

## NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4 Tease Deals Email	5	6	7	8	9
10	11 Gift Guide Email	12	13	14	15	16
17	18 Tease Deals Email Pt 2	19	20	21	22 Early Access Deal Email	23 Early Access Deal Email
24 Early Access Deal Email	25 Early Access Deal Last Chance	26 Early Access Deal Last Chance	27 Black Friday Pick Your Faves Now Email	28 Happy Thanksgiving Black Friday Prep Email	29 Black Friday Email 1 Black Friday Email 2 Black Friday Email 3	30 Black Friday Email 1 Black Friday Email 2

## DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1 Black Friday Email 1 Black Friday Email 2 Black Friday Email 3	2 Cyber Monday Email 1 Cyber Monday Email 2	3 Cyber Monday Email 1	4 Cyber Monday Email 1 Cyber Monday Email 2	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

TO DO:  REVISED - BFCM PLAN

### 1. New Collection Launch (Early Release: November 22nd - 28th)

- **Offer: Progressive Discount**

**What?** Offer a **progressive discount** on the new collection:

- Spend R\$150, get R\$15 off
- Spend R\$200, get R\$25 off
- Spend R\$250, get R\$35 off

**Why?** This gives an incentive for higher-value purchases during the Early Release without immediately devaluing the new products. Customers will feel like they're getting a deal, but it's tied to spending more, which boosts your Average Order Value (AOV). It's also a great way to reward early buyers.

**How?** Promote this heavily in emails, social media, and your website as an **exclusive early access** event with the added bonus of a discount for higher spends. Create urgency around this with messaging like "Exclusive to early buyers—progressive discounts before Black Friday rush!"

### 2. Black Friday (November 29th)

- **Offer 1: Up to 60% OFF past products**
- **Offer 2: Bundle Offer for New Collection (Buy any 3 pieces and get 20% off)**

**What?**

- Offer **"Up to 60% Off"** on past products to create urgency and drive traffic.

- For the new collection, introduce a **bundle offer**: "Buy any 3 pieces and get 15% off" instead of direct discounts.
- **Free Shipping on orders over R\$150**: Start free shipping during Black Friday itself to increase conversion rates.

**Why?** The "Up to 60% Off" is a classic Black Friday tactic that encourages browsing and large purchases of past products. For the new collection, the bundle offer lets customers feel like they're getting a deal without outright discounting new items. This drives volume sales for the new collection while maintaining its value.

**How?** Position the **60% off** as the centerpiece of your Black Friday marketing to attract deal hunters, but feature the new collection as a premium option with the **bundle offer**. Highlight messaging like "Bundle up and save on our exclusive new collection" to differentiate it from the heavily discounted products.

### 3. Cyber Monday (December 2nd)

- **Offer: Free Shipping on All Orders**

**What?** Offer **free shipping** on all orders, with an additional small perk like free gift wrapping or personalization for the new collection.

**Why?** Free shipping is a powerful motivator during Cyber Monday, especially for customers who may have hesitated to buy over the weekend due to shipping costs. Adding a free service (gift wrapping or personalization) sweetens the deal, especially with the holidays approaching. This keeps the new collection feeling special without discounting it further.

**How?** Promote Cyber Monday as the **last chance** to enjoy free shipping and additional perks like **free gift wrapping** or **free personalization** on the new collection. Messaging should focus on convenience and value: "Get your gifts delivered for free with a personal touch."

### Campaign Overview:

1. **Early Release:**
  - **Progressive discount** to reward early buyers and increase AOV on the new collection.
2. **Black Friday:**
  - **Up to 60% Off** on past products to drive volume sales.
  - **Bundle Offer (Buy 3, get 20% off)** on the new collection to increase sales volume while maintaining product value.
3. **Cyber Monday:**

- **Free Shipping on All Orders** with perks like gift wrapping or personalization to drive conversions without discounting new products.
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### **Why This Structure Works:**

- **Progressive discount during Early Release** rewards early buyers without steep price cuts, helping to build excitement before Black Friday.
- **Black Friday's mix** of deep discounts on past products and a light **bundle offer on new products** drives sales across both product types without devaluing your new collection.
- **Free shipping on Cyber Monday** provides a simple, yet effective offer that adds value without alienating customers who purchased during Early Release or Black Friday.

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## **OFFERS**

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### **EARLY RELEASE (November 22nd - 28th)**

#### **Big Collection + Progressive Discount for Max Sales**

##### **Offer Strategy:**

- Spend R\$150, get R\$10 off
- Spend R\$200, get R\$20 off
- Spend R\$250, get R\$30 off

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### **BLACK FRIDAY (November 29th)**

## Direct Offer on Existing Products

- **Up to 60% OFF** past products (encourages browsing).
- **No discounts on new collection** to increase exclusivity.

## Why Remove Discounts for New Collection:

1. **Preserves Exclusivity and Perceived Value:** Keeps the new collection premium.
2. **Maximizes Profit Margins:** Avoids cutting into profits on new releases.
3. **Avoids Alienating Early Access Buyers:** Protects the trust of those who already bought at early access prices.
4. **Drives Urgency Through Scarcity:** Full-price and limited stock make the new collection more desirable.

## No Discount Alternatives for New Collection:

- Emphasize **newly released packaging**
  - Offer **free shipping**
  - **Personalization** options
  - **Free gift** with purchase over R\$X
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## CYBER MONDAY (DEC X)

### 4. Bundle Offer for New Collection

- Encourage purchases by creating **exclusive bundles** for Cyber Monday. Offer a deal like “Buy 2, get 1 free” or “Buy any 3 pieces and get 10% off.” Bundling doesn’t feel like a direct discount on a single item, but it increases AOV while offering value.
- **Example:** “Create your perfect bundle—Buy 2, get 1 free on the new collection for Cyber Monday!”

### 3. Free Shipping on All Orders

- Provide **free shipping** for all orders on Cyber Monday, regardless of order size. Shipping costs can deter buyers, so this could be the nudge needed to push them toward a purchase.
- **Example:** “Enjoy free shipping on all orders this Cyber Monday—no minimum required!”

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## Grand Collection:

- **Date:** October 28th
- **Product Composition - TOTAL: 30 designs - 3 Pieces of Stock Per Design - 90 individual pieces:**
  - Minimalist, Versatile Essentials (40%)
  - Bold, Festive Pieces (30%)
  - Personalized Gifts (20%)
  - Holiday-Themed Items (10%)

### Breakdown:

Elegant, Versatile Essentials (6 designs, 6 pieces per design, 36 pieces total)

Bold, Festive Pieces (5 designs, 6 pieces per design, 30 pieces total)

Holiday/Summer-Themed Items (3 designs, 4 pieces per design, 12 pieces total)

Personalized Gifts (3 designs, 4 pieces per design, 12 pieces total)

- **Question + context:** Client suggested having a low stock of all pieces to mitigate risk of not selling and offer a WIDE RANGE of different designs. She wants to provide different designs. But with so many different designs, we don't have the budget to have a higher stock for all of them.
- Either we need:
  - High Stock, Just a Few Designs
  - Low Stock, Many Different Designs
- **What I think:** I know there are going to be a few designs that blow it out of the park. It's impossible that all products sell evenly. There are going to be outliers that outperform.
- We have an idea of what types of products will sell well. I want to stock up on them.
- However, client wants to have dispersed stock.
- **In our situation, is it better to have:**
  - FEWER DESIGNS with MORE STOCK PER DESIGN, + more certainty that they will perform...
  - MORE DESIGNS with LESS STOCK PER DESIGN, medium certainty that they will work and certainty that some products won't sell well.
  - Why not just capitalize on what the market has told us are our bestselling designs?
- **Offer Strategy: Customizable Bundles + New Packaging**
  - Customizable Bundle
    - Choose Any 3 Products and Get 20% Off the Cheapest Product
    - Essentially, B3G20%Off Cheapest Product
  - First dibs on our newly released packaging

## Early Access to BF Sale:

- **Date: November 22th**
- **Offer Strategy (light - no discounts):**
  - Guarantee Timely Shipping + Bestsellers in stock + Grand Collection in stock + avoid holiday fuss

## Black Friday Sale:

- **Date: November 29th**
- **Offer Strategy: Up to 60% Off (select products) + NEW PRODUCT DROP RIGHT ON BF!!!**
  - Will be a mini-collection - a launch of similar items that sold well during Grand Collection Launch
- **Question: Should I attach an offer to the mini-drop? If I do, it should be very light.**
  - Site adjustment: Holiday Gift Guide on Site - categorized gift ideas like:
    - Gifts for Her
    - Gifts for Him
    - Price range
- Free engraving?
- **What I think:** I think there should be an offer, yet I don't want to devalue the new mini-drop.
- The new collection is going to be released at the same time as the "Up to 60% Off"... so is an offer really necessary?
- 2 offers on site might be overwhelming.

## Cyber Monday Sale:

No new products.

- **Offer Strategy:**

Spend **R\$150**, get **R\$10 off** -> this is **6.6%**.

Spend **R\$200**, get **R\$20 off** -> **10%**

Spend **R\$250**, get **R\$30 off** -> **12%**

### Notes:

- Chose to use R\$"x" off instead of % OFF
- AOV = R\$150 - 200
- Because it's Cyber Monday:
  - We put a "low hanging fruit" of R\$150 - this will hook the majority of people.
  - Then, we go up in intervals of **(-) R\$10 off per every (+) R\$50** added to cart.

**Offer above but in USD:**



Spend **\$30**, get **\$2 off** -> **this is 6.6%**.

Spend **\$40**, get **\$4 off** -> **10%**

Spend **\$50**, get **\$6 off** -> **12%**

## Loyalty Program

- **Loyalty Program**
  - Buy more, get more points (cashback) back
  - Silver Tier: 2% Cashback
  - Bronze Tier: 3% Cashback
  - Gold Tier: 4% Cashback
  - **Question: Should points be redeemable after 30 days of purchase?**
    - This is what Pandora does (to be return-proof)
    - But it makes people have to wait too long to get their reward.
    - People want instant gratification.
    - → Likely decreased sales
    - I think we should give the cashback as soon as the transaction has gone through
    - Yet, there will be a risk of people exploiting the system and collection points upon returning a product.

## Offers Access

- Offers will be accessible through the use of a coupon (delivered through email) - exclusively given to those who have signed up for our newsletter or are part of our loyalty program
- But I haven't seen a single top player do this — the offers are always open to the public
  - **Question: Should we open it to the public and with a popup, say:**
    - "Access the offers by entering email" — implying that you can only access the offers if you sign up...
    - ...When they ALREADY had access?

# Ad Testing

- Ad testing strategy - will be using (a budget ver of) Run Ads, Make Money strategy (EVEN IN ECOM)
  - How? Using “Traffic” configuration instead of “Sales”... + a Rule to stop at 400 impressions
    - Find winning audience (test 10)
    - Find winning ad variation (test 5)
    - Find winning body copy (test 5)
    - **Question: Am I correct to assume that those are the most important ones for ECOMMERCE Ads?**
      - Excluded: Statement of Pain/Desire, Hook
- Ads will be pricier b/c everyone will be competing for spots

# Email Marketing

- We have 40 email leads. No attention basically. Need attention.

**Review my strategy:**

**Challenge: How do we get more leads as soon as possible?!**

**Context:**

- Limited traffic: 10 visits a day.
- Our IG attention: 500 followers.

**My strategy:**

- Lead Funnel Strategy
  - **Ads** → website → pop-up
  - **Daily Social Media (IG, TikTok, FB) content** → website → pop-up
    - Direct to home page or loyalty program sign up?
  - **VIP Customers Whatsapp Group** → website → pop-up
  - **IG Collaboration** → promote email list & IG → website → pop-up

**Obviously:**

- Set up essential flows like:
  - Welcome
  - Product browse abandonment
  - Abandoned Cart

- Post-purchase
- Winback

## **Social Media Growth**

- Current IG: 500 followers
- Goal by Black Friday (nov 29): 3000 followers
- Posting everyday based on the top performing reels of our niche (and neighboring niches)
- Collaboration with Bia Franklin - Image/Style Specialist
  - Have her tell her audience to join our email list and follow IG
- Will be crossposting all IG reels on TIKTOK & FB as well.