

## EVERYTHING YOU SHOULD DO TO GET THE MOST OUT OF THESE RETAIL HOLIDAYS

### Basic

### Advanced

#### Set a reasonable, but aggressive goal for BFCM.

Think through how you'll know if your BFCM efforts were a success! For example, **try increasing last year's revenue by 10%**.

Assess how effective each of your traffic sources are and identify where you have holes in your funnel. **Look at your Google Analytics, Abandoned Cart stats, and Privy stats from last year** to set realistic goals around traffic by source, cart and signup conversion.

#### Actively build your audience - its not too late to start now!

Start building your audience today with email sign up pop ups and other displays. Once you have permission to market to a person, you can drive them back to your store for Black Friday specials. **Basic welcome and exit discount pop ups are a great place to begin.**

If you've got the basic list growth building blocks in place, you can **take it to the next level by creating a more segmented set of displays**. For example, mobile and desktop specific campaigns, product page specific campaigns, and cart savers designed to grow your mailable list for the holidays.

#### Decide what you want to offer for BFCM.

While you don't have to run a discount or other offer over Black Friday, it is what most shoppers have come to expect. **Offering small incentives like 10% off or free shipping** using a Master Discount code can do the trick.

If you're running segmented campaigns, you should also **run segmented offers**. For example, a different discount based on the value of what is in a shopper's cart or whether they arrived at your site via a paid ad.

#### Build your on-site campaigns.

Whether or not you already have displays running on your store, you'll want to **create special on-site displays for your Black Friday offer**. Make sure everyone who reaches your site knows what your offer is, and when it expires. Make it easy to sign up with a site-wide bar, welcome pop up, & exit pop up.

**Take it up a notch with segmented displays that promote your offer**. For example, drive urgency with a custom timer with your offer expiration date, create special pop ups tied to ad sets you are using to drive traffic, and/or show featured products to people who have already signed up for your email list.



## Set up your abandoned cart emails.

Remember when we talked about building an audience prior to Black Friday? That's essential for your BFCM abandoned cart email strategy. **Have a basic email set to send to people on your list who have been to your site and added to their cart without completing their purchase.**

The data shows that running multiple abandoned cart emails can generate a big return on your efforts. One way to increase your cart recovery rate is sending an email 1 hour after someone abandons and another reminder 24 hours later. Even better, **create a series of abandoned cart emails for low value customers and another for high value customers** with different messaging and offers.



## Build your cart saver campaigns to reduce abandonment.

A basic cart saver lets you reach people who have added an item to their cart but not completed their purchase. **Using an exit intent driven pop up, you can give them a special offer to complete their purchase today** and/or join your list before they vanish forever.

Much like a tiered abandoned cart email strategy, you can **create an on-site strategy that delivers one offer to your high value customers and another to lower value customers based on their cart value** when they attempt to abandon your site.



## Develop a promotion plan.

Before Black Friday arrives, you should **have a plan in place for how you'll drive people to your store.** It's worth the effort to map out your messages for email, Instagram, Facebook, and any other place you have access to potential customers. You'll want to announce your special offers ahead of time, when the sale goes live, during the sale, and once it's close to ending to try to break through the clutter.



## Launch your BFCM sale before Black Friday.

**Don't wait until Black Friday to start and promote your sale!** In 2017, store traffic increases started on Thanksgiving with Thanksgiving day matching the traffic of the Saturday and Sunday between Black Friday and Cyber Monday.



## Have a nice dinner.

We know it's hard, but don't let the stress of the big weekend ruin your holiday. **Make sure you leave enough time and mental energy to relax and enjoy family and friends with a leg of turkey, some stuffing, a slice (or two) of apple pie and a nice glass of wine or other beverages you enjoy.** Even while you're enjoying some "down time," you can always mention your big sale to family and friends about what you're up to. And while you have a captive audience, you can also encourage them to spread the word about your sale to their network as well.



## Measure your results.

Once the big weekend is over, take stock of what happened and see how you measured up to your goals using Google Analytics, Privy reports, Shopify/BigCommerce reports, as well as any other tools you have in place. Then write down any changes you would make so you can apply it to the rest of the holiday season and beyond.