



Your Ultimate Email Marketing Guide

# BLACK FRIDAY

## Sales Accelerator

Everything you need to run profitable  
BFCM email campaigns in **2024!**

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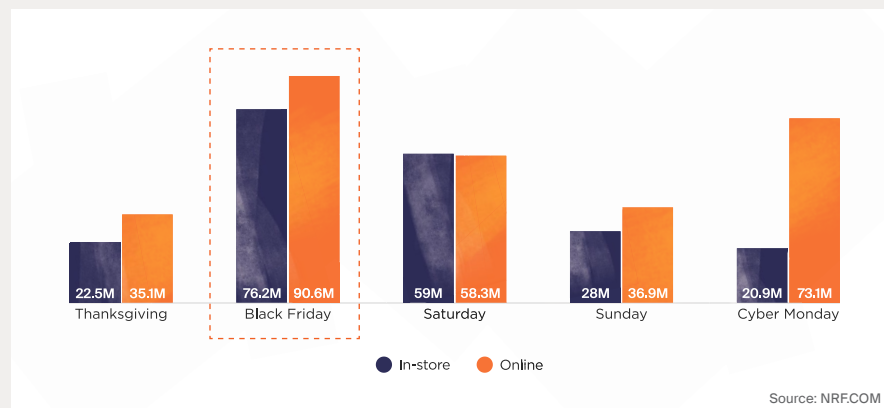
# Is 2024 likely to have the biggest holiday sales season ever?

Nobody knows for sure.

But if last year's estimated [200.4 million](#) American shoppers from Thanksgiving Day through Cyber Monday are anything to go by, then your business definitely has a lot to be positive about looking forward to the start of the holiday shopping season in 2024.

## Thanksgiving weekend in-store and online shoppers by day\*

\*May include consumers who shopped both in store and online



National Retail Federation (NRF) Data on Offline & Online Holiday Season Shopping (2023)

Unsurprisingly, Black Friday remains the main day that kicks off the holiday sales season.

In 2022, it was a powerhouse, drawing in over 73 million in-store and 87 million online shoppers respectively.

Preparing for Black Friday well means getting ready for the massive shopping season ahead.

**Are you constantly looking for ways to boost sales, improve profits, and add new customers to your business?**

Alright, let's stop asking silly questions and get you prepped for this year's most-anticipated, most-advertised, biggest sales calendar event:



# Before we begin

## Who is this guide for?

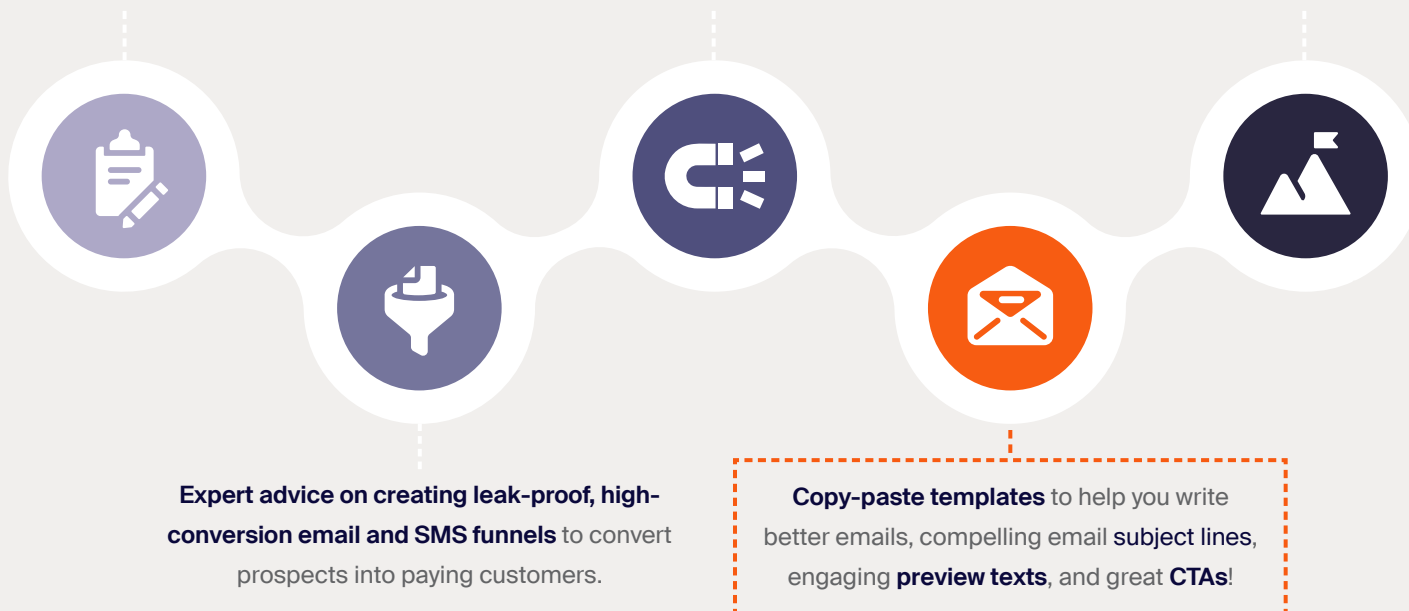
Any ecommerce agency, digital marketer, or business owner looking to crush sales this Black Friday with high-converting email campaigns!

## What will you get from this guide?

Guidance on planning and creating a **high-level email marketing strategy**, even if this is the first time you are trying this.

Actionable **best practices to attract high-quality leads** who are hungry to lap up your Black Friday and Cyber Monday offers.

How to do all this in a way **that makes your business stand out from the rest of the competition** while also making your customers feel great about buying from you!



By the time you are through, you'll be ready for the busiest shopping day of the year in the United States since 2005.

## Important Black Friday statistics

**200.4M**

Close to 200.4 million Americans shopped both in-store and online on Cyber Five days.

(Source: NRF\* Annual Survey 2023)

**90.6M**

More than 87 million shoppers bought something online during Black Friday.

(Source: NRF Annual Survey 2022)

**\$256**

In 2023, the average consumer spent \$256 on Black Friday and Cyber Monday combined.

(Source: Sender)

\*Headquartered in Washington, D.C., NRF (National Retail Federation) is the world's largest retail trade association.

## Black Friday: Why email marketing & automation?

**110M+**

Over 110 million emails are sent every Black Friday. These get the most clicks & opens of any other campaign.

(Source: Campaign Monitor)

**138%**

Consumers who purchase products through email spend 138% more than people who don't receive email offers.

(Source: Wordstream)

**80%**

Over 80% of marketers generate more leads using automation.

(Source: VB Insight, APSIS)

**77%**

Up to 77% of marketers convert more leads using automation.

(Source: VB Insight, APSIS)

All in all, **email marketing presents the perfect low-cost strategy to nurture and convert your Black Friday prospects.**

It becomes even easier to scale this approach by leveraging the potential of marketing automation to create fully automated drip sequences and auto-responder flows.

Knowing the power of **email marketing and automation**, how do you create an unbeatable strategy for sales this Black Friday?

# Black Friday 2024 – important dates

October 1st Week	List Building Promotions
<b>MONDAY</b> (Black Friday Week)	Early Bird Sales
<b>WEDNESDAY</b> (Black Friday Week)	Your Mega Sales Launch
<b>28 Nov'24</b>	US Thanksgiving Day
<b>29 Nov'24</b>	Black Friday
<b>30-31 Nov'24</b>	Small Business Weekend
<b>2 Dec'24</b>	Cyber Monday



## Where it all truly begins!

No discussion on holiday sales can start without **a solid Cyber Five strategy**.

Cyber Five is marketing-speak for the five most important sales days in November, from Thanksgiving through Cyber Monday.

**A solid Cyber Five plan ensures that your business finishes the year on a high note!**

# Wait a minute! What's the hurry?

The truth is there's not a whole lot of time left.

**55%**

55% of shoppers took advantage of early holiday sales before Thanksgiving.

(Source: NRF\* Annual Survey 2023)

**66%**

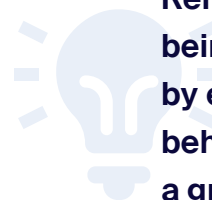
In 2023, approximately 66% of holiday shoppers planned to complete their purchases during the Black Friday and Cyber Monday period.

(Source: ThinkWithGoogle)

**21%**

The U.S. has the highest online search interest for Black Friday shopping—over one-fifth of the total search volume.

(Source: Statista, 2023)



**Remember, your best chances lie with being the early bird to catch the worm by ensuring that the solid preparation behind your email campaigns meets a great opportunity.**

# Things to do BEFORE Black Friday

## Step 1. Build an email list of hyper-interested prospects

A crucial and often the most important aspect of a profitable Black Friday email campaign is the one that starts way before you send out your first email.

**It is also the one that is often ignored: List building.**

Truth be told, your Black Friday preparations begin way before your Black Friday actually does.

Building a fresh list of engaged prospects who wait with bated breath and open wallets for your best offers to hit them is gold.

Growing your prospects base using lead generation is crucial as it allows you to focus on driving revenue and long-term growth with a bigger pool of prospective customers.

**Best tools to grow your list – popups & forms**

Often easier to implement, popups are more dynamic and can be inserted into landing pages on the fly, while forms are more detailed and come ready to be embedded inside web pages manually.

### Importance of beginning lead generation & list-building activities earlier:

**226%**

Businesses have seen their sales grow as much as 226% during Black Friday.

(Source: Blogging Wizard BFCM 2022 Statistics)

**86%**

For 4 out of 5 companies, almost 86% of their yearly leads quota was acquired over the Black Friday weekend.

(Source: Blogging Wizard BFCM 2022 Statistics)

**NEXT:**

**How to create high-converting Black Friday popups and forms that stand out from the rest?**

# Popup and form guidelines

## Specificity

Don't talk about anything but Black Friday, as that's what your prospect wants to hear about.

## Right time

At least 2 weeks before Black Friday.



## Irresistibility

Include a mouth-watering benefit (discounts, free shipping, gifts, etc.).

## Compelling CTA

Your call to action should be benefit-driven and compelling to the subscriber. E.g. "Avail Exclusive Deals Now"

## Placement

- On content pages with ample SEO or paid traffic, where you can easily and naturally weave a signup offer.
- Planning an early launch? On the Home page, where an entry pop up could lead the visitor to Black Friday page upon clicking.

## Lead magnet ideas

- **B2C:** How-to guides, Instant discounts, FREE shipping, BOGO offer.
- **B2B:** Exclusive whitepapers, Toolkits, FREE Video training, FREE audits, FREE Trial.

## Bonus tips

- Usually, forms convert better than popups since they are less intrusive to the subscriber's experience and are regarded with higher trust.
- To encourage your visitors to share their mobile numbers for SMS marketing later, offer an enticing gift or one-time discount coupons.



# Examples of popups and forms



While tips and tricks are helpful, it is far easier to come up with your most creative work when you are inspired. Here are some popup and form examples that are great for capturing high-quality leads.



## Stay in the loop + save 15% on your next purchase.

Yes, sign me up for emails that deliver the best deals and the latest styles, including all the tips & tricks to make shopping even easier.

US Residents Only. Terms apply; see [details](#). [Privacy Policy](#).

Enter Your Email Address •

Re-Enter Your Email Address •

SIGN UP

## Kohl's

Kohl's form has a simple design that offers a compelling 15% OFF to all new signups on their next purchase. We also love the idea of all visitors being asked to re-enter their email addresses to avoid the possibility of someone typing out an incorrect email address in excitement.

## Bloomingdales

Bloomingdale's keeps it simple and compact. It offers a one-time discount of 15% OFF to first-time signups.

At first, not asking for a name might look like a mistake. But just asking for an email address keeps the form low friction so that more people will sign up. If Bloomingdales is not expecting to send highly personalized emails to this audience, that should be fine.

bloomingdale's

SIGN UP FOR EMAILS

Email\*

☐ Take 15% OFF your next purchase at bloomingdales.com when you sign up for Bloomingdale's emails.

SUBSCRIBE NOW

Bloomingdale's is not able to accept data from EU or UK customers to enroll in our email marketing program.

### VALID ONE-TIME ONLY

If you choose to sign up for bloomingdales.com emails, you will receive a promo code in your confirmation email. Use the code in your shopping bag the next time you shop and we'll take 15% off your order. Promo code may only be used once and is not transferable. [TERMS & CONDITIONS](#) [PRIVACY POLICY](#)

# Examples of popups and forms

## Bed, Bath & Beyond

A great example of converting an online click to an in-store visit. In clear and loud font, it offers a 20% OFF, one item, in-store discount to first-time subscribers who are interested in receiving the catalog's latest product deals and offers at their postal addresses. We think it's a great way to mail exclusive Black Friday discount coupons too. If we had to redo this form, we'd have included an email field too.

**Connect with us!**  
Be the first to hear about products, offers, tips and more.

**Receive Catalogs in your mailbox!**  
Get coupons and offers.  
Get solutions and inspiration.

Receive Direct Mail coupons and promotions from Bed Bath & Beyond and its subsidiaries. First-time subscribers get a 20% off one item in-store coupon.

**20% off**  
one single item in-store

**First Name \***

**Last Name \***

**Address 1 \***

**City \***

**State \***

**Zip \***

**Submit**

## Macy's

Macy's has an aggressive signup discount of 25% OFF, which is a great incentive for new store visitors to submit their email addresses. The CAPTCHA test is unobtrusive, while the CTA asks people to signup for SMS updates.

**SIGN UP FOR EMAILS & GET 25% OFF<sup>†</sup>**  
Plus, you'll be the first to know about our sales & events.

**email\***

**zip code\* (ex.12345)**

**birth date**  
    
You must be 13 years or older to sign up for emails.  
\*Indicates required fields

[†Details & Exclusions](#)

**SIGN UP FOR TEXTS, TOO!**  
Text **MAGIC** to **62297** to start receiving message alerts today!

By texting the keyword MAGIC, you consent to receive recurring autodialed marketing msgs to your mobile device. Consent not required to buy. Msg&data rates may apply. Customer Service: 877-876-2297. Supported carriers: AT&T, Verizon Wireless, T-Mobile®, Metro PCS, Sprint, U.S. Cellular®, Cincinnati Bell and others.

[Terms & Conditions](#) [Privacy Policy](#)

**! Please check the box below.**  
☐ I'm not a robot.\*

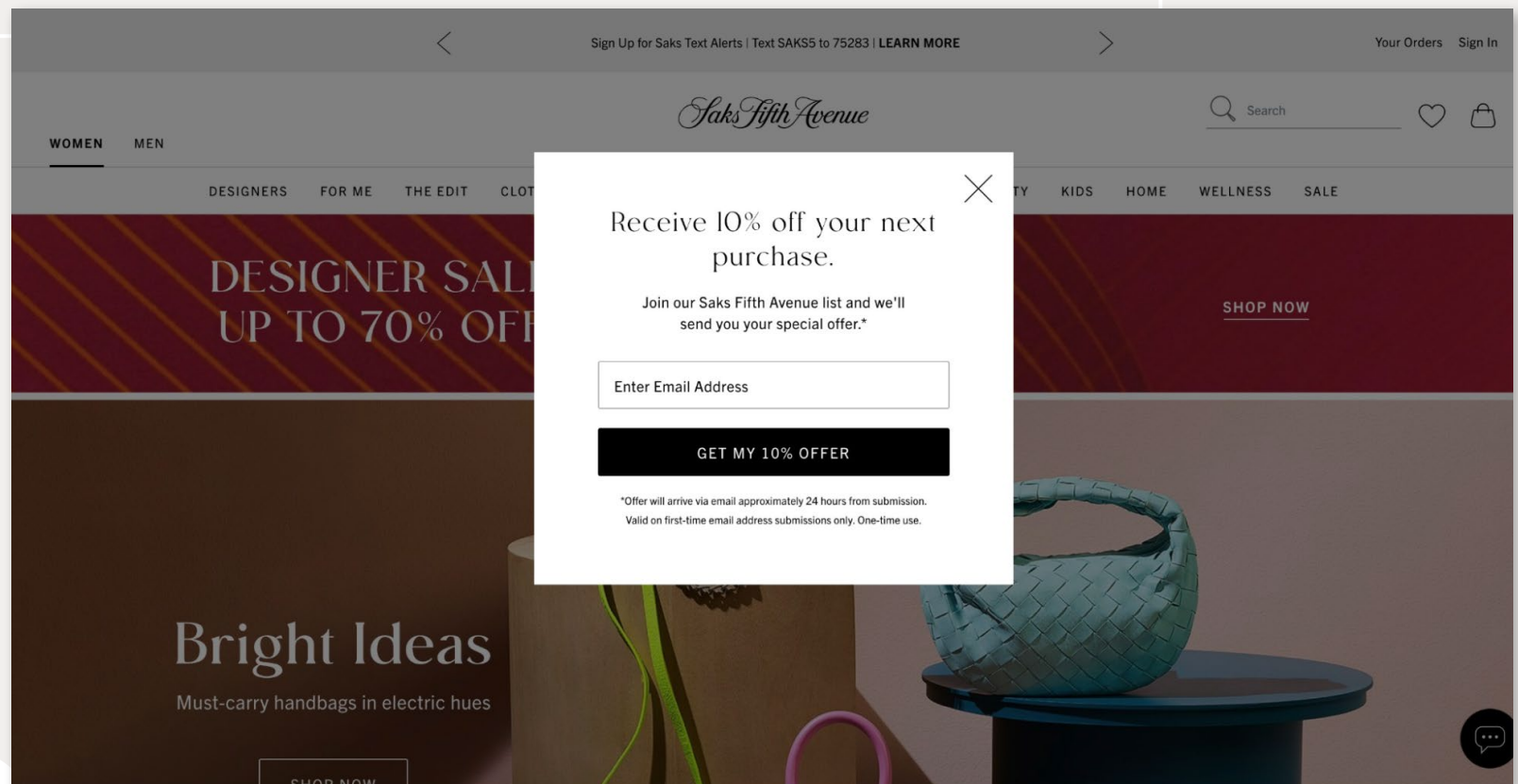
**SUBMIT**

If you choose to sign up for <http://macys.com> emails, you will receive a promo code in your confirmation email. First time-subscribers only. Use the code in your shopping bag the next time you shop and we'll take 25% off your order. Promo code may only be used once and is not transferable.

# Examples of popups and forms

## Saks Fifth Avenue

Not all popups are bad. Especially when a premium brand like Saks Fifth Avenue runs it, to offer 10% OFF in exchange for your email address. If the headline didn't already make it clear, the well-highlighted CTA does. And as with the other ecommerce examples, this popup does not ask for any additional info beyond the email address, and keeps the door open for high conversions.



# Step 2. Compose the perfect Black Friday email

## Subject line

- Keep it short—40 characters (3–5 words) or less.
- Overall idea is to stand out in your prospect's inbox so your email gets opened.

## Preview text

- Preview text is very powerful when used right.
- Keep it engaging. It must maintain the excitement and intrigue established by the subject line.
- Slightly longer than the subject line (~50 characters).

## Great offer

- The open secret to a great sale is an unbeatable offer.
- Offer ideas: Buy One Get One (BOGO), free or subsidized upgrade to better quality, friendly return policies, multiple payment options, etc.

## Call to Action (CTA)

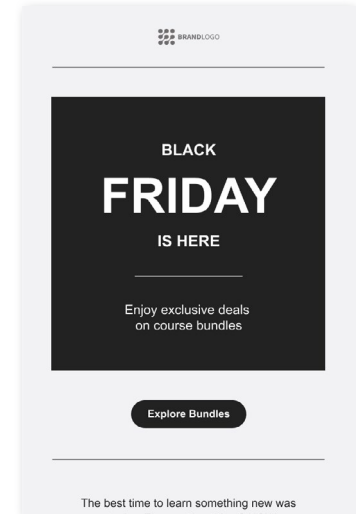
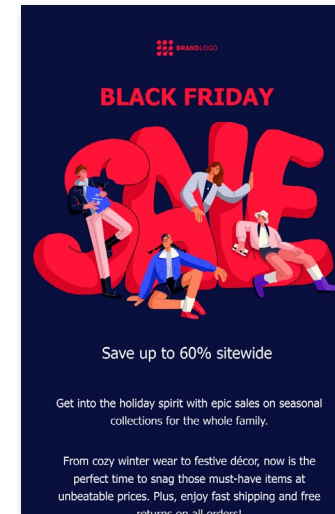
- Your email should have a nice eye-catching CTA that indicates what your prospect should do next.
- Keep the CTA text as simple as possible. E.g. "Get My 20% OFF"

## Email content

- Keep your messaging compact.
- Choose a font type that is consistent with your branding.
- For instance, this font may not look great if you are a B2B business but may be just right for a personal brand.
- If still unsure, stick to something universal such as Montserrat or Arial.
- We recommend that the font size be set between 16–18px, which also ensures great readability on mobile devices.
- Personalize your message.
- Including a maximum of ONE eye-catching visual. This can be make-or-break but when done right, it can literally just explode your profits.
- Include an Unsubscribe link.
- If sending a text email, keep it to 200–250 words or less.

## HTML vs text newsletters

- Plain text emails often claim higher deliverability to the inbox.
- HTML emails, on the other hand, often convert better, especially for ecommerce and online stores.
- Pick your poison by answering this simple question: Could your audience be better served by seeing it rather than reading about it?



Let the designer loosen up. Pre-made email design templates save time and money.

## Design

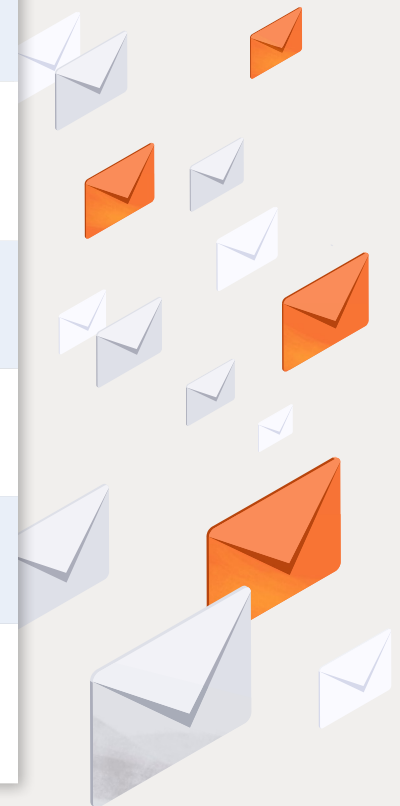
- Edit a pre-existing newsletter template or build your own from scratch using built-in drag and drop builders.
- Customize your promotional emails and newsletters with your brand colors.
- It is okay to slip into a 'black' theme too, given that it's Black Friday.
- Ensure that your email is mobile-friendly by testing for responsiveness both inside your tool.
- Also test by sending to a test email address and then viewing the email from a mobile.

## Step 3. Plan your email sequence



Black Friday email campaign is best designed as a series of optimized emails, all of which aim at getting your prospect to complete the sale. Here are the most common types of emails explained in brief.



The <b>“Welcome”</b> email	The email should go out to every prospect the moment they sign up through your presale popups or forms.
The <b>“Coming Soon”</b> email	Stay top of mind for your subscribers by announcing that you are thinking of them and will be back with amazing offers soon.
The <b>“Early Access”</b> email	Who wants to compete with 1000s of others on D-Day? Announce an early sale and get opened and clicked more than you’d have imagined. If you have a bonus for early birds, test that with your audience.
The <b>“Black Friday”</b> email	Announce that your Black Friday deals are LIVE with an epic creative mentioning your best deals and the deadline to get them.
<b>“Reminder”</b> emails	Life keeps us all busy, and we all need reminders to get things done. So do your customers. Keep peeking into their inbox daily to gently remind them of your awesome offers.
<b>“Black Friday SALE Extended”</b> emails	If you feel there’s a decent case to allow your sale to extend beyond Cyber Monday, do it by announcing an extended sale for the remainder of the week.
<b>“Last Day of SALE”</b> email	Tell your prospects that it’s now or next year. Expect more sales than usual since urgency and scarcity are both powerful motivators of human action.



## Step 4. Plan your sending schedule



While there is no hard and fast rule about when and at what time to send, we have listed below some guidance in terms of best practices.

Type of email	When to send	Day of week and time
"Coming Soon" email	2 weeks before Black Friday	 <b>Best times</b> 8-10 AM, 1-3 PM, 5-6 PM (local time) for B2C, and 10 AM for B2B.
"Early Access" email	1 week prior	
"Black Friday" D-Day email	On Black Friday!	
"Reminder" emails	Daily (Black Friday through Cyber Monday)	 <b>Day of week</b> Any day TUE to FRI for both B2C & B2B.
"Black Friday SALE Extended" emails	Entire Cyber Monday Week	
"Last Day of SALE" email	Last day of Cyber Monday Week	

Always test both sending days and times.



## Step 5. Setting all of this up inside your email tool



It's impossible to send out automation manually.

Here are the barebones of how you will set it up inside your email marketing tool:

### Email content upload

Ideally, your content would be:

- 250-400 words or less (the lesser, the better);
- Focused on the offer;
- Left-aligned;
- Font size between 15-18px;
- Font style - what you are already using, or choose something that is on point with your brand;
- Double check all links;
- Proofread your content for flow and spellings.

And now, you are ready to save these emails inside your email marketing tool.

### Don't forget SMS

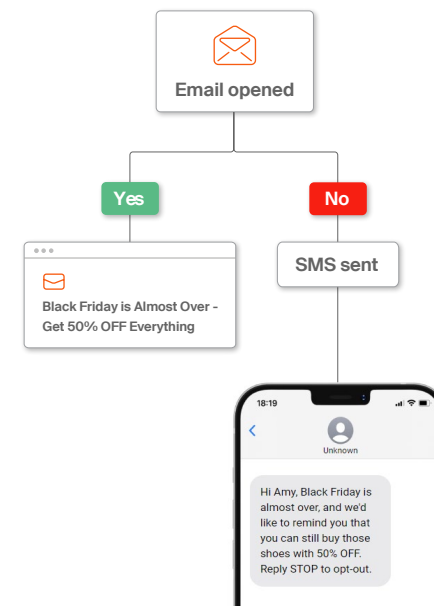
- If you've taken your prospect's mobile numbers, pat yourself on the back because when you intersperse email and SMS messages, it will explode your results.
- A word of caution, though. Don't abuse the privilege of SMS marketing by sending them boatloads of messages about your sale if they've let you in.
- An SMS following a few hours after your main email announcements sent only to those who've not opened your email should work out fine.

### Enable automation

- Set up an automation sequence for your Black Friday campaign previously mentioned emails.
- If your prospects live in different time zones, check if your email software has a way to deliver it to them based on their own time zones.

### Test. Test. Test

Remember that any and all of these are variables and that you should approach these with the open-mindedness of a scientist doing an experiment.



**Higher conversions are within hand's reach – go and get them with Sender's all-in-one solution.**

Captivate your website visitors with eye-catching popups. Turn those visitors into loyal customers with stunning emails crafted in minutes. Nurture long-lasting relationships with automated email sequences that are a breeze to set up. Why spend more time and money on complicated solutions when Sender offers a smarter and simpler approach? Work less, achieve more, and see your conversions soar. Try Sender today:

Use code FRIDAY and get 20% off

**Get Started For Free**

# What to do DURING Black Friday?



While setting up email and SMS automation in advance is likely to take your attention off the operational part of the funnel, this is what you should focus on when the Black Friday sale days are going on.

## Reporting & analytics

Keep an eye on critical parameters such as open and click rates, individual segment performance, individual product sales, working vs non-working offers, and more.



## A/B test

A/B test your subject lines, offers, the preview text, and whatever you feel might be affecting the performance of your campaign, but one at a time.



## Fulfillment & inventory

Estimate demand optimally and plan your backorders better to ensure adequate inventory. Promptly respond to concerns from customers about shipping and logistics, quality, etc to ensure a great post-sale experience. This is important as they will be the ones you will try to upsell to soon.



## Presales inquiries

Your prospects may have questions about the offers, products, or orders. Pay close attention to chat & email channels and provide great pre-sales support to affect conversions positively.





# What to do DURING Black Friday?

## Campaign performance



This phase of your Black Friday campaign is one where you will be kept busy by fulfillments. But it is equally important not to lose track of your campaign performance.

Here are some pointers to guide you:

### 01 Poor opens

- Check your subject lines for spam trigger words;
- Resend with a unique subject line that allows you to stand out in a sea of other Black Friday offers;
- Test different send times;
- If nothing works, try and send your following emails to your most engaged segments only.

### 02 Poor click-through rates (CTR)

- Check subject lines to ensure there is no clickbait;
- Design a better offer. Now, this could be a discount, product bundle on sale, FREE shipping, or even a better product at the same price.

### 03 Poor conversions

- Check your landing page for conversion optimizations, including loading speed, exit popups, social proof, consistency of the text on the landing page with the email offer, and ease of checkout.
- For good measure, test checkout by making purchases yourself.



# What to do AFTER Black Friday?



Your Black Friday campaign seldom ends with Black Friday.  
Here are some ideas on what you can do after D-Day!



## Focus on other Cyber Five days

Continue focusing on targeting sales from Small Business Weekend and Cyber Monday.



## Sell Them More

Any customers who have bought during the Black Friday week can be tested with upsells and cross-sells at special discounts.



## Extend the Sale

If it sounds on-brand to you, consider extending the Black Friday sale into the Cyber Monday week.



**Overall plan long term.** You have likely acquired several new prospects, many of whom may not have bought from you this Black Friday. Insert them into a nurturing funnel when you showcase the awesomeness of your products and services to convert them into long-term, lifetime customers and fans!

# Templates, tips & tricks

## Subject lines & preview texts

Your hard work creating this email funnel will be for nothing if your prospects don't open it. In other words, how do you stand out in an inbox among a sea of offers, like in the inbox below?

1-50 of 549

Social

1 new

Yourbook, Message fro...

Promotions

Updates

Home Impro...

Black Friday Only Deal On All Outdoor Gear! - Black Friday deals on full-size and mini he consequat sunt nostrud am

10:41 PM

sa Webb

Black Friday BLOWOUT! - - Happy Black Friday! Take 25% off sitewide PLUS free shipping on all o

9:30 PM

Company

BLACK FRIDAY SALE - 35% Off Your Purchase! - Manage Your Email Preferences/Unsubscribe lum minim tempor e

8:59 AM

o Jones

Best Black Friday Deals Ever + 25% off Any One Item - Shoes" border="0" style="display: block

8:30 AM

Browen & Co

Black Friday/Cyber Week Deals! 15% OFF Everything - 15% OFF Everything + Spend \$100+ Get 15% Off your purcha

5:49 AM

Brothers

Black Friday-Cyber Monday Sale In-Progress! 3 Days Left! - free delivery (US and Canada only) - Black Friday at htt

Nov 23

er Shop

Black Friday Sale. Shop Now And Save! - - Black Friday Deals and \$99 Free Shipping on Qualifiednim velit mollit. Exe

Nov 23

a Clothes

Black Friday, Our Best Sale Yet! - text=Black Friday Sale:%20http://www.blindschallet.com/email

Nov 23

e Garden

Black Friday Sale...Save Big On Thousands Of Parts & Accessories Happening Now - Happy Black Friday! Take 25%

Nov 22

onics

Black Friday Prices with Free Shipping - You have received the alternative text version of an HTML message.

Nov 22

Station

Black Friday Deals! 15% Off + 10% Cashback - Get 15% Off your purchase! Use code: BLK14.

Nov 22

ett Beckett

Black Friday Mystery Coupon Sale at Everything Cross Stitch - end of Friday! This coupon is good for

Nov 22

r Garage

BLACK FRIDAY SALES! - Black Friday Deals and \$99 Free Shipping on Qualified.

Nov 22

ssories

Check our Black Friday Offers. - - = BLACK FRIDAY SAVINGS AT GOLDEN STATE FRUIT =.

Nov 22

ssories

Get you Black Friday Deals Limited Time Offer. - 55% OFF Everything + Free Shipping!

Nov 22

onics

Your Black Friday Coupon is Waiting - You have received the alternative text version of an HTML message.

Nov 22

a Clothes

Black Friday, Our Best Sale Yet! - free delivery (US and Canada only)

Nov 21

Books

Sorry to see you go... - You unsubscribed from our Newsletter. To re subscribe..

Nov 18

o Electric

Save Electricity - Choose the right telen. Book a free consultation with us...


Nov 18

The key to making your email stand out is to have an interesting **subject line** and an engaging **preview text**.

### DID YOU KNOW:



**47%**  
of email recipients open an  
email based on the subject line



**69%**  
report email as **spam** based  
solely on the subject line

(Source: Invespro)

Check the next page for some  
ways to get them right the first time



## Writing amazing subject lines for maximum opens

- ✗ AVOID clickbait. Never trick the prospect into opening your email.
- ✗ AVOID special characters such as “!”, “%” etc, with the exception of “?”.
- ✗ AVOID words that could trigger spam filters, such as Buy, Free, Money, Bargain, Best Price, Cash, Income, Profits etc. Rule of thumb: AVOID words that convey neediness, desperation, greed or fear.
- ✗ AVOID generic sender names such as ‘info@xyz.com’, ‘marketing@abc.com’. Choose a personalized sender name, ideally a real person.

- ✓ Create a curiosity gap or invoke a sense of urgency to make the reader want to open your email.
- ✓ Use a relevant number in the subject line. For example: 50 Percent Off. Only Today.
- ✓ Choose a personalized “Sender” name and NOT a generic one.
- ✓ Personalize using your prospect’s first name for higher opens.
- ✓ Ask a question in brief, that your prospect cares deeply about, etc.
- ✓ Keep it short—40 chars (3-5 words) or less
- ✓ Experiment with emojis (atleast this time of the year)
- ✓ Make it funny and relatable
- ✓ Test different subject lines to see which ones get responded to the best!

## Composing a great preview text

- ✗ AVOID copying or rehashing the subject line.
  - ✗ AVOID sending emails without a preview text. Although optional, they vastly help in improving opens.
  - ✗ AVOID summarizing your email here.
- ✓ Include a clear Call to Action (CTA) that makes the reader want to open the email.
  - ✓ Extend the subject line and work with it together.
  - ✓ Use it to tease and invoke curiosity in the reader.
  - ✓ If you haven’t personalized using your prospect’s first name inside the subject line, do it here.



# 10 examples of subject lines and preview texts to inspire

**Subject line:** {\$firstname}, here's your best excuse to splurge 🎁

**Preview text:** Plus FREE Shipping while you're at it

**Subject line:** Exclusive BFCM Deals, you in?

**Preview text:** Buy One Get One Free till stock lasts

**Subject line:** Black Friday Deals Sneak Peek 👁️

**Preview text:** 60% off sitewide, only till stock lasts

**Subject line:** {\$firstname}, why wait until Black Friday?

**Preview text:** Access Our Sale Now. 25% off + free shipping

**Subject line:** {\$firstname}, Get Our Amazing Deals Now!

**Preview text:** Special discounts for early birds.

**Subject line:** Signed, Sealed, Delivered We're Yours!

**Preview text:** But limited stocks this time.

**Subject line:** Grab These Exclusive Deals Now!

**Preview text:** FREE shipping for the next 48 hrs.

**Subject line:** {\$firstname}, it's 60 percent off for next 24 hrs

**Preview text:** If not now, then next year?

**Subject line:** Free Shipping: It's How We Do BFCM

**Preview text:** Limited to the First 1000 orders only!

**Subject line:** BFCM Sale Almost Over. Only 4 hours Left! 🕒

**Preview text:** {\$firstname}, don't forget to avail Free shipping at checkout!



# 5 ready-to-send email templates for Black Friday

**"Anyone can buy. It takes an artist to shop"**

- Jennifer Finney Boylan (Author)

**Indulgence**

Be the finest artist at the most indulgent sale of 2024! ❤️

Pick anything! Buy One Get One Free sitewide! 🛍️

If your order is received before 12AM tonight, take Free Shipping too!

**"I could give up shopping, but I'm not a quitter"**

- Author Unknown

**On Sale**

Don't worry, we will help you stick to your shopping resolutions with...

The One Sale to Rule Them All! 🥰

Our Biggest Black Friday Sale of the year just went up, and there's no way you are missing this! ❤️

Get 40% off your entire purchase!

Enter code BLACKFRIDAY2024 at checkout!

P.S: Every order ships free for the next 72 hrs. Hurry!

The biggest, baddest and craziest offer of 2023 is here!

35% Off our exclusive range of winter wear!

You totally deserve this, so wherever you are, get in while our amazing offer is still around. 😊

Limited time offer. The sale ends on Nov 26.

**The Biggest**

{Firstname}, people like you are such a blessing and also the reason we decided to bring in Black Friday early this year! 🥰

Yes! Our Black Friday launch is here!

Shop anything sitewide at 40% Off. Let us spoil you... take FREE shipping too!

Clock is ticking till Nov 29, 2024.

**Thankful**

As a subscriber, you've got exclusive early access to our Black Friday deals! ❤️

Even if you're not looking to buy anything for yourself, consider gifting a special something to your close ones. And no, they don't have to know that it was on 45% OFF. It can be our little secret 🥰

Because we like our Fridays Black this time of the year, take FREE shipping on orders above \$100.

You are welcome ❤️!

**Gifting**

# 13 super tips and tricks for blockbuster Black Friday campaigns

Here are some great tips we think will help you churn out more profitable campaigns.

## 1. Trigger FOMO

Triggering the Fear Of Missing Out (FOMO) is a powerful way to boost sales and conversions. Do it one of two ways below:

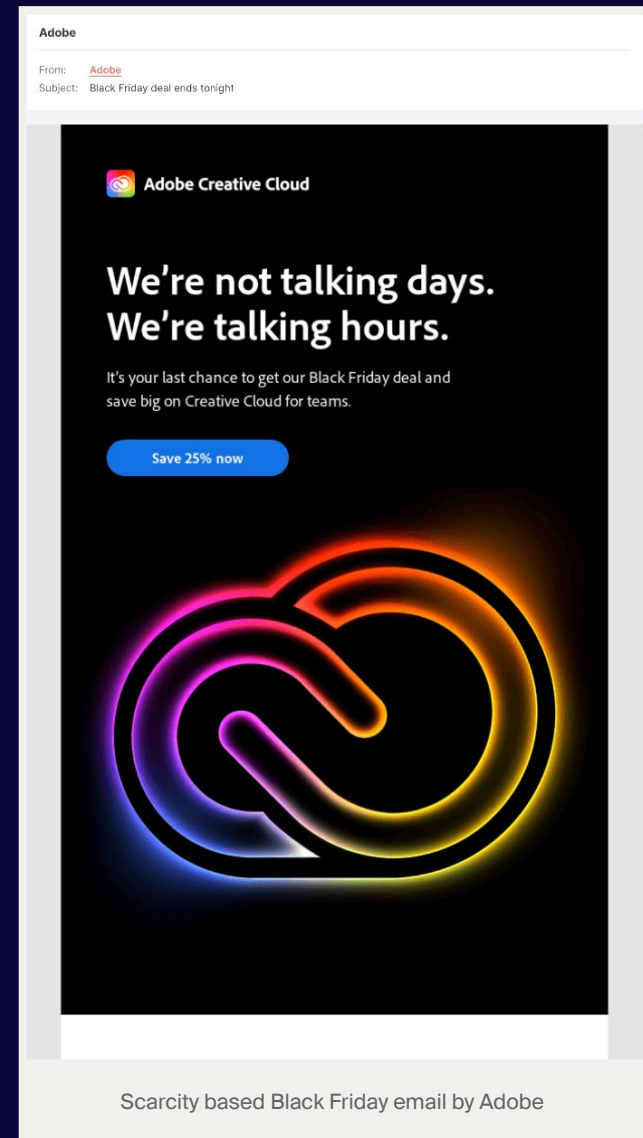
### Urgency

- Use an animated countdown timer inside your emails and on your landing pages to bring attention to it.
- Use these phrases to add urgency to your subject lines and email content: *Don't miss out, Now, Hurry up, Last chance, Before it's gone, Clearance Sale, Today only, Limited time.*

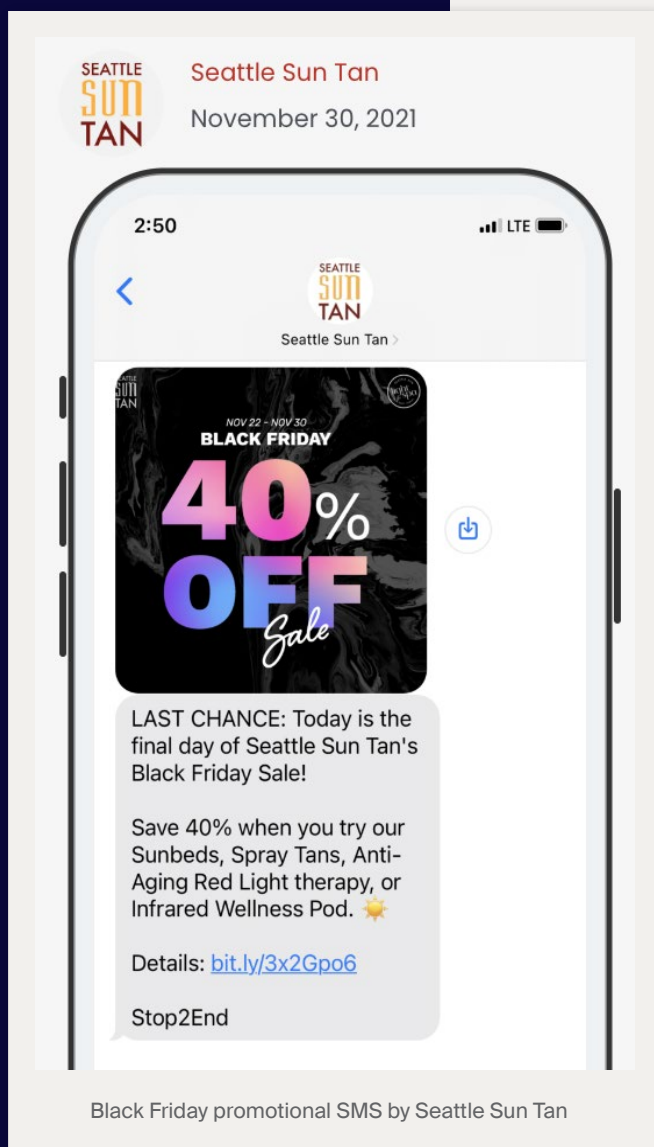
### Scarcity

- Announce that you only have a limited supply of an item left in stock
- Announce that you are only taking on a certain number of clients this month.
- Use these phrases to add scarcity to your subject lines and email content: *Limited stock, First X orders only, Until stocks last, Only X left in stock, In high demand, Only available today, Last chance.*

## Example



## Example



## 2. Leverage SMS marketing + automation

Triggering the Fear Of Missing Out (FOMO) is a powerful way to boost sales and conversions. Do it one of two ways below:

- With over 95%\* open and 19%\* click-through rates, SMS is perfect for conveying info instantly and reliably.
- Use SMS in lockstep with emails to design and run high-conversion funnels on autopilot.
- Hack to build your SMS list quickly.  
Send an email broadcast with a FREE gift or a discount coupon for everyone consenting to be a part of your SMS marketing list.

## 3. Deploy popups

- **Presale popups.** Popups are for more than just list building. During Black Friday week and beyond, you can use popups on your main website to redirect casual visitors to your deals page.
- **Exit intent popups.** Use these to recover lost revenue from abandoned carts by offering them a special discount coupon before they exit the page.
- **First-time visitor popups.** Show different popups to first-time visitors to your deals page and offer them exclusive discounts and waivers to compel them to buy.
- **Upsell popups.** Use these to convert already existing customers by offering them a free gift, free shipping or anything else of value in their eyes.

\*(Source: SMS Comparison)



## 4. Take advantage of segmentation

- Leverage your existing audience data.
- Repeat customers, the ones always opening your emails, your first-time buyers—always have a different offer for each of these buyer segments if that's what makes sense for them.

## 5. Personalize

- Include your prospect's first name in the subject line and then somewhere in the email body. This helps them relate to your brand better.
- Create custom fields to include any other information known only to you and your customer. For e.g. their location, order ID, etc.

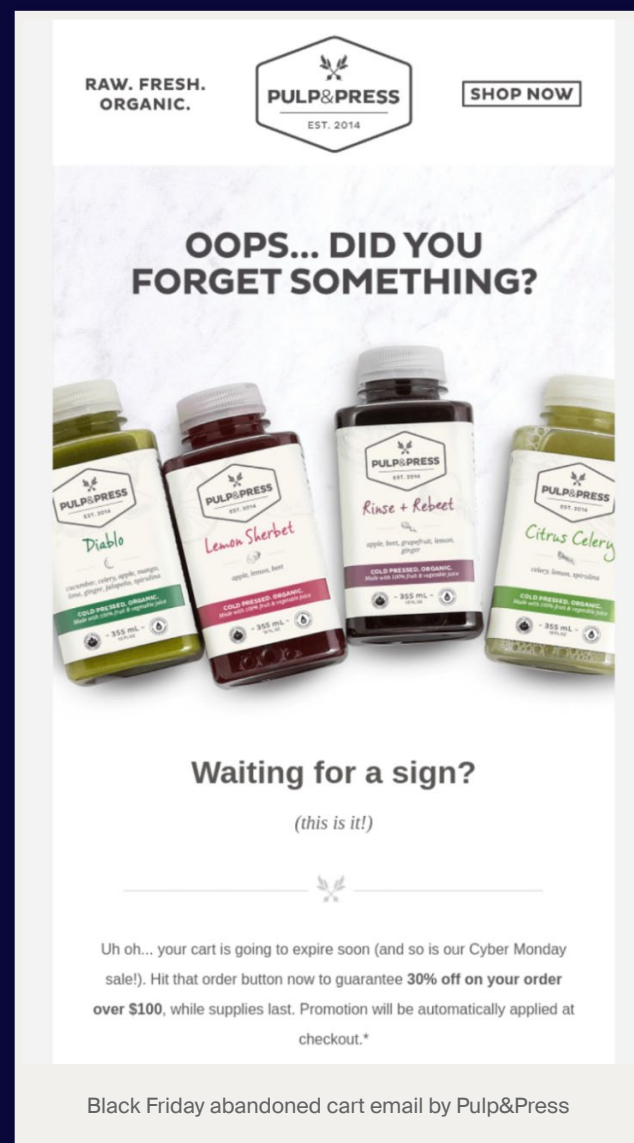
## 6. Recover lost revenue

- Carts are abandoned at a rate of anywhere from 70%\* for the cosmetics niche to about 90%\* for luxury segment goods. This is lost revenue.
- Create an email (2 reminders) + SMS (2 reminders) automation sequence to arrest lost sales due to abandoned carts.

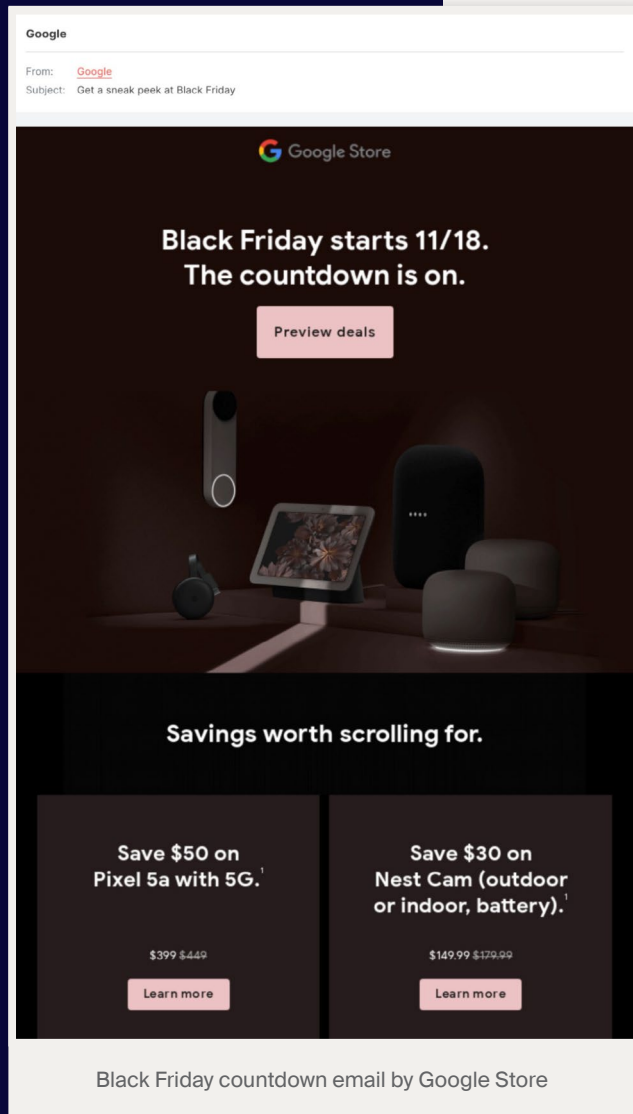
## 7. Nurture your Black Friday list

- Nurture your newly acquired prospects from your Black Friday presale campaigns with a series of value-based emails.
- Don't just collect their email IDs only to ping them back on Black Friday sale day. It looks incredibly selfish, not to mention your customers may have even forgotten about your brand.

## Example



## Example



## 8. Plan early

Preparing early means doing everything to ensure that your marketing engine is in top condition to go full blast. This includes:

- Determining pricing strategy;
- Designing personalized offers to different user segments;
- Building and optimizing your marketing funnel elements: landing pages, popups, ads, emails, SMS, automation and more.

## 9. Launch earlier

- **Engage ahead.** It's okay to let your lead capture elements go live on your website and landing pages as early as October.
- **Sell ahead.** It's also perfectly fine to launch your offers and deals even up to a week or two before Black Friday. This can help you avoid those crowded inboxes during the main sale day.

## 10. Go organic on social

- Share your Black Friday presale and launch details over social media where you expect your target audience to be.
- Run social media exclusive discounts to promote your offers.

## 11. Ideate creative deals & discounts

To stand out from your competition, get as creative as you can with your offers.

- Discount coupons
- Buy One Get One (BOGO)
- FREE smaller product
- FREE upgrade
- FREE shipping
- Product bundles
- Early bird discounts
- Loyalty points

Go crazy, while letting imagination be your friend!

## 12. Focus on increasing the AOV

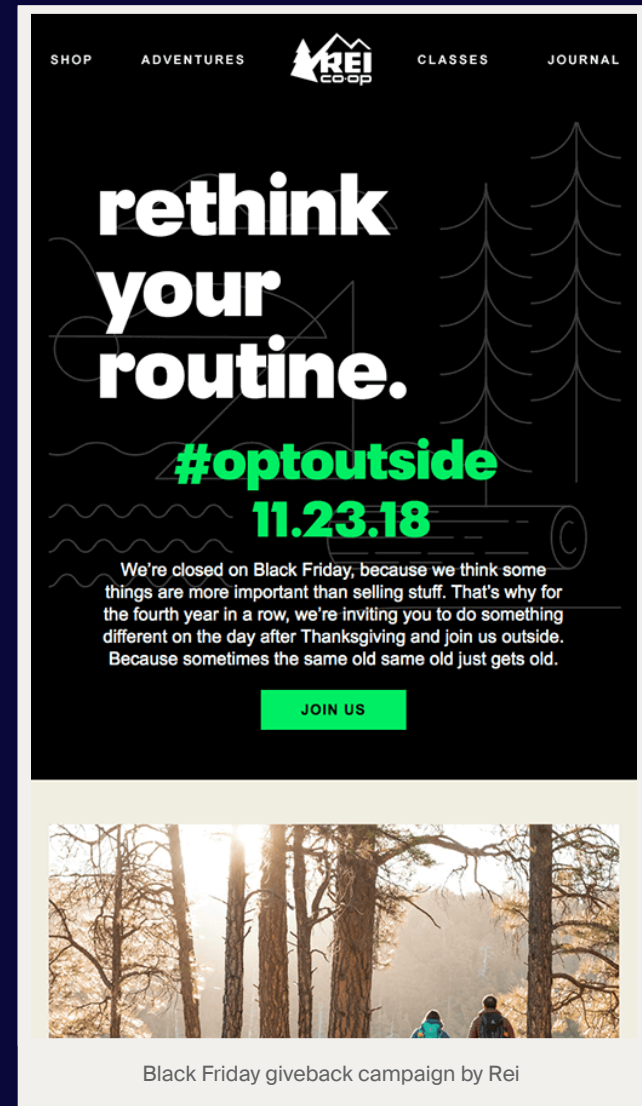
During Black Friday, people are prone to impulse purchases. There's never been a better time to increase the Average Order Value (AOV) and therefore ensure higher profitability by:

- Pushing upsells;
- Pushing cross-sells;
- Offering higher discounts for bulk quantity purchases..

## 13. Give a little back

- Black Fridays sales are incredibly selfish as they stand. Prospects want great bargains, and businesses lust after great sales.
- Consider donating a small portion of your sales to a charitable, social or environmental cause you believe in strongly.
- Convey this to your audience: every time they make a purchase, they are invisibly contributing to this too! This will reaffirm your brand's commitment to a specific cause and strengthen your bonds with your audience.

## Example



# Bonuses

## Wordlist to induce curiosity (almost magically)

Astonishing	Elusive	Illegal	Shocking
Be the first	Eye-opening	Insider	Sneak peek
Become an insider	Forbidden	Private	Unbelievable
Confidential	Hilarious	Restricted	Unlock

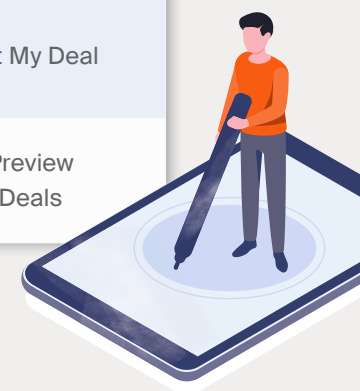
## Wordlist to induce FOMO (Fear of Missing Out)

Apocalypse	Crazy	Invasion	Savage
Beware	Danger	Nightmare	Scream
Caution	Fired	Panic	Trap
Collapse	Horrific	Risky	Warning

Source: Content Marketing Institute

## Call to Action (CTA) templates

Shop Now	Take Me To The Sale	Unlock 50% OFF
Get My 30% OFF Now	Start Saving	Grab The Deal
Claim My Exclusive Offer	Learn More	Shop The Sale
Act Now	Claim My 45% OFF Now	Apply Discount
Get The Bundle	Shop Black Friday	Buy Now
Go, Go, Go!	Let's Go!	Get My Deal
Access the Offers	Shop All Deals	Preview Deals



# Key takeaways (TL;DR)

So, let's round this up quickly with the main highlights.

- 01** Start working on your inventory, pricing, and marketing strategies ASAP.
- 02** Create your Black Friday/ Cyber Monday (BFCM) launch calendar with specific dates.
- 03** Prepare your lead capture elements such as popups and forms and set them LIVE as much advance as possible to capture the maximum possible leads.
- 04** Build a series of emails using detailed best practices and stitch them up in an automation sequence to maximize conversions. Personalize every email with your prospect's first name and any other information that adds value to your interaction with them.
- 05** Do not be afraid to target different user segments with different offers that they will relate most with.
- 06** Insert SMS messages into your automation sequences to maximize sales and revenue targets.
- 07** Crush your email subject line, the preview text, and CTA elements of your email as these are often directly co-related with conversions.
- 08** Use compelling "power words" to increase conversions.
- 09** Get as creative as you can with your deals and offers.
- 10** If you are into ecommerce, focus on increasing your Average Order Value (AOV) by selling upsells and cross-sells too.



**That's a wrap, and here's wishing you  
success in your BFCM campaigns this year!**

## How Sender can help

Are you ready to crush your Black Friday and holiday season sales? Don't let the hustle and bustle catch you off guard – prepare for success with Sender's powerful email marketing solution.

Feel free to take us for a test drive using a [lifetime free account](#) (2,500 subscribers, 15,000 emails monthly) or read more about our [super-affordable paid plans starting \\$8.25/mo here](#).

Quick questions? Get in touch with our product experts via our [24/7 website chat](#).

Use code **BFEBOOK**  
and get 20% off:

**Get Started For Free**



**Sender**

# Sources

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