



TouchBasePro

An email marketers guide to Black Friday

FRIDAY

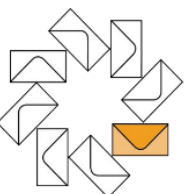
Introduction

Ah, Black Friday. The once uniquely American celebration now observed the world over as the premier window to engage with consumers. Although standing in hour-long queues and risking life and limb in stampedes that would make Mufasa shudder seems somewhat archaic to me and is definitely not the only way to engage with your consumers in this period. According to a recent survey, 81% of consumers that dislike Black Friday shopping, cite overcrowding as the reason. With the current pandemic, this is more prevalent than ever.

Every retailer worth their salt has a digital avenue for clients to pursue their Black Friday fix, and in some of our previous blogs this month, we've already looked into some of the most effective ways to do this. And it's not just the retail industry, everyone from restaurants and hotels to SaaS providers take advantage of these "holidays" in one form or another.

In fact, this shift from a physical in-store "flash sale" to having an entirely digital avenue to take advantage of these deals birthed a new consumer-focused "holiday", Cyber Monday. The Monday after Black Friday that sees online retailers offering remarkable deals.

This kicks off one of the busiest periods in the marketing calendar and here's what you should be doing this Black Friday to ensure your campaigns stand out:



1 Create a content plan

Start planning your content now, know exactly what you want to say, when you're going to say it and what you're going to offer.

Planning ahead of time allows you to make fewer mistakes and ensure you get the most out of Black Friday & Cyber Monday.

2 Work on your subject lines

Each one of your subscribers is going to be receiving hundreds of Black Friday emails, so what can you do to make yours stand out?

Your subject line is the first thing that will grab your readers attention so make it count! Try using personalisation, humour or an emoji.

Try A/B tests to find out which subject lines work best with your database.



3 Content that makes an impact

Keep your Black Friday email campaigns short and to the point. Be wary of emails that are too mysterious! Make your emails stand out by adding one of these elements:

- ✓ Animates gifs
- ✓ Moving background images
- ✓ Name merge on images
- ✓ Countdown timers to create urgency
- ✓ Personalised images
- ✓ Value add content such as videos and blogs

4 Send reminders

Stay top of mind by sending your subscribers carefully planned reminders.

Sending your email at the **right time** will mean more subscribers will open your email, which will lead to a more successful Black Friday.



5 Make use of segmentation

Use segmentation to send your subscribers Black Friday deals that are relevant to them.

Having personalised content that is segmented to fit certain groups of subscribers is a sure way to increase engagement!

- ✓ Use dynamic content: dynamic content lets you determine who sees what content within an email. Basically, you can show different email contents to different segments. them.
- ✓ Make use of automation: send the right email at the right time with automation. Set up triggers that will send automated emails when your customers take a particular action.
- ✓ Use a preference centre: we can't always get all the information we want from a customer when we first interact with them so make use of your preference centre and encourage your customers to update their details.

