

# Black Friday Kickstart Guide

How to successfully create Black Friday email marketing campaigns that drive opens, clicks, and conversions.



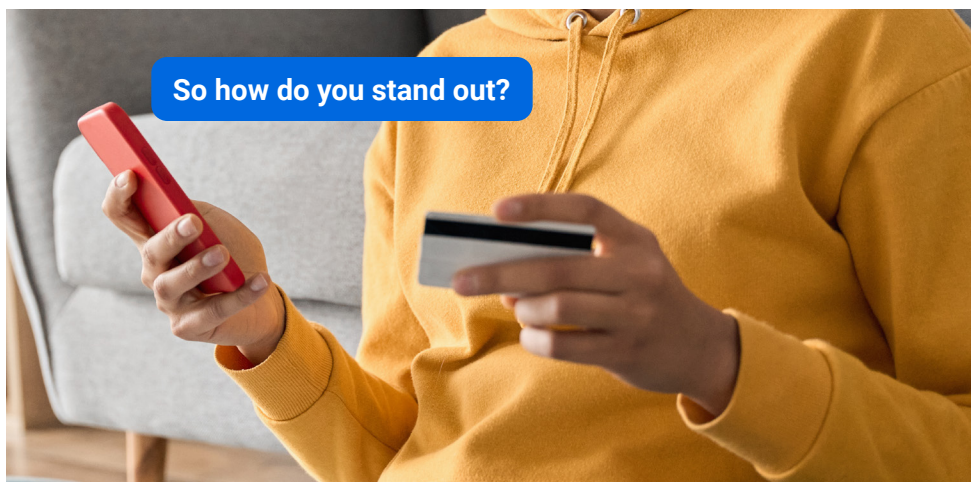
**SHOP  
NOW**

Black Friday has changed a lot over the years, but never-the-less, it's still a growing and critical time for businesses. With sales growing every year, it's crucial for marketers to stay ahead of the game and to create strong marketing campaigns that make their business stand out.

Whether a brick-and-mortar store or fully-fledged e-commerce, Black Friday is a huge opportunity to make sales. In 2019, 93.2 million shoppers participated in Black Friday sales. That number has only continued to grow.

Black Friday is no longer just one day, it's the kickoff shopping day for the holiday season. 30% of sales are made between Black Friday and Christmas. While Friday is the kickoff to sales, many businesses participate in sales such as Cyber Monday or extend their Black Friday discounts to last longer than just one day. There's now more time for shoppers to look around before deciding on their purchases and more opportunities for you to capture your subscriber's attention.

With any business there comes competition. Consumers have multiple options to shop, so it's more important than ever for businesses to stand out and reach their consumers if they want to start the holiday season off strong.



# Tips to a successful Black Friday email marketing campaign



## Plan ahead

Start planning for Black Friday in September and October. Give yourself time to create an exceptional campaign and take time to analyze your consumer and subscriber data while planning. Use this time to focus, learn more about your audience and grow your subscriber lists and audience. That way, when November comes, you'll already have a more extensive mailing list and be ready to target them with relevant messaging.



## Don't panic

As Black Friday approaches, it can be tempting to start over-sending communications to your subscribers because you do not see strong results and want to ensure your subscribers see your emails. But doing so can risk irritating your subscriber, damage your deliverability and ultimately have the opposite effect than intended. If you plan ahead, you should have plenty of time to raise awareness for your sales, slowly ramp up your marketing strategy and maintain healthy marketing practices.



## Let your customers know well in advance

By planning ahead, you have plenty of time to let your subscribers know when the sales are happening. Give them a heads up so they know the exact time that they can start shopping deals and build anticipation. Marketers can even add countdown timers to emails to help create excitement for their day.



## Extend your sales longer than one day

While Black Friday is a common day for customers to shop, not everyone has the same time or opportunity to shop for one day. Many businesses have started extending their Black Friday sales or even starting their deals ahead of time. This gives your subscriber more time and more opportunities to shop and can even set you apart from your competitors if they aren't doing the same.



### **Send them valuable resources and ideas**

Don't just let your subscribers know there are going to be deals. Give them an idea of what kind of products they are likely to get a discount on. You can even go further and offer gift guides and resources to help inspire them as they start shopping for the holidays.

You can also use what you know about your subscribers to send them relevant deals and information. Create automated personalized shopping suggestions based on their previous buying history and what types of products they've engaged with in the past.



### **Follow up with shopping cart abandonment emails**

On Black Friday, an estimated 69% of consumers abandon a shopping cart. Don't let these potential customers slip through your business' fingers. Set up an automated email to send reminding them of their cart. You can add an additional discount or simply remind them that their shopping cart is waiting for them. If they were unsure of the purchase or were merely browsing, this can help give them the push they need to buy the product. You can even add similar product suggestions at the bottom of the email to keep them interested in shopping on your site.



### **Set a time limit to encourage customers to act quickly**

While extending your sales for Black Friday can help increase your sales, it's still important to let your subscribers know there is a time limit to your offers. If they aren't aware of the time limit, they might leave it in their cart to give them time to think about it, which increases the odds of forgetting about it. Adding a time limit or even letting them know there are only a few items left in stock will give them an incentive to decide now and create a sense of urgency around the offer.

## Use email and SMS marketing

As Black Friday approaches, make sure you're connecting with your subscribers. They've already shown interest in your business, and they've opted in to hear from you. Letting them know and even offering them exclusive discounts can help you increase sales and continue to build strong relationships with your subscribers.

By using these channels, you'll also be able to better understand your subscribers and their buying behaviours so that you can target them better next year.

### Quick tips for your SMS marketing

- Personalize them with merge fields
- Send products and content that is catered to each subscriber
- Set up a trigger to send a text if they don't open their email
- Keep the message short
- Start building your SMS subscriber list now

PURCHASED ITEMS

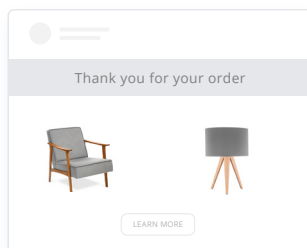


WAIT

TIME DELAY: 1 HOUR



SEND EMAIL: THANK YOU...



## Personalize your content

Don't just send one promotion to all of your subscribers. Make sure that the content is relevant to them so that they're more likely to be interested. You can do this through many different tactics.

### 1 Segment your audience

Not all of your subscribers are likely to fit into the same category of what they might be interested in. Based on your audience, you can segment them into different groups. Some common way to do that are to segment them based on:

- Behaviour
- Location
- Interests
- Demographics

### 2 Use dynamic content

Build different sections out in your email that only appear if a subscriber fits into a specified segment. That way you can create relevant content for each of your segments without haven't to build a brand new email for each one.

### 3 Use merge fields

Merge fields allow you to enter data that you have on a subscriber into the email. This can often be seen with someone's first name. But you can do so much more than just add in their name. If you have data, then you can enter that detail into the campaign. For example, you can use a merge field to add in the name of the last product they purchased with you.

## Make sure you're following proper deliverability practices

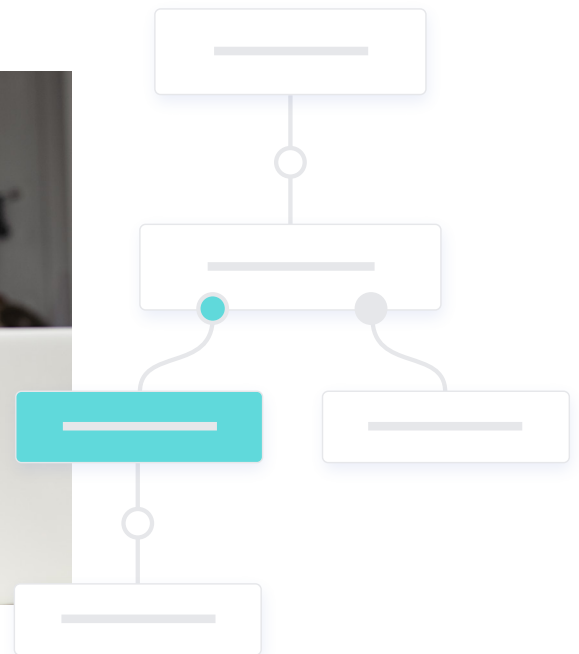
Don't go from sending your subscribers no emails, to send them one every single day and make sure you're maintaining good practices that follow the GDPR rules. It can be tempting to send as many emails as possible as the day approaches, or to buy email lists but it will cause harm to your sender reputation and then the subscribers who do want to hear from you won't be able to either.

## Ensure you're subject line stands out

There are many subject line strategies, but ultimately keep it short and make sure it speaks to your subscribers. Add in emojis, if it makes sense to and add in numbers such as the discount price. This will help get your subscriber excited and help increase the open rate. Adding in some personalization such as their name, or a product they often purchase can also be very effective.

## A/B test

By starting early, you have plenty of time to check in with your subscribers and test out anything that might help improve your strategy. Take time to check the elements in your email and test them with other potential ideas and designs you might have at the beginning of your Black Friday marketing campaigns. That way you have time to course-correct as the campaign ramps up.



## Additional do's and dont's



### Do's

- Send sneak peeks to build anticipation.
- Create gift guides and recommendations
- Make your subscribers and loyal customers feel valued with special discounts and offers
- Offer discounts if subscribers share emails or do something for you in return
- Use promo codes – Make it easier to track and analyze the data
- Offer free shipping rather than discounting the same amount off of a product – the word “Free” is a stronger incentive



### Dont's

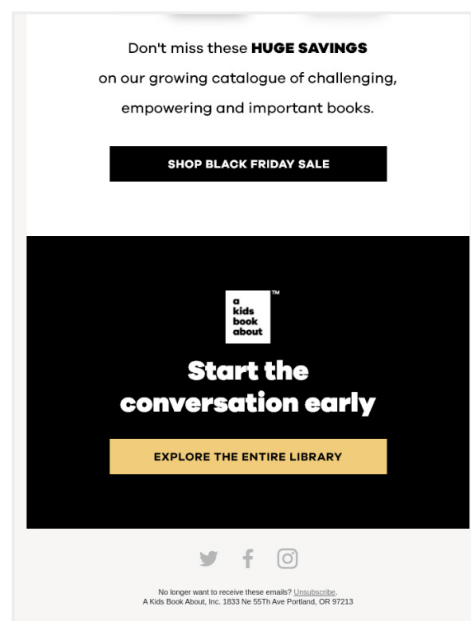
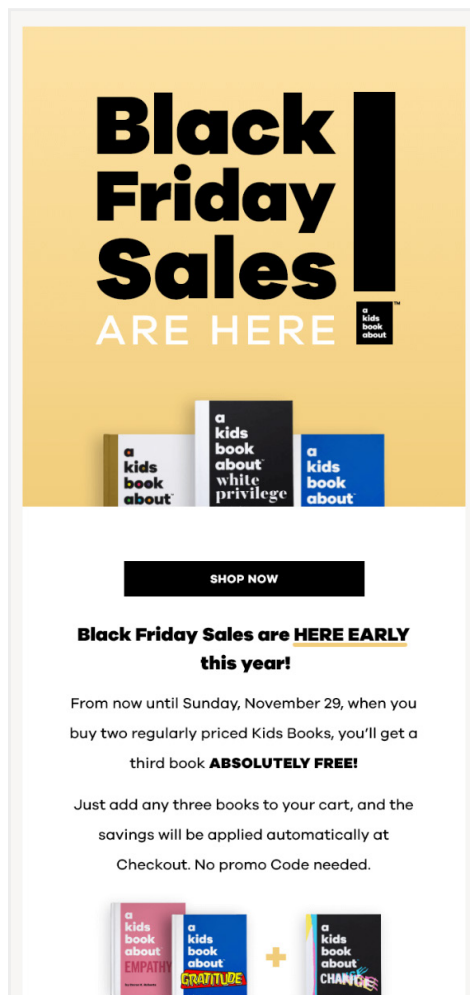
- Don't be too pushy
- Don't over send emails
- Don't forget about your loyal customers and subscribers
- Don't discount every item you have
- Don't send discounts for items to customers who just purchased from you at full price
- Don't forget about mobile shoppers

## Examples of Black Friday emails

We have scoured the web and put together some really great Black Friday emails that may spark some inspiration for your brand. Take a look at some of the brands that got it right and what elements our team liked about these specific email designs.

- 1 From: A kids book about  
Subject: 🎉 Black Friday Deals Came Early This Year!! 🎉

This email is simple and to the point. It lets the subscriber know exactly what their Black Friday deal is and highlights the fact that the sale starts sooner than Friday.

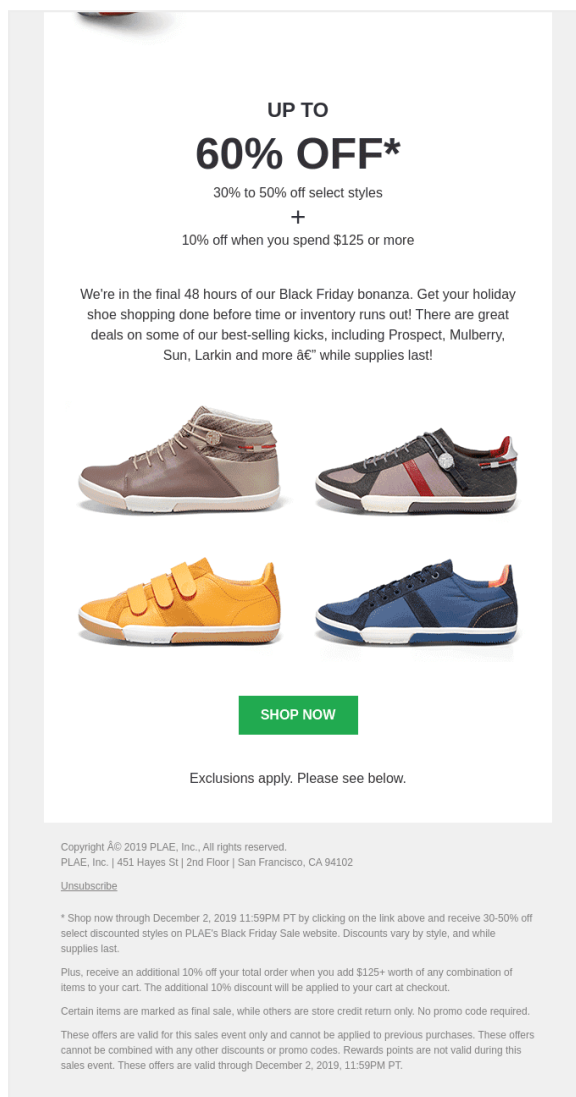
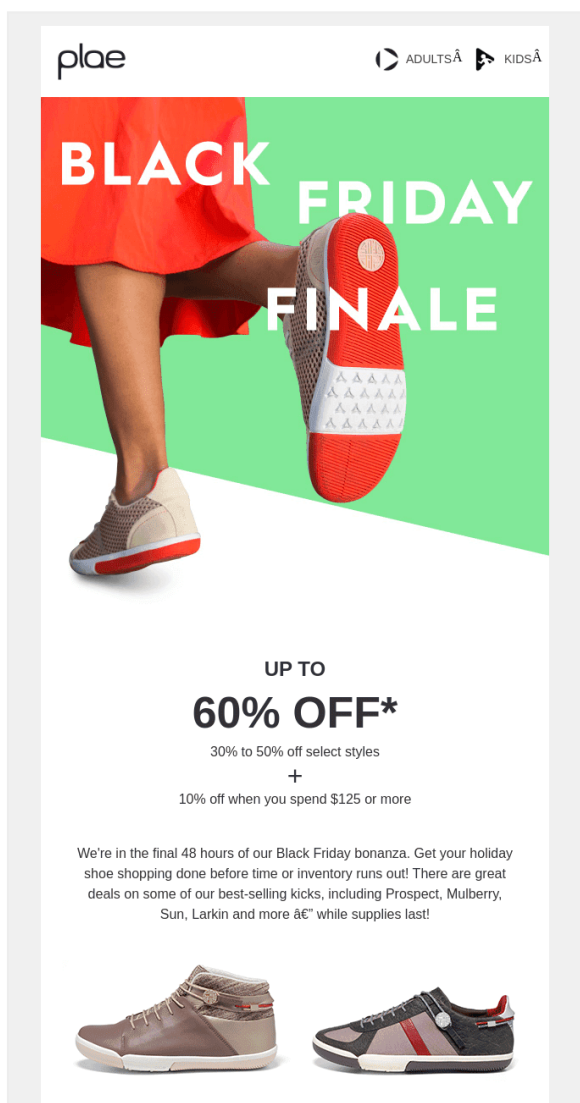


2

From: Plae

Subject: 2 Days Left on Black Friday Bargains!

This one stands out in the inbox by letting subscribers know exactly how much time they have left to shop deals and creating a need to act now. Once opened, this email gives a good overview of the sale and offers customers an incentive to browse their products further.

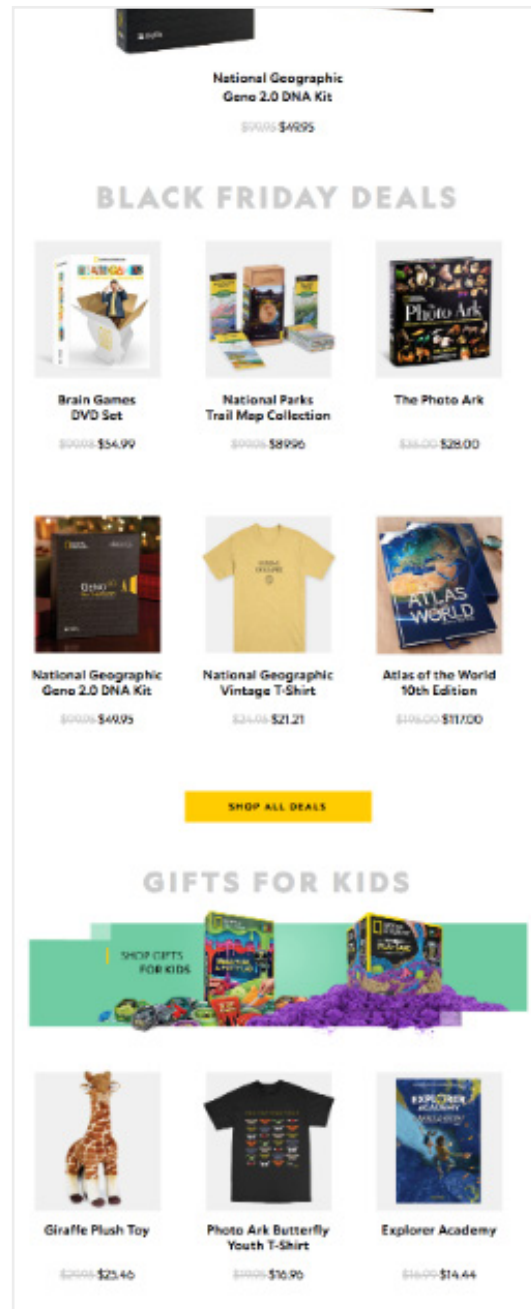
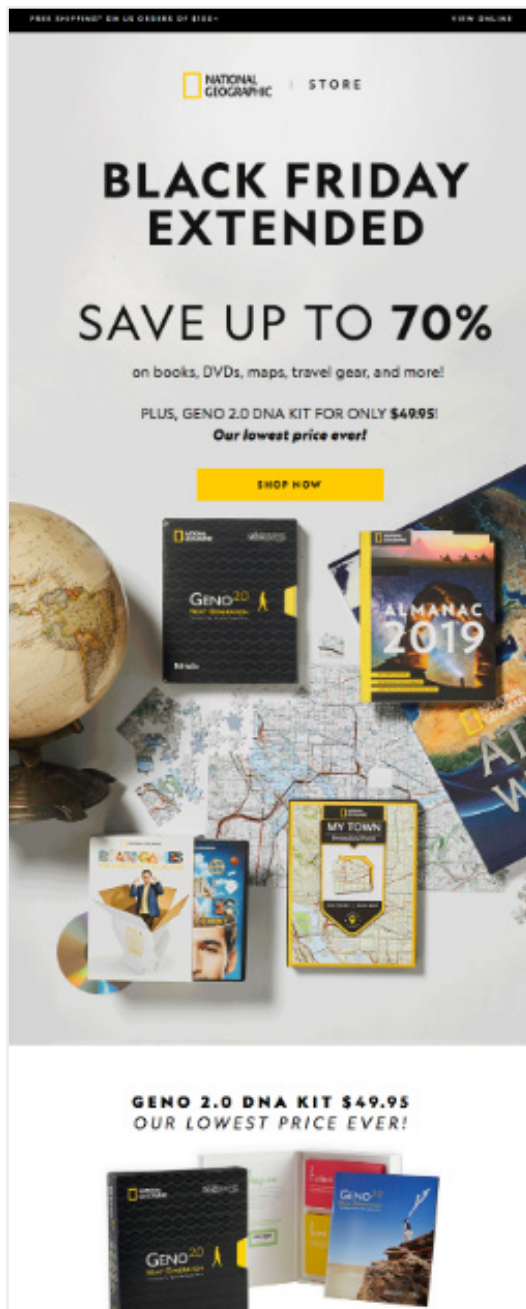


3

From: National Geographic

Subject: Black Friday Extended – Geno 2.0 for only \$49.95 | Save up to 70% on Nat Geo gifts!

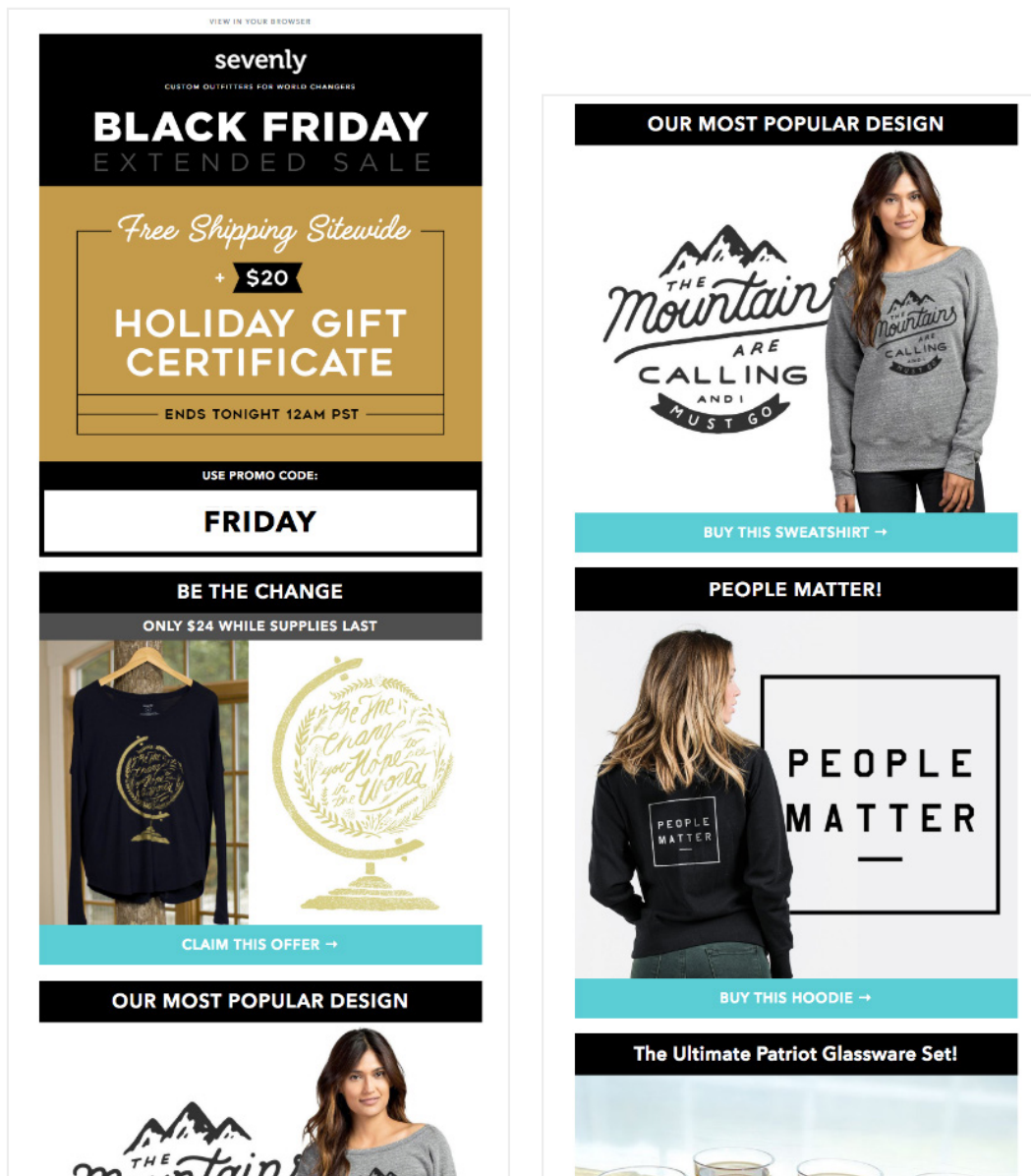
While this email is a bit lengthy, it does a great job of highlighting that the deal has been extended to get one last surge of shoppers. It goes even further by adding shopping suggestions to pique the subscriber's interest without even leaving the email.



4 From: Sevenly

Subject: ⚠️ We've extended our Best Black Friday Deal Ever!

This email from Sevenly is similar to the National Geographic and gives more time to their subscribers. They highlight the timeline and emphasize that the urgency with copy such as "while supplies last." They provide several different types of products that their subscribers might be interested in with CTA for each one to make shopping for the items easier to get to.



5

From: Bose

Subject: Save up to 50% on speakers and headphones  
| Black Friday is here

With this email from Bose, not only does it highlight the sale, it highlights the value of the product and how much money you'd be saving if you purchased at the time of this email. If there was any doubt about the worth of the products, the reviews from other customers could help assure the subscriber of the specific products they've added to the email.

SEE THIS EMAIL ONLINE

**BOSE**

**BLACK FRIDAY SAVINGS**

**Huge savings. 5-star ratings.**

[SHOP NOW](#)

**SOUNDLINK REVOLVE PORTABLE SPEAKER**

**"Impressed"**

★★★★★

"It's not one to write reviews but I really like this product. I received it as a gift and was skeptical. I'm surprised the sound quality was so good. Also, the battery life is excellent. This speaker is extremely convenient. I use it more than I thought I would. Definitely recommend it!"

— @PCC

**Save \$80\***

~~\$199.95~~ **\$119.95**

[SHOP NOW](#)

**QUIETCOMFORT 35 WIRELESS HEADPHONES II**

**"Clear – Clean – Comfortable – Sound"**

★★★★★

"I use these almost every day. The sound quality is awesome with Deep Bass and Crisp highs. If you are searching for sound quality, your search ends here. These earbuds are very durable and the phone feature is a life saver when driving for a great conversation. I would not own any other pair of earbuds, the others just don't stack up."

— @donald

**Save \$50\***

~~\$149.95~~ **\$99.95**

[SHOP NOW](#)

**SAVE UP TO 50% FOR BLACK FRIDAY**

**Don't miss your offers.**

These offers represent only a fraction of your Black Friday deals. Some savings go up to 50% off, so you should definitely make sure to look at them all. This is the time of year to get better sound — at a great price.

[BROWSE ALL OFFERS](#)

[f](#) [t](#) [i](#) [v](#)

**SHOP FOR BOSE**

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You are receiving this email because you have subscribed to Bose marketing emails. To receive content from our email program please visit [www.bose.com](#)

\*Limited offer valid in the U.S. only for purchases of the Bose products described above made directly from Bose and participating authorized dealers. Offer valid through December 7, 2021. Limited to one per customer. Excludes taxes, freight, duties and other charges. Offer is subject to product availability.

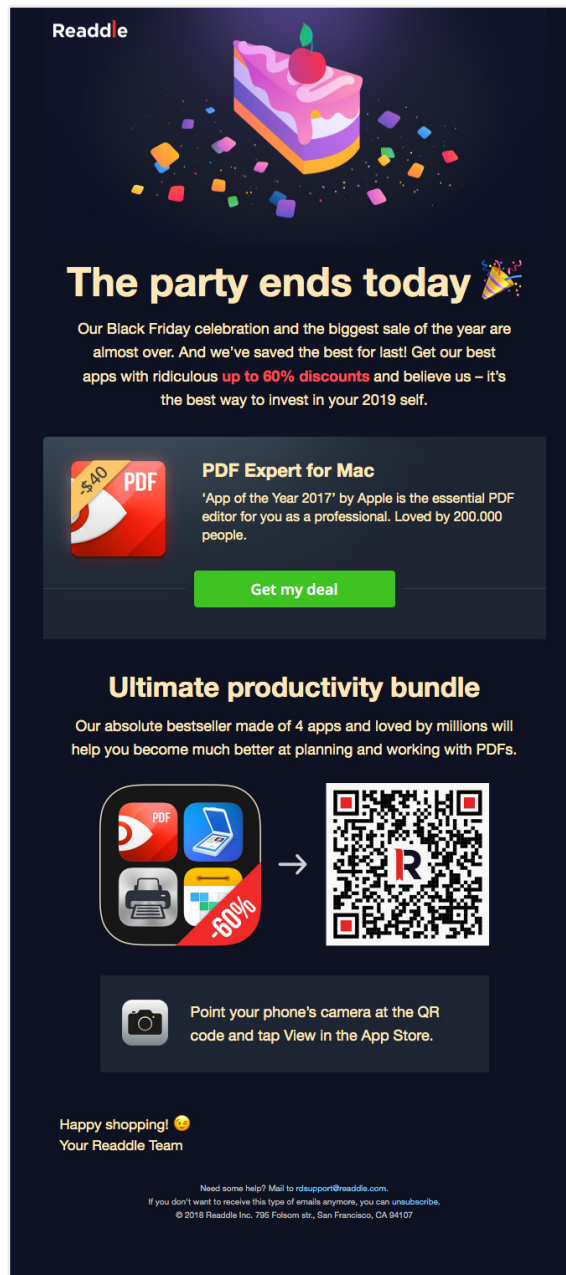
Offers cannot be combined with other offers or applied to previous purchases. Offer is subject to change without notice.

6

From: Readdle

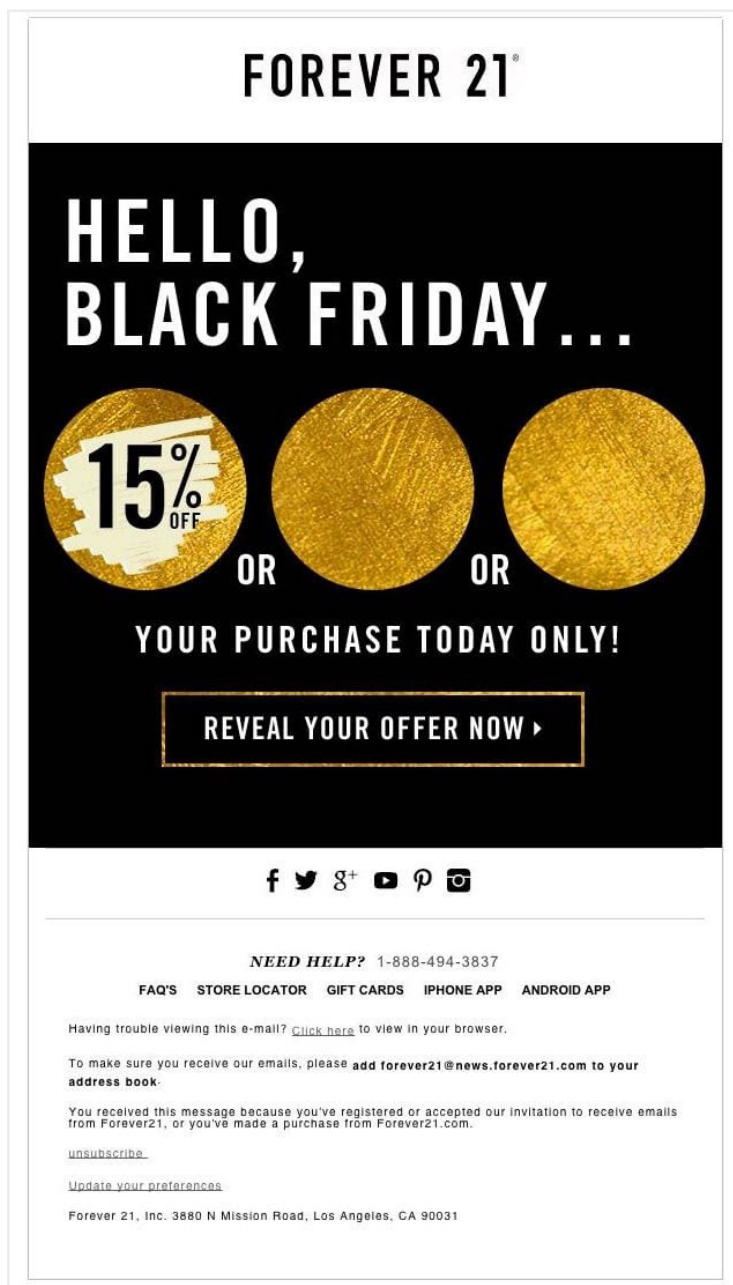
Subject: Readdle's unique shopping event ends today

This email from Readdle is short and to the point. It's sent as a reminder that the event is ending in a fun way and gives you a deal you can quickly get by scanning the QR code. This email is short and makes its point clear.



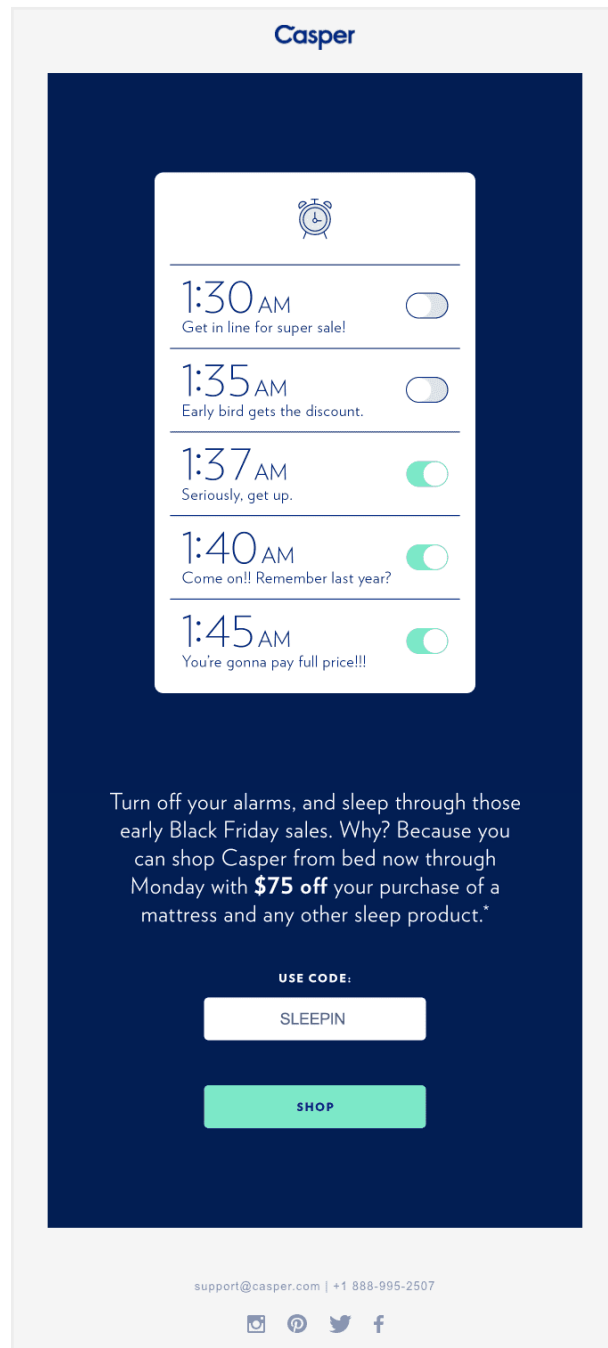
## 7 From: Forever 21

This Black Friday email from Forever 21 is a fun way to create intrigue. While incredibly short and offering little information, it provides just enough to make subscribers want to click and find out more about the offer. As a unique take on a Black Friday email, this one stands out.



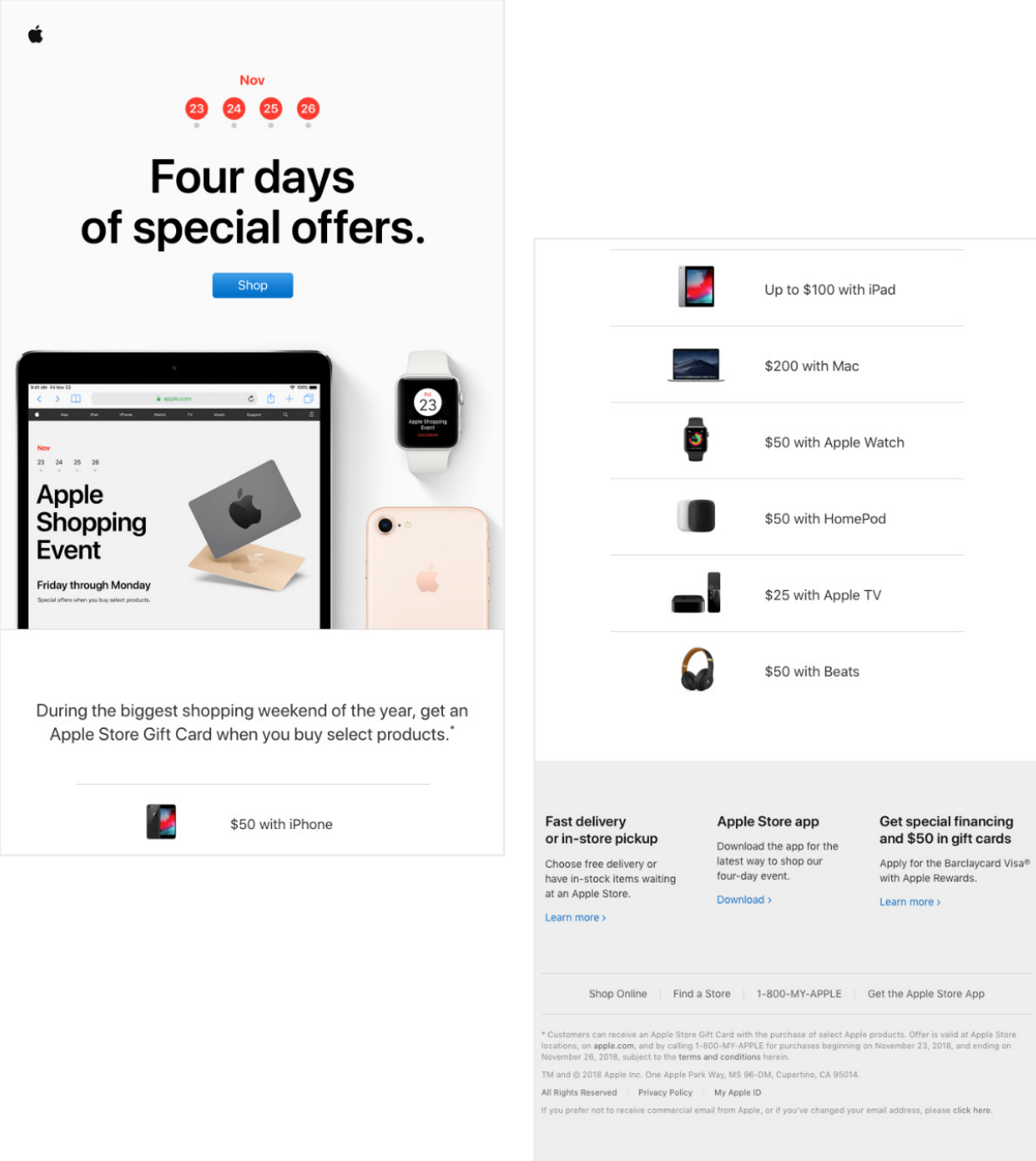
## 8 From: Casper

This email from Casper does a great job of building anticipation and leaning into what they are known for—getting a good night’s sleep. The email highlights that you don’t need to sacrifice your sleep schedule to shop with them due to their extended deals, and they let you know in a fun and unique way.



9 **From: Apple**  
**Subject: The Apple Shopping Event. Now through Monday**

Apple does an excellent job of highlighting the benefits of their sale right in the email. They let the subscribers know the basics, like how long the deal will last and what kind of gift cards you'll get when you purchase from them.



The email layout is clean and minimalist, featuring a white background. At the top left is the Apple logo. Below it, a calendar for November highlights the dates 23, 24, 25, and 26 in red circles. The main headline reads "Four days of special offers." in a large, bold, black font, followed by a blue "Shop" button. Below this, a large image shows an iPad displaying the event details, an Apple Watch, and an iPhone. To the right of the iPad, a list of offers is presented in a vertical column, each with a small product image and a text description: "Up to \$100 with iPad", "\$200 with Mac", "\$50 with Apple Watch", "\$50 with HomePod", "\$25 with Apple TV", and "\$50 with Beats". Below the iPad image, a text block states: "During the biggest shopping weekend of the year, get an Apple Store Gift Card when you buy select products.\*" followed by a small iPad icon and "\$50 with iPhone". At the bottom, there are three columns of links: "Fast delivery or in-store pickup" (with a "Learn more >" link), "Apple Store app" (with a "Download >" link), and "Get special financing and \$50 in gift cards" (with a "Learn more >" link). The footer contains navigation links: "Shop Online", "Find a Store", "1-800-MY-APPLE", and "Get the Apple Store App". Fine print at the very bottom explains the gift card offer and provides copyright information.

Nov  
23 24 25 26

## Four days of special offers.

Shop

Apple Shopping Event  
Friday through Monday  
Special offers when you buy select products.

Up to \$100 with iPad

\$200 with Mac

\$50 with Apple Watch

\$50 with HomePod

\$25 with Apple TV

\$50 with Beats

\$50 with iPhone

During the biggest shopping weekend of the year, get an Apple Store Gift Card when you buy select products.\*

**Fast delivery or in-store pickup**  
Choose free delivery or have in-stock items waiting at an Apple Store.  
[Learn more >](#)

**Apple Store app**  
Download the app for the latest way to shop our four-day event.  
[Download >](#)

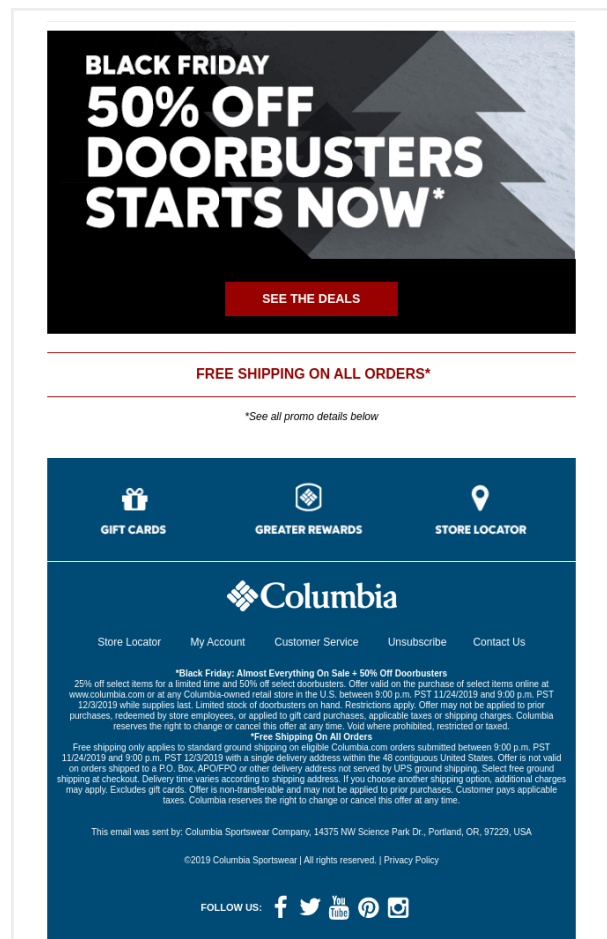
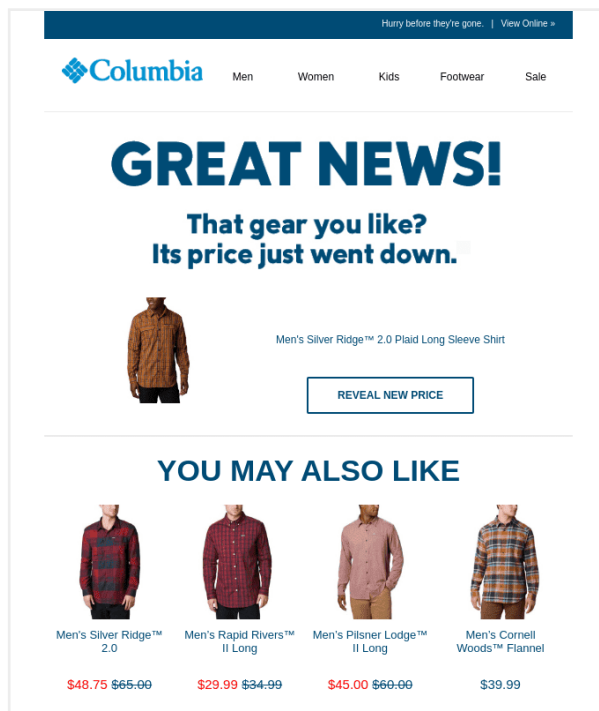
**Get special financing and \$50 in gift cards**  
Apply for the Barclaycard Visa® with Apple Rewards.  
[Learn more >](#)

[Shop Online](#) | [Find a Store](#) | [1-800-MY-APPLE](#) | [Get the Apple Store App](#)

\* Customers can receive an Apple Store Gift Card with the purchase of select Apple products. Offer is valid at Apple Store locations, on [apple.com](#), and by calling 1-800-MY-APPLE for purchases beginning on November 23, 2018, and ending on November 26, 2018, subject to the [terms and conditions](#) herein.  
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If you prefer not to receive commercial email from Apple, or if you've changed your email address, please [click here](#).

10 **From: Columbia**  
**Subject: Price drop on your favorites!**

Not only does this email do a fantastic job of advertising the sale, but it makes it relevant to the subscriber. By using buyer behaviour, they can create a personalized list of items that are on sale. By suggesting relevant products, they are more likely to close the deal and positively react to their subscribers.



## 11 From: Zagg

This email from Zagg highlights the time urgency and builds anticipation for the event with the big countdown timer. With this email, they keep it simple and give their shoppers a discount and a clear call to action to help them prepare for the event to start.



## Conclusion

Black Friday comes around the same time every single year. That makes it easy to get a head start and be prepared for the coming season. The most important thing to remember is to start planning and create your marketing strategy well in advance. That way, your campaigns will run smoothly, and you'll be able to get your message across without being too pushy.



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