

# BLACK FRIDAY & CYBER MONDAY THE DOS AND DON'TS

## KEY DATES



**Do remember there is more than just Black Friday (11/24) and Cyber Monday (11/27)! Other key dates:**

- Thanksgiving (11/23) – Thank you email to customers
- Small Business Saturday (11/25) – support small biz!
- Giving Tuesday (11/28) – donate % of revenue
- Boxing Day (12/26) – last sale holiday of the year



**Don't wait to plan**

Make your calendar NOW and review with your client so you're not deciding last second what you're sending and when you're sending it.



**Don't send out your emails on the wrong date – triple check your scheduling details**

## DESIGNS



**Do make sure your BFCM creative...**

- Gets the message (promo) across quickly
  - The less copy the better!
- Has a CTA above the fold
- Incorporates GIFs – if on brand
- Stands out from your typical email creative
  - Remember: you're competing against hundreds of other emails in their inbox



**Do try sending a text-based email during BFCM for better inbox deliverability – and they work as great sale follow ups!**



**Don't put multiple offers in 1 email – you don't want too much going on**



**Don't have creative that all looks the same – be thoughtful when briefing in emails for design**



**Don't wait until the last minute to test, build and schedule. YELL at your clients about getting emails approved. We're not going to build the night before or the day of.**

## CADENCE



**Do consider your pre-BFCM email cadence and your active list size – now is the time to reactive unengaged users**



**Do factor resends into your BFCM calendar (segmentation is key)**



**Do send AM and PM sends on the big hitting days (11/24 & 11/27) – the inbox is flooded and people want to be reminded to shop! – example cadence below...**

Mon. 11/20	Tues. 11/22	Wed. 11/23	Thurs. 11/23	Fri. 11/24 (AM)	Fri. 11/24 (PM)	Sat. 11/25	Sun. 11/25	Mon. 11/25 (AM)	Mon. 11/25 (PM)
Early BF Sale Starts Now (VIPs)	BF Sale – Bestsellers on Sale (VIPs)	VIP Access Ends Tonight (VIPs)	Plain Text Thank You Message (VIPs)	BF Sale – ALL	BF Sale – Non-Purchasers of Sale	BF Sale Ending Soon (ALL)	BF Sale Last Chance (Non-Purchasers of Sale + Engaged 180)	Cyber Monday (ALL) exclude purchasers from sale if better offer	Cyber Monday (ALL) Engaged L180 + no purchase yet



## MISC.



**Do make sure to turn smart sending off for your campaign sends!**



**Do update your email AND sms flows to reflect the on-site BFCM promotions**



**Do update your sign up units during BFCM – run giveaway or sweepstakes, reflect on-site offer, free shipping on order, etc.**



**Don't forget about SMS. Even if you don't manage it for your client. The strategy should be intertwined and thoughtful.**



**Don't leave money on the table. It can seem like a lot of emails/texts to send, but people have the highest shopping intent than they will the rest of the year**