



BLACK FRIDAY/CYBER MONDAY EMAIL GUIDE

A COMPLETE STRATEGY THAT
HAS MADE 8+ FIGURES

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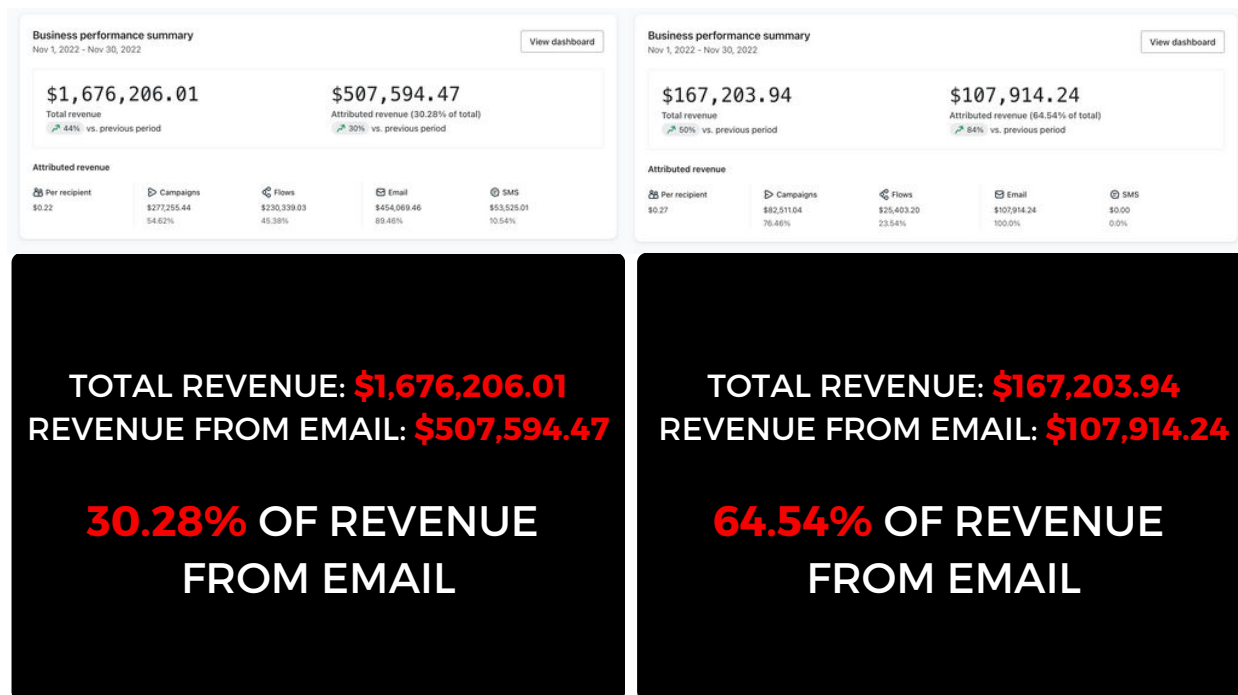
Guide Introduction

Q4 takes the spotlight every year as the pinnacle period for sales. It is without a doubt the biggest time of the year for any brand, thanks to 2 specific dates:

- Black Friday (November 27th, 2026)
- Cyber Monday (November 30th, 2026)

The goal of this guide is to provide you with the timeline, structure, strategy, and resources needed to maximize revenue and profits for your e-commerce brand during BFCM.

The timeline provided is divided into phases. Each phase will be broken down into bite-sized chunks and have its own purpose and goal clearly outlined so that you can build your bulletproof BFCM email strategy, just like the 150+ clients we've strategized for during BFCM.



According to a recent Klaviyo article, **email remains the preferred communication method for 56% of customers**, which is why optimizing your BFCM strategy is so important.

Ready? Let's get started.

Guide Disclaimer

Please read before exploring this guide.

- The suggestions in this guide are a recommendation only. Depending on your brand and list size, you may need to adjust the examples in this guide to fit your unique audience.
- The suggestions in this guide assume that you have other services in place (e.g. ads, social media). Emails nurture a list but cannot grow it without the help of an outside service.
- Common terms and abbreviations you will see throughout this guide:
 - **BFCM:** Black Friday / Cyber Monday
 - **BF:** Black Friday
 - **Campaign:** A one-off email that is sent to your list or a segment of it
 - **CM:** Cyber Monday
 - **CTA:** Call-to-action
 - **ESP:** Email Service Provider (e.g. Klaviyo, Mailchimp)
 - **Flow:** Email automation that is based on a specific trigger (e.g. someone who subscribes to your email list, added to cart)
 - **FOMO:** Fear of missing out
 - **USPs:** Unique Selling Points

BFCM STRATEGY

THE 5 PHASES FOR SUCCESS

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BFCM Phase Overview

Suggested strategy and timeline

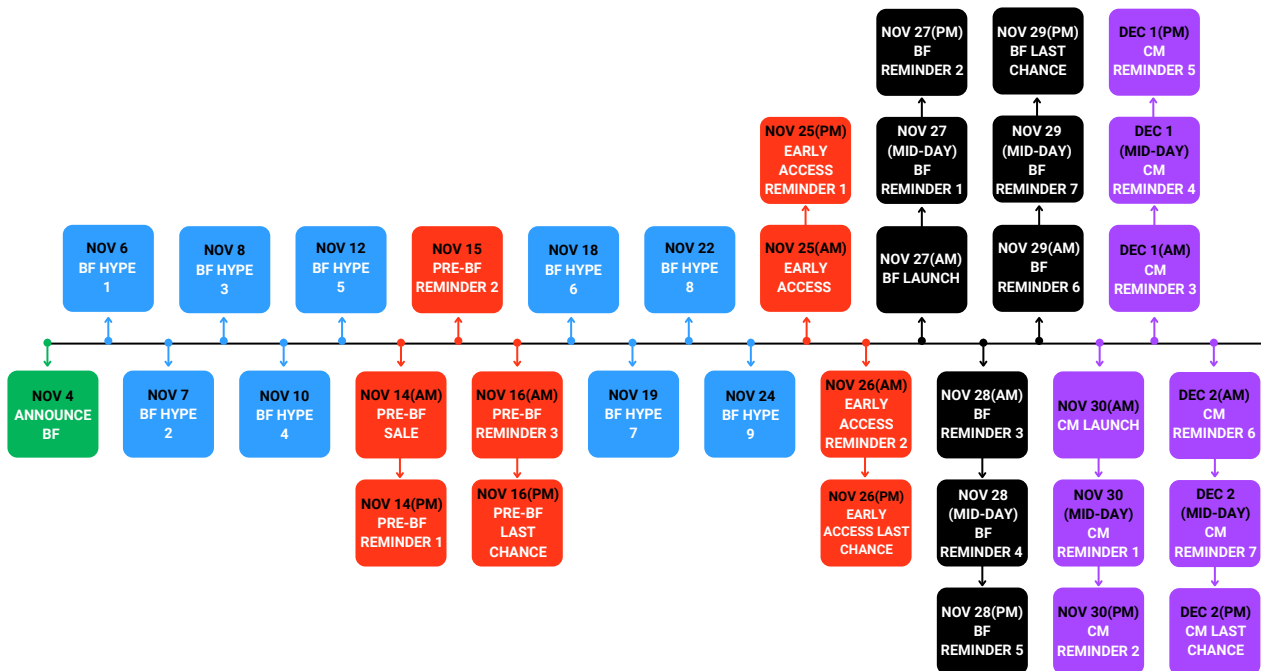
Phase 1
Optimize Your
Email List

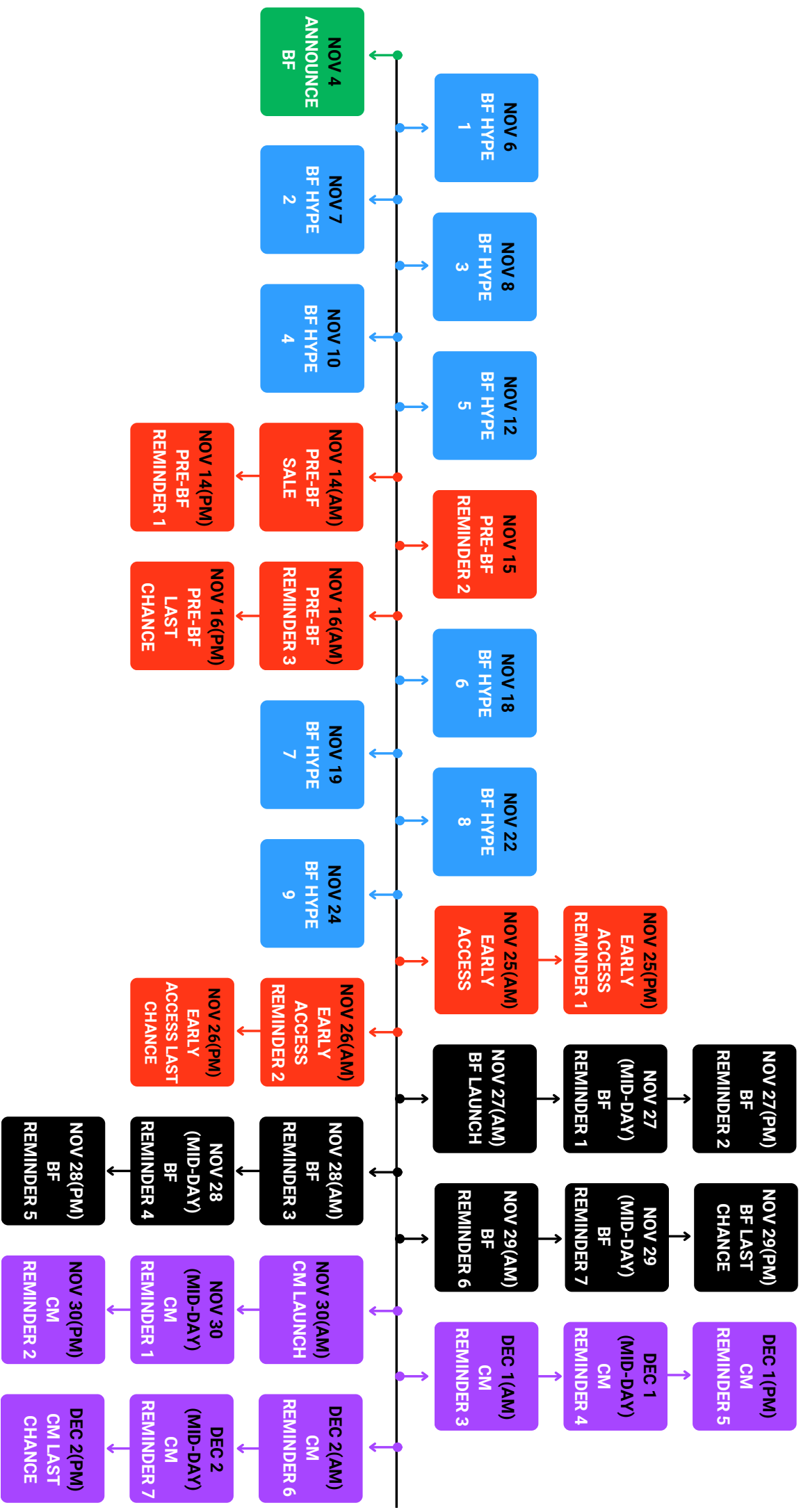
Phase 2
Lead Generation

Phase 3
BFCM Hype

Phase 4
Black Friday

Phase 5
Cyber Monday





BFCM Phases

Phase 1 August

Optimize Your Email List

- Clean your email list and suppress unengaged emails
- Create new segments to test for re-engagement

Phases 1 & 2 September

Test Cleaned List + Lead Generation

- Test new segments created in August
- Implement new lead generation
- Solidify your BFCM offers

Phases 1 & 2 Cont. October

Email Campaign & Flow Preparation

- Continue testing new segments
- Continue lead generation
- Build out all emails needed for BFCM & schedule*
- Create alternate versions of any email flows needed for BFCM

Phases 3-5 November

BFCM Hype & Sale

- Continue list growth (up until 11/24)
- BFCM Hype (11/4-11/24)
- BF Early Access Sale (11/25-26)
- BF Sale (11/27-11/29)
- CM Sale (11/30-12/2)

December

Post-BFCM (not covered in this guide)

- Return your flows and sign-up form to a non-BFCM offer
- Send a thank you email to anyone who bought during BFCM (around 12/6)
- The following 7-14 days of emails, focus on adding value, before targeting buyers with holiday sales

*Scheduling emails in advance is key to not experiencing sending delays during BFCM. You want to be in the queue as early as possible.

PHASE 1

OPTIMIZE YOUR EMAIL LIST

PHASE 1

OPTIMIZE YOUR EMAIL LIST

The **top 3 mistakes people make** leading up to BFCM are:

- NOT being on a dedicated domain
- NOT optimizing their current email list
- NOT warming up their sending volume

Set Up a Dedicated Domain

Setting your account up on a dedicated domain ensures that your emails come from your brand, not your ESP. This drastically improves deliverability, if done correctly.

Depending on the brand, this takes at least 2 weeks to warm up and should be done 2-3 months before a major sale (like BFCM).

Optimize Your Email List

By following a strategic list-cleaning process 2 months before BFCM, you ensure that you are re-engaging all the customers you can and suppressing those whom you cannot. Doing this helps ensure you're getting the most out of each email you send.

Warm Up Your Sending Volume

Did you know that you should never send emails to your full list more than 2X per year? But you can't just go from 0 to 100.

MOST people just start sending to their largest segments or their full list as soon as BFCM hits. This is detrimental to deliverability, especially when servers are extra sensitive to marking emails as spam during BFCM.

About 2 weeks before BF, you want to slowly increase your sending volume by 1.5X. Scroll to the next page for an example.

PHASE 1

SENDING VOLUME EXAMPLE

Here's that example.

NOVEMBER 2026						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12 Send to a 30, 60, or 90-day engaged segment	13 Increase sending volume by 1.5X	14 Send to a 30, 60, or 90-day engaged segment
15 Increase sending volume by 1.5X	16 Send to a 30, 60, or 90-day engaged segment	17 Increase sending volume by 1.5X	18 Send to a 30, 60, or 90-day engaged segment	19 Send to a 30, 60, or 90-day engaged segment	20 Increase sending volume by 1.5X	21 Send to a 30, 60, or 90-day engaged segment
22 Increase sending volume by 1.5X	23 Send to a 30, 60, or 90-day engaged segment	24 Increase sending volume by 1.5X	25 Send to a 30, 60, or 90-day engaged segment	26 Send to a 30, 60, or 90-day engaged segment	27 BF: Full List Send (gradually over 4 hrs)	28
29	30					

To increase sending volume by 1.5 = highest # of people you typically email x 1.5

(e.g. 10,000 X 1.5 = 15,000)

Try sending to an engaged segment + a segment you are trying to re-engage to meet that number (gradually send over 3 hours).

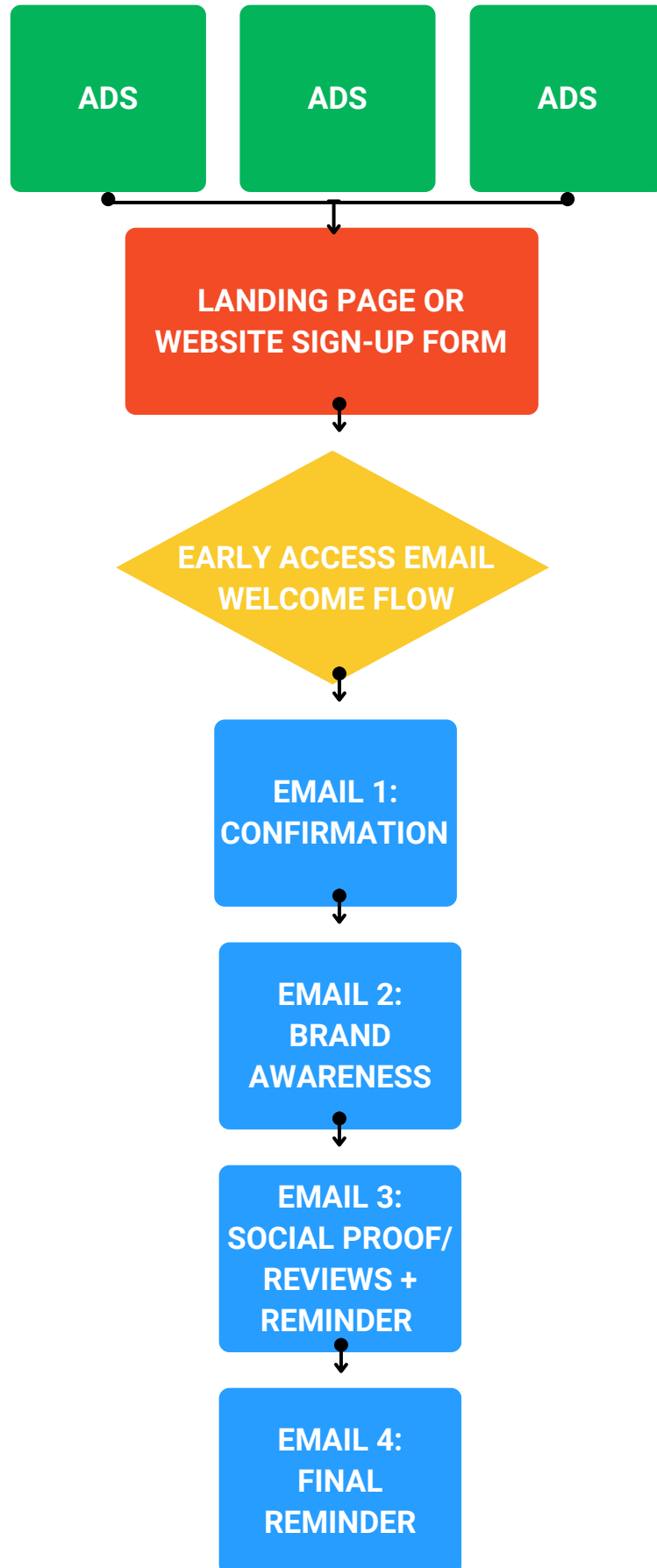
Creating the proper segments to clean your list and warm up your sending volume can be tricky (but we know people who can help with that).

PHASE 2

LEAD GENERATION

PHASE 2

LEAD GENERATION



PHASE 2

LEAD GENERATION OVERVIEW

Lead generation is the process of gathering new email and SMS subscribers through sources like (but not limited to) landing pages, sign-up forms, free downloads, quizzes, etc.

Lead generation happens about 2 months prior to BF. If you wait until November has arrived, you're too late.

On average, it takes 3-5 emails for a subscriber to determine if they want to make a purchase. That means you need plenty of time before BFCM to nurture your new leads and indoctrinate them into the brand.

We recommend creating a unique offer to drive new leads from the end of September to mid-October. Then, on November 1st, start incorporating BFCM language.

(Not sure how to get started with lead generation? We can help with that.)

Here's what you'll need to start generating leads:

- Facebook ad account
- Landing page builder
 - We recommend Zipify if on Shopify (an alternative is Unbounce),
 - If you are unable to build a landing page you can direct people to the sign-up form on your website's home page.
- ESP (e.g. Klaviyo, Mailchimp)

Scroll to the next page for our **easy 4-step lead generation process**.

PHASE 2

LEAD GENERATION STEPS

Step 1: Create an offer they can't refuse.

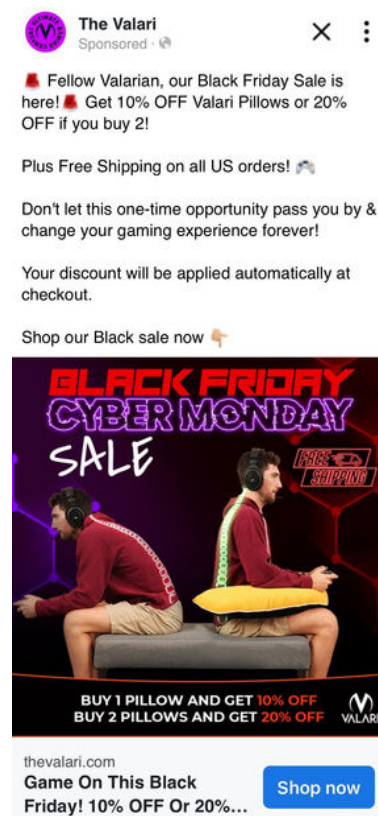
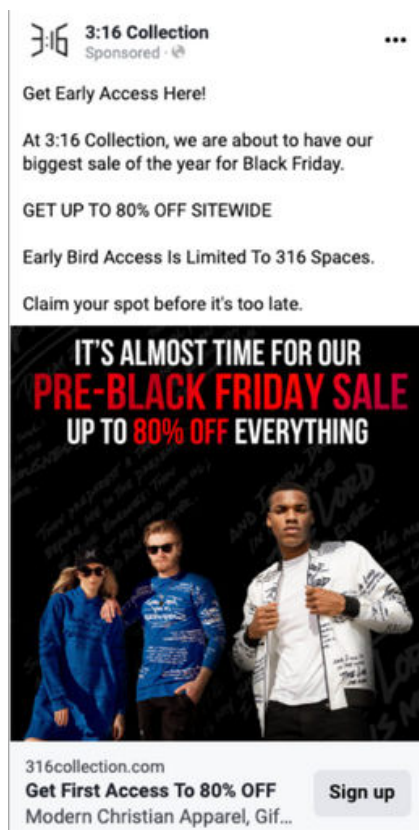
Every sign-up form usually offers the same thing: a percentage off + a chance to be part of a VIP group. Create something unique that stands out.

For example:

- Offer email-only subscribers early access to the BFCM sale (and stick to your promise!)
- Offer an additional discount to use on BFCM for SMS subscribers
- Instead of offering a discount, offer cashback with a platform like Fondue
- Offer to buy a wishlist for X amount of customers up to a certain dollar amount (make sure to make big hype around the winners!)

Step 2: Create Engaging Ads

Create simple, clear, and engaging ads that will support your unique BFCM offer. The offer is the biggest point of leverage in collecting new subscribers, so make sure to be clear about what you're offering in your ad.



PHASE 2

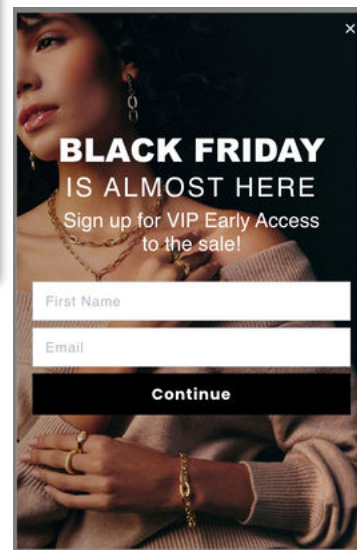
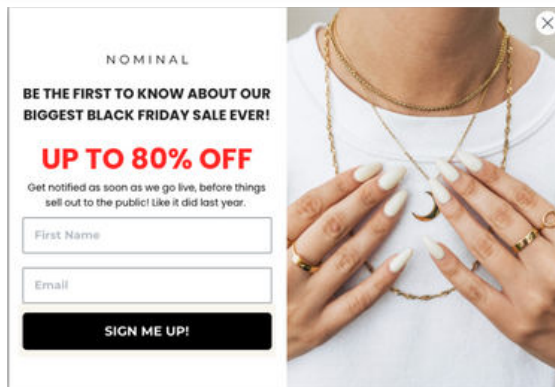
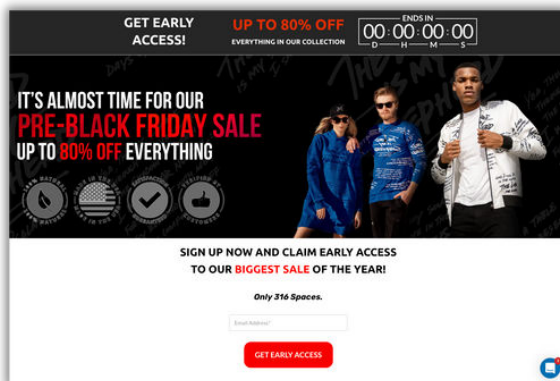
LEAD GENERATION STEPS CONT.

Step 3: Create your landing page and sign-up form.

The design and branding of the ad should carry over to the landing page and sign-up form. Don't overcomplicate it! Reiterate the offer and add scarcity and urgency (e.g. countdown timer).

The main pointers for a high-converting sign-up forms are as follows:

- Make the incentive/offer bold and clear.
- Collect emails in step 1 and phone numbers in step 2 (first name is optional).
This creates less friction and subsequently a higher submission rate.



Step 4: Nurture Your New Leads

Once someone submits their information, that should trigger a new flow/automation in your ESP.

We recommend making a copy of your current email welcome flow and tailoring the first email to reflect any BFCM offers.

- The remaining emails in that flow (a welcome flow should contain 4 emails) can remain the same. Update language as needed.

As they say, work smarter and not harder, right?

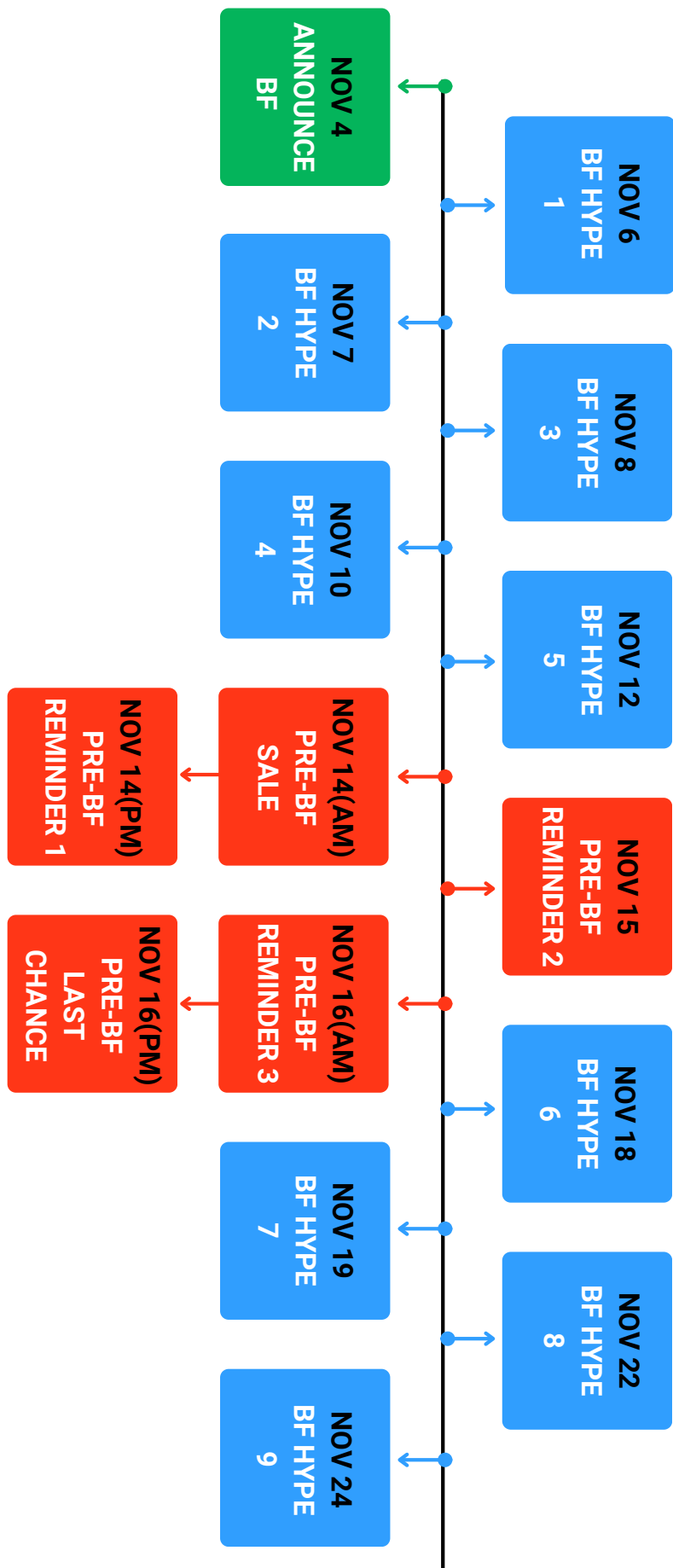
PHASE 3

BUILDING BFCM HYPE

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PHASE 3

BFCM HYPE TIMELINE



PHASE 3

BFCM HYPE STRATEGY

This strategy starts at the very beginning of November. Waiting too long to build hype around your BFCM sale will directly impact your sales.

The purpose of building BFCM hype is to:

- Build awareness, excitement, and anticipation with your current subscribers + capture the interest of non-subscribers and get them to join your email list.
- Educate people on your email list about the brand and add as much value as possible through things like:
 - Engagement campaigns (bonus: these also gather data for you to use for segmentation during BFCM)
 - Social proof and reviews
 - Emphasizing brand value adds (e.g. warranties, free shipping, Afterpay, etc.)
 - Provide tips and other educational information like blogs and podcasts
 - Showcase how products are used in current social media trends
 - "Us versus Them" campaigns (Why will a customer pick you over another brand offering a better deal?)
 - **Pro-tip:** Don't be subjective with phrases like "Why We're Better." Tell why through your social proof and by solving your customers' biggest problems.
 - An opportunity to add the sale to their Google Calendar
 - Tips on building up their wishlist for easy BFCM shopping
 - Give current email subscribers a chance to gain early access (if available for your brand) to the sale.

Really want to stand out from the crowd? Scroll to the next page.

PHASE 3

BFCM HYPE STRATEGY: PRE-SALE

This is the same offer you will run on Black Friday.

Offering a pre-sale is an opportunity to generate more revenue, test your offer(s) on highly engaged customer segments (like VIPs), and gain your customer's attention before the real competition starts.

All e-commerce brands (there are over 1.3 million in the US) will be competing on BFCM by running some of their best offers of the year.

IMPORTANT: A Pre-Black Friday Sale is NOT early access. Here's the difference:

BFCM Pre-Sale	BF Early Access
• Offered during Phase 3, the hype phase • 3-day sale, about 10 days before BF • Offered to VIPs; What determines a VIP varies by brand. Examples of what it could be based on: ◦ People who have spent the most ◦ People who have bought most frequently ◦ Based on email engagement	• Offered during Phase 4, the BF sale phase • 24-48 hours before BF • Offered to anyone who signed up for early access: ◦ Past subscribers that opted in for early access information ◦ New subscribers from your BFCM lead generation ◦ VIPs who didn't buy during the pre-sale

If you do NOT choose to run a pre-sale, we recommend continuing to send BFCM reminders and education about your brand instead.

PHASE 3 EXAMPLES

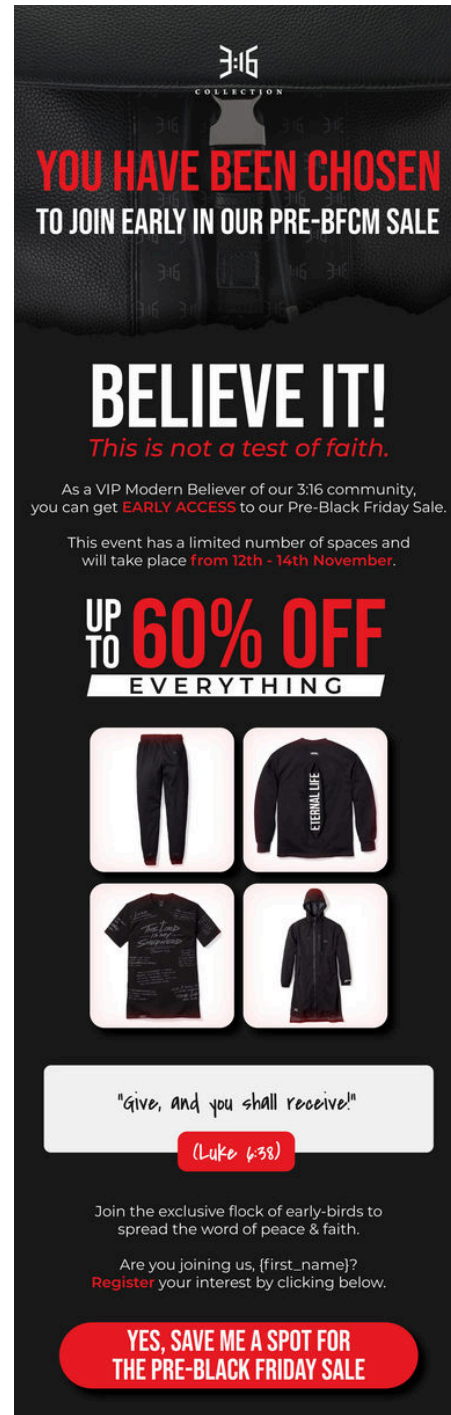
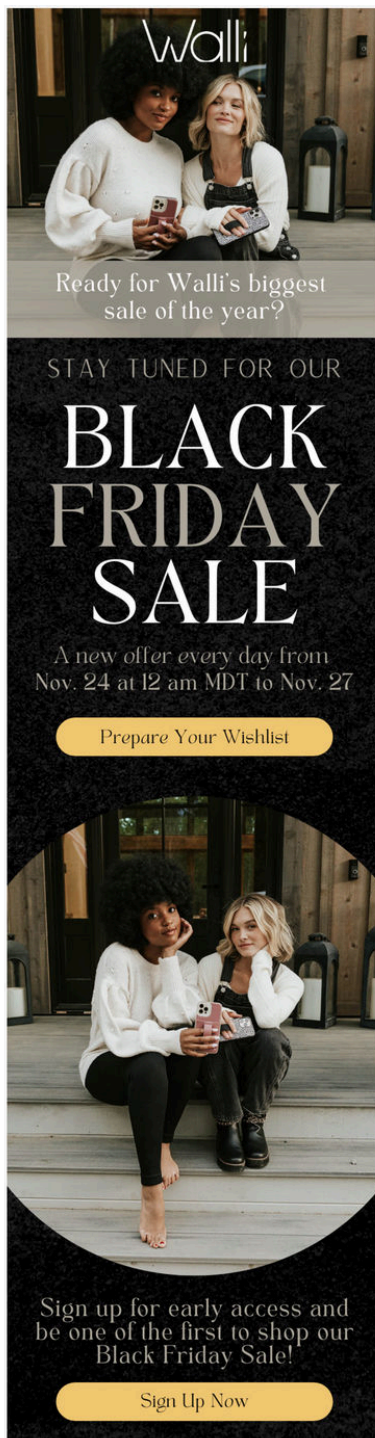
BLACK FRIDAY ANNOUNCEMENT: NOV 4

SEGMENTS

- Highly engaged (30, 60, 90-day, or all-time)
- VIPs
- 2025 BF sale shoppers or sale-only shoppers
- Window shoppers

TIPS

- **Tease and incentivize the customer.** You don't have to give it all away at once. Your announcement email can announce the sale or be the 1st clue to what's coming (which you can reveal after a few hype emails).
- **Prompt the customer to take action.** Tag those that request early access, so you can segment them later, encourage them to create their wishlist (if applicable), etc. This will give the customer a purpose and a sense of participation that naturally will lead to them being more engaged with future updates.
- Let them know when your sale begins and offer them a way to **add it to their Google Calendar.**
- Emails following the initial announcement email should **remind them of what's coming but also include a lot of value.**



PHASE 3 EXAMPLES

BLACK FRIDAY HYPE REMINDERS: NOV 6-12 & 18-24

SEGMENTS

- Highly engaged (30, 60, or 90-day)
- Highly engaged + a segment you're trying to re-engage
- Past BF sale buyers
- Non-Buyers vs Buyers
 - Non-buyers need more reviews, social proof, education
 - Buyers need more reminders, engagement, etc.

TIPS

- You're about to ask a LOT. **Add as much value as possible:**
 - 5 Tips For X
 - 3 Ways to Do X Better
 - 2 Mistakes You're Making With X
 - Blogs, Podcasts
 - How to Get the Most Out of X
- **Highlight your brand's value:**
 - Shipping benefits
 - Rewards
 - Afterpay
 - Warranties
 - Product features (e.g. your jewelry is waterproof)
- Show how other people are using the product to **solve a problem customers can relate to.**
- **Remind** your customer to sign up for early access.
- You want your email list bought in. Why will they choose you on BF if there's a better offer for a similar product? **Make it clear.**

HOW DO YOU WELCOME FAITH INTO YOUR DAY?
Black Friday / Cyber Monday
SALE
UP TO **60% OFF**
our collection! [Register for Early Access NOW!](#)

Did you miss our HUGE Pre-Black Friday Sale?
Get ready for the resurrection of our
BIGGEST SALE OF THE YEAR

Want access before anyone else?
[Sign up for Early Bird access today!](#)

SIGN-UP FOR EARLY BIRD ACCESS

Being a modern believer is not always easy.
The fast-paced world dictates busy schedules and constantly being on the move.
Finding the time and focusing on your growth in Godliness is often a challenge.
At 3:16, we believe there are ways to implement faith into your daily routine and we live that belief every day!

1. START YOUR MORNING WITH A PRAYER
The best time to establish peace within yourself is to take at least 10 minutes each morning to say a prayer. This will change your day, and gradually...your life.

2. TAKE ADVANTAGE OF TECHNOLOGY
If you don't have time to read the Bible, find a podcast that reads the Bible and listen to it on the move. You can also enjoy other Christian podcasts such as "How to Study the Bible", or "The Holy Post Podcast".

3. SCHEDULE SHORT PRAYERS
Schedule 5-minute prayers until this becomes your habit. Just put them in your calendar - they are a great way to take a break from stress, and get some alone time to connect with Him.

4. CONNECT WITH OTHER BELIEVERS
It's always inspiring to practice faith with like-minded believers. It could be your family, your friends, or a local community that shares the same values.

5. WEAR YOUR FAITH
Wearing your favorite words of God on your sleeve is a great way to stay inspired and experience positive feelings from practicing your faith. Just find the garments that suit you best, and you will have a reminder of His presence, every day.

Small, smart decisions will reap huge rewards...

START NOW AND EXPLORE WITH 3:16 COLLECTION

[SHOP BESTSELLERS NOW](#)

TRENDING WOMEN MEN

NOMINAL

BLACK FRIDAY SALE
UP TO **70% OFF**

On Friday, November 24th, our
BLACK FRIDAY SALE
GOES LIVE at 12 PM EST

PREPARE FOR NOV. 24TH!

We're revealing 21 new pieces from now until Black Friday.
REVEALED TODAY!

ALHAMDULILLAH CALLIGRAPHY OVAL NECKLACE Men
[ADD TO WISHLIST](#)

ALHAMDULILLAH CALLIGRAPHY OVAL NECKLACE Women
[ADD TO WISHLIST](#)

IT'S WRITTEN CALLIGRAPHY NECKLACE
[ADD TO WISHLIST](#)

ESSENTIAL BLOCK CHAIN NECKLACE
[ADD TO WISHLIST](#)

ESSENTIAL BLOCK CHAIN BRACELET
[ADD TO WISHLIST](#)

Keep that phone handy and set an alarm - mark your calendars, and remind your friends to remind you.

PREPARE FOR NOV. 24TH!

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PHASE 3 EXAMPLES

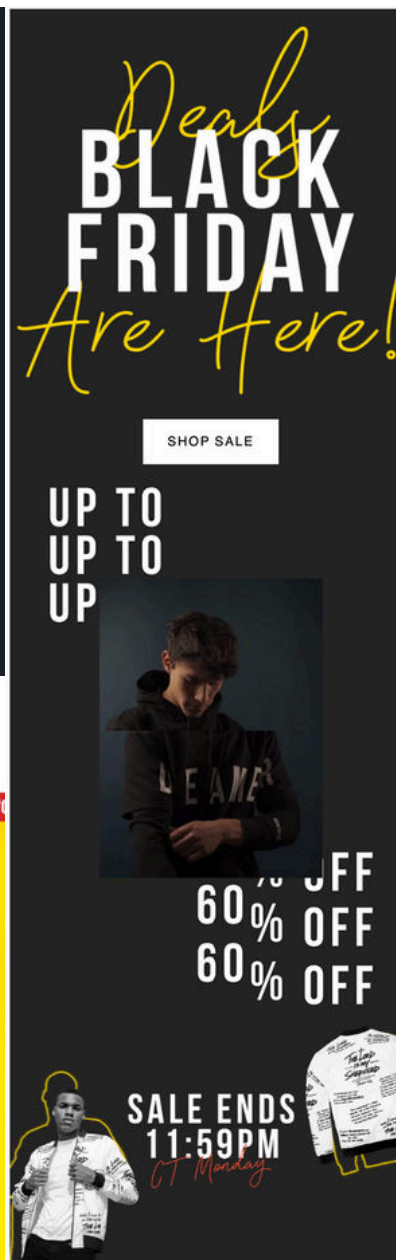
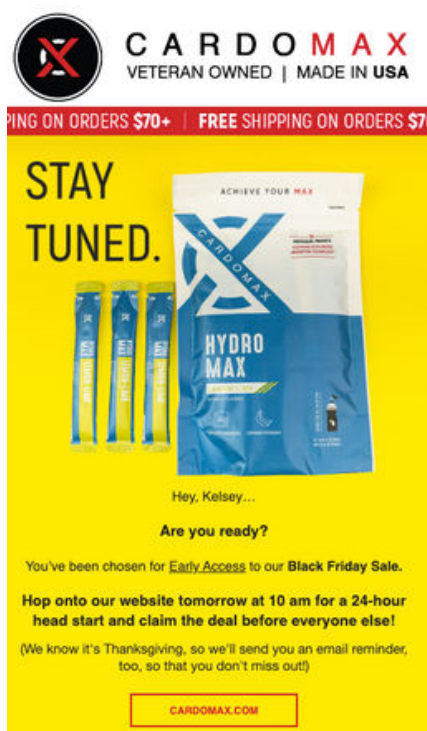
BLACK FRIDAY PRE-SALE: NOV 14-16

SEGMENTS

- VIPs; What determines this varies by brand:
 - People who have spent the most
 - People who have bought most frequently
 - Based on email engagement

TIPS

- **Keep emails short and direct.** The customer should be able to see the offer, code (if applicable), and 1st CTA without having to scroll.
- **Make the offer clearly visible and bold.** Add urgency with countdown timers and sale end date.
- **Test** all-text emails versus graphic-based emails.
- Make sure these emails follow branding but **stand out from your usual emails.**



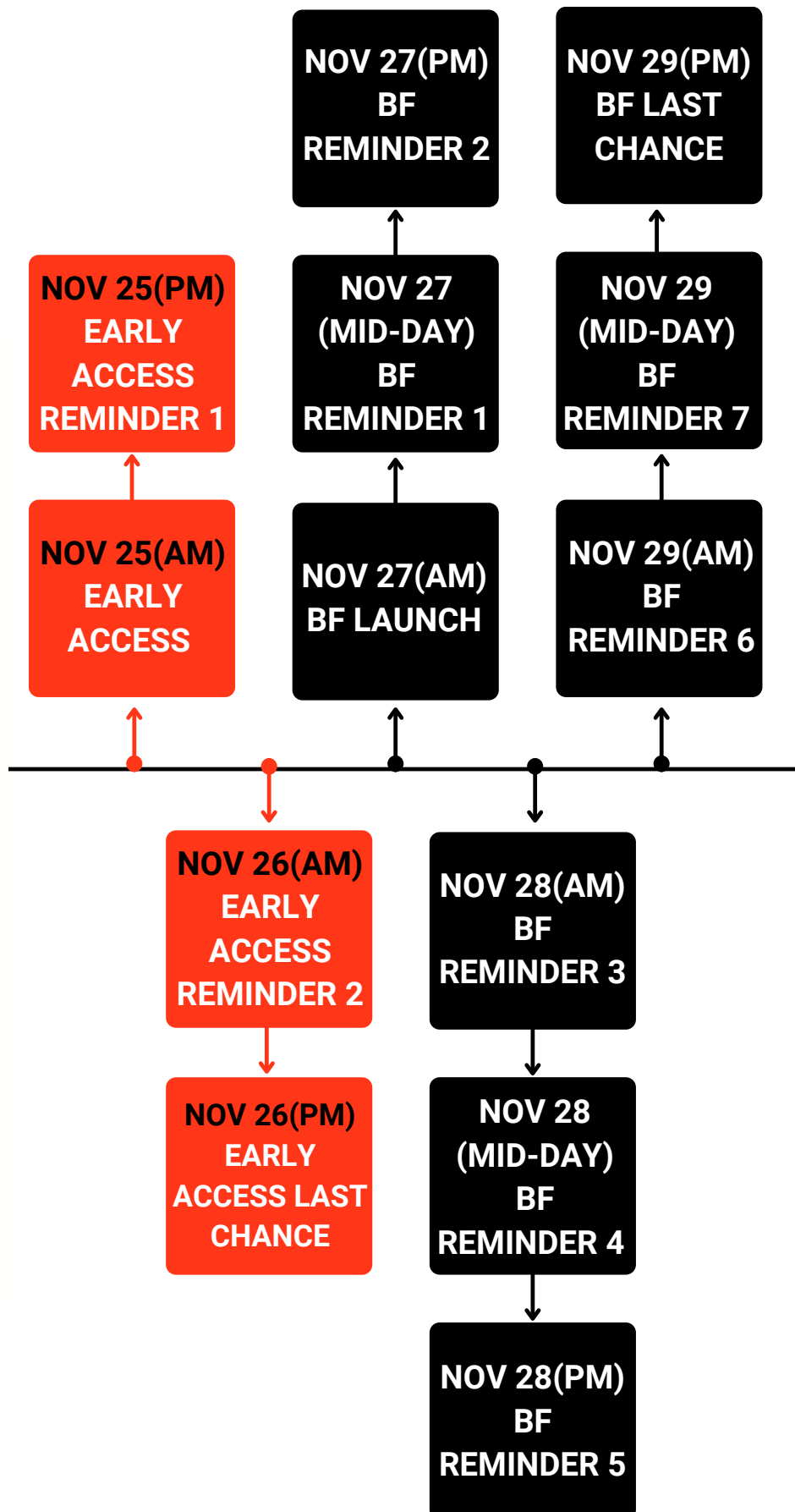
PHASE 4

BLACK FRIDAY

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PHASE 4

BLACK FRIDAY



PHASE 4

BLACK FRIDAY STRATEGY

Your BF offer is the same offer that you ran during your Pre-Sale (if applicable), but adjusted slightly if needed based on the data you received after running the sale.

Similar to the hype phase, you can build anticipation for BF by offering early access to the offer 24-48 hours before BF.

As mentioned earlier, you provide early access to anyone who signed up for early access:

- Past subscribers that opted in for early access information
- New subscribers from your BFCM lead generation
- VIPs who didn't buy during the pre-sale

Once BF arrives, there are a few important rules you will want to follow:

- After sending your initial launch email (gradually over 4 hours), you want to:
 - Strategically segment all other emails. Do not continue sending to the same list every day. The segments you exclude are just as important as the segments you include.
 - Exclude soft bounces from all BFCM emails
 - Know how you will speak to those on a subscription to your product (if applicable)
- Stay top of mind. There are so many emails in your customers' inboxes. We recommend sending 2-3 emails/day (this is why segmentation is key).
- Avoid sending during common times. For example, instead of sending at 11 am like everyone else, send at 10:50 am.

PHASE 4 EXAMPLES

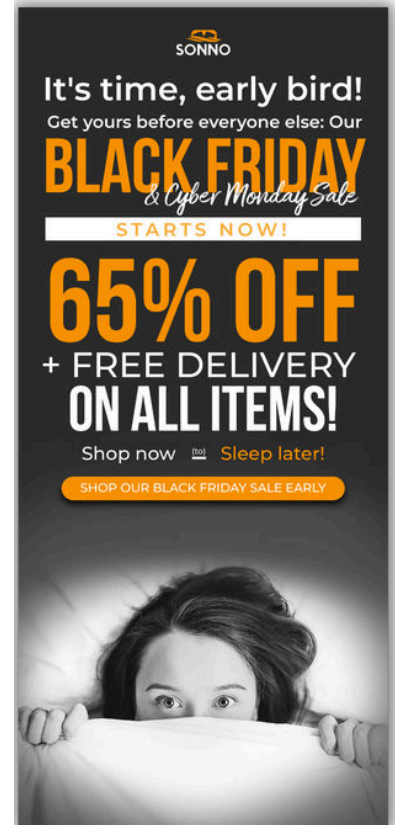
BLACK FRIDAY EARLY ACCESS: NOV 25 & 26

SEGMENTS

- Past subscribers that opted in for early access information
- New subscribers from your BFCM lead generation
- VIPs who didn't buy during the pre-sale
- L90D engaged (if your early access list is too small)

TIPS

- **Keep emails short and direct.** The customer should be able to see the offer, code (if applicable), and 1st CTA without having to scroll.
- **Make the offer clearly visible and bold.** Add urgency with countdown timers and sale end date.
- **Focus the copy** on "exclusivity" and "limited access."
- Make sure these emails follow branding but **stand out from your usual emails.**



PHASE 4 EXAMPLES

BLACK FRIDAY: NOV 27

SEGMENTS

- Full list send (gradually over 4 hours)
 - This only works if you've properly cleaned and prepped your list. If you haven't try 120-day engaged or all-time engaged

TIPS

- **Optimize your subject lines.** They must create excitement and curiosity, but also enough information about the offer to get the customer to choose your email over a competitor's. The best-performing subject lines tend to be 5-7 words.
- **Keep emails short and direct.** The customer should be able to see the offer, code (if applicable), and 1st CTA without having to scroll.
 - You have 3-5 seconds to capture a customer's attention.
- **Make the offer clearly visible and bold.** Add urgency with countdown timers and sale end date.
- **Focus the copy** on "exclusivity" and "limited access."
- Make sure these emails follow branding but **stand out from your usual emails.**

PHASE 4 EXAMPLES

BLACK FRIDAY REMINDERS: NOV 27-29

SEGMENTS

- Highly engaged (30, 60, or 90-day)
 - Strategically exclude those who already bought during the sale.
- All time engaged (only for the last chance email and if buyers can use the discount again and the price point makes sense)
- Past Sale Buyers
- Non-Buyers vs Buyers
 - Non-buyers need more reviews, social proof, education
- Based on category, price, or customer buying history
- Customers who have been active on-site or added to cart X times during the sale and didn't purchase

TIPS

- After your BF launch email, **proper segmentation is KEY** (who you include AND exclude). Do not speak to all audiences the same way.
- **Add urgency** with countdown timers and sale end date.
- **Focus the subject lines and copy** on "exclusivity" and "limited quantities."
- **Include value adds**, as seen on, reviews, etc., within your emails.
- Make sure these emails follow branding but **stand out from your usual emails**.

VEDGENUTRITION

OUR **BLACK FRIDAY SALE** IS STILL GOING STRONG!

SHOP FOR BLACK FRIDAY

Kelsey, right now you've got the chance to get some incredible discounts on your favorite natural, vegan supplements!

SPEND any amount GET 15% OFF CODE: BF15	SPEND \$100+ GET 20% OFF CODE: BF20	SPEND \$150+ GET 25% OFF CODE: BF25
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PLUS, you can get a...

- FREE Stainless Steel Protein Shaker Bottle when you spend \$100+
- FREE 20-serving bag of our most popular Plant Protein when you spend \$200+

SHOP FOR BLACK FRIDAY

WHY CUSTOMERS LOVE VEDGE...

★★★★★

"Finding Vedge has truly been a life-changing experience. I became vegan 4 years ago and had been searching for vegan supplements that didn't taste horrible. Everything Vedge makes not only tastes great, but I can also really see the benefit from using them! I recommend Vedge to anyone, even non-vegan people!"

- Elizabeth C.

★★★★★

"I'm an absolute sucker for the Plant Protein and Nitro Pump! They've actually become mainstays in my diet. I take them both pretty much daily. I've yet to try their Creatine, but I'm excited to get my hands on it as soon as I can. It's hard to remember what it was like before Vedge. Y'all have earned a customer for life!"

- Dylan F.

SHOP WITH CONFIDENCE

CARDOMAX
VETERAN OWNED | MADE IN USA

FREE SHIPPING ON ORDERS \$70+ | FREE SHIPPING ON ORDERS \$70+

LAST CHANCE TO BUY 2 GET 2 FREE!

SHOP FOR BLACK FRIDAY

We wish our Black Friday Sale could go on forever, but it has to end TONIGHT! 🌟

This is your last shot at our BUY 2 GET 2 FREE discount! Mix and match whichever CardoMax supplements you like for this discount - stock up on your favorites or use it as an opportunity to try something new (like the **NEW Max Clarity**)!

It's entirely up to you. Just make sure you get your order in before it's too late! Use the code below at checkout...

CODE: BFBOGO

SHOP AND SAVE TODAY!

*Must have 4 items in cart. Not valid with Subscribe & Save. Discount limit 1 use/customer. Expires TONIGHT at 11:59 pm EST. Cannot be combined with other discounts.

Salam Kelsey!

Akram here, co-founder of Nominal. I just have **3 things to tell you**.

I wanted to send you this message because you supported us during Eid and we couldn't be more grateful for it.

1. The **Black Friday Sale** is happening right now and I gotta say - we somehow outdid ourselves since the last sale.
2. We're doing up to **70% off the ENTIRE website** (no exclusions) and we're even giving a **\$50 gift card for FREE** when you spend \$250USD. We just love spoiling you.
3. Since the year is coming to an end, I need you to know that **this is our LAST big sale of 2022 Kelsey!**

P.S. Don't take your time -- 51 different items have sold out already in the last 48 hours... but there are still **so many deals left to grab** - whether it's for yourself or as gifts.

I'll stop talking now, so you can start shopping.

Thanks for always showing love!

SHOP UP TO 70% OFF SITEWIDE: <https://nominalx.com/>

Love, Akram

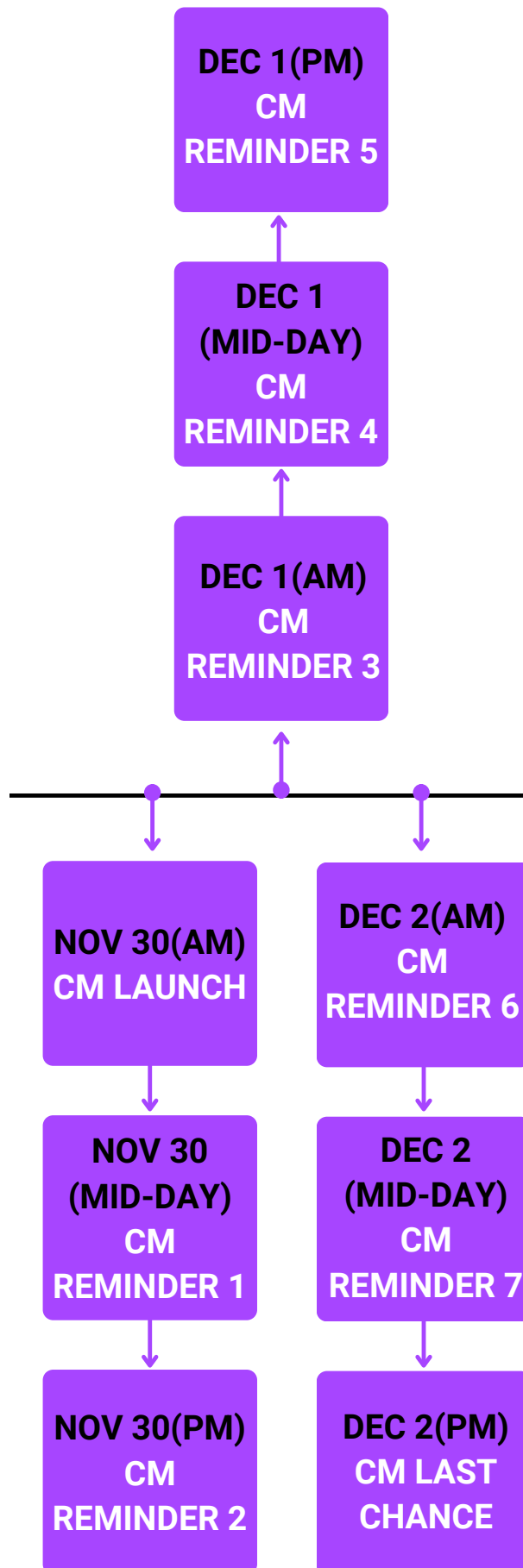
PHASE 5

CYBER MONDAY

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PHASE 5

CYBER MONDAY



PHASE 5

CYBER MONDAY STRATEGY

There are **2 main ways of running your Cyber Monday Sale**. There is no right or wrong way, it simply depends on your flexibility as a brand and the products you sell.

Option 1

Keep the offer you had from BF running with a simple refresh to the email design.

Make the offer be seen in a new light and it can be just as effective (this is where good segmentation helps, too).

You can angle the messaging behind the offer as: "Our biggest sale of the year is now extended for Cyber Monday."

Option 2

Offer something new. CM is still seen as a continuation of BF for many, so it's important to have an offer that is somewhat on par with what was offered on BF.

Here is an example. If you offered 30% off everything on BF, for CM you could create a tiered offer:

- 10% OFF Orders Above \$25
- 20% OFF Orders Above \$50
- 30% OFF Orders Above \$100

PHASE 5 EXAMPLES

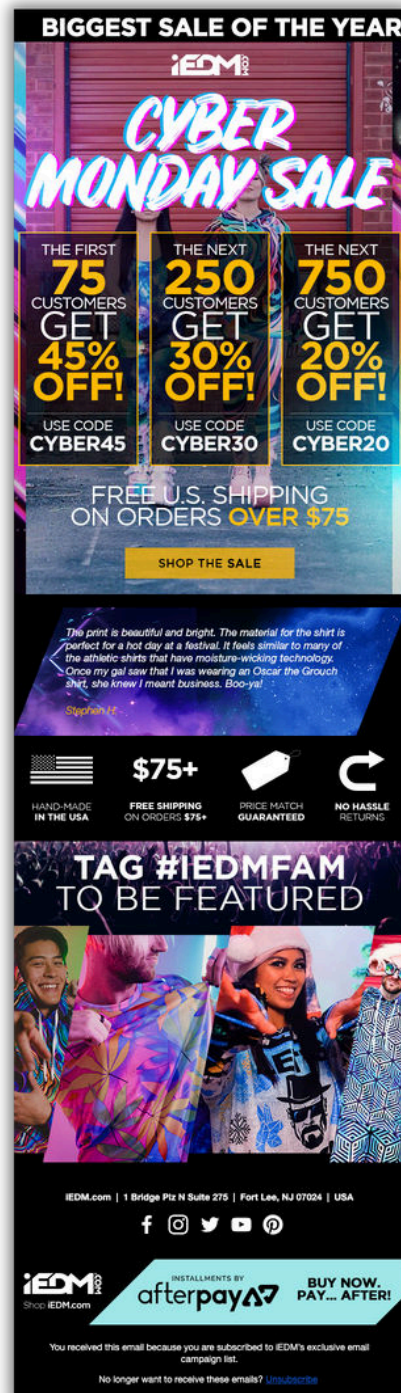
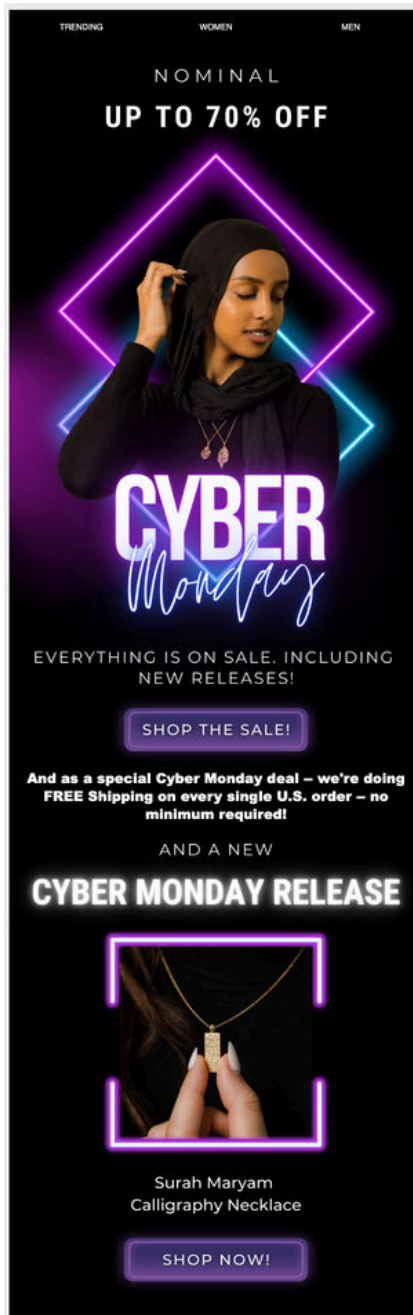
CYBER MONDAY: NOV 30

SEGMENTS

- Highly engaged (30, 60, 90-day, or all-time)
 - Strategically exclude those who already bought during the BF sale if the offer is the same
- People who missed out shopping the BF sale
- People who shopped BF, if the sale is a good opportunity to buy gifts for others
- Window shoppers
- Past Sale Buyers

TIPS

- **Optimize your subject lines.** They must create excitement and curiosity while showcasing why it's a good offer.
- **Keep emails short and direct.** The customer should be able to see the offer, code (if applicable), and 1st CTA without having to scroll.
 - You have 3-5 seconds to capture a customer's attention.
- **Make the offer clearly visible and bold.** Add urgency with countdown timers and sale end date.
- **Focus the copy** on "exclusivity" and "limited access."
- Make sure these emails follow branding but **stand out from your usual emails.**



PHASE 5 EXAMPLES

CYBER MONDAY REMINDERS: DEC 1-2

SEGMENTS

- Highly engaged (30, 60, or 90-day)
 - Strategically exclude those who already bought during the sale.
- All time engaged (only for the last chance email, if buyers can use the discount again and the price point makes sense)
- Past Sale Buyers
- Non-Buyers vs Buyers
 - Non-buyers need more reviews, social proof, education
- Based on category, price, or customer buying history
- Customers who have been active on-site or added to cart X times during BF sale and didn't purchase

TIPS

- After your BF launch email, **proper segmentation is KEY** (who you include AND exclude). Do not speak to all audiences the same way.
- **Add urgency** with countdown timers and sale end date.
- **Focus the subject lines and copy** on "exclusivity" and "limited quantities."
- **Include value adds**, as seen on, reviews, etc., within your emails
- Make sure these emails follow branding but **stand out from your usual emails**.

PURE RAWZ
PURE // RAW // AWESOME

BLACK FRIDAY SALE EXTENDED

Our Black Friday Sale was so popular, we had to extend it through the weekend!

That means you've got another chance to get
20% OFF SITEWIDE + FREE SHIPPING
+ A FREE GIFT IN EVERY ORDER

and
DOUBLE ENTRIES INTO OUR GIVEAWAY!
Every \$5 Spent = 2 ENTRIES

SHOP AND SAVE!

BLACK FRIDAY GIVEAWAY

You've got a chance to win!

1ST PLACE	\$800 VISA Gift Card
2ND PLACE	Apple Watch Series 6 (\$250 VALUE)
3RD PLACE	Beats Studio Buds (\$100 VALUE)

ENTER TO WIN!

And remember, every \$5 is 2 ENTRIES!
WINNERS WILL BE ANNOUNCED WEEK OF DEC. 5

ENJOY 35% OFF SITEWIDE

with code: **CYBER35**

SHOP THE SALE

*CYBER35 must be applied at checkout. Limit one discount per order, per customer. Offer ends 12/2 at 11:59pm EST.

“THE SUPER KIDS WERE SMOOTH AND DELICIOUS. I LOVE THE FLAVOR. SO FRUITY!! CAN I HAVE MORE?”

— **LOGAN B.**
13 YEARS OLD

SHOP NOW

“FANTASTIC PRODUCT! I NOTICED A DIFFERENCE IN MY SKIN, ENERGY, AND GUT WITHIN A COUPLE OF DAYS!”

— **TONJA J.**
Verified Buyer

SHOP NOW

“I CALL THESE MY ‘HAPPY PILLS’ BECAUSE MY GUT HAS NEVER FELT BETTER!”

— **REBA N.**
Verified Buyer

SHOP NOW

BONUS

SETTING UP BFCM EMAIL FLOWS



klaviyo
MASTER PLATINUM

BFCM EMAIL FLOWS

FLOW STRATEGY

In preparation for BFCM, it is recommended to optimize your flows to contain language around BFCM.

The most important flows to adjust for BFCM are:

- Welcome
- Abandoned Checkout
- Abandoned Cart
- Browse Abandonment
- Post Purchase

Phase 3: BFCM Hype

We recommend making a copy of your current **welcome flow** and tailoring the first email to reflect any BFCM offers mentioned on your landing page or sign-up form (as we mentioned earlier in this guide).

Phases 4 & 5: BF & CM

It is recommended to remove any offers that are currently in the **welcome, abandoned checkout or cart, and browse abandonment flows**, and replace them with the BF offers.

- You will want first to make sure that your time delays across all these flows are much more aggressive. The ideal time delay is 20-30 minutes for the first email and 1-2 hours for consecutive emails.
- Make it very clear that the sale is live right now, things are selling out and items can only be held for 1-2 hours. Use countdown timers and other senses of urgency to push them to come back.

For the post-purchase flow, you want to create an alternative for BFCM:

- Email 1: Thank them for shopping and confirming their order.
- Email 2: Include an offer to come back and shop post-BFCM. We've seen as much as 15% of customers who have already purchased, buy again within 2-3 days of their initial purchase thanks to post-purchase flows.
- Email 3: A Reminder to use their discount

WELCOME FLOW

The welcome flow is triggered once someone submits their information on the sign-up form.

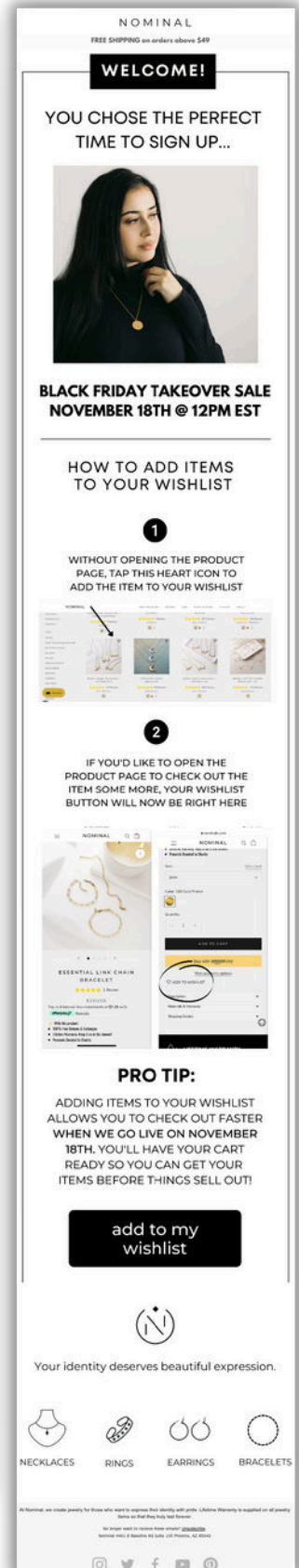
The 1st email should be set up so that it's sent immediately to the new subscriber.

- The purpose of this initial email is to provide confirmation to the new subscriber that they are now subscribed, part of the early bird access or receiving an offer, and will be notified once the sale goes live (depending on your offer and chosen strategy).

The remaining emails in your flow can stay the same. Adjust language around BFCM as needed.

TIP

- This is also a great time to ask visitors to add the event to their calendars. So make it easy for them and make the event a 1-click add.



ABANDONED CART & CHECKOUT FLOWS

The most important flows active on 'sale days' will be your abandoned cart and abandoned checkout flows.

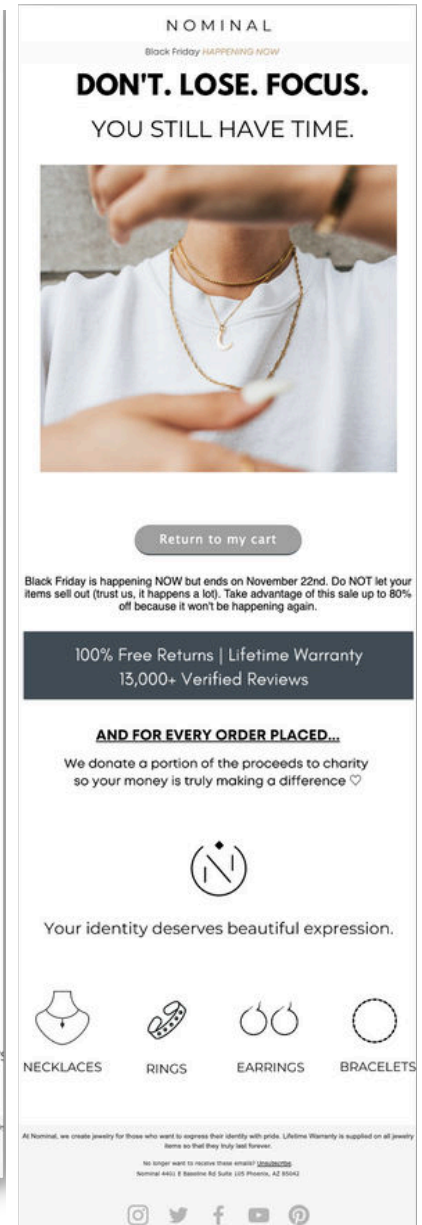
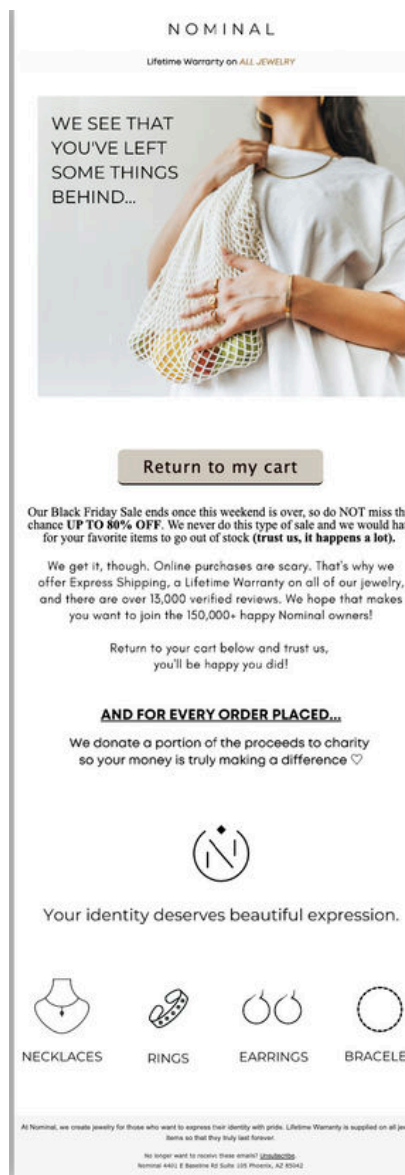
They are going to make sure that any HOT potential customers that are on the fence about making a purchase are given the incentive/urgency/scarcity push that they need to commit.

For that reason, it's important to adjust these flows specifically for sale days, which will include both copy and design aspects.

Keep them short, concise and make sure to add both urgency (e.g. countdown timer) and scarcity (e.g. the item(s) in their basket are low in stock).

TIPS

- Use **dynamic fields** in these emails so each customer sees exactly what they left behind.
- **Reduce the time delay between emails.** The first should be sent no later than 30 minutes after they abandon and the following emails can be delayed by 1-2 hours each.
- Cart and checkout are different, **make sure you have the added-to-cart metric** integrated with your ESP.
- **Speak to each flow differently** based on where they are in their customer journey.

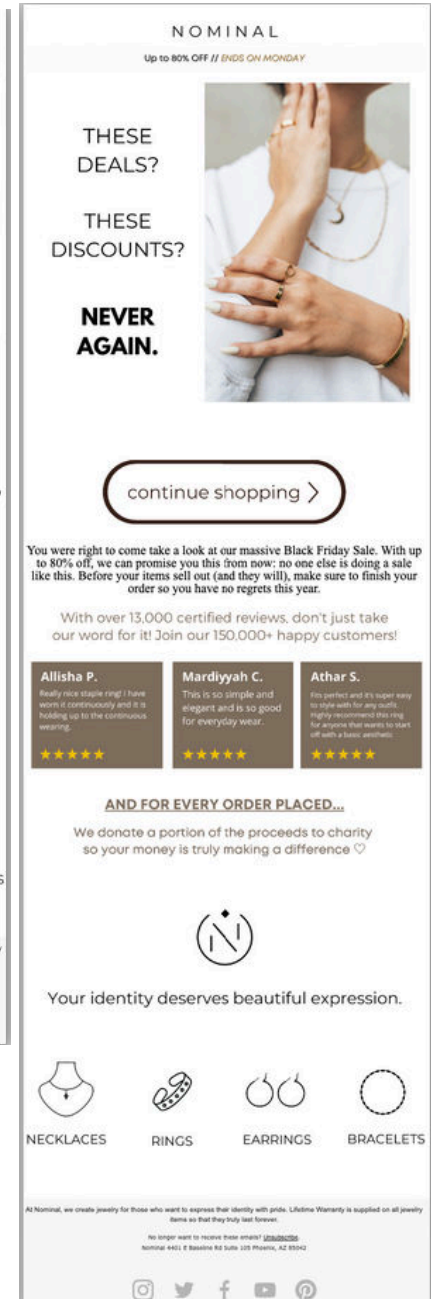
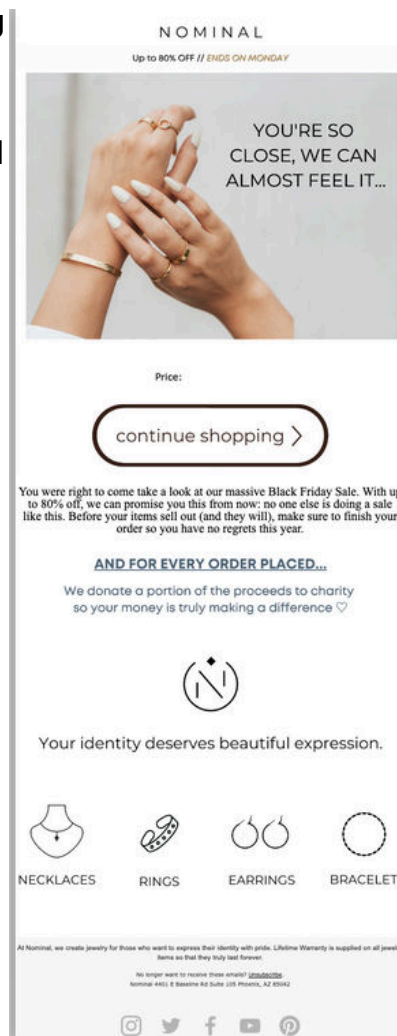


BROWSE ABANDONMENT FLOW

The browse abandonment flow is going to make sure that all of those 'window shoppers' visiting your store are sent reminder emails (similar to the cart and checkout abandonment flows) so that they can also be incentivized to make a purchase.

TIPS

- Use **dynamic fields** in these emails so each customer sees exactly what they left behind.
- **Reduce the time delay between emails.** The first should be sent no later than 30 minutes after they abandon and the following emails can be delayed by 1-2 hours each.
- **Speak to where they are in their customer journey.**



POST PURCHASE FLOW

You might think that once a visitor becomes a customer, your job is done, right? WRONG.

Even though a customer has made a purchase, there is still a chance to have them make another. In fact, it's easier than selling to someone who hasn't purchased yet because they are already familiar with your brand and the quality of your product.

Here's how to get them to come back and buy again. Add:

- Incentive, like an exclusive offer
- Scarcity

Here are some examples:

- Free shipping
- Extra XX% off their next order
- \$XX off their next order
- Free product on next order
- Only X left of Y product

TIP

- **Speak to where they are in their customer journey.** These customers know the brand, and now you need to convince them what buying again does for them or how it works with what they've already bought.

NOMINAL

FREE SHIPPING on orders above \$49

THANK YOU!

Salam, info@4media.marketing! We appreciate you so much for ordering from our Black Friday Sale today.

Because you came through and supported us during this Black Friday Sale, we want to hook you up with a discount code that you can use on **15%** of the crazy prices we're hosting right now. We've disabled **all** other discount codes during this epic sale, **except for this one**. So use the code below to knock **another** 10% off your next order, **only valid during the Black Friday Sale**.

Copy your exclusive 10% discount code below to use at checkout:

CODE: BFCM-PREVIEW

NOTE: This code can only be used on your next order during the sale, and cannot be applied to your existing order.

Thank you for all your love,

- Wife & Husband Founders, Lena & Akram



 NECKLACES	 RINGS	 EARRINGS	 BRACELETS
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EFFORTS TO THE NEXT LEVEL!