

2023 BFCM Holiday Activation

HOLIDAY PROMO (11.20 - 11.27)

Be sure to exclude the "Exclusion list" on all emails during this promotion.
This will help improve your deliverability rates.

Date	Email/SMS #	Description	Sending Details
11/20	SMS #1	Thanksgiving prep	Send: Active+nonactive subscribers
11/21	SMS #2	Last-minute gift-buying discounts	Send: Active subscribers
11/22	SMS #3	48-hour Countdown	Send: Active+nonactive subscribers
11/23	SMS #4	Update BF schedule	Send: Active subscribers
11/23	Email #1	Thanksgiving Teaser 1, 8 a.m.	Send: Active+nonactive subscribers
11/23	SMS #5	Excite customers about deals	Send: Active+nonactive subscribers
11/24	Email #2	Thanksgiving Teaser 2, 3 p.m.	Send: Active subscribers
11/24	Email #3	Black Friday, 8 a.m.	Send: Active+nonactive subscribers
11/24	Email #4	Reminder 1, 10 a.m.	Send: Active subscribers Exclude: Hot list+bought last 72 hours
11/24	SMS #6	Announce big deals	Send: Active+nonactive subscribers
11/24	SMS #7	Midday reminder	Send: Active subscribers Exclude: Hot list+bought last 72 hours
11/24	Email #5	Reminder 2, 2 p.m.	Send: Active+nonactive subscribers

11/24	Email #5	Reminder 2, 2 p.m.	Send: Active+nonactive subscribers
11/24	Email #6	Reminder 3, 5 p.m.	Send: Active subscribers Exclude: Hot list+bought last 72 hours
11/24	Email #7	Last chance, 8 p.m.	Send: Active+nonactive subscribers
11/24	SMS #8	Last chance to avail	Send: Active subscribers Exclude: Hot list+bought last 72 hours
11/25	SMS #9	Saturday extension	Send: Active subscribers Exclude: Hot list+bought last 72 hours
11/25	Email #8	Saturday extension, 10 a.m.	Send: Active subscribers Exclude: Hot list+bought last 72 hours
11/25	Email #9	Reminder, 3 p.m.	Send: Active+nonactive subscribers
11/26	Email #10	Sunday extension, 10 a.m.	Send: Active+nonactive subscribers Exclude: Bought last 72 hours
11/26	Email #11	Reminder, 3 p.m.	Send: Active subscribers
11/26	SMS #10	Update Cyber Monday schedule	Send: Active subscribers
11/27	Email #12	Cyber Monday, 8 a.m.	Send: Active+nonactive subscribers
11/27	SMS #11	Announce Cyber Monday deals	Send: Active+nonactive subscribers
11/27	Email #13	Reminder 1, 11 a.m.	Send: Active subscribers
11/27	Email #14	Reminder 2, 2 p.m.	Send: Active+nonactive subscribers Exclude: Bought last 72 hours
11/27	Email #15	Reminder 3, 5 p.m.	Send: Active subscribers
11/27	Email #16	Last chance, 8 p.m.	Send: Active subscribers
No promotional emails on Tuesday, November 28 (known as "Giving Tuesday") Unless you want to ask for donations toward a charity you support			

