

THE ULTIMATE BFCM GUIDE

WEB PUSH

volume 1

ABOUT PUSHOWL

PushOwl brings real-time, personalised notifications straight to your customers' devices.

With timely alerts and custom notifications, you can drive engagement, and significantly boost revenue for your Shopify store

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3000+ Reviews on Shopify App Store
Trusted by 35000+ Brands

Supports



INTRODUCTION

Black Friday Cyber Monday (BFCM) isn't just another sale – it's the e-commerce event of the year. It's when shoppers are primed to buy, and smart businesses are ready to meet them halfway. Wallets fly open and shopping carts overflow - the Super Bowl of online shopping!

In the noisy world of BFCM promotions, these little pop-ups can be the difference between a sale and a missed opportunity.

This guide isn't about promising overnight miracles. Instead, we're offering practical, tested strategies to make web push notifications work harder for your BFCM campaign.

Whether you're a BFCM veteran or a first-timer, you'll find ideas to help cut through the clutter and connect with your customers when it matters most.

Ready to make the most of BFCM without losing your mind (or your authenticity)? Let's get started.

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PRE-BFCM STRATEGIES

Update Automation Messages

Modify your Welcome, Abandoned Cart Recovery, and Browse Abandonment messages to reflect your BFCM sale.



BFCM is almost here!

Welcome! Our biggest sale of the year is here. Enjoy up to 70% off storewide! Stay Tuned!

Create Early Access for Subscribers

Send an exclusive pre-sale notification to your subscribers.



You are special just like your skin!

Hey there, we know you love skincare and as a valued subscriber, shop our BFCM deals 24 hours before everyone else!

Build Anticipation Without Discounts (Teaser Campaigns)

In the first two weeks of November, focus on brand building rather than promotions.

Share gift guides, fun facts, or interesting content related to your products. Personalize based on Past Behavior using Segmentation



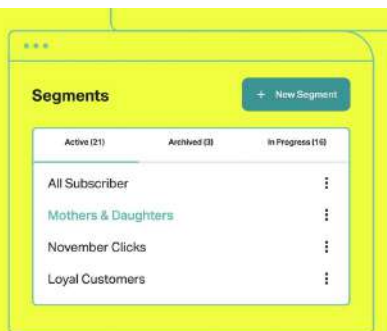
All your friends getting married?

Here's the perfect gift guide for everything trending as the perfect wedding gifts

Create "Non-Purchasers" Segment

Target subscribers who have never bought from your store with special offers.

Message: "Still on the fence? Get an extra 10% off our already amazing BFCM deals!"



Interactive Countdown

Use web push to direct users to an interactive countdown page on your site.

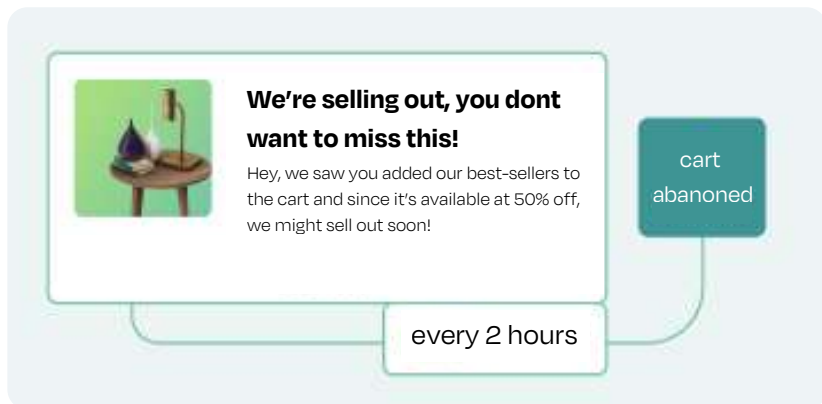
This can build excitement and keep your brand top-of-mind.

DURING-BFCM STRATEGIES

Optimize Notification Frequency

Increase the frequency of your campaigns/notifications during the sale period.

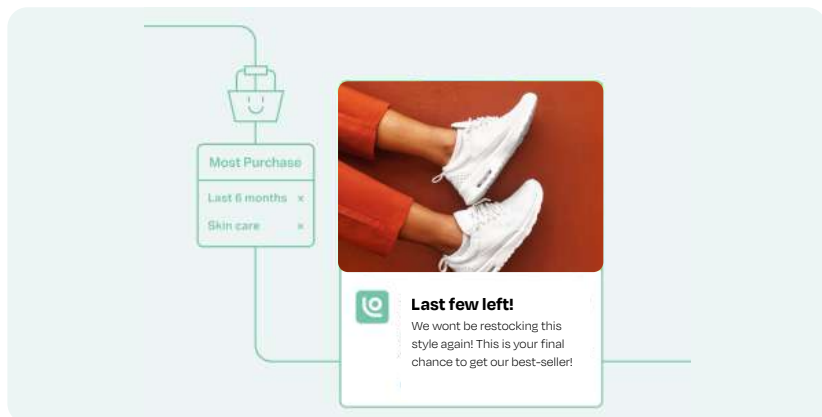
Shorten the time delay between abandoned cart notifications to encourage quick checkouts.



Use Urgency and Scarcity Tactics

Implement countdown timers in your notifications.

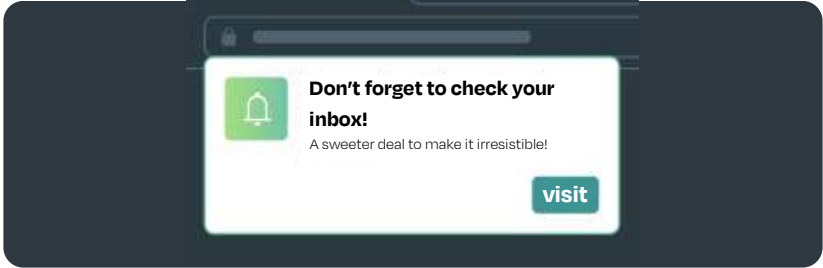
Use phrases like "Don't miss out!" or "Last few left!" to create urgency.



Leverage Multi-Channel Approach

Complement web push with email and SMS for a comprehensive strategy.

Use each channel for different purposes (e.g., web push for flash sales, email for detailed catalogs).

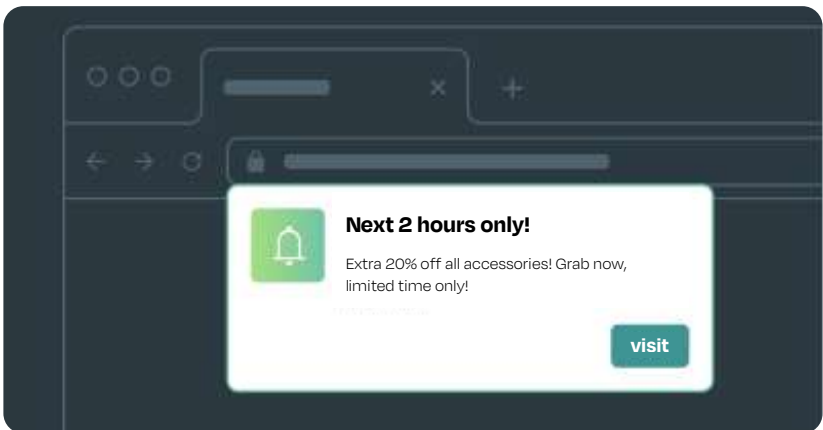


Implement Smart Segmentation

Create segments based on browsing behavior, purchase history, and engagement levels. Tailor your messages to each segment for maximum relevance.

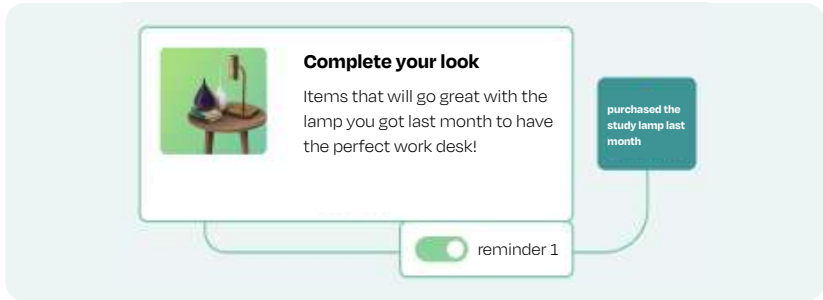
Flash Sale Notifications

Use web push with Flash Sale to announce limited-time deals within the BFCM period.



Cross-Sell and Upsell Notifications

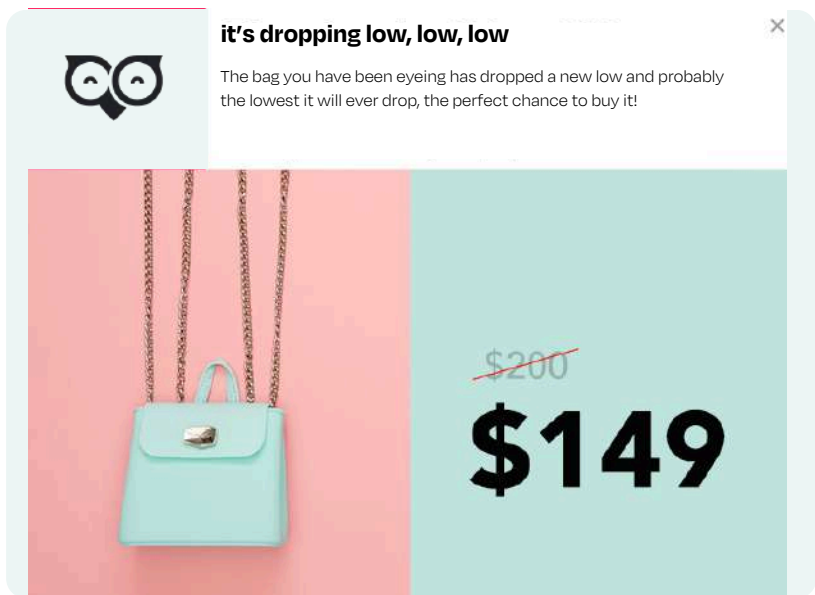
Send targeted notifications based on past purchases.



Price Drop Alerts

Enable Price Drop Widget to allow visitors to subscribe to alerts about the price drop of a product.

More info about [Price Drop widget here](#).



POST-BFCM STRATEGIES

Analyze Open Rates and CTRs

- Review the performance of all notifications sent during pre-BFCM, BFCM, and post-BFCM periods.
- Compare conversion rates of different notification types and segments.
- Identify which strategies led to the highest purchase rates.
- Revenue Per Notification (RPN) - Calculate the average revenue generated per notification sent. Use this metric to determine the most profitable types of notifications.
- Identify which messages resonated most with your audience.

Plan for Next Year

Start compiling ideas and strategies for next year's BFCM campaign based on this year's performance.

PushOwl releases a report every year on the best performing campaigns. You will receive them in your inbox

Review Timeline Effectiveness

Determine which days and times yielded the best results. Use this data to optimize your timing for next year's campaign.

Cross-Channel Performance Comparison

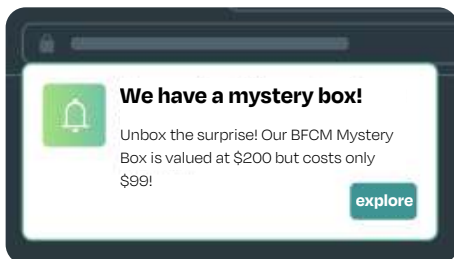
Analyze how web push notifications performed compared to other channels (email, SMS, etc.).

Optimize channel allocation for future campaigns.

CREATIVE BFCM STRATEGIES

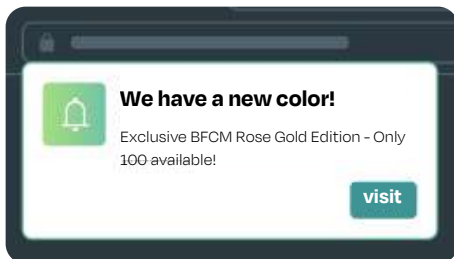
Mystery Boxes

Curate creative Mystery Boxes and slash the prices. Also a great way to get rid of dead stock



Limited Edition Products

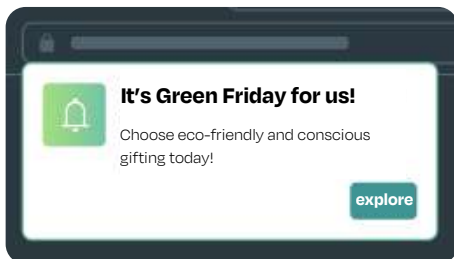
Launch a special BFCM-only product or variant.



Branded Sale Names

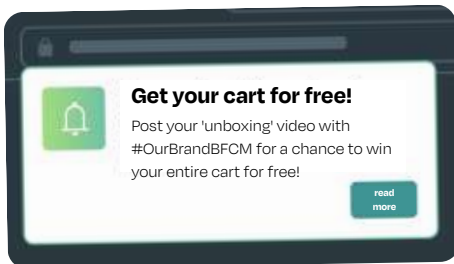
Give your sale a unique, branded twist.

Example: tentree's "Green Friday" campaign



Social Media Challenge

Create a viral challenge related to your products with a BFCM reward

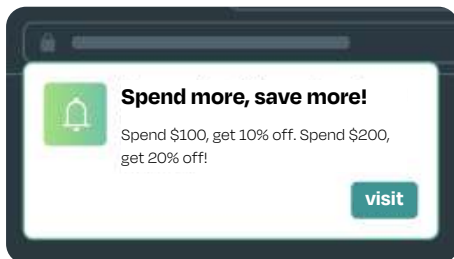


CREATIVE BFCM STRATEGIES

Tiered Spending

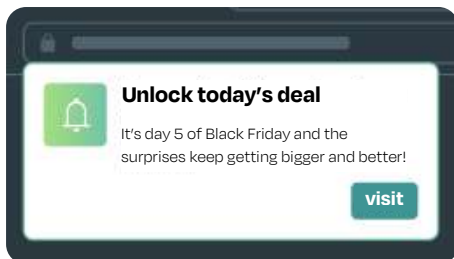
Rewards

Offer increasing rewards or discounts based on total spend.



Black Friday Advent Calendar

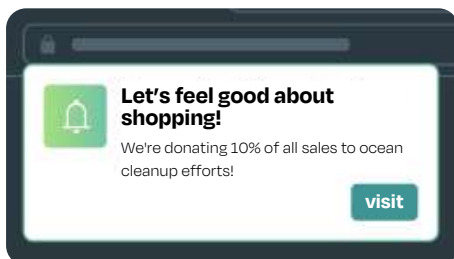
Release a new deal each day leading up to BFCM



Cause-Related Marketing

Tie your BFCM campaign to a charitable cause.

Message: "50% off all products, and we're donating 10% of all sales to ocean cleanup efforts!"

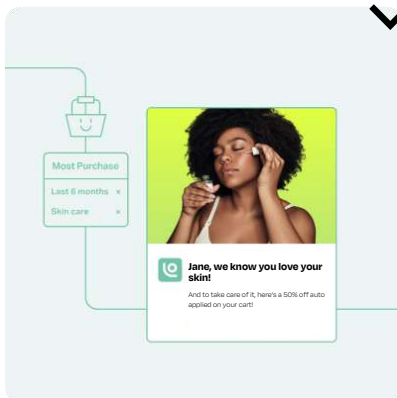


BEST PRACTICES FOR BFCM

Design Tips for Quick Engagement

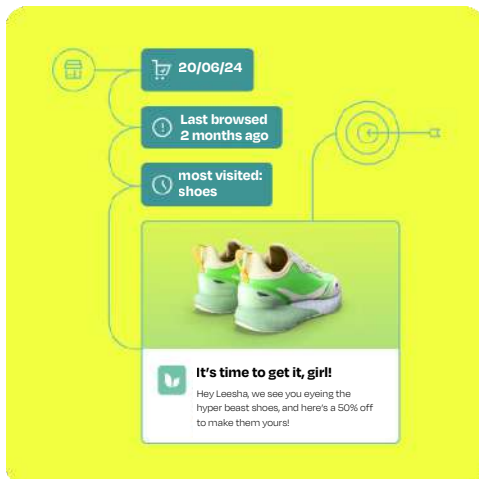
Keep messages concise - users decide whether to click in less than 3 seconds.

Use eye-catching visuals and clear call-to-action buttons.



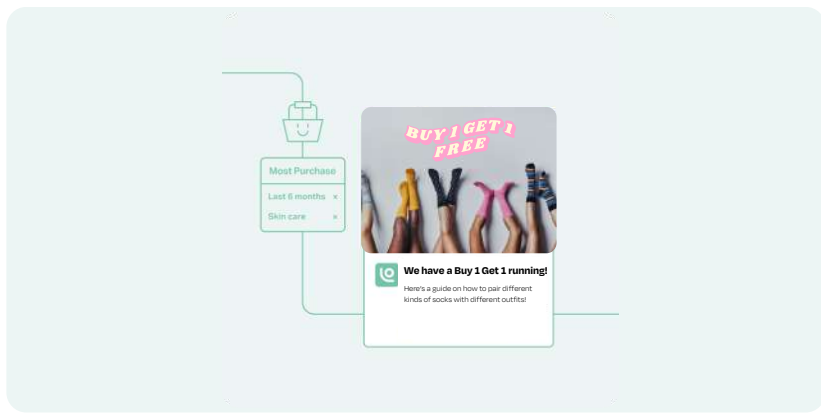
Personalization Techniques

Use customer's name and reference their browsing or purchase history. Segment your audience and create tailored messages for each group.



Balancing Promotion and Value

- Mix promotional messages with valuable content to maintain engagement.
- Example: Send a "BFCM Shopping Guide" alongside your deal notifications.



Use Power Words

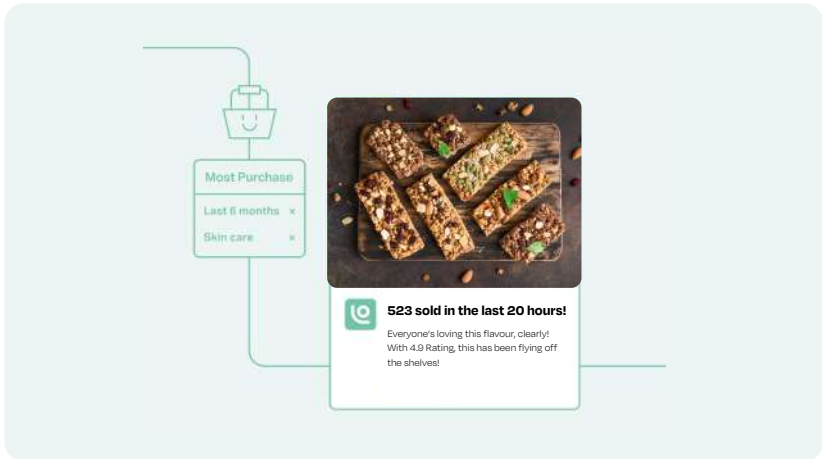
Incorporate words that drive action: "Exclusive," "Limited," "Now," "Today Only."

A/B test different power words to see which resonate most with your audience.



Implement Social Proof

Include elements of social proof in your notifications.



Conscious Consumerism Angle

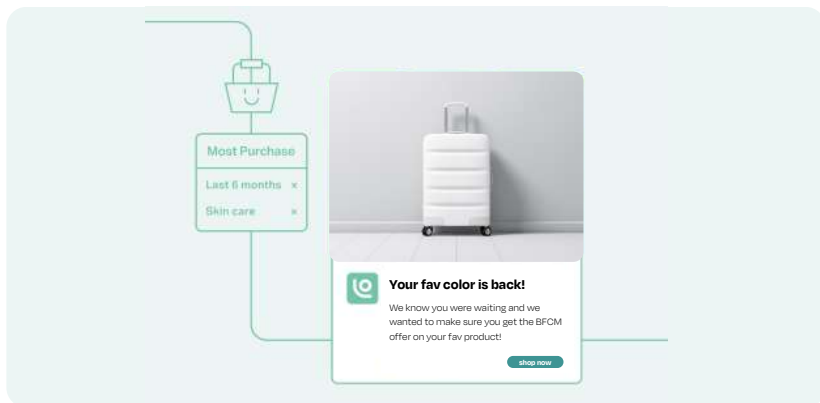
If not participating in BFCM, communicate your stance on conscious consumption.

Examples: Lush's and Patagonia's anti-Black Friday campaigns.



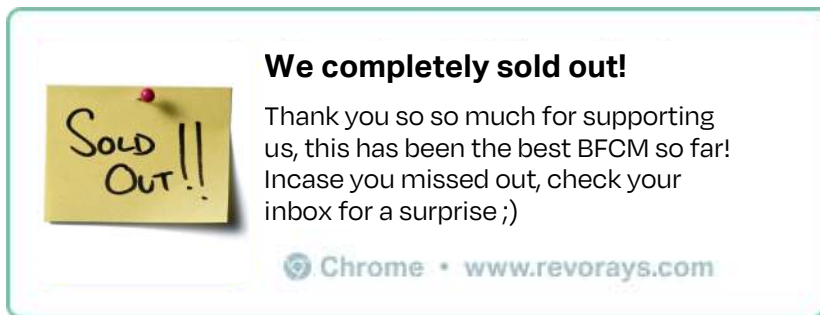
Activate “Alert me” for sold out products

Enable the back in stock automation by using the “notify me” feature if you anticipate products getting sold out during the sale, and inform customers of restocking through Push



Post BFCM “Thank You” notification

Thank your customers and show them the effort + results of the BFCM campaign, make them a part of your journey! Additionally, this can also be your last nudge that incase they missed out you can create a special code for them!





Products by PushOwl

WebPush

Stay in the loop with real-time notifications and instant updates.

NEW

Magicfit

Boost conversions 3x with multiple AI Agents such as Static Ads Agent and Image to Video Agent.

Email

Elevate your marketing with seamless Shopify integration and expert deliverability.

SMS

Engage customers directly through personalized messages and special offers.

Bundle it all together with PushOwl and make your BFCM campaigns easier to run, track, and scale.

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Remember, the key to BFCM success is providing value to your customers while effectively communicating your offers. Use these strategies as a starting point and adapt them to fit your brand and audience

