

# BFCM

## Prep Guide



# Your Secret Weapon For BFCM Success Has Arrived.

It's go time! The busiest time of the year is swiftly approaching and activating your BFCM plan now is mission-critical. While you've been busy running your store, we've been working hard behind the scenes to craft the ultimate **BFCM Prep Guide**: one that's vital to your Q4 success!

Leverage your time now (before the Cyber Week madness sets in!) to implement these strategies we've been developing in the lab for you. This guide will make it easier to execute a SMS game plan that's most impactful for your brand, and one that will help you hit (or exceed!) your revenue goals this season.

The countdown to BFCM is on. Let's get to work! 🙌

## BFCM Checklist



### Grow Your Subscriber List

Use multiple growth strategies for best results.



### Test Your Messaging

The proof is in the data! Learn what works ahead of BFCM.



### Promote Your Payment Partners

Keep financing options top of mind leading up to BFCM.



### Identify and Message Key Segments

Nurture VIP's and last year's BFCM shoppers.



### Activate Automations

Cover all your bases – pre and post purchase.



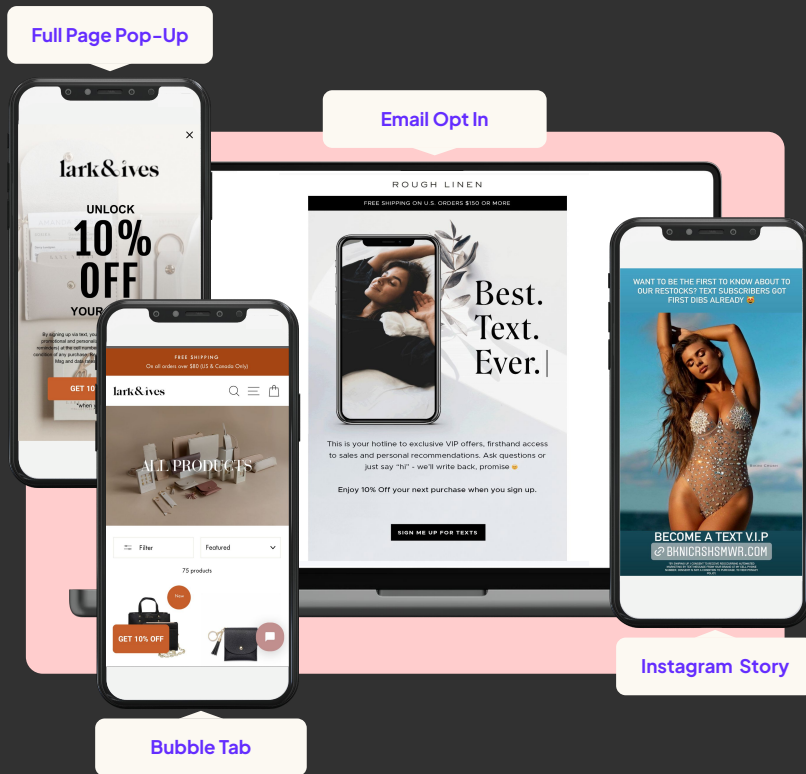
 **Grow Your Subscriber List**

# Double Down On Growing Your Subscriber List

Don't wait until the last minute! Building a list of high-intent subscribers now will build a strong foundation leading up to BFCM. Pro tip: Make sure you have multiple list growth strategies in place for the best results.

- ✔ **Convert your IG followers into text subscribers** by inviting them to be included in Early Access text alerts.
- ✔ **Set up a full page pop-up** to collect both email addresses and mobile numbers. The conversion rate is **3X** higher than a half-page pop-up.
- ✔ **Add a bubble tab on every page** to give your site visitors multiple opportunities to see your pop-up, which increases opt-ins by **50%**.
- ✔ **Invite your email subscribers** to sign up for text alerts. Brands see up to **10%** of SMS opt-ins from email campaigns that show exclusivity as a benefit.
- ✔ **Run a giveaway** to opt in your followers, email subscribers, and site visitors from a landing page with an enticing chance to win.

Click [here](#) for more list growth strategies you can activate today! 📈

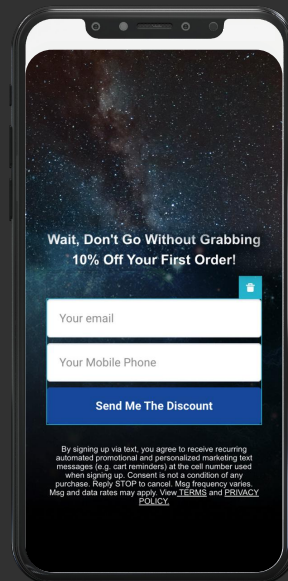


# Make Your List Growth Strategies Count

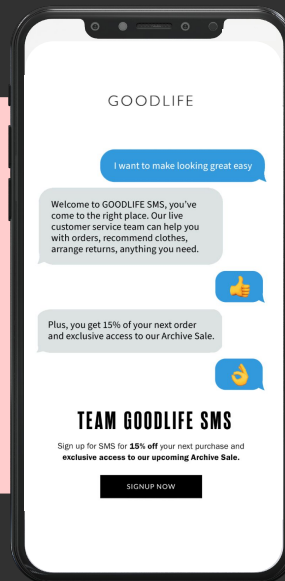
We've compiled our best practices to help make your potential customers' journey feel continuous, from the moment they see your initial offer on an ad, to when they enter those precious digits into your onsite pop-up for their welcome offer.

- ✔ **Update pop-ups to reflect your 2022 BFCM offers.** Take a minute to ensure your pop-up, Ads, IG stories, and emails are up to date and match all your current BFCM offers.
- ✔ **Put every advertising dollar to work.** Consider a higher offer to incentivize more signups *before* BFCM and while your customer acquisition spend is higher than usual.
- ✔ **Test different incentives ahead of BFCM** (e.g. free shipping, gift with purchase, spend more, save more). The more you know ahead of time, the better your pop-ups will perform this season.
- ✔ **Use FOMO to your advantage.** Let your site visitors know your offers won't get better than this - it's critical they get on your list now so they don't miss out!

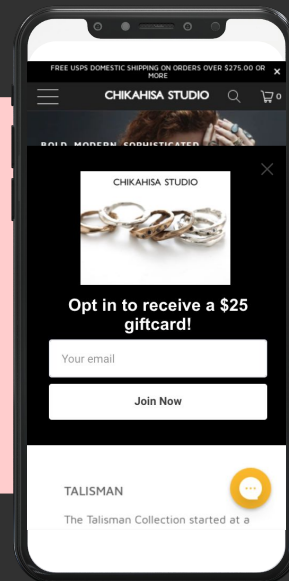
Know exactly how to attribute the right sales to SMS! 📱  
Add **UTM Tracking** to your campaigns! Learn more [here](#).



Exit Intent Popup



Email Opt In



Opt In Incentive

**Test Your Messaging**

# Put Your BFCM Strategies To The Test

Make confident, data-driven decisions by A/B testing your messaging ahead of BFCM with the variations below. Get started now to give yourself enough time to adjust your messaging and creatives with the results from your winning campaigns.

- ✔ **Type of discount:** Test different options, like dollar vs. percent off, to see which entices your customers to make a purchase.
- ✔ **Type of offer:** See if giving an actual gift vs. offering to cover their shipping fees will get your customers' attention to make a purchase.
- ✔ **CTAs:** What makes your customers click—or better yet—convert? Test different call-to-actions this month and include the winning CTA in your BFCM messaging.
- ✔ **Images:** Not sure whether you should include a product or a lifestyle shot in your next Broadcast? Test these different types of images to see which your customers engage with most.

Head to the Broadcast tab and click "Create A/B Test". [Learn more here.](#)

The screenshot displays the Emotive A/B testing interface for a Broadcast message. It is divided into two main sections: 'Message' and 'Test settings'.

**Message Section:**

- Variant A:** Includes a 'Variant name' field with 'Variant A', an 'Image or GIF' field with a placeholder image and a 'Remove image' button, a 'Discount code' field with 'Sale10', and a 'Message' field with the text 'We have a sale today! Use SALE10 at checkout.' Below the message is a preview of the code: '487101 | 1 SHIP payment + 1 MBS'.
- Variant B:** Includes a 'Variant name' field with 'Variant B' and a 'Message' field with the text 'We have a sale today! Use SALE10 at checkout. (SALE10 only on sale)'. Below the message is a preview of the code: '487101 | 1 SHIP payment + 1 MBS'.

**Test settings Section:**

- A/B test size:** A slider set to 20%.
- Variants will be sent evenly among a test group of 1 customers. After the test, the winning variant will be sent to the remaining 6 customers in the segment.**
- Determine winning variant based on:** A dropdown menu set to 'Highest click through rate'.
- Broadcast winning variant after:** A dropdown menu set to 'Hour'.

At the bottom of the interface are three buttons: 'Review and send', 'Save as draft', and 'Cancel'.

**Preview Section:**

The 'Preview' section shows a mobile phone screen displaying the message for 'Variant A'. The phone screen shows the phone number '+12013409142', the variant name 'VARIANT A', a 'CLEARANCE SALE' banner, and the message text 'We have a sale today! Use SALE10 at checkout.' Below the phone screen is a 'Send me a test' button.



 **Promote Your Payment Partners**

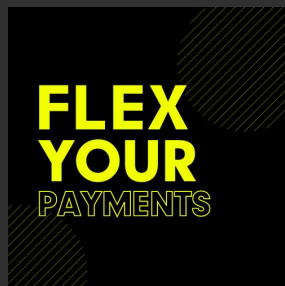
# Broadcast Your Financing Options

Over **56% of shoppers** say they're more likely to buy if financing options are available. Use the Broadcast templates below to message your entire list, customers that abandoned checkout, or newer subscribers leading up to BFCM.



BRAND: Financing orders of all sizes is easy with payment plans! Buy now and pay later when you select PAYMENT PARTNER at checkout: LINK

[CLICK TO USE THIS TEMPLATE](#)



BRAND: Hi <name>! Did you know you can shop now AND pay on your terms? Just choose PAYMENT PARTNER at checkout. Come see what's new: LINK

[CLICK TO USE THIS TEMPLATE](#)

# Add Financing Options In Your Experiences

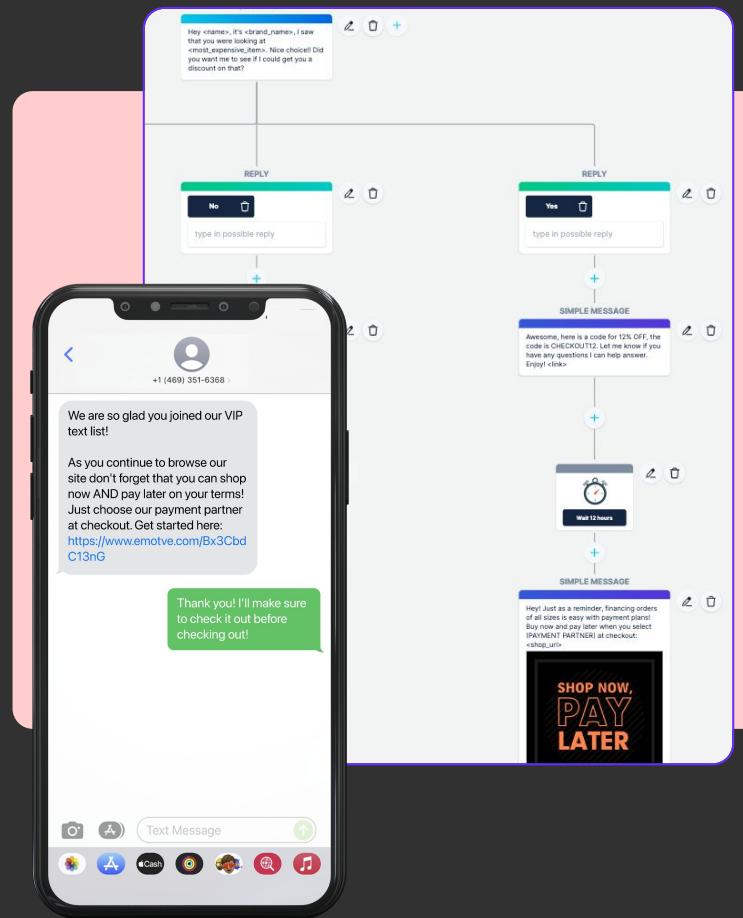
You do all the work to get customers to find the right product on your site, add it to their cart, and fill out their billing/payment info... but even after that **over 70% still leave without buying!** Sound familiar?

We recommend including financing options to the Experiences below to make checking out a breeze for your customers. In this economy, they'll thank you!

- ✔ **New Subscriber – Discount Follow Up:** Send a follow up message 24 hours after a subscriber has opted in to introduce your payment partner.
- ✔ **Abandoned Checkout:** Re-target your high-intent subscribers with information about your payment partner to encourage them to finalize their order.

Our Shopping Experts can handle customer responses for you! 🛒

Just be sure to activate Smart Reply and choose up to 30 of the most common questions. Learn more [here](#).



 **Identify and Message Key Segments**

# Define and Nurture Your VIP Segment

VIP = Very important purchaser! How should your brand define its VIP segment? We've highlighted 3 metrics to consider when building your VIP segment and the best strategies to get them to convert *before* BFCM.

## 1 Total Amount Spent

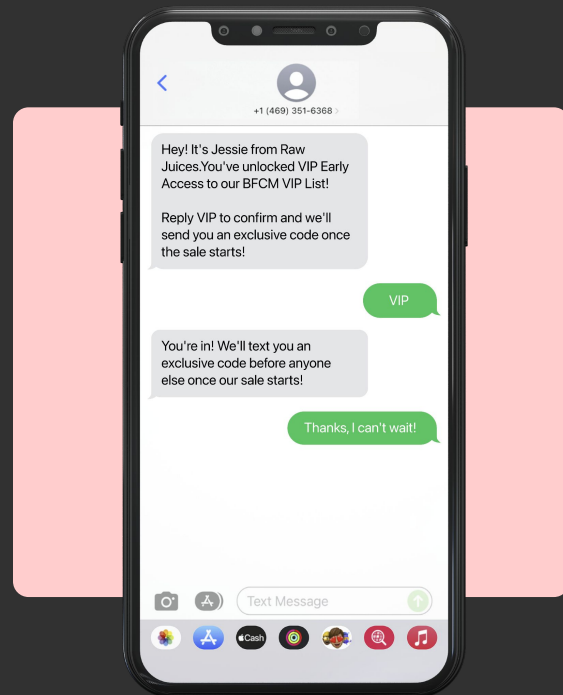
Treat your biggest spenders to early access to your BFCM sales. It's clear they enjoy treating themselves to your product offerings, so make sure they get first dibs before their favorites go out of stock!

## 2 Number of Orders Placed

They say the third time's a charm. If you have customers that are coming back for a third time, congrats! Treat those customers to a special offer like a gift card with purchase or free shipping.

## 3 Opted in: VIP Keyword

Now that you know exactly who wants to be on your VIP list, make sure your welcome offer is strong! If they still haven't ordered after opting in, follow up with conversational messaging that guides them to the right product.



# Message Your VIPs With Just 1 Click

Use the Broadcast templates below to personalize messaging to your VIP subscribers. Make it a point to message this segment at least 2 times leading up to BFCM to give these subscribers the VIP treatment they expect.

Hey <name>! Here's an exclusive offer ONLY for our VIP text subscribers: free shipping on your next purchase. Just use CODE at checkout! Shop BRAND: LINK

[CLICK TO USE THIS TEMPLATE](#)

BRAND: To thank you for being a VIP text subscriber, here's exclusive early access to our Black Friday Sale! Use CODE at checkout and shop now using this oh-so-secret link: LINK

[CLICK TO USE THIS TEMPLATE](#)

BRAND: Hi <name>! We appreciate you for being a VIP text subscriber so we're giving you first dibs on our NEW \_\_\_\_ Collection! Tap the link below to shop before anyone else: LINK

[CLICK TO USE THIS TEMPLATE](#)

BRAND: Hey <name>, you made our VIP list! That means you get early access to our BIGGEST sale of the year. Tap to shop, you've earned it: LINK

[CLICK TO USE THIS TEMPLATE](#)

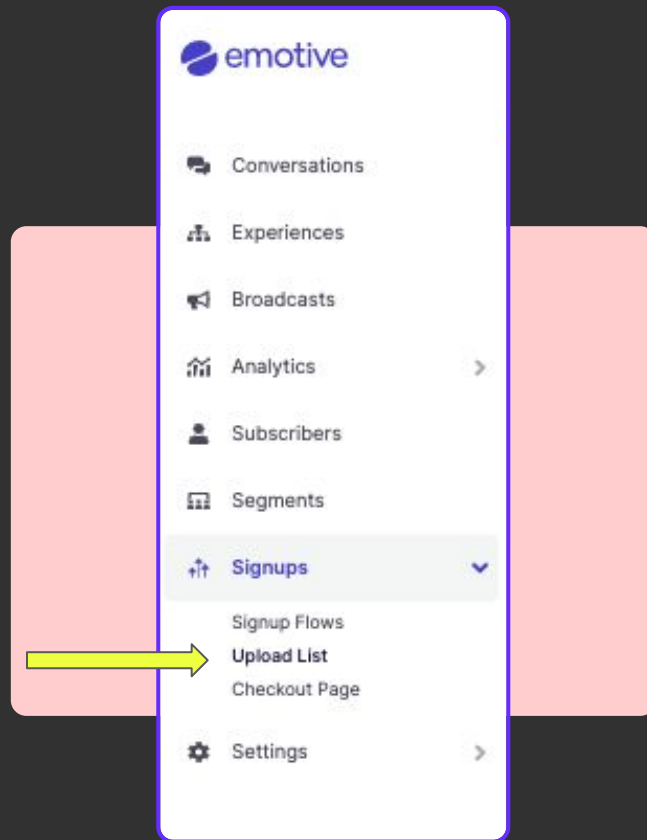
# Target Last Year's BFCM Shoppers

Previous BFCM shoppers are a goldmine! They shopped during the busiest time of the year before: now's the time to retarget them for this year! If you collected SMS consent from last year's BFCM shoppers, you can import these existing TCPA compliant phone numbers into Emotive.

Here's two ways to encourage these subscribers to purchase again:

- ✔ **Offer Early Access:** Thank these customers for shopping with you last year by giving them early access to shop your BFCM deals before everyone else this year.
- ✔ **Send a Win Back Broadcast:** Convert customers that haven't shopped since last BFCM with a special offer, a sneak peek into this year's promo or a preview of your newest collection.

Ready to upload last year's BFCM shoppers? Click [here](#) to get started! 🛍️



# Segment By Subscriber Responses

Use the power of a Conversational Broadcast to ask subscribers exactly what they're most interested in! You can then nurture them with highly targeted messages featuring the content and promotions they are most excited to hear about.

Set up a Conversational Broadcast in two easy steps:

- ✓ **Create a Keyword Sign Up:** Set up multiple Keywords that categorize your product offerings (e.g: shopping for themselves or someone else, shirts or sweatshirts, mens or womens' collection).
- ✓ **Target each Segment with a Broadcast:** Send a targeted Broadcast to each of those segments once your BFCM sale starts based on their interests.

Segment your customers based on how they respond to conversations in Emotive. Learn more [here](#). 📱







**Activate Automations**

# Activate Conversational Pre-Purchase Experiences

Two-way conversational messaging converts 5x better than one-way blasts! Use these 3 Pre-Purchase Experiences we've developed for you to build loyal relationships with your customers right from the start.

- ✔ **Simple Product Recommendation:** Easily guide your new subscribers to the right products for them.
- ✔ **New Subscriber – Discount Follow Up:** Welcome new subscribers, offer them an exclusive discount, then follow up to drive sales with a timed reminder.
- ✔ **Size/Fit Guide:** Help your customer pick the perfect size and fit for them: right from their phone!

Browse our [Experience Library](#) which features 10+ Pre-Purchase Experience templates you can easily edit and activate today! ✔

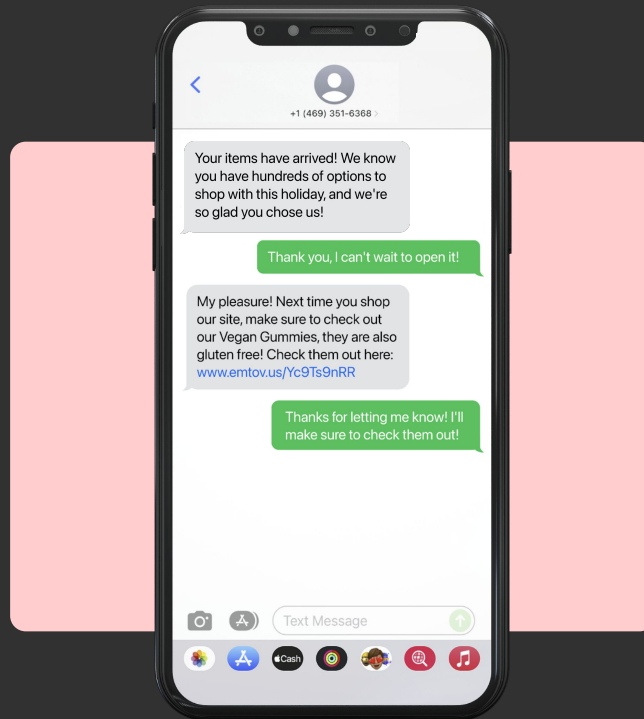


# Follow Up With Post-Purchase Experiences

Don't let the conversation end after BFCM! Leverage the Post-Purchase Experiences below to drive repeat purchase behavior just in time for holiday season.

- ✔ **Cross-sell with a discount on next order:** Win customers back quickly by letting them know about relevant or best-selling products.
- ✔ **Shipment & Tracking Notifications (Shopify):** Keep your customers in the loop about their orders with tracking and shipment notifications.
- ✔ **Loyalty & Rewards Programs:** Share the benefits of your rewards or loyalty program with customers that haven't signed up yet.
- ✔ **Follow Up for Reviews:** Build up your product reviews now by asking customers to share their feedback either organically or incentivized.

Browse our [Experience Library](#) which features 10+ Post-Purchase Experience templates you can easily edit and activate today! ✔



# Activate Smart Reply

Let our team do the heavy lifting! Activating Smart Reply allows our Shopping Experts to seamlessly guide your customers through Experience flows and answer common questions as they come up.

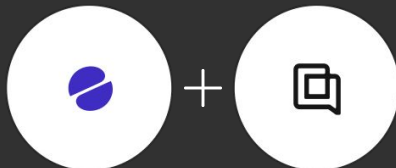
- ✔ **Saves time** by reducing the number of incoming messages your team needs to answer.
- ✔ **Frees up resources** so you can focus your support elsewhere.
- ✔ **Builds your brand** by allowing you to customize over 30 templates.

Activate Smart Reply today! Learn how [here](#). ➡ 📱

CUSTOMER SAYS... What's the code?	WE SAY... ONLY USE FOR STATIC CODES: Your discount code is...
CUSTOMER SAYS... How do I use the discount?	WE SAY... Great Question! Just type in your promo code at checkout to receive your discount. Tap here to get started: LINK
CUSTOMER SAYS... Where do I add discount code?	WE SAY... At checkout, type your code into the promo code box to receive your discount. Then, you're good to go! Tap to shop: LINK
CUSTOMER SAYS... Can I use a promotional code in addition to a site wide sale?	WE SAY... You bet! Sitewide savings are automatically applied. Just type in your additional promo code at checkout! Tap to shop: LINK
CUSTOMER SAYS... I already used the code for my order!	WE SAY... Oh! Sorry about that! Let me know if I can help you with anything
CUSTOMER SAYS... I forgot to use the code	WE SAY... Oh no! I'll extend the code so you can use it on your next purchase :)
CUSTOMER SAYS... Can I have a bigger discount?	WE SAY... That's all I can do right now, but don't worry we'll keep you informed of any sales!

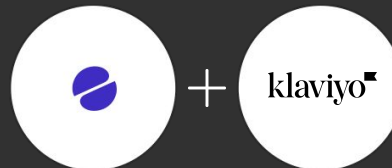
# Integrations

Busiest season of the year = more customer inquiries! Emotive integrates with a number of different help desks, making it easier for your team to manage and respond to customer conversations, by keeping everything in one place.



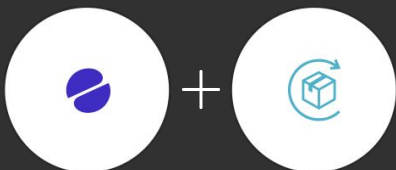
Manage all of your Emotive conversations right from Gorgias.

[Click HERE to integrate](#)



Access any of your Klaviyo lists or segments to use in your Emotive SMS campaigns.

[Click HERE to integrate](#)



The Recharge integration allows you to create full lifecycle campaigns that lock in subscriptions.

[Click HERE to integrate](#)



Manage all of your Emotive conversations easily right from within Zendesk.

[Click HERE to integrate](#)



## **Activate Browse & Cart Abandonment**

*(coming soon)*

**COMING SOON: Browse & Cart Abandonment**

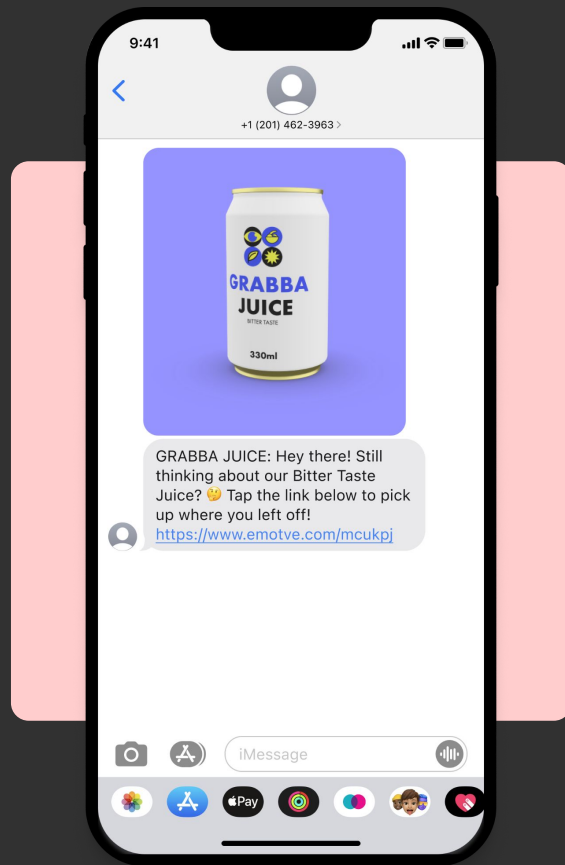
## Boost Revenue up to 20%!

It's more important than ever to turn your increased Q4 traffic into sales, so we're giving you two new highly personalized Experiences to re-engage visitors.

We already help you target abandoned checkouts, but typically another **20%+ of shoppers leave items in their cart, and over 20% view a product and never buy**. Now you can easily reach those shoppers via SMS to drive more sales!

- ✔ **Cart Abandonment Experience:** Reach a high-intent audience and send them right back to their cart to finish their purchase.
- ✔ **Browse Abandonment Experience:** Turn browsers into buyers with personalized campaigns that target shoppers based on their browsing activity.

These Experiences will be available in late October for brands who use Klaviyo as their ESP, and next year for all other brands! 🛒





## Resources

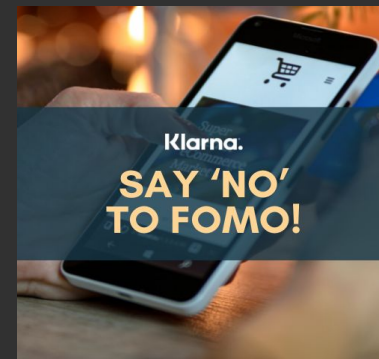
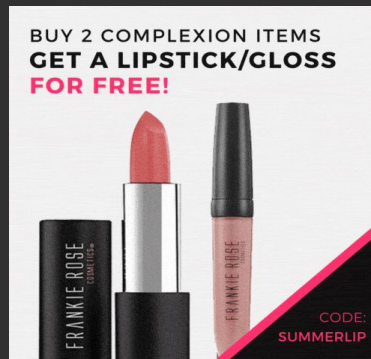


# Free Custom Creative Services

Let our in-house design team take creative tasks off your plate! Simply put in your request and the team will create custom images, GIFs, pop-up designs, and more: at no additional cost to you!

- ✓ **Request pop-up designs** to create a seamless customer experience that perfectly matches your site's aesthetic.
- ✓ **Drive more engagement** and stand out from other brands with animated GIFs in your BFCM Broadcasts.
- ✓ **Request IG swipe-up Stories** that will convert your followers into SMS subscribers in time for BFCM.

Fill out our [Design Request Form](#) to get started! Submit your requests by **11/15** to get them in time for BFCM! 📩



## Daily Office Hours

Join an Emotive SMS Expert and ask any questions LIVE during our Daily Strategy Sessions. Can't make the full hour? No problem! Drop in and out by registering [here](#) to join.



Recurring 60 mins  
Mon - Fri 11AM PDT  
**Daily Strategy Sessions**

The banner features three circular profile pictures of women on the left and a stylized graphic on the right showing a speech bubble with a chart and mathematical symbols like plus, minus, and equals signs.

## Additional Resources

Your Emotive team has assembled the following resources to help you make the most of your Broadcasting efforts:

- [Emotive Image Library](#)
- [Emotive Broadcast Template Library](#)
- [Creative Services Request Form](#)



This section displays six promotional templates for various holidays and events, each with a header image and a corresponding text block.

- VIP EARLY ACCESS**  
BRAND: Hey <name>, you're in! Get \_% OFF site-wide in our Black Friday Sale, starting NOW. Shop BRAND: LINK
- BLACK FRIDAY SALE**  
BRAND: Let's get this Black Friday party started 🎉 Take \_% site-wide with CODE at checkout. See you there! LINK
- CYBER MONDAY**  
BRAND: Cyber Monday is HERE 🌟 Enjoy up to \_% off site-wide while supplies last! Shop now: LINK
- LAST CHANCE**  
LAST CHANCE: Cyber Week savings disappear at midnight tonight! Don't miss out - Shop BRAND: LINK
- SMALL BUSINESS SATURDAY**  
BRAND: Hey <name>! Enjoy \_% off your order in honor of Small Business Saturday. Just use CODE at checkout Thanks for your ongoing support, today and always! Shop now: LINK
- GIVING TUESDAY**  
BRAND here! On this Giving Tuesday, we're proud to donate \_% of all sales to ORGANIZATION in support of CAUSE. Tap to make a difference: LINK