

What's the best BFCM offer?

GOOD OFFER Buy One, Get One (BOGO)

Buy One, Get One offers are a great option for brands with excess or old stock, as it creates an opportunity to move this quickly. By pairing a slow-moving item with a popular product, you can increase its visibility and desirability, effectively moving both products.

For brands selling consumable products, they also provide customers with a chance to stock up on the product at a reduced cost. However, this can increase the time until their next purchase, so isn't the best option if your goal is consistent custom.

Why It Works:

Even though a Buy One, Get One Free offer is that same as a 50% off offer, the idea of getting something for "free" is more appealing than "half price." When used right, it can create a unique sense of urgency that drives immediate sales.

Example Brands:



BETTER OFFER Free Gift With Purchase

During BFCM, there's pressure to offer deep discounts - but for brands with a limited catalog (or for brands that simply don't want to cheapen their product), adding a free gift is an effective way to encourage sales without eating into your margin.

Adding a free gift can help sweeten the deal especially with customers who have been on the fence, as they feel they're getting something extra for their money (making the decision to buy a little bit easier). It can also boost brand loyalty for repeat customers who already love and use your products, by giving them a chance to try something new at no additional cost.

Why It Works:

By offering a free gift, customers perceive they are getting added value. This approach allows you to incentivize purchases without reducing the price of your main product - therefore preserving your brand's image.

Example Brands:



BEST OFFER Flat Discount

Flat discounts are the most straight-forward type of sale you can run. During BFCM, customers are bombarded with promotions, and a simple, clear offer cuts through the noise.

In 2023, Klaviyo reported that 11.6 million messages (across email, SMS and push notifications) were sent every *minute* on Black Friday. Every brand your customers have ever shopped with will try to get their attention during the BFCM period.

You want to make sure your brand is one of the few that stands out.

With flat discounts, customers can quickly calculate their savings, which speeds up their buying decision process. When applied to all products, they have the added perk of encouraging larger orders or purchasing of higher-value items, as customers look to take advantage of maximum savings.

Why It Works:

BFCM isn't the time to test confusing or lengthy offers. Your loyal customers may love a unique offer, but the goal of BFCM isn't to get loyal customers to convert. It's to get the *most* customers to convert. And most customers will understand a flat discount.

Example Brands:



BUT STAY AWAY FROM:

⊗ Minimal Discounts

The competition for sales during BFCM is intense. Minimal discounts (below 15%) don't offer enough of an incentive for customers to choose your brand over another. To put it in perspective: a 15% discount is just enough to cover taxes and shipping. Unless your full-price product undercuts your competition drastically, new customers won't be swayed by this weak of a discount.

⊗ Offers That Exclude Existing Customers

If you have a one-time purchase product - for example, a survival backpack - chances are those on your email list don't need another. Running an exclusive deal to these people isn't the best use of their attention. An alternative could be a limited edition accessory or add-on, which can encourage new and returning customer to buy during this period.