VERONICA JEANS | Ecommerce Mentor

LAUNCH YOUR HOLIDAY & BLACK FRIDAY CAMPAIGNS

ACTION LIST

Contact Me: hello@veronicajeans.com for any questions or help!

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Action items - Assets
SET UP OF HOLIDAY SALES CAMPAIGN:
Step 1. Pre-sale Email campaign
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Step 4. Create Social Posts
Step 5. Blog with content (x3)
Step 6. RINSE & REPEAT

DATES:

See great information from Printful about all the holidays:
https://www.printful.com/blog/ecommerce-holiday-marketing-calendar
NOVEMBER:
29 (Friday) Black Friday
30 (Saturday) Small Business Saturday

DECEMBER:
2 (Monday) Cyber Monday
9 Green Monday - 10 shipping days to Christmas
14 Free Shipping Day -

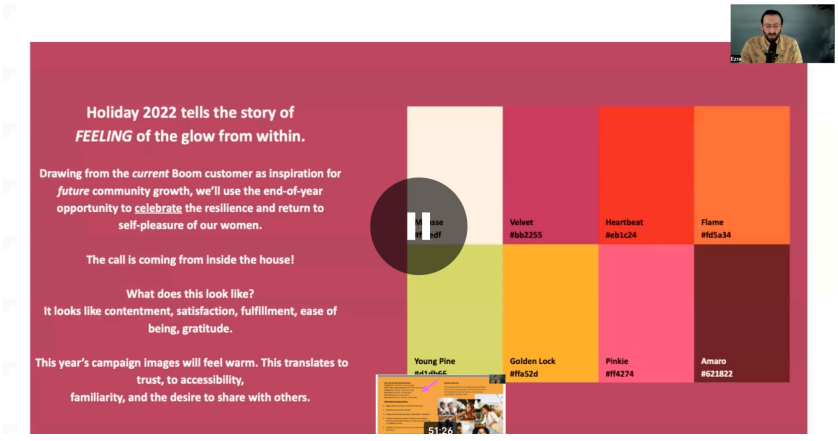
21 Super (Panic) Sunday - great for gift cards
26 Boxing Day Sales - 1 January - great sales days for New Year, New You!

TIP: *The week leading up to New Year's is a goldmine for marketers. Why not create a "New Year, New You" campaign featuring products that can help your customers stick to their resolutions? From fitness apparel to planners and calendars, offer bundles that make achieving 2024 goals more attainable. Consider adding limited-edition New Year's prints or designs to your Printful products. Timely flash sales or a resolution-related contest could add some zest to your campaign.*
For the first week of the new year, you could also build your marketing campaigns around New Year's resolutions, bucket lists, and 30-day challenges.

ACTION ITEMS:

Min ASSETS YOU NEED:
Images - Sales Page + Blog + Social + Email newsletter + Email popup + Ads
TIP: *These need to be the same for each event but different sizes for each Know #Hex color so can add it to the background of the promotion blocks on the website.*

COLORS TO USE for holidays:
Colors do need to compliment your brand colors.



Discount Code for each promotion

Omnisend: https://your.omnisend.com/LXJeqY
TIP: *You can use Shopify but it is not as good as email software.*

MEDIA ASSETS:
EMAIL: Size: 600w x 250/600h (so they fit in the promotion images).
POSTS/ADS:
Images with Text: 1080 x 1080 (so they can be used for posts and ads). The images must be like posts, with different backgrounds and maybe one framed—whatever you feel is appropriate.
Early Black Friday/Black Friday - 2 to 3 with people and appropriate colors
Each sales email will have different images for the main marketing image:

- Pre-Sales & Welcome = for each holiday event
- Sales & Welcome = for each holiday event
- After Sales & Welcome = for each holiday event

Reuse images if it fits the theme and holiday and discount. Although images should be different so that the customer does not think they are seeing the same email.

TIP: Ideas for images:
Arrow in image
A frame around some images
Text on image to Meta requirements (check their requirements)
Color Scheme for the whole season (including in images for people clothes, for instance)

Video:

GRWM (get ready with me) or BTS (Behind the Scene)

30 - 120 Second Video
10-15 second (FB Pre-roll)
Insta story - Ad
(5 - 15 second Gif/Image/vid)

TIP: *Posts - Lots of Emojis + Capitalize big messages with non-caps in text.*

DNS fix:

Use email authentication techniques:

Email authentication is important for establishing trust. Tools such as Sender Policy Framework (SPF), Domain-based Message Authentication, Reporting, and Conformance (DMARC), and DomainKeys Identified Mail (DKIM) help prevent email spoofing and phishing attacks, as well as unauthorized use of your domain.

DISCOUNT:
DISCOUNT EXAMPLES:
15% OFF Orders Under $50 | 20% OFF Order Over $50
20% OFF Orders Under $220 | 25% OFF Orders Over $220 (IND)
FREE SHIPPING OVER $220+
20% OFF Orders Under $150 | 25% OFF Order Over $150
FREE SHIPPING OVER $150+
15% and Gift or FREE SHIPPING

TIP: *Discounts depending on your product price & cost (you need to have enough profit margin)*

SETUP OF HOLIDAY SALES CAMPAIGNS

Step 1. Set up your pages and collections

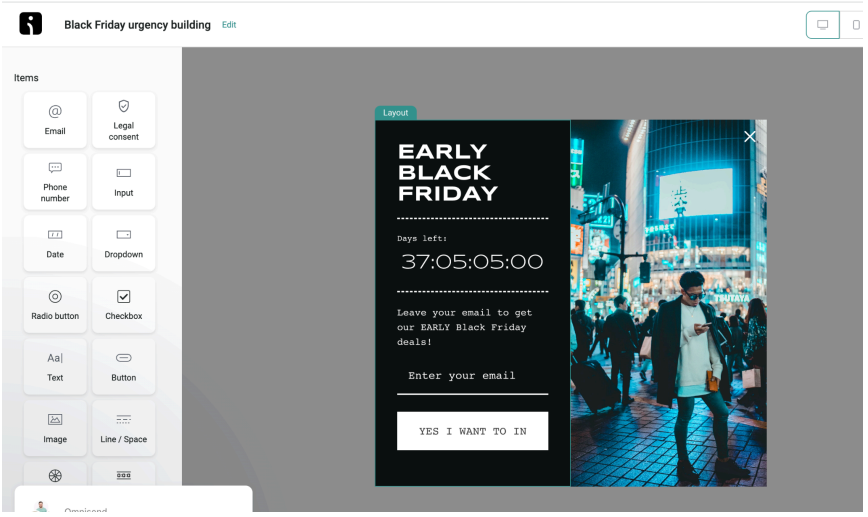
Create the Black Friday/Holiday collection page:
2 x Banners (Black Friday & Holiday) on the collection pages with new discounts.
Create your Black Friday and Holiday products and add them to the appropriate collection.
TIP: *If you are offering a store-wide sale, create the promotion on your homepage but still create the promotion page with either Black Friday or Holiday collection with your sub collections on the page.*
Create a 'Discount Section' on the top of the page with the details of the discount offered.
Add the collections to the menu list.

Step 2. Pre-Sale Email Campaign (before Black Friday)

1. Create the popup and the form in Omnisend.
2. PAGE: Create the form page and add your embedded form and copy
3. Create an automated WELCOME email.

1. POPUP & EMBED FORM

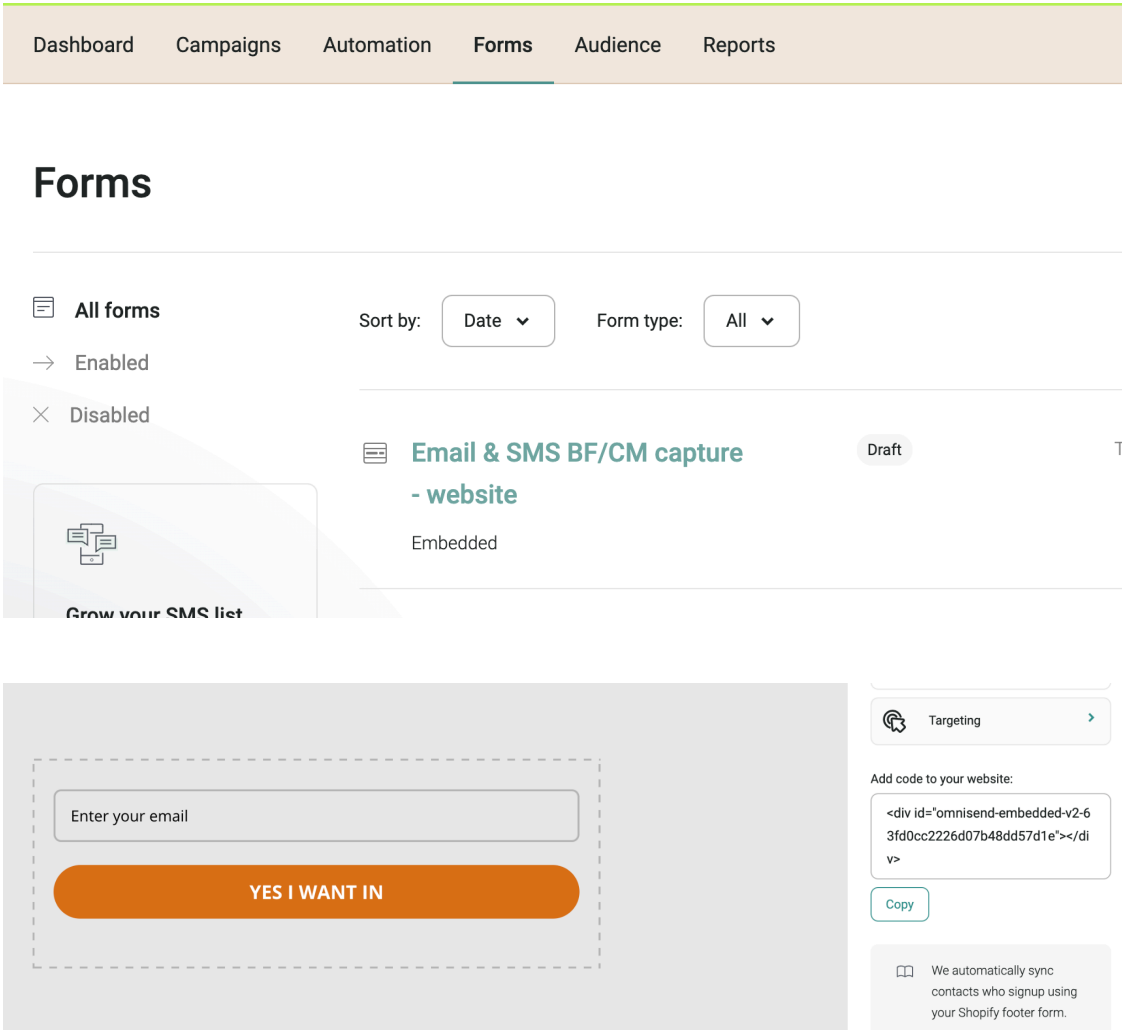
POPUP:
Change the image and color for your brand.
This template has a timer on it to remind people to sign up before the sales start.



Tag each of the email form - earlyblackfriday
(The customers get tagged.)

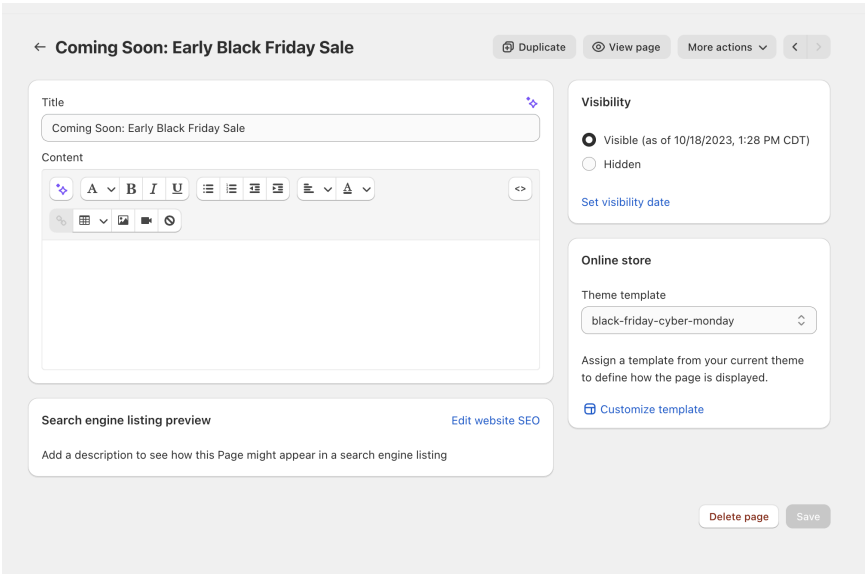
2. LANDING PAGE FORM - Embed in page:

Embed in Shopify page - same images and feel as campaign.

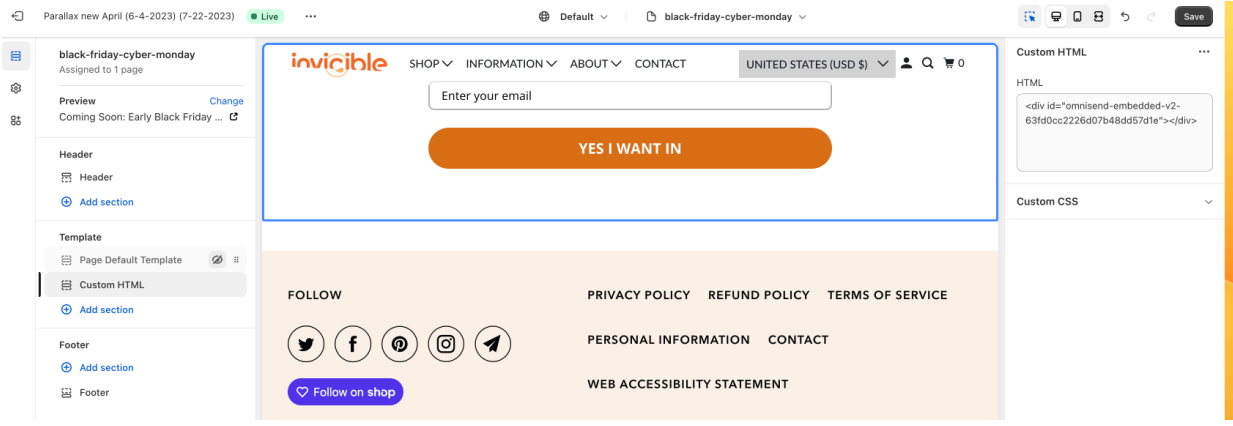


3. CREATE LANDING/FORM PAGE:

First, create a Black Friday collection and automatically or manually add your products. Then, create a template in the ‘CUSTOMIZE/THEME’ editor and link the collection to the template in collections.



Add the Omnisend code to an HTML section in Customize/Theme:



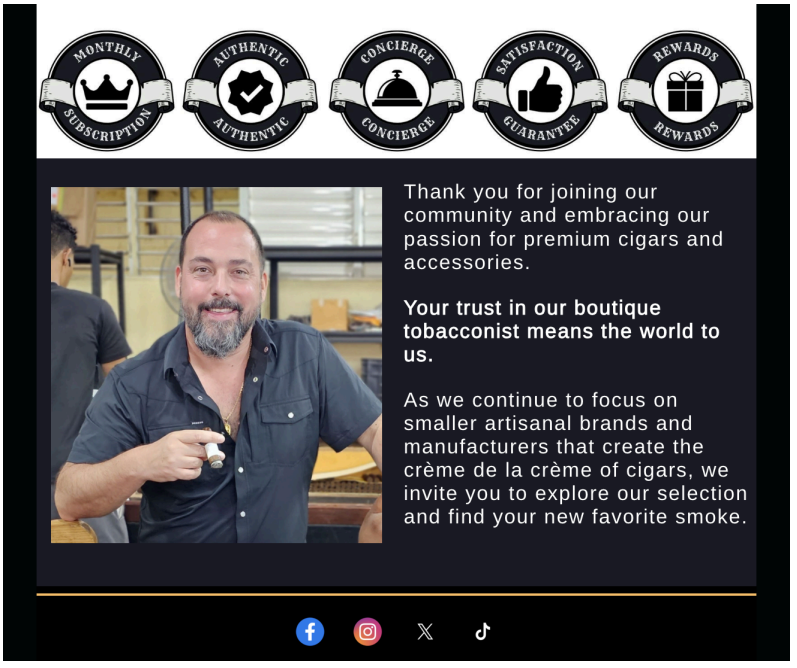
Add a banner, etc., to make your page interesting, and put icons and text at the bottom of the page.

4. AUTOMATED WELCOME EMAIL - Early Black Friday
https://moosend.com/blog/black-friday-email-examples/

Create an automated email for the promotion, and then add the content to your email design.
Add a blog and or more information about the company etc.
In each email, include how they can follow, like, and share, as well as links to social media.
Add a menu at the top and bottom of the email - check out the email template below.
Add a photo of you and family or dogs and a ‘With Love’ message if it suits your brand.

See some examples below:


INDUSTRIAL FARM CO.
MADE IN U.S.A.
with love Kristy & Tyler


MONTHLY SUBSCRIPTION
AUTHENTIC
CONCIERGE
SATISFACTION GUARANTEE
REWARDS
Thank you for joining our community and embracing our passion for premium cigars and accessories.
Your trust in our boutique tobacconist means the world to us.
As we continue to focus on smaller artisanal brands and manufacturers that create the crème de la crème of cigars, we invite you to explore our selection and find your new favorite smoke.

Step 3. Sales Emails + SMS campaign

Create a template for email and then add the basics for the 3 - 7 emails that need to go out for Black Friday, holidays and New Year.

Example Black Friday email subject lines

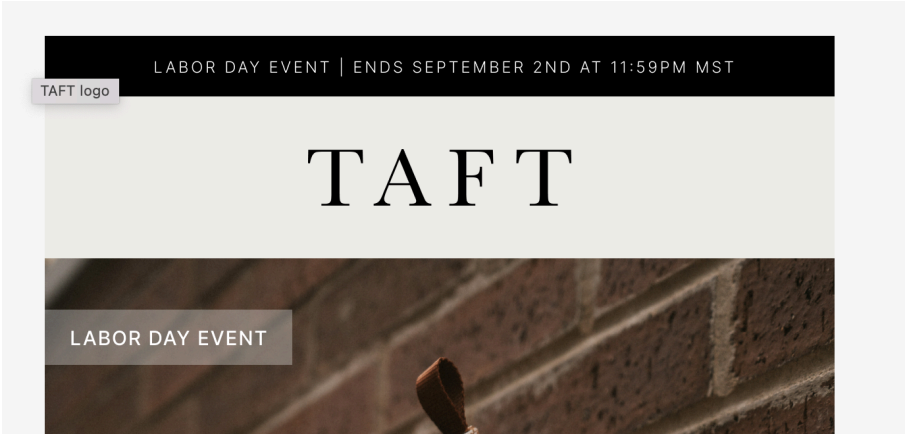
- 🏴 BLACK FRIDAY S-A-L-E 🏴 These deals are going F-A-S-T 🏃
- All Out for Black Friday! Up to 85% Off + FREE…
- BLACK FRIDAY 👉 New deals added 👈 Shop NOW!
- 🏁Black Friday Sale: Ready, Set, Save! 🏁
- BLACK FRIDAY STARTS N-- 🏃💨
- Black Friday | 30% off EVERYTHING
- Free Shipping on ALL ORDERS—today only! (Burt's Bees)
-
- 👇Better Than Their Deals☝ Up To 40% Off (Timberland)
- Our four-day shopping event is here. (Apple)

Email TEMPLATES:

Starred steps (*) are on each template so add images, text and button as indicated.

- Your logo and menu
- Various product blocks
- Countdown timers
- Videos and GIFs





Open to see in browser

FREE SHIPPING ON ORDERS OVER $75*

Sur la table

New | Gifts | Brands | Classes | Anniversary Sale





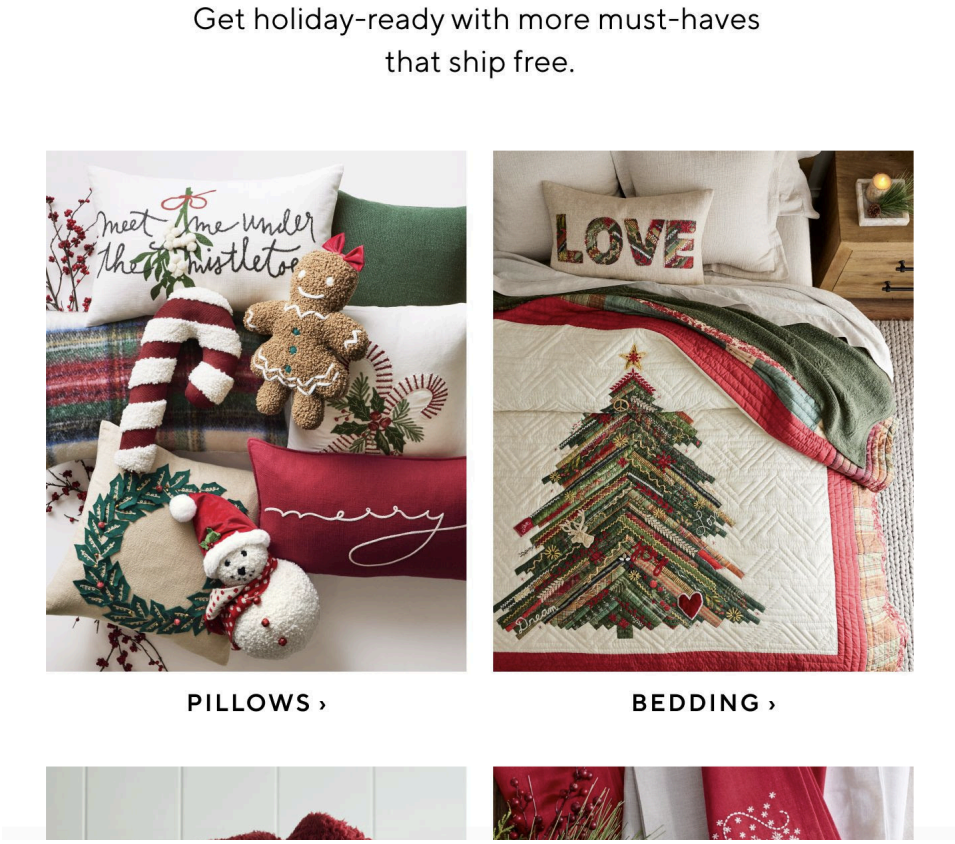


1. *LOGO & MENU: at the top = add logo to brand information in your email software, because it will be the same for every email.

Reflect your important product menu links at the top under the logo.

TIP: *menu or not to menu is the question - test, test, test.*

2. PROMOTION: Text what your deal is for what products = Image box: Reflect the season and promotions with text on image.
    + Button: Shop now.



3. MESSAGE - seasonal = Text box
4. Collection images = create image + text for template.
5. *Share with loved ones = [2 column] Add image with people that are having fun + text about sharing with your loved ones with button to the social media you want to promote [link social media]
6. *Add special thank you from owners with image.

7. *Add main links to website/store = only 3 - 4 menu links. Same color as website.
8. *Links to social media.
9. *Address and subscribe/unsubscribe options

EXAMPLES: Logo, Menu Links, Social and customer service contact info at bottom of email

affirm

Buy Now, Pay Over Time

You decide your monthly payment option in just a few clicks.

LEARN MORE ›

POTTERY BARN pottery barn kids POTTERY BARN | teen west elm

WILLIAMS SONOMA WILLIAMS SONOMA HOME MARK & GRAHAM REJUVENATION GreenRow

Have a question?

We're available by phone (801-823-4625) or chat Monday - Friday from 9am - 5pm MDT.

—OR—

Drop Us A Line

TAFT

BOOTS SHOES NEW

Step 4. Sales Email Campaign - After Event

Give them another deal after BF.
2 emails for the after-sales campaign.
Subject line: 🚨 ALERT 🚨 Congrats, sale extended just for you!
💥 EXTENDED: Black Friday deals (but not for long!) (Walmart)

1. Set up campaign email as mentioned before in Step 2 and use same template and change content and copy.
2. Create a discount for this event.

CAMPAIGN PLAN

Now, create a flow for customers:

Time of day

Analyze past performance based on the data from previous email campaigns. From this data, you can identify patterns to help you understand if certain times or days of the week result in higher engagement levels.

Email flow for Peak Days

3 Email newsletters before + 2 Email reminders on the day + SMS
2 Email/ SMS (attached to email sequence)
Ads - on social media where your customers are.
Posts every day!

Set up **Welcome email automation** for early Black Friday sign up!

EMAIL CAMPAIGN:

Email 1: Teaser email sent in the week before Early Black Friday

Email 2: Countdown email sent just before Early Black Friday (Boosted Email)

Email 3: Main offer sent on the morning and afternoon of Early Black Friday

Email 4: Reminder (or multiple reminders) sent while your campaign is running

Email 5: Last chance email sent just before the end of your campaign

Email 6: 'We extended the sale just for you' email after early Black Friday

Email 7: Last chance email sent just before the end of your campaign

Email 8: Countdown email sent just before Black Friday

Email 9: Main offer sent on the morning and afternoon of Black Friday

Email 10: Last chance email sent just before the end of your campaign

Email 11: Countdown email sent just before Green Monday

Email 12: Main offer sent on the morning and afternoon of Green Monday

Email 13: Last chance email sent just before the end of your campaign

AFTER CHRISTMAS SALE automation sequence:

After-Sales event automation -
Wait 7 days = multiple times per day + deadlines - last times to purchase = 5 email sequence.

Email 14: Main offer sent on the morning and afternoon of After Christmas Sale

Email 15: Reminder (or multiple reminders) sent while your campaign is running

Email 16: Last chance email sent just before the end of your campaign - HAPPY NEW YEAR!

NOVEMBER:
1 - 9th November: Sign up for early Black Friday
15% discount +...
After sign up/opt in of BF/CM offer:
3 emails are to be scheduled
[after the week, hide this section]

10 - 13th November: EARLY BLACK FRIDAY
3 emails are to be scheduled.
Threshold % discounts:
15% up to $220, and 20% over $220 (IND)
25% up to $250, and 35% over $250 (SLC)
[after the week, hide this section]

TIP: *I prefer to keep it short to keep limited time options, but you can do it for the week if you want to.*

3. 29th November - 2nd December: BLACK FRIDAY & CYBER MONDAY
15% off and FREE shipping or a gift!
Message example: Get more hooks before Christmas/ The Holidays.
[after the week, hide this section]

SMALL BUSINESS SUPPORT Saturday

DECEMBER:

- Discount: 15% OFF the whole of December
- Launch new SKUs for the holidays.

12/09 (Green Monday) - 1 Email/SMS morning + 1 emails/SMS afternoon

Bag focus - special items - 15% off
10 shipping days left before Christmas.
Cut off for shipping - last orders before Christmas
[after the week, hide this section]

Last Minute Ideas = Emails for Gift Cards for Christmas
Gift Card with Christmas Theme

Christmas Last Deal 12/21
Gift Card - discount

12/26 - 31/12 (Before New Year sales)

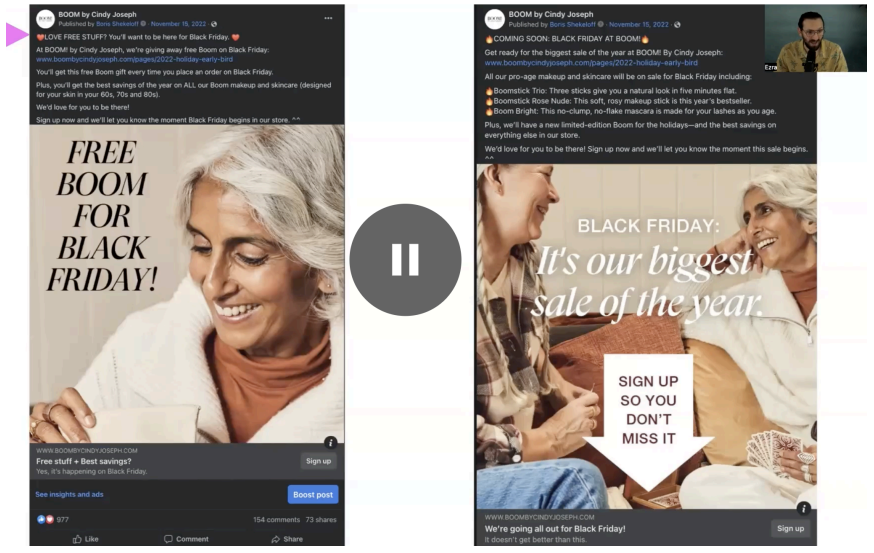
15% off + Free Item
Check the automation campaign 7 - 10 days after sales.
[after the week, hide this section]

JANUARY
Repeat Merchandising for New Years

01/01/24 (2x - After Sale)
Automation 10 Days after Purchase
Wait 7/10 days = email sequence = multiple times per day = deadlines - last times to purchase = 5 email sequences. = 15% before = now you get 20%
3 days = 2 - 1 - 2 Daily

Step 5. Create Social Posts

Create social posts with messages from promotions/discounts to link to opt-in pages on the website.
Schedule posts - post link to go to landing page for opt-in.
Look exactly like email/blog images in the post - look, tone, color, message.
Don't forget to add emojis, capitalize words (i.e., Black Friday Early….), ask questions (are you ready?...), and add an arrow to the image to point to the headline under the message.
Add a CTA button to the post - turn on the Boost button, and then you can add a CTA button & headline under the post. Turn the Boost off after creating the CTA button.
The CTA button stays on the post.



CTA button - learn more!

Step 5. Blog with content (x3)

[reuse old content if you don't have time]

Write 3 blogs for the Black Friday series within the theme of products.

How to use

Gift Ideas

Listicles

Tutorials etc.

Embed form (same as before) for other people to sign up for cool stuff.

Post in Medium/QUUU/LinkedIn

Schedule posts and blogs

Post every day

Schedule blogs for every week.

Step 7. Start your campaign and sell!