



By Inflection

BFCM Playbook



**YOUR SIMPLIFIED BLACK FRIDAY
GAME PLAN**



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Stats You Should Know

In 2023

Shopify merchants reached a record \$9.3 billion in sales on BFCM.

\$59.8M

Attributed to Klaviyo email marketing


46%

of merchants reported that 30% of their annual sales volume comes from BFCM, emphasizing its importance

47%

of all BFCM sales come from repeat purchases.

45%

of **Australians** plan to spend between \$200 and \$400 during Black Friday sales 

BE PREPARED, START EARLY.

Your Timeline.

Before November (August – October)

Build and grow your email list

- Add pop-ups to your website, build a referral program, create value-adding lead magnets such as resources, free training, provide discount codes for first time buyers

Build your audience using paid ads + organic socials and drive them to an email signup page

Optimise your website to improve conversion rates. The better your website is at converting customers, the better their online experience, the more sales your site generates.

Create and build video based content that boost your brand trust, credibility and fosters relationships

A/B testing – find out what works now, so you're putting your best foot forward when it matters.

November – BFCM month

Put advertising spend behind what you know works – what type of creatives, what messaging, what products, and what promotion gets the highest engagement and return.

Leverage your existing audience – your email list

These are people that already trust you, know your brand, and your products/services.

That means:

- They have a higher chance of converting
- You should offer them early access to the sale
- Offer a unique discount that isn't available to the public
- Focus on increasing the lifetime value of these customers

Win back + Re-engagement Campaigns

- Good opportunity to re-engage previous customers that haven't purchased from you in a while.

Make your offer competitive. This is a very competitive time to advertise online. So make sure you stand out, make your offer competitive and put your best stock forward. *If someone has \$250 to spend this BFCM, why should they spend it with you?*

Advertising audience targeting. Make sure you retarget your highest value/VIP customers with paid retargeting ads. We suggest trying to get as many previous customers or warm audiences already familiar with your brand to return, before trying to win over new customers who've never bought from you before. Switch your targeting focus from warm to cold within 24–48 hours after the launch.

December + Jan

Be aware of the season, your products, and shipping cut-off dates

- Lean into gifting for Xmas
- Great opportunity to leverage the seasonality of summer related products and products that can be utilised during holidays. Nail the right messaging to emphasise how vital your product is during this season.
- Offer discounted or free 'express shipping' to extend the December buying period.

Post Xmas/Boxing Day, it's time to really nurture your audience.

- Provide more education on the business, the origin story, the products. Focus on storytelling and building a local community.
- Use this time to get feedback from customers, setup email automations to gather reviews.
- Run a competition. This is a great time to build your database and find new customers. Advertising typically becomes cheaper post-Xmas, so leverage the opportunity.
- Product launches *Got a new product?* Early December or late January is the perfect time to reconnect with new customers and get them excited about your latest release.

Black
Friday
29th
Nov

Cyber
Monday
2nd Dec

WHAT KIND OF OFFER BRINGS THE BEST RESULTS?

Discounts & Shipping.

For home, jewellery, fashion, sporting goods, home DIY

Discounts between 20-29% see the best conversion rates.

For food + beverage stores or products, toys and hobbies, or electronics

Upwards of 50% typically sees the best results.

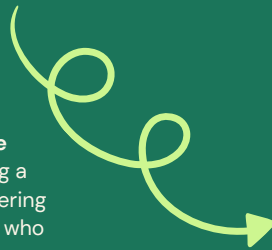
Free Shipping or Fast Shipping?

88% of online shoppers prioritise 'free' shipping over 'fast' shipping.

Want to protect your Average Order Value even while running a great promotion? Consider offering a gift-with-purchase for those who spend a bit more than average. Don't make the threshold to activate this too high, though, as it will then seem unachievable. *The below scenario is an example:*

AOV = \$100
Retail value of gift = \$50
Offer = "Spend \$150 and receive X gift valued at \$50"

This way the highest value customers feel like they're getting great value if they do spend more, and the \$150 threshold appears both achievable and enticing.



5 THINGS TO GET STARTED

BFCM Email Marketing Cheat Sheet

Personalise All Emails

- Use customer names and tailor the content to their behaviour or interactions with your brand.

Segment Your Audience

- Send targeted messages based on customer preferences, purchase history, or geographic location.

Write Standout Subject Lines

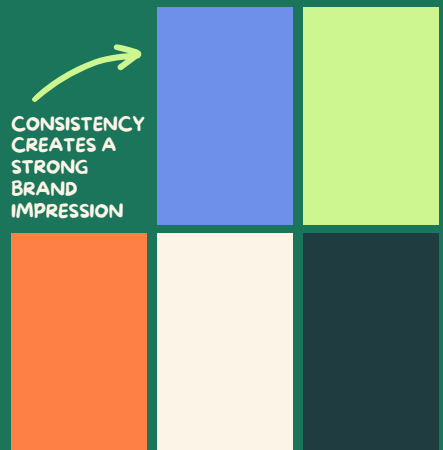
- Craft compelling subject lines that grab attention and entice your audience to open the email. Stand out in their inbox.

A/B Test Subject Lines

- Experiment with different subject lines to see what style performs best for different segments.

Review Last Year's Performance:

- Analyse previous campaigns to identify what worked and optimise this year's strategy.



GET AHEAD OF THE GAME.

6 Emails to Create Now.

Welcome Series (An evergreen automation)	Start expanding your email list today . Use pop-ups on your website and feature a link in your socials to drive people into your database. Give new subscribers a welcome discount to encourage their first order with you. This initial discount reduces the perceived risk of buying from a new brand. Remember to update the information and the discount when you launch your Black Friday sale.
VIP Early Access (BFCM Specific)	Make your VIP customers feel special by offering them early access to your Black Friday sale. Let them know that this offer expires once the public sale goes live. A sense of exclusivity or urgency can drive action.
Urgency-Driven (BFCM Specific)	Trigger FOMO (fear of missing out) with a “24 hours left” or “low stock” reminder. Adding a countdown timer can create an immediate sense of urgency and boost last-minute sales from customers on the fence.
Extended Sale (BFCM Specific)	Give customers one final chance to purchase by extending your sale for 24 hours. Include an extra incentive, like free shipping or a bonus gift, to win over those who are still hesitant.
Referral Series (An evergreen automation)	Leverage your VIPs and reward them. Encourage them to refer others and reward them with a unique referral code that earns store credit or discounts for every successful referral.
Post-Purchase Follow-Up (An evergreen automation)	Build long-term loyalty by engaging new customers after their purchase. Encourage them to join your VIP program or ask for their feedback and/or a review to boost your brand trust and credibility.

MAKE SHOPPING EASY.

5 Website Optimisations.

Update your website banner

- Make it clear, concise and include a Call-To-Action and your USP
- Include your discount, the code and any core T&Cs

Add a trust banner to boost credibility and brand trust

- Have you or your business won any awards?
- Feature Google reviews and any media/PR appearances

Make the site mobile friendly:

- According to Shopify reports, over 70% of all Black Friday Cyber Monday purchases were made on mobile devices in 2022 – this will increase in 2024
- Everyone is more familiar with mobile shopping, you need to adapt

Improve + simplify the checkout experience

- Research the average number of products purchased per order
- (If its two, encourage people to 'continue shopping' vs sending them to the checkout page)
- Install Afterpay to increase the conversion rate on your website
- Upgrade to free shipping
- Have a guest checkout option – people move fast, don't slow them down

Make the navigation bar easily viewable and usable

- Make it easy for website visitors to navigate the site, find the right info and make the buying process seamless.

*We prefer automatically applied discounts, but whether you're doing automatic at checkout, visible markdowns on the products themselves or using a code at checkout, make sure your site traffic knows **exactly** what they need to do to to activate the offer. You can do this via your homepage & an announcement banner at the top of your site.*

The more complex you make the discount of the sales process, your incrementally increase the chance of losing that customer.

WE CAN HELP

Looking to scale your business this BFCM?

Let's chat about how Inflection can
support you and your business.



**BOOK A FREE CALL WITH
ZARA, OUR CEO**

