



# *The Profit Playbook:*

Mastering **Black Friday & Cyber Monday**  
for Boutique Studio Growth



# *1 - Executive Strategy: Shifting to an E-commerce Mindset*

## KEY TAKEAWAY

**BFCM is a Revenue Lever**

**Marketing is an Investment**

**High ROI Channels**

## COMPELLING CONTENT FOR PLAYBOOK

**The E-commerce Mindset Wins:** Adopt an e-commerce approach. BFCM is no longer just a weekend; it's a **2-to-4 week strategic campaign**. Your goal is to maximize immediate, high-volume sales from your *existing* contact base.

**Shift the Paradigm:** Marketing is not an expense—it is an investment with a measurable return. The strategies outlined here focus on channels with the highest proven ROI to ensure your efforts are profitable, not costly.

**Don't Sleep on Owned Channels:** Email and SMS are your highest ROI channels this season. Every email and phone number is monetizable. Leverage this existing database to achieve sustainable growth without constantly paying for new leads.



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## 2. The Profit Strategy: Crafting High-Converting Offers

The single biggest factor in your BFCM success is the offer. Focus on removing friction and maximizing perceived value.

OFFER PILLAR	STRATEGY & WHY IT CONVERTS	PROFITABILITY PRINCIPLE
The % Discount	<b>Blanket Percentage Off Reigns Supreme:</b> Instead of "Buy 5, Get 1 Free," use a standard <b>10%, 15%, or 25% Off</b> a package. Consumers can instantly calculate their savings, driving faster decision-making.	<b>Clarity = Conversion:</b> Clear, immediate value is more important than complex bonus offers during high-urgency windows.
Credit Pack Focus	<b>The Credit Pack Advantage:</b> Credit packs (5-packs, 10-packs, etc.) convert significantly better than recurring memberships during BFCM. <b>Remove friction:</b> No contracts, no agreements, no commitment anxiety.	<b>Frictionless Checkout:</b> Simple, quick-purchase options maximize impulse buys and broaden the appeal to both current and lapsed clients.
Hyper-Targeted Memberships	<b>The Segmented Unlimited:</b> If pursuing recurring revenue, target only your <b>Top Engagers</b> (e.g., 8+ visits in the last 45 days). Offer a <b>one-month unlimited</b> with no contract.	<b>Retention Starter:</b> Use a low-risk offer to convert your highest-potential leads into long-term members.
The Annual Sale	<b>Scarcity-Driven Annuals:</b> This should be <b>highly segmented and limited</b> (e.g., limit 5 sign-ups). The goal is an immediate, large cash injection to stabilize revenue during the post-holiday lull (December).	<b>Cash Flow Bridge:</b> Secure large upfront payments to buffer your studio's finances entering a typically slow season.



### *3. The Execution: Email & SMS Best Practices*

Maximize the open and click-through rates on your owned channels.

#### *A. Subject Line & Open Strategy*

BEST PRACTICE	RULE FOR SUCCESS
Keep it Concise	<b>Under 45 Characters (Max 50):</b> Ensure the full subject line is visible on mobile devices (where 80% of emails are opened). Includes emojis and spacing.
Leverage Urgency	Use strong language: "Only 24 Hours Left," "Last Chance," "Don't Miss This," or curiosity-based questions.
Split Test	Consistently test different subject lines on the same audience to optimize for your studio's community preferences.



## ***B. Email Design & Click Strategy***

BEST PRACTICE	RULE FOR SUCCESS
<b>Mobile-First Design</b>	Always preview and optimize for mobile. Text blocks must be short and legible on a phone screen.
<b>Lead with the Offer</b>	The <b>Hero Graphic</b> must immediately communicate the core offer (e.g., "25% Off Credit Packs").
<b>No Home Page Linking</b>	<b>Link Directly to the Buy Page/Walla Checkout.</b> The goal is a <b>frictionless purchase path</b> . Do not make clients hunt for the offer.
<b>Use CTAs Strategically</b>	<b>Lead and End with a CTA:</b> Include a clear "Shop Now" or "Grab Your Pack" button on the Hero Graphic and at the bottom of the email copy.
<b>Punchy Copy</b>	Use short paragraphs (1-2 sentences) and a punchy, easy-to-scan tone. Text should support the offer, not overwhelm it.

## ***C. SMS (Text Message) Strategy***

BEST PRACTICE	RULE FOR SUCCESS
<b>Identify Yourself</b>	Always include your studio name (e.g., "Revival Pilates:"). Not everyone saves your number.
<b>Personalization is Critical</b>	Use first-name merge tags to make the high-engagement channel feel targeted and relevant.



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