday!!

How did you fare?

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

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

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

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

The 48-hour timer has started!

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

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

<Insert Best Review(s)>

Claim Your Early 30% Off

Coupon code: BFS30

<Sign-off>

Email 9—Saturday Reminder: November 28, 3 p.m.

Subject line 2: Hate mail. Really?

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

Hate mail. *Hmm ...*

How would you handle that?

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

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

And our raving fans agree!

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

However, we can't please everyone, right?

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

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

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

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

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

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

<Sign-off>

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

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

Email 10—Sunday Extension: November 29, 10 a.m.

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

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

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

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

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

So, we asked for your feedback yesterday ...

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

Bottom line ...

We LOVE you too!

And we respect what you all had to say.

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

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

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

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

Claim Your Early 30% Off

Coupon code: BFS30

<Sign-off>

Email 11—Sunday Reminder: November 29, 3 p.m.

Subject line: ☆WE'LL☆ PAY☆SHIPPING☆

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

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

Okay, okay, YES, this is exciting ...

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

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

[Take a look now before this expires.](#)

Use 30% discount code: BFS30

Don't let this go to waste!

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

Claim Your Early 30% Off

Coupon code: BFS30

<Sign-off>

Email 12—Cyber Monday: November 30, 8 a.m.

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

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

This is crazy, but we did it anyway!

RARE, RARE 40% OFF

Why not finish your wild shopping spree with a BANG!

In a somewhat INSANE decision, we're letting you take 40% off [our stock today!](#)

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

24 hours only! You snooze, you lose!

Discount code—**RARE4024****—**[storewide today only](#)

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

<Insert Best Review(s)>

CYBER MONDAY 40% Off

Coupon code: RARE4024

<Sign-off>

Email 13—Cyber Monday Reminder 1: November 30, 11 a.m.

Subject line: 🚫Psycho Monday🚫 40%🚫

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

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

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

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

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

40% OFF TODAY ONLY You snooze, you lose!

Discount code—~~RARE4024~~—[storewide today only](#)

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

<Insert Best Review(s)>

CYBER MONDAY 40% Off

Coupon code: **RARE4024**

<Sign-off>

Email 14—Cyber Monday Reminder 2: November 30, 2 p.m.

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

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

Help Us Celebrate Cyber Business with This RARE 40% OFF

Online vs. Offline?

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

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

It's true. In fact ...

The Online Shopping Tsunami Is to Be Celebrated!

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

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

40% OFF TODAY ONLY
You snooze, you lose!

Discount code—**RARE4024**—[storewide today only](#)

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

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

<Insert Best Review(s)>

CYBER MONDAY 40% Off

Coupon code: **RARE4024**

Sale ends at midnight tonight!

<Sign-off>

Email 15—Cyber Monday Reminder 3: November 30, 5 p.m.

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

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

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

Hurry! There’s still time!

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

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

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

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

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

<Insert Best Review(s)>

CYBER MONDAY 40% Off

Coupon code: **RARE4024**

Sale ends at midnight tonight!

<Sign-off>

Email 16—Cyber Monday Last Chance: November 30, 8 p.m.

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

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

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

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

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

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

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

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

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

<Insert Best Review(s)>

LAST CHANCE for 40% OFF!

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

CYBER MONDAY 40% Off

Coupon code: RARE4024

Absolute last chance to [grab one last special](#).

You know you deserve it!

<Sign-off>

We've skipped an email for December 3 (also known as Giving Tuesday). You can send an email asking for a donation to your favorite charity.

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

Email 17—Backdoor Sale: Wednesday, December 2, 10 a.m.

From: CEO of <your brand>

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

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

Hi <Firstname>, Hope you're well.

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

How has your week of holiday shopping been?

Tiring? Exciting? Both?

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

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

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

"I forgot to get—" customers

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

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

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

But only for 48 hours.

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

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

Here's what it looks like ...

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

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

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

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

[Your backdoor code has been activated on our store.](#)

<Sign-off>

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

Email 18—Backdoor Reminder 1: Thursday, December 3, 10 a.m.
Subject line: Phew! I’m almost Cyber’d out, but here’s your CEO link
Preview text: We’re not sleeping yet! Here’s an exclusive backdoor link for the last-minute CEO discounts ...

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

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

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

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

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

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

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

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

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

[Your backdoor discount has been activated on our store.](#)

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

<Insert Best Review(s)>

CEO special up to 40% Off

<Sign-off>

Email 19—Backdoor Reminder 2: Thursday, December 3, 3 p.m.

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

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

Last day, sorry ...

CEO 30–40% Backdoor Code Expires Today!

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

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

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

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

[Your backdoor discount has been activated on our store.](#)

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

<Insert Best Review(s)>

CEO special 30–40% Off

<Sign-off>

Email 20—Last Chance: Thursday, December 3, 6 p.m.

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

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

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

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

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

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

This email is your last reminder, sorry.

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

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

[Last chance! Your special backdoor code expires tonight.](#)

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

<Insert Best Review(s)>

CEO special 30–40% Off

<Sign-off>

— END OF BFCM PROMOTION —

Phew! Now that's what we call the "MOTHERLOAD!" Can we get a "Hallelujah" for that? And there's more ...

HOLIDAY-THEMED FLOWS

Rightio then ...

Now, if you really wanna get down and boogie on the marketing dance floor, here's what the serious movers 'n' shakers get up to ...

For your best results, take some time to tweak your main email "Flows" with a "Holiday Sale" theme and URGENCY!

To kick it off ... let's start with the most profitable email flows, which are ...

Recovery Emails

There are two types of recovery email:

1. Browser abandonment
2. Cart abandonment

If you've been active with email marketing for longer than five minutes, you'd probably know that "recovery emails" typically have the highest ROI or RPR (return on investment and revenue per recipient, respectively).

And seeing that the BFCM period is the Mount Everest of all promotions ... you should really spend a bit of time to "up the ante" on your recovery emails.

To start with, if you're not using the Browser Abandonment flow, then give yourself an uppercut. Here's a quick definition ...

Browser abandonment: A customer or subscriber visits your store, views a product (or category page), but doesn't add the product to their cart. When this happens, you can have an automated, targeted

browser-abandonment email sent out to encourage this visitor to come back and (hopefully) buy.

Browser-abandonment emails are especially crucial during a promotion (or any time for that matter). Don't believe me? Check out these stats ...

Here's what Klaviyo discovered after looking at one thousand browser-abandonment emails sent to over one million people ...

Browser-abandonment stats

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

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

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

The best practice for BFCM browser abandonment is to send two emails ...

- **First email:** Send 2 hours after browser abandonment (as a friendly reminder).
- **Second email:** Send 24 hours after browser abandonment (with a 5% extra discount).

Did you catch that?

With the second email, we're giving an additional 5% OFF!

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

I've whipped up the email drafts for you. Follow along ...

Email 1—Browser Abandonment: Trigger at two hours after browser abandonment

Subject line: We saw you checking us out <eye emoji>

Preview text: Hey <Firstname>, This item could sell out today, so hurry back before the discount and stock are gone ...

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

Hey <Firstname>, Did this item catch your eye?

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

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

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

<Insert Dynamic Product Link>

These Products Are Selling Like Crazy Too!

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

<Insert Best Review(s)>

Claim Your 30% Off Here

Coupon code: **BFS30**

<Sign-off>

Email 2—Browser Abandonment: Trigger at 24 hours after browser abandonment

Subject line: <Firstname>, Want 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 Waste an Extra 5% OFF
During This SALE!**

Hey <Firstname>, We saw you checking this out yesterday!

Big chance it might sell out during this crazy sale!

In a last-chance to help you out, here’s an additional 5% off.

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

Are you sure you want to give up your massive discount on this?

[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

<Insert Best Review(s)>

Claim Your 30% Off Here

Coupon code: **BFS30**

<Sign-off>

Note: For Cyber Monday (40%) you’ll have to create a discount code for 45% and change the copy in this email.

Now let's talk about ...

Cart Abandonment

Any savvy store owner *should* know that the Cart-Abandonment flow typically has the highest ROI or RPR (Revenue per recipient).

Before we go any deeper, here's a quick definition for any new members ...

Cart abandonment: A visitor adds an item to their shopping cart but doesn't complete their purchase. The cart-abandonment emails are automatically sent out as reminders or incentives to complete their order.

Did you know, on average, 70% of online shoppers abandon their cart? That's a lot of money left on the table if you aren't following up to recover these "lost" sales.

Here are more of Klaviyo's stats from cart-abandonment emails sent to over nine million email addresses emails ...

Cart-abandonment stats

Average open rate	41.18%
Average click-through rate	9.50%
Average revenue per recipient	\$5.81

Yes, it is the most lucrative flow ... However ... did you know that *when you combine SMS with email, it's possible to recover over 50–60% of your cart abandonments?* (That's huge by the way).

In some stores, this could account for around 16% of your entire monthly revenue! And that's why we're going to squeeze the throttle more for this BFCM promotion ...

Let's get down to business!

When it comes to the BFCM promotion, we're suggesting you go beyond just sending "reminder" emails. Instead ...

It's recommended to be more aggressive and offer a discount earlier to recover these potential sales.

It's your choice, of course, but if you want to get a HIGH recovery rate over this promotion ... then seriously consider incentivizing!

The good news is ... (if you want) you can segment your Cart-Abandonment flow so "smaller value" orders only get a small discount, whereas "higher value" orders get a slightly higher discount.

In Klaviyo, they call this a "SPLIT" flow based on certain conditions.

You can split the CA (Cart Abandonment) based on Cart Value. That means that, depending on what the monetary value is left in your customers cart, it will trigger either a High-Value CA flow or a Low-Value CA flow.

Why would you send a different flow for high-value customers?

The answer is simple. If someone has a high-value amount left in their cart, you want to speak to them differently. And you'll also want to incentivize them to complete their order instead of losing the order altogether.

Where should you set the limit for your "high value"? There's no hard rule here, but anywhere over 20–30% above the average order value (AOV) is smart.

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."*

Or another idea ...

You could also offer a higher incentive to first-time customers, since we all know that when a visitor buys from you for the first time, it's ten times easier to get them to buy from you again and again and so on ...

Think LCV (lifetime customer value).

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, okay? Let's roll ...

High Value (Greater Than \$100)		
Email	Timing	Description
1	30 minutes	Come back for a 5% extra discount
2	4 hours	Reminder 1 for an extra 5% discount
3	24 hours	Reminder 2 for an extra 5% discount
4	72 hours	Increase to an extra 10% (optional)—but only if you have enough profit, of course.

Low Value (Less Than \$100)		
Email	Timing	Description
1	30 minutes	Come back (no discount)
2	4 hours	Offer an extra 5% discount
3	24 hours	Reminder 1 for an extra 5% discount
4	72 hours	Reminder 2 for an extra 5% discount

Anyway ... those are just suggestions. If you want, you can just have four emails that cover every single cart-abandonment ... with or without an extra discount. Each to their own ...

Either way, we've got some email drafts for you to use.

Again, if you want to complain about giving away too many discounts ... go back and read the disclaimers at the start of this report. This is the biggest SALE of the year. It's completely up to you to decide what feels best for your brand. Cool?

~ IMPORTANT NOTE ~

In Shopify, you cannot “stack” multiple discount codes together. That means that since we’re already using discounts in the promotional emails (for example “BFS30”), there’s no use offering another coupon code for an extra 5% because they can’t use both.

So, you have to create a new coupon that includes both discounts together. (You’ll also need this coupon to track the sales ...)

Using our example ... if you want to give an extra 5% on top of Black Friday’s 30% discount, you would have to create a coupon code for 35%, which might look like this:

CAX35 (30% + 5% = 35%)

And so on ...

Okay, enough talking ... Turn the page, and let’s check out these swipe files!

High value: Four cart-abandonment emails

Email 1—High-Value Cart Abandonment: Trigger at 30 minutes after abandonment

Subject line: Leave something behind? Take another 5% off!

Preview text: We 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—High-Value 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—High-Value 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

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

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.*

Email 4—High-Value Cart Abandonment: Trigger at 72 hours after abandonment

Subject line: Last shot—sorry, (Now 40% Off your cart)!

Preview text: Expires: First and final chance for 40%. Last reminder before your cart expires ...

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

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

Crazy? We agree. However ...

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

Although, this is your ...

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

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

<Insert Dynamic Code>

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

<Insert Best Review(s)>

Very Last Chance for 40%

Coupon code: BFXX40

<Sign-off>

Low value: Four cart-abandonment emails

Email 1—Low-Value Cart Abandonment: Trigger at 30 minutes after abandonment

Subject line: We got your order <Firstname>, however ...

Preview text: Urgent action is needed due to the volume of sales over here. There's one last step ...

FORGOT SOMETHING? Don't miss out on these discounts ...

Leave something behind, <Firstname>?

We got your discounted order! THANKS. However ...

Urgent action is needed due to the volume of sales over here!

There's one last step to [finish your checkout here so we can ship!](#)

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 (with your discounts) [here so you can complete your order now.](#)

<Insert Best Review(s)>

Take me to my cart now!

<Sign-off>

Email 2—Low-Value Cart Abandonment: Trigger at four hours after abandonment

Subject line: Re: We just added a further 5% off your cart ...

Preview text: Now 35% off—You're only seeing this because you left items in your cart. Strictly 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 increased your discount to 35% for 48 hours only ...

Since you're an existing customer, use this (very) exclusive **coupon code—BFXL35**—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: BFXL35** (48 hours only).

<Insert Best Review(s)>

Take 35% Off Now (48 hours only)

Coupon code: BFXL35

<Sign-off>

Email 3—Low-Value Cart Abandonment: Trigger at 24 hours after abandonment

Subject line: Quick! 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 to Get 35% Off Your Cart

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

Today is the LAST DAY to take advantage of the 35% Off.

Since this is such a busy time of year, use this (very) exclusive **coupon code BXL35** to get an extra 5% (now 35% off) at checkout [to complete your order 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: BXL35** (today only).

<Insert Best Review(s)>

Take 35% Off Now (48 hours only)

Coupon code: **BXL35**

<Sign-off>

Email 4—Low-Value Cart Abandonment: Trigger at 72 hours after abandonment.

Subject line: Goodbye 35% (Last reminder)

Preview text: Expires: Final chance for 35% and last reminder before your cart expires ...

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

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

Crazy? We agree. However ...

Since it's the busiest time of the year, we're willing to go the extra mile for you!

This is the VERY LAST CHANCE to use this highly exclusive **coupon code—BFXL35—**(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 **35% Off code: BFXL35** (24 hours only).

<Insert Best Review(s)>

Very Last Chance for 35%

Coupon code: BFXL35

<Sign-off>

Cyber Monday: Cart Abandonment

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.

A quick tip on “discounts”

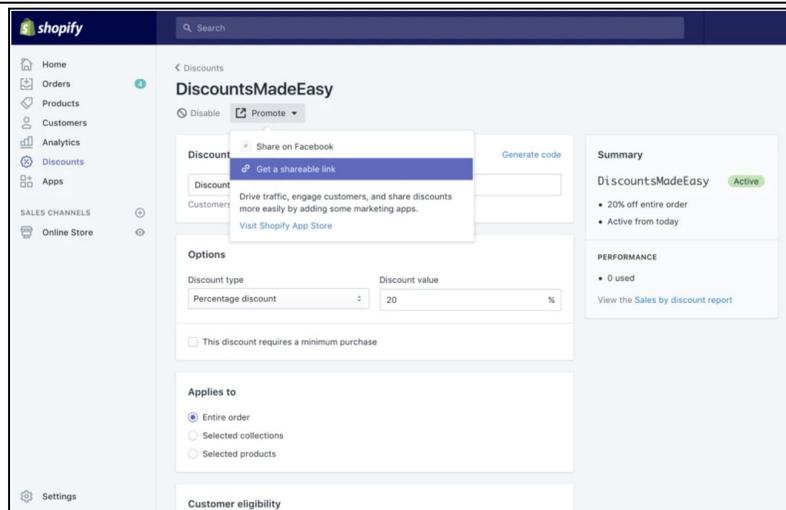
Deven shared an important tip that could make your BFCM promotion more frictionless for your customers. If you have an older demographic, there's a chance they might find “adding a discount” code a bit clunky and confusing, which could result in missing sales.

Luckily, there's a solution to create links that autopopulate the discount directly into the checkout. That way your customers don't have to cut and paste your coupon codes into their checkout page.

Please see below for instructions for how to do this.

Note: The codes and details will also be in your USB Asset Card.

ADVANCED HACK to Create Links That Will “AutoMagically” Add the Discount to the Checkout



There are two ways to set up a discount link, depending on where you're sending traffic to your site. Using these link structures will “automagically” apply your discount code at checkout.

For sending traffic to your homepage, use this link structure:

https://{shop_name}.com/discount/{discount_code}

Replace **{shop_name}** and **{discount_code}** with your website and your unique discount code.

For sending traffic to your product or collection pages, use this link structure:

For product page:

https://{shop_name}.com/discount/{discount_code}?redirect=/products/{your_product}

Replace **{shop_name}**, **{discount_code}**, **{your_product}** with your website, unique discount code and your product page link

For collection page:

https://{shop_name}.com/discount/{discount_code}?redirect=/collections/{your_collections}

Replace **{shop_name}**, **{discount_code}**, **{your_product}** with your website, unique discount code, and your collections page link.

~ IMPORTANT NOTE ~

Don't forget to set up your discount code in Shopify under

Admin > Discounts > Create Discount

More about discounts ...

There are a lot of mixed opinions about "DISCOUNTS."

On one side of the coin, some store owners are convinced that the more generous you are with discounts, the more sales you'll get.

On the flip side, other store owners do NOT want to "train their list" to expect a discount every time, so they use discounts sparingly only on major holiday events.

There's no definitive answer to this.

With that said, you have to make a profit, right?

You don't want to do all this work for peanuts!

So, this is where the 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 paint them with our BFCM brush! Let's go ...

BFCM Post-Purchase for First-Time Buyers

When it comes to post-purchase flows, we generally have two types:

1. Post-purchase for first-time buyers (PP1)
2. Post-purchase for second-time buyers (PP2)

The first part of the PP1 is what we call, “Pre-Arrival” emails which are sent directly after purchase and up until the product is delivered.

It's in this “Pre-Arrival” window where we want to try and get another order with a higher profit margin. Or what's better known as ...

The “Profit-Adjuster” email

A Profit Adjuster is an upsell (or down-sell) offer that can be included in the original order to increase the average order value (AOV) for the combined order.

We're going to show you **two** examples.

1. Product offer (60 minutes to order)
2. Product offer (three to five days to order)

Check it out ...

“Profit-adjuster” post-purchase email

Remember ... You can use this anytime to claw back some much-needed profit after a discount-heavy promotion.

Satellite view

What you’re about to see is a simple post-purchase email that gives first-time buyers a small window (60 minutes) to add another product to their order—*and have it included in the same shipping cost.*

Here’s how it works ...

- Find a high-profit-margin product at a price that will make it irresistible for your customers to say YES!
- This email should be sent out immediately after they’ve made their first purchase so that you can include the product in the same delivery (ideally).

Note: *You can segment this same email and make a different offer, depending on what the customer initially bought.*

Klaviyo setup

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.

K A R
M A L
O O P

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**



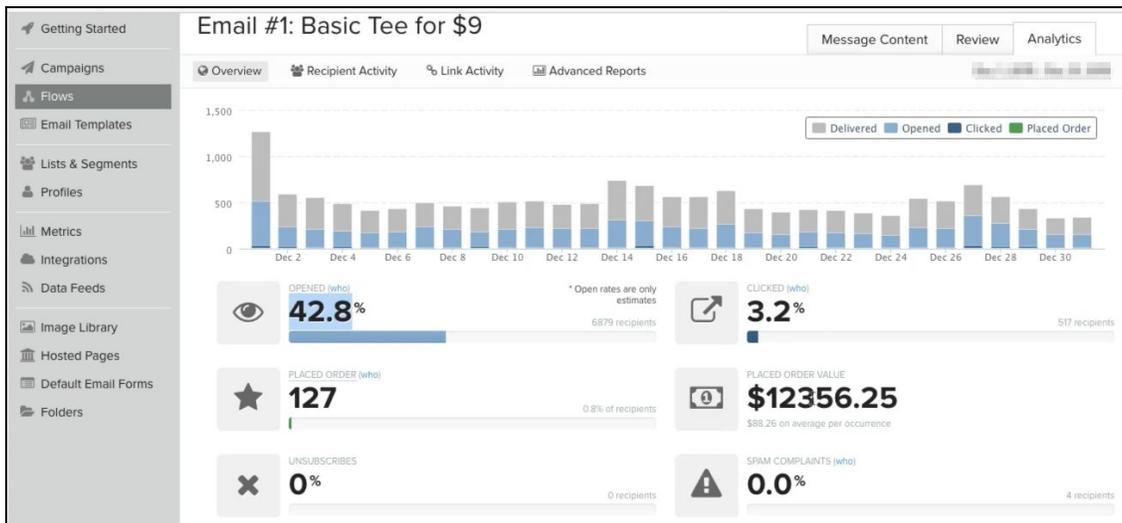
The Basic Tee in Black - \$9.00 The Basic Tee in Grey - \$9.00 The Basic Tee in White - \$9.00

SHOP \$9 BASICS

f g v

CONTACT US GET OUR APP HELP

Results



Again, this was sent immediately after their first order to recoup some profit, which is why we call it a “profit adjuster.”

Here’s some other copy you can use.

Subject line ideas

- Welcome! Add a <Product Name> for only \$X!
- Thank You! Take \$X Off This <Product Name>.
- Gift for <Firstname> to say, “THANK YOU!”

Welcome <Firstname>! Here's Your Welcome Gift ...

Congratulations!

We're about to ship your first order (exciting!), but first ...

Since you're new to the <your brand> family, we're doing something special to say "THANK YOU!" during our Black Friday Sale.

Get this ...

Add this <Product Name> to Your Order For Only \$X!
(normally \$XX but only \$X for you, for the next 60 minutes)

We're packaging up your order soon, so if you want us to add this discounted "welcome" gift, you need to let us know in the next 60 minutes!

<Insert countdown or clock image>

<Insert Coupon Code>

<Insert Product + Image>

Add This \$X <Product Name>

60 minutes only with this code: <Coupon Code>

Thank you again!

<Sign-off>

Next up is a bundle offer that you can promote for three to five days ...

How to Set Up a Scarcity-Based Bundle Offer on Your Shopify Store ...

The easiest way to set up a bundle on Shopify is simply to create a new product and include a number of products inside that product.

But there are limitations with doing it this way that impact the way you present that offer and how well it works with product variants.

So, given that we want to optimize revenue, we tested a few different apps and found an app by Thimatic called “Bundle Products.”

Here’s how it works

You install the app (it has a 14-day free trial, so if you just want to test out this entire GSD, you could set the whole thing up, launch it over seven days, and get out again without even paying for the app.)

Then take these steps:

1. Add products that you want to include in the bundle.
2. Choose the pricing structure (e.g., discount or set price).
3. Get a single line of code.
4. Add that line of code to a new page that you create on Shopify.
5. And hey presto, the bundle will appear ... and if you have product variations, customers will be able to select things like color and size.

For example, here's how a bundle offer looks when embedded on a blank page in Shopify.

Bundle Offer!!!
Buy a combo pack and get \$40 off on the Total Price.

Separate Price: \$289.00
Save: \$40.00
Total Price : \$249.00

Black T-Shirt Demo
4.5 (17 Reviews)
\$179.00
Color: Black

Blue T-Shirt
4.5 (14 Reviews)
\$75.00 ~~119.00~~
Size: S
Color: Blue

Gold T-Shirt
4.4 (12 Reviews)
\$35.00 ~~119.00~~
Color: Gold

ADD TO CART

Here's how you add the single line of code to a page in Shopify:

- Go to the online store.
- Select "Pages" from the menu.
- Then select "Add Page."

Home
Orders
Products
Customers
Analytics
Marketing
Discounts
Apps

SALES CHANNELS

Online Store 1
Themes
Blog posts
Pages 2
Navigation
Domains
Preferences

< Online Store

Pages

3 Add page

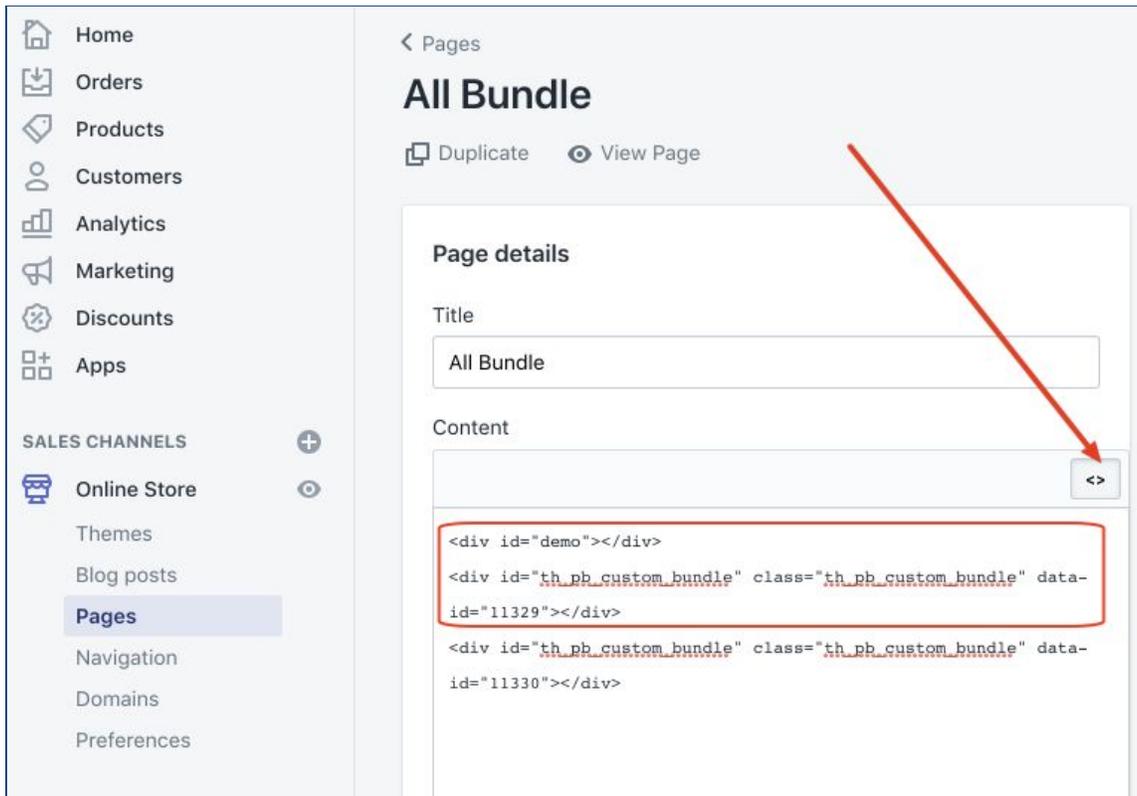
Online store is password protected
Only visitors with a password can access your online store.
Disable password

All

Filter Search

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 Brain" (in the EI members area) for you to:

1. Get the code.
2. Watch a video instructing you how to set it up.

So, to add this element of scarcity to your bundle offer page, simply log into your EI membership site and, using the search bar, type in "Countdown Timer."

And here's what the countdown timer looks like on the page with the bundle (again, if you want additional design, you'll need to adjust the code/CSS of the page).

The screenshot shows a web page titled "All Bundle" with a navigation bar containing "Home" and "Catalog". A red countdown timer displays "Ends In:52d 10h 10m 0s". Below the timer, the text "all bundle" is centered. Three t-shirt items are listed in a table-like format:

	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 are using the Bundle Offer strategy, then you could easily add another three to five emails in that flow to promote your bundle offer.

Also, seven-figure EI member Deven Davis made a good suggestion with a “second chance” email around the theme of ...

“Who Else Is on Your Shopping List?”

Very cool: Essentially you can prompt them to make more purchases for loved ones on their shopping list. Simple but effective. Bravo, Deven!

What about when someone buys a second time during the BFCM promotion?

Oohhh ... Now we're talking!

Allow me to present the BFCM Post-Purchase for Second-Time Buyers, VIP Flow ...

Post-Purchase for Second-Time Buyers: VIP Flow

For someone who bought TWICE, we can fire off a PP2 flow.

And what better way to recognize these active buyers than introduce them into a VIP flow!

Now, of course, there must be “value limit” to reach VIP status, but this can work as a unique incentive to go back and buy more!

***Note:** If you want to go DEEPER into why a VIP flow is so lucrative, you can grab a back issue of the VIP GSD (October 2018). But for now, here are the highlights ...*

First up, you must ...

Define your segment

Decide how you want to segment your VIPs. Here are some examples:

- Average order value
- Total number of purchases
- Frequency of purchase
- Total spend

For this BFCM PP2 example, let's go with “Total Spend.”

Next, decide on how you plan on incentivising your VIPs? What will make them really want to be a VIP?

Let's first brainstorm some creative ways to make your VIPs feel special!

- Give them exclusive “Early-Bird” notices to new products.

- Use a VIP survey to ask for their feedback and ideas.
- Give them an exclusive store credit.
- Send them a gift in the mail.
- Send them a “Thank You” video from the CEO.
- Take them on a virtual tour of your headquarters.
- Give them a video where they meet the whole team.
- Incentivise them to refer like-minded friends.
- Recognise them publicly in your Facebook group.
- Offer VIP discount promotions (an obvious one).

Also, as an icing-on-the-cake idea ... wherever possible, try sending them to an exclusive VIP page ... just to remind them that they’re in a special and exclusive club!

Example time

Now, before we share some copy ideas, here’s something you’re going to love ...

To be honest ... most “serious” ecommerce store owners are already taking advantage of the VIP FLOW. However ...

What you’re about to see below is a smart idea to have an automated email that notifies people when they’re *close* to becoming a VIP.

We call this ...

VIP Bridge Email

This is one single email you can send to customers who are just short of becoming a VIP.

This email gives them an opportunity (or incentive) to make another purchase that would qualify them and unlock VIP privileges.

We tested this with one company, and the numbers are below. However, read the shocking disclaimer!

Stats for the VIP bridge email

Shocking Disclaimer: *You can beat these numbers below! This store discovered that the link on one of their emails went to a “404” page, yet it still made money! (I know, right?!?!)*

Subject line: [Important] Your VIP Status is pending ...	
Recipients:	7,130
Open:	46% (3,242 recipients)
Clicked:	2.7% (192 recipients)
Purchases:	19 buyers
Revenue	\$1,062.92 (\$55.94 average order)

A 46% open rate and 2.7% clickthrough rate is pretty cool in anyone’s language! But best of all, it feeds MORE people into your VIP segment. And that’s where the money is!

Copy for the VIP email

Read this first: *This store decided to use discounts as their VIP incentive. The strategy was to give buyers three monthly VIP discounts. For our example, we'll use 25%. As I mentioned earlier, there are plenty of other ways to incentivize VIPs without discounts, so feel free to try different ideas.*

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

Hi <Firstname>,

THANK YOU and congratulations for making a second purchase during our exciting Black Friday promotion.

We have some good news for you!

Based on the volume of your most recent order ...

You're potentially just one more purchase away from qualifying for VIP Status!

That means you'll be joining an elite group of our BEST customers and receive THREE exclusive VIP discounts over three months!

Here's how VIP status works:

With your VIP Status, you'll receive three unique 25% OFF storewide coupons over the next 90 days.

Use these coupons to save on future purchases.

You'll unlock your first 25% coupon immediately when you qualify for VIP Status, and it will be valid for 30 days.

You'll unlock your second 25% coupon in the second month and your third 25% coupon in the third month. You'll have 30 days to use each coupon.

How do I qualify for VIP Status?

Easy—you're so close. To qualify for VIP Status and discounts, simply complete another additional purchase that's over:

\$33.10

Your purchase of any of the following items (below) will immediately qualify you for VIP Status.

Product 1 \$79.99 [Buy Now]	Product 2 \$39.99 [Buy Now]	Product 1 \$34.99 [Buy Now]
-----------------------------------	-----------------------------------	-----------------------------------

You're going to love VIP Status---and the freedom and flexibility to use your discounts anytime you want. See you on the other side ...

<Sign-off>

Easy enough, yeah?

Sending a second reminder email will simply get more sales!

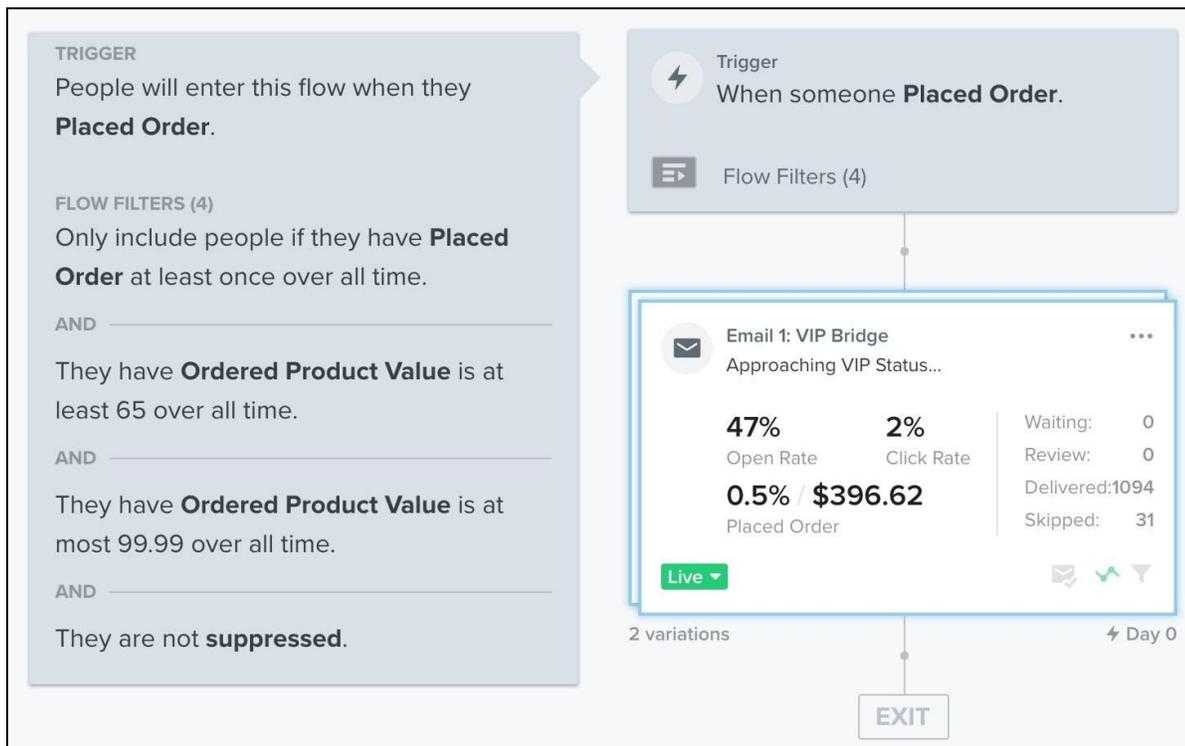
Setting up the VIP bridge email in Klaviyo

Here's some backstory on this store:

- Their average order value was \$55 to \$60.
- We set the VIP range to trigger at over \$100.
- We set the VIP Bridge range at \$65 to \$99.

That's not a concrete rule, so use your own discretion.

Here's what the trigger-and-filter setup looks like:



Klaviyo setup summary

Trigger: People will enter this flow when they “**Placed Order**.”

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

- AND they have “**Ordered Product Value**” is at least 65 over all time.
- AND they have “**Ordered Product Value**” is at most 99.99 over all time.
- AND they are not suppressed.

What next?

Let's take a look at the three VIP emails from the same store.

Just to regroup ... The following three emails are the ACTUAL VIP EMAILS that customers receive once they hit the threshold you set. In this case, it was triggered by

orders over \$100. And again, their strategy was all about discounts ... But using the other incentives we brainstormed earlier, you could surely mix it up with your own ideas ...

VIP Email 1

Subject line: Your VIP Status (confirmed)

Hey **<Firstname>**,

Congratulations and a BIG welcome to VIP!

Based on your recent purchase activity, you've unlocked your **<brand name>** VIP status!

That puts you in a select group with some of our very best customers ...

Very exciting—As a VIP, we're going to show our appreciation for your support by giving back to you.

So, starting today, take advantage of your VIP rewards!

Three 25% OFF Coupons for the next 90 days!

[Insert VIP graphic if you want]

Here's how your VIP rewards work:

- Over the next 90 days, you'll receive three unique 25% OFF discount codes.
- Use these codes to claim 25% off any purchase during the next 30 days.
- After 30 days, you'll receive a second email with your "Month 2" 25% coupon.
- A third email will arrive 30 days later with your "Month 3" 25% coupon.

Each code is valid for 30 days only and can't be accumulated along with any other coupon codes.

Let's get started!

Today marks your first day with VIP Status ... Woohoo!

Here's your first reward:

A 30-day-long 25% OFF Discount (#1)
Use promo code **VIP25M1 at checkout.**

[Click here to shop the **<brand name>** store now to save.](#)

This discount is valid storewide for the next 30 days.

We appreciate you. Thank you again for choosing **<brand name>**!

<Sign-off>

P.S. Remember to mark your calendar so your first coupon doesn't expire.

25% OFF Discount #1

Use promo code VIP25M1 at checkout

SHOP HERE TO CLAIM YOUR VIP DISCOUNT

VIP Email 2

Subject line: [Notice] Your VIP Discount 2 inside

Hey <Firstname>,

Good news ...

Your second VIP discount is here!

25% OFF Discount (#2)

Use promo code VIPCC2 at checkout [storewide here.](#)

[Insert graphic]

Quick reminder: This discount has a 30-day timer ...

So, don't let it go to waste!

Use promo code VIPCC2 at checkout when you ...

[Shop the <brand name> store today and get 25% OFF.](#)

Thanks for being such an awesome VIP customer ...

Happy shopping!

<Sign-off>

P.S. Like last month, if you snooze you lose ... This expires in 30 days, and you'll only have one coupon left.

25% OFF Discount #2

Use promo code VIPCC2 at checkout

[SHOP HERE TO CLAIM YOUR VIP DISCOUNT](#)

VIP Email 3

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

Hey <Firstname>,

It's that VIP time of the month again ...

Time for your VIP savings!

Your third (and final) VIP discount has arrived:

25% OFF Discount (#3)
Use promo code VIP25F3 at checkout
[Shop the <your brand> now and start saving.](#)

[Insert graphic]

FYI: This is your third and final month of VIP discounts.

We love giving you the VIP treatment!

It's been exciting to help you save on all our <type of products>.

After this final 30-day coupon expires, we'll occasionally send you special VIP announcements because we value you and your loyalty.

[Enjoy this final discount.](#)

Talk soon :)

<Sign-off>

Final 25% OFF Discount #3
Use promo code VIP25F3 at checkout
SHOP HERE TO CLAIM YOUR VIP DISCOUNT

TOTAL STATS for This Campaign
Recipients: 13,026
Opened: 2,931 at 22.5%
Clicked: 334 at 2.2%
Purchases: 123 buyers!!!!
Revenue: \$7,714.04 (\$62.21 per recipient)

You wouldn't scoff at an extra \$7,714.04, would you?

Enough said. Next ...

Setting up the three VIP emails in Klaviyo

Here's another quick reminder about this store's numbers:

- Their average order value was \$55 to \$60.
- We set the VIP range to trigger over \$100.

Again, move that range to your heart's content.

Here's what the Trigger-and-Filter setup looks like.

Klaviyo setup summary

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

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

- AND they have "**Ordered Product Value**" is at least **100** over all time.
- AND they are not suppressed.

SMS (and Messenger) Marketing

Okay, we're nearly there. It's been quite the journey so far, hasn't it?

If you've been an EI member longer than five minutes, you should know how we beat the drum about "Multimodality Cart Abandonment."

That's where you use SMS, email, and Facebook Messenger in your recovery strategy.

In case you've missed the memo, ... SMS is one of the HOTTEST things to use in your marketing arsenal right now, where it's not too uncommon to get ROIs from 1,000% to 300,000%. (True story: EI member Kevin Canning took the trophy for his 300,000% ROI for an SMS cart abandonment.)

When it comes to cart abandonment, SMS is at the top of the tree, and email is a distant second, followed by Messenger.

Yes, sadly, because the rules of Facebook Messenger changed the "checkbox plugin" so it's default is now unchecked, the results of cart recovery-sales quickly TANKED! It was so bad that a lot of store owners don't even worry about it anymore.

Did you also know SMS can be used with promotional campaigns?

Maybe not with every platform (yet), but those who are using it (the right way) in promotional campaigns are typically seeing a super-high conversion rate (CR) and a higher average order value (AOV) for their SMS list.

Here are three SMS platforms you can consider ...

1. SMSBump
2. Postscript.io
3. Carts Guru

We're not going to rate any platform above the other because they all have their pros and cons. But what we will do is lay out a marketing plan for you ...

Again, this is a GUIDE only. And we're following the same path as we did for the cart-abandonment emails.

You might want to be more aggressive with your SMS frequency, but here's a roadmap for you anyway ...

Cart-Abandonment Sequence		
First message	15 minutes	SMS
	30 minutes	Messenger
	45 minutes	Email
Second message	4 hours	Email
Third message	23 hours	SMS
	24 hours	Email
Fourth message	72 hours	SMS
	73 hours	Messenger
	73 hours	Email

Email copy

Use the email copy we've already written for you in the "Cart Abandonment" section of this report (also available in your USB Asset Card on the inside cover of the GSD).

SMS text copy

~ IMPORTANT NOTE ~

Using GIFs (or images) for these messages is HIGHLY recommended. El superstar, Seth Manthei, shared that he gets terrific success when using GIFs.

SMS message 1 (15 minutes)

High value (with a discount)

<Company name>: Hey **<Firstname>**, We noticed your payment didn't go through. Here's an extra 5% Off code—BFX535—to complete your order today!
<Direct link>

Low value (without a discount)

Company name: Hey **<Firstname>**, We noticed your payment didn't go through. Stock sells fast this week, so don't miss out. Finish your order here:
<insert link>

SMS message 2 (23 hours)

High value (with an extra 5% discount)

<Company name>: Hey, your cart has serious abandonment issues ;) Use code: BXF535 to claim 35% Off for Black Friday when you complete your order here: **<Direct cart link>**

Low value (with an extra 5% discount)

<Company name>: Hey, your cart has serious abandonment issues ;) Use code: BXF535 to claim 35% Off for Black Friday when you complete your order here: **<Direct cart link>**.

SMS message 3 (72 hours)

High value (with an extra 10% discount)

<Company name>: Hey, we just bumped your discount up to 40% today, only with code BFXX40. You've got this! Last chance here: <Direct cart link>.

Low value (with an extra 5% discount)

<Company name>: Hey, we just bumped your discount up to 35% today, only with code: BXF535. You've got this! Last chance here: <Direct cart link>.

Facebook Messenger copy

Facebook message 1 (30 minutes)

High value (with a discount)

Hey <Firstname>, You left a popular item in your cart. Here's an additional 5% Off code—BFX535—to complete your order now, before we sell out: <Direct link>.

Low value (without a discount)

Hey <Firstname>, You left a popular item in your cart. To avoid missing this, complete your order now before we sell out: <Direct link>.

Facebook message 2: 73 hours

High value (with a discount)

Hey <Firstname>, Hope you get this in good time! We increased your cart discount to 40% with this special code: BFXX40. Last chance before your cart expires. You've got this! <Direct cart link>

Low value (with a discount)

Hey <Firstname>, Hope you get this in good time! We increased your cart discount to 35% with this special code: BXF535. Last chance before your cart expires. You've got this! <Direct cart link>

FINAL THOUGHTS ...

You made it! What a ride ...

That concludes the BIGGEST GSD ISSUE in history ...

and what's likely to be the BIGGEST *money-making* GSD in history.

Now it's time to map out your action plan and implement it with fierce GSD velocity!

Go make us proud!

For any questions, jump on over to the Facebook Group and ask away!

To your success ...

Tanner, Matthew & Bret!