

30 DAYS TO BFCM

Complete Preparation Checklist



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The Marketers Sanctuary

Follow these essential steps and track your progress to execute a high-converting email and SMS strategy that drives BFCM success and builds lasting customer relationships throughout the busy shopping season.

Revisit the full 30-day BFCM guide for detailed guidance on each of these strategies.

One: Update sign-up forms

GOAL

Maximize subscriber acquisition before and during Cyber Week

BEFORE BLACK FRIDAY:

- ☐ **Update sign-up copy to tease Black Friday deals:** Knowing that your best offers of the year are coming is a great way to incentivize new subscribers so they can be notified when your sale starts.
- ☐ **Emphasize subscriber benefits:** Highlight early access to Black Friday deals, first-to-know, exclusive deals, or stackable welcome offers.

DURING CYBER WEEK:

- ☐ **Keep sign-up forms active:** New subscribers during Cyber Week 2024 accounted for just 1.7% of brands' subscriber lists, but 33% of their revenue.
- ☐ **Update your copy with your Cyber Week deals:** Simply mirroring your on-site offer on your sign-up forms can drive sign-ups.
- ☐ **Add urgency:** Emphasize the time-sensitive nature of your sale in your copy or by adding a countdown timer.
- ☐ **Highlight exclusive subscriber perks:** Free shipping, better offers, or early access to daily Cyber Week deals.

- ☐ **Refresh imagery:** Showcase products or categories that are featured in your BFCM sale.

OPTIONAL AI ENHANCEMENT:

- ☐ **Implement AI Grow:** Book a demo or contact your Attentive CSM to add personalized sign-up units for ~25% incremental list growth.

Two: Draft SMS and email campaigns

GOAL

Create coordinated campaigns that drive revenue.

CHANNEL ORCHESTRATION:

- ☐ **Send announcements by SMS first, then email:** Text messages are seen faster than email, so send your first announcement by text and follow up with email a few minutes later.
- ☐ **Send your first announcement to your entire list:** Plenty of subscribers are inactive the rest of the year but re-activate for BFCM deals.
- ☐ **Create sequential campaigns:** Build a cohesive experience across both channels, using SMS for quick sale reminders and email for more detailed content.
- ☐ **Plan channel-specific content:** Segment to account for channel affinity and single-channel subscribers.

SMS CAMPAIGN BEST PRACTICES:

- ☐ **Create urgency:** Scarcity and urgency boost conversion rates by 12% in SMS campaigns with offers.
- ☐ **Use percentages:** Percentage offer formats lead to 10% higher conversion rates than dollar amounts.
- ☐ **Use second-person language:** Speaking in second-person yields 5% higher click-through rates and 9% higher conversions in SMS campaigns with offers.
- ☐ **Keep messages between 75–115 characters when possible:** Longer messages have lower conversion rates.

- ☐ **Use SMS, not MMS, for time-sensitive communications:** MMS messages can take longer to send.
- ☐ **Use MMS for ~25% of your total sends:** MMS can increase 0-day click revenue by 50%+. Be sure your MMS makes sense as an SMS as MMS elements can get removed if there are carrier delays.

EMAIL CAMPAIGN BEST PRACTICES:

- ☐ **Write compelling subject lines:** Encourage opens by creating urgency, being direct about your offer, or adding social proof. Use emojis as accents and use caps sparingly.
- ☐ **Consider the segments you're sending to:** Use "live" in the subject line for existing subscribers. "Cyber Monday" performs best in subject lines for new subscribers. Using a subscriber's full name in the subject line performs well for unengaged audiences.
- ☐ **Lead with your strongest offer:** Put your best deals in the first few lines of your email body.
- ☐ **Include clear, contrasting CTAs:** Use action-oriented language like "Shop now".
- ☐ **Add authentic urgency:** Reference real deadlines and inventory levels.
- ☐ **Showcase social proof:** Include reviews, ratings, or purchase counts.

AMPLIFY CAMPAIGN PERFORMANCE WITH AI:

- ☐ **Add Attentive's AI Pro to drive better campaign results including:**
 - ☐ **Brand Voice AI:** Write on-brand copy in half the time.
 - ☐ **Audiences AI:** Improve your segments for more revenue and a better ROI.
 - ☐ **Send Time AI:** To boost clicks and conversions by personalizing send times (for campaigns that aren't time-sensitive).
 - ☐ **Identity AI:** To identify more high-value site visitors so you never miss an opportunity to engage shoppers with personalized messaging.

Three: Segmentation strategy

GOAL

Maximize engagement and deliverability.

SMS SEND TIME PLANNING:

- ☐ Schedule SMS campaigns in advance for deliverability review
- ☐ Consider the send time chart below and reference your data from past BFCMs.
- ☐ Send outside peak congestion (10am–3pm ET) on Black Friday and Cyber Monday for fastest delivery.
- ☐ Avoid top-of-hour and half-hour sends (e.g., 11am, 2:30pm) when traffic spikes.
- ☐ Use MMS outside peak hours for faster delivery.

Cyber Week 2024 SMS Campaign Send Time Insights

	MOST POPULAR SEND TIME	HIGHEST CONVERSION RATE
Thursday (Thanksgiving)	11 am	3 pm
Friday (Black Friday)	9 am	12 pm
Saturday (Small Business Saturday)	7 pm	3 pm
Sunday	10 am	4 pm
Monday (Cyber Monday)	9 am	2 pm
Tuesday (Giving Tuesday)	7 pm	4 pm

EMAIL SEND TIME PLANNING:

- ☐ Schedule email campaigns in advance for deliverability review.
- ☐ Consider the send time chart below and reference your data from past BFCMs.
- ☐ Prioritize email for sends outside SMS Quiet Hours (8pm–12pm) to reach shoppers when you can't send texts.

Cyber Week 2024 Email Campaign Send Time Insights

	MOST POPULAR SEND TIME	HIGHEST CONVERSION RATE
Thursday (Thanksgiving)	8 am	10 pm
Friday (Black Friday)	9 am	11 pm
Saturday (Small Business Saturday)	8 pm	9 am
Sunday	9 am	1 am
Monday (Cyber Monday)	8 am	10 pm
Tuesday (Giving Tuesday)	7 pm	10 pm

USE SEND TIME AI FOR BETTER ENGAGEMENT:

- ☐ Use Send Time AI for campaigns that aren't time-sensitive: Optimize send times for each individual subscriber to maximize engagement in your pre- and post-BFCM campaigns.

Four: Adjust behavioral flows for BFCM

GOAL

Maximize automated revenue during high-traffic shopping periods.

CHECKLIST:

- ☐ **Accelerate journey trigger timing:** Sending behavioral messages quicker lets you capitalize on shoppers' fast purchase decisions.
- ☐ **Update messages with BFCM-appropriate copy:** Replace generic messaging with language that promotes your sales and helps customers with their BFCM shopping.

- ☐ **Add 1–2 messages to your welcome flow:** New subscribers generate much higher revenue from the welcome sequence than usual, so add 1–2 messages to push for more conversions.
 - ☐ **Add extra messages to your cart abandonment journey:** Pre-BFCM subscribers respond well to cart abandonment, so add extra touchpoints to encourage purchases.
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Five: Plan post-BFCM relationship building and revenue opportunities

GOAL

Maintain sales momentum and build lasting customer relationships beyond Cyber Week.

CHECKLIST:

- ☐ **Promote extended sales:** Give customers a reason to keep shopping with extended Black Friday and Cyber Monday sales.
- ☐ **Send shipping deadline reminders:** Help procrastinating shoppers with clear cutoff dates for holiday delivery.
- ☐ **Offer last-minute gift solutions:** Promote digital gift cards or expedited shipping for late shoppers.
- ☐ **Share helpful content:** Send gift guides, holiday prep tips, or seasonal recipes that provide value beyond promotional messaging.
- ☐ **Promote Boxing Day sales:** This shopping holiday gives brands an opportunity to clear seasonal inventory.
- ☐ **Build relationships with new BFCM subscribers:** Send post-purchase messages with product tutorials, styling guides, or usage tips to help them get the most from their purchase.
- ☐ **Cross-sell complementary products:** Entice subscribers' next purchase with items that pair well with their recent buys.
- ☐ **Invite subscribers to loyalty programs:** Encourage new customers to join for exclusive perks.
- ☐ **Tease upcoming launches:** Create anticipation for new products coming in January to maintain engagement into Q1.

Six Pre-Launch Final Checklist

GOAL

Execute a seamless BFCM launch with confidence and peace of mind.

CHECKLIST:

- ☐ **Ensure all campaigns are scheduled correctly:** Double-check send times, dates, and audience targeting.
- ☐ **Review campaign content:** Ensure your campaigns are legible in desktop and mobile views, that your CTAs stand out, and that your links are correct.
- ☐ **Test all automated flows end-to-end:** Send test messages through welcome, cart abandonment, and browse abandonment sequences in particular. Confirm that your trigger timing, messaging, and links are all correct.
- ☐ **Verify all sign-up forms are working correctly:** Test pop-ups, embedded forms, and opt-in landing pages. Ensure your triggers and forms are working as expected.

Questions or need help implementing these tactics?

Reach out to your Customer Success Manager for personalized guidance and support