

# ActiveCampaign >

**How to run a successful Black Friday campaign in a world without retail**



# BLACK FRIDAY

POWERED BY

ActiveCampaign >

# Your Speaker



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# Today's Agenda

Here's what we'll cover:

## **Create your best Black Friday ever with customer experience automation**

1. What do Black Friday e-commerce trends look like in 2020?
2. What should your Black Friday emails include?
3. How do you create a wow-worthy Black Friday with customer experience automation?

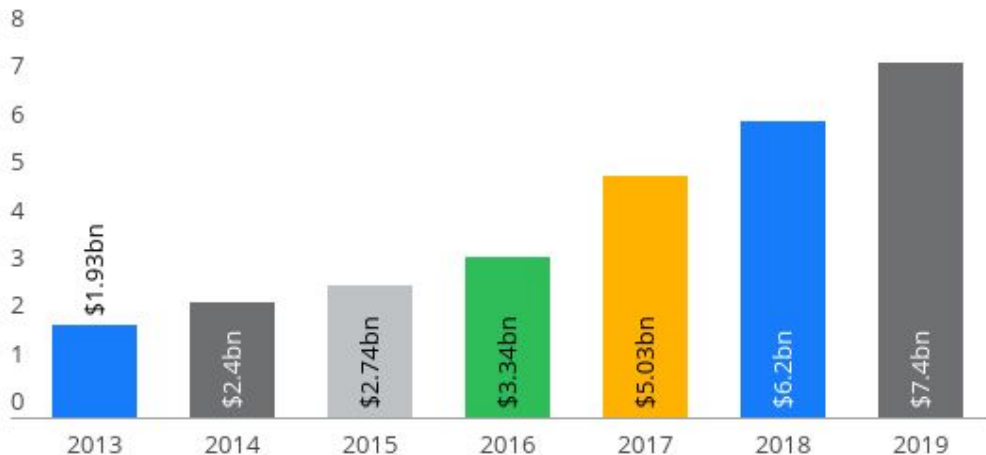


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**When do you  
need to start  
preparing for  
Black Friday?**

# 2019 Black Friday statistics...

US Black Friday Online Sales  
2013 - 2019



Source: Adobe, 2019

- 93.2 million buyers made a purchase online on Black Friday.
- 30% of retail sales occurred between Black Friday and Christmas.
- In-store visits on Black Friday 2019 fell by 6.2%
- Mobile orders increased 35% on Black Friday in 2019

# **What do Black Friday e-commerce trends look like in 2020?**

# COVID has changed how people will shop...

- **More discretionary income**

Consumers will likely have more discretionary income as they skip holiday plans and stay on lockdown.

- **Less expensive purchases**

Consumers are less confident with the current economy and less likely to make expensive purchases.

- **More early deal hunting**

Consumers will start their holiday shopping earlier this year.

- **Less desire to go out**

Most U.S. shoppers want retailers to close on Thanksgiving Day.



# What should your **Black Friday emails** include?

# 10 strategies to use in Black Friday emails:

1. Write an attention-grabbing subject line
2. All about the urgency
3. Showcase your Black Friday Deals
4. Put your best graphics forward
5. Create copy that says it all
6. Release the GIFS
7. Use humor (but carefully)
8. Make holiday shopping easy for your customers
9. Stand out from the pack
10. Optimize for mobile

# Catchy subject line

## What do the best Black Friday email subject lines include?

- Company name
- Customer name
- Your sale details
- Friendliness
- Urgency
- Curiosity
- Emojis
- Humor

- 40% Off. Free shipping. It must be Black Friday.
- 🍗 First Turkey, Then Great Deals!
- Get your Black Friday game face on 🥊
- 👉 Better Than Their Deals 👉
- ★ BLACK FRIDAY is here – want a little help with your Christmas shopping?
- The biggest, best, most amazing, OMG, beyond anything, ever, sale event. Starts now.
- Karen, your boss is shopping today too

# Trigger urgency

- Do your Black Friday deals sell out?
- Is your sale for a limited time?
- Are your deals limited editions?
- Can you show off your social proof?
- Are these your year's best deals?



# Show your best deals

## True or false:

The most important information to include in your Black Friday emails is that you're having a sale.

**False.**

DESIGN  
WITHIN  
REACH

Find a Studio | Shop

**TODAY ONLY!**  
**Save \$1,000 on a Shell Chair by Hans Wegner.\***

Designed in 1963, this Danish classic showcases Wegner's belief that a chair "should be beautiful from all sides and angles."



[SHOP SHELL CHAIR ►](#)

\*Discount valid on walnut frame with black leather or cowhide.

# Graphics that stand out

## Black Friday design clichés to avoid:

- A black background.
- Gold glitter.
- Black. Red. White.



# Customer-centric copy

**The best marketing messages come from your own customers.**

- What do they have to say about your products?
- What do they hope your Black Friday deals will be?
- What stresses them out when shopping Black Friday online?



# Release the gifs

**DO:** Test your emails across multiple clients to make sure they perform as planned.

**DON'T:** Use giant GIFS. Any sort of image that has a large file size will slow down your email's loading time.



**BLACK FRIDAY  
WEEKEND**



Use humor

(but carefully)



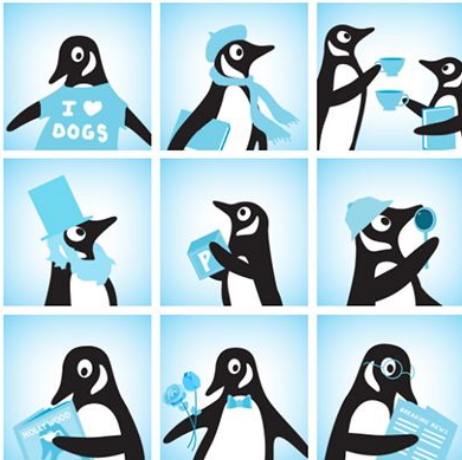
# Make it easy

## Do you offer holiday perks:

- Free shipping?
- Gift wrapping?
- Guaranteed delivery date?
- Gift guides?

THE  
PENGUIN HOTLINE  
BUNCH

♪ Here's the story of a bunch of Penguins,  
Who are excited for the holidays to begin.  
Each of them has a favorite book they'd like to show you.  
Click to see what they recommend! ♪



Get your own personalized book recommendations when you  
contact the Penguin Hotline today! Our expert staffers are  
standing by and ready to help you find the perfect books for  
everyone on your holiday shopping list.

**CONTACT THE HOTLINE**

ITALIC



**Last Call: Free Shipping**

Today is the last day for free shipping on all  
orders. Order today before 11:59 PM PST for  
shipping on us.

✎

For every order from Black Friday through Giving  
Tuesday, we are donating 10 trees instead of 1 to  
offset the retail industry's impact on the  
environment. There's still time to order.

# Be different

Be a rebel with a cause by doing something unusual:

- Donate to charity
- Opt out



FATFACE  
UNITED KINGDOM

WOMEN MEN GIRLS BOYS

FREE UK DELIVERY on all orders over £60 + FREE UK RETURNS

THERE'S STILL TIME TO HELP US HELP THEM

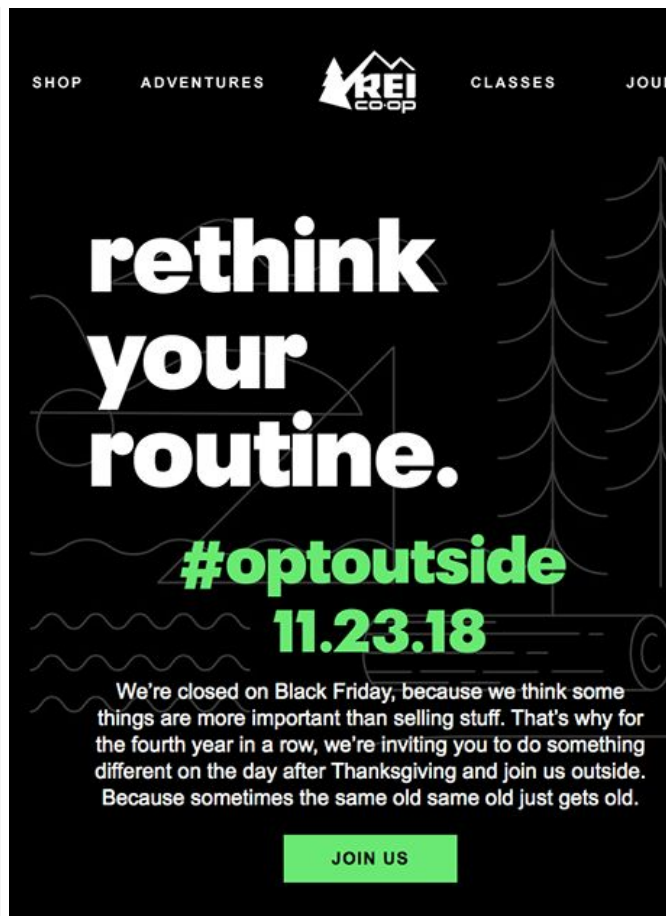
WE'RE NOT DISCOUNTING.

*We're donating!*

INSTEAD OF BLACK FRIDAY DISCOUNTING,  
WE'RE DONATING UP TO £250,000  
OF OUR PROFITS TO YOUR LOCAL CHARITIES.  
BY SHOPPING WITH US, YOU'RE HELPING THEM.

ENDS MIDNIGHT TONIGHT

*thanks for GIVING*



SHOP ADVENTURES REI CO-OP CLASSES JOUR

**rethink  
your  
routine.**

**#optoutside  
11.23.18**

We're closed on Black Friday, because we think some things are more important than selling stuff. That's why for the fourth year in a row, we're inviting you to do something different on the day after Thanksgiving and join us outside. Because sometimes the same old same old just gets old.

JOIN US

# Be mobile-ready

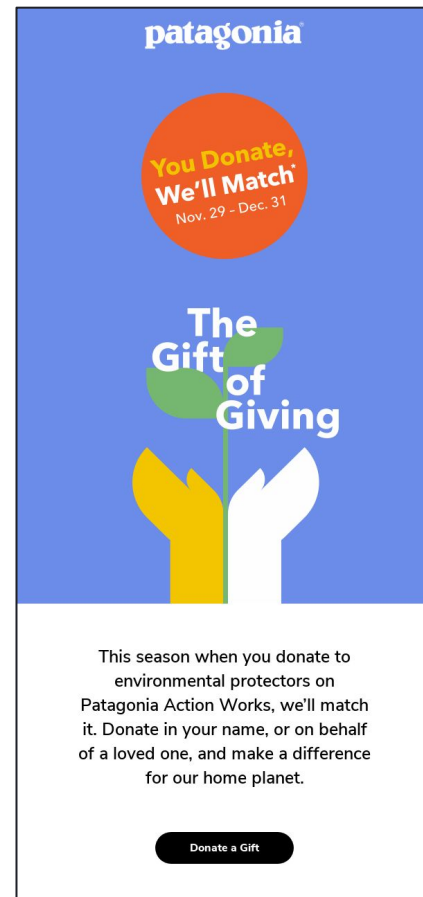
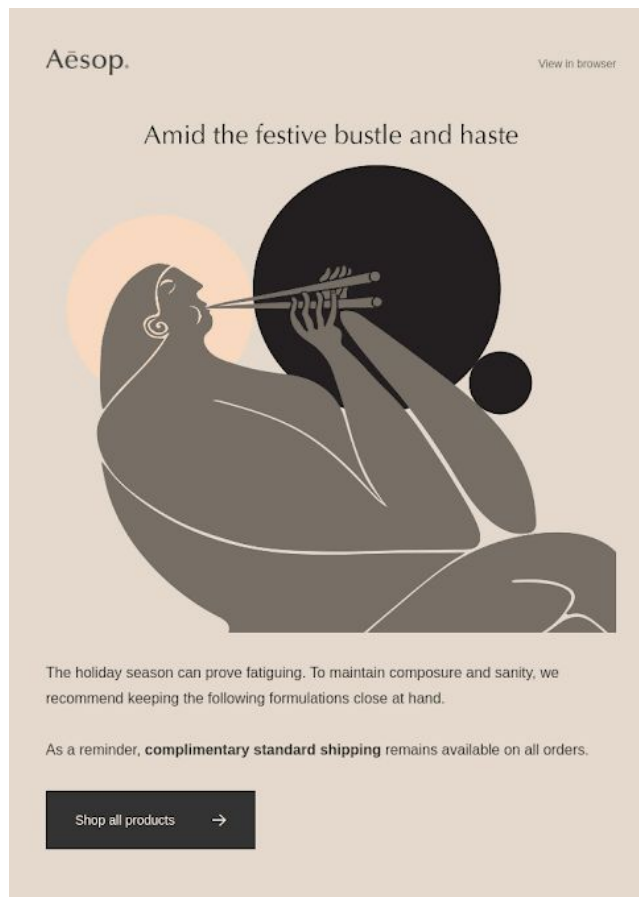
2017: **29%**

2018: **40%**

2019: **65%**

2020: **???**

(but we guess it'll  
be even higher)



**How do you create a wow-worthy  
Black Friday with **customer  
experience automation?****





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**When do you  
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preparing for  
Black Friday?**

# Your Black Friday CXA launch calendar



**Now**

Segment your contact list



**October 20**

Target your segments with social media ads



**October 27**

Optimize your ecommerce store for mobile



**November 1**

Test and send your announcement email



**November 10**

Create abandoned cart automations



**November 20**

Plan for common customer experience interactions



**November 27**

Launch!



**December 10**

Follow up with engaged contacts

The graphic features a blue background with various data and tool icons. On the left, a large blue arrow points upwards, with a green sine wave and a green shopping cart icon positioned next to it. At the bottom, a series of green vertical bars of varying heights represent a bar chart. On the right, a large blue wrench is shown, with a green grid containing several dots and a circular arrow icon positioned above it. The text 'ActiveCampaign >' is in white, and 'BLACK FRIDAY TOOLKIT' is in large white and black letters in the center.

ActiveCampaign >

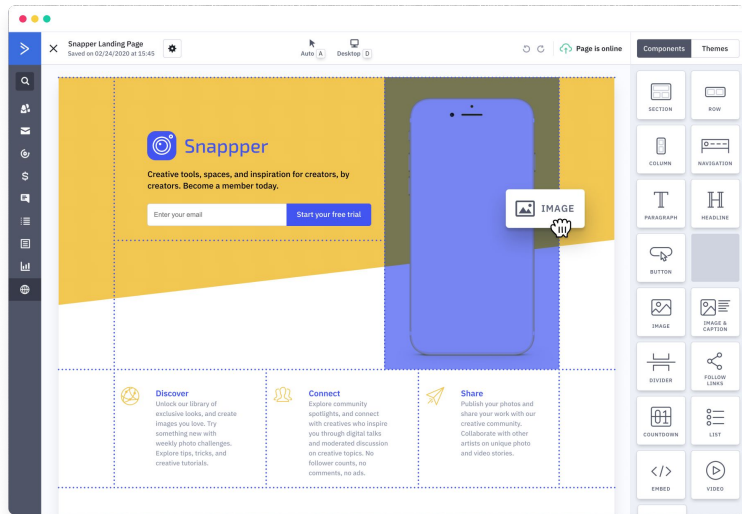
# BLACK FRIDAY TOOLKIT



# New ActiveCampaign Features...

## Landing pages made easy....

Send leads to one Black Friday landing page.  
Grow your email list, and drive attendance.



## In-app automation recipes just for you...

The recipes recommendation toolbar gives  
you easy-to-install automation flows  
relevant to your unique industry needs.



Black friday exclusive

## Abandoned cart reminder

Increase sales and revenue and follow up with  
a potential buyer if they don't purchase the  
first time.

Get started

# Questions?

For follow-ups feel free to contact me: [fgrace@activecampaign.com](mailto:fgrace@activecampaign.com)

# Appendix of statistics

- Slide 6: [Adobe Analytics blog](#), [SpendMeNot](#)
- Slide 7: [ActiveCampaign](#), [Accenture](#)
- Slide 11: [Superooffice](#), [Experian](#), [Martechseries](#), [Fulcrumtech](#)
- Slide 20: [Facebook](#), [Businesswire](#), [Barilliance](#)