Your 2024 Black Friday & Holiday Email & SMS Event Marketing Strategy

Jimmy Kim | Founder & CIO, Sendlane

Hey, there!
I'm Jimmy Kim

Founder & CIO of Sendlane

Why do I matter?

- **Digital Marketer:** Specializing in Email Marketing since 2009
- **Former Retailer:** eCommerce (Shopify) and Retailer (Brick & Mortar)
- **Sendlane:** Founder & CIO of the unified email, SMS, reviews and forms marketing platform
- **ASOM**: A podcast that offers four unique perspectives

foundr   CLICKBANK.   TechCrunch   cheddar

My Goal Today

From This...

146,303	2.89%	6.79%	$1384.81
173,990	3.46%	3.42%	$984.20
146,455	3.25%	4.21%	$1221.93
174,104	3.96%	2.55%	$255.12
146,247	5.64%	2.98%	$1654.43
174,130	5.25%	2.92%	$465.26

To This.

60,143	42.03%	5.61%	$7586.57
60,317	38.89%	4.97%	$11083.71
6,858	31.59%	4.89%	$457.48
142,248	16.16%	5.08%	$11622.47
139,142	15.08%	4.23%	$10722.93
141,988	10.93%	5.92%	$8225.01

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Today's Step by Step Action Plan

01   **Segmenting with the 20-60-20 Rule with MVC**
(In 2 Minutes)

02   **Driving Goals leveraging A.O.R.**
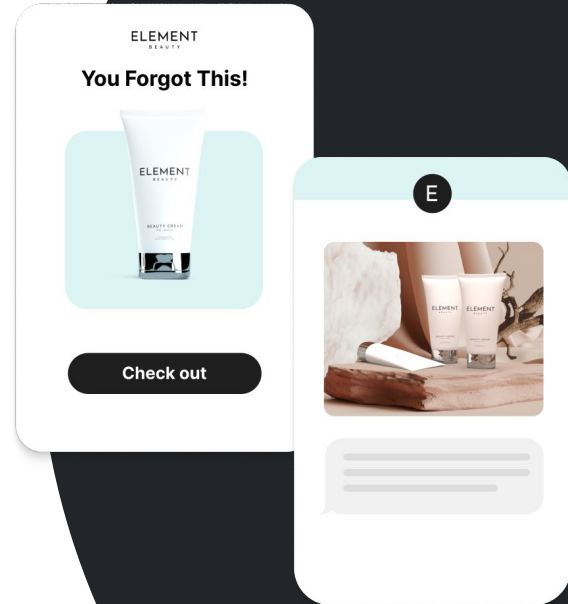(in 11 minutes)

03   **Getting Personal via Hyper Personalization**
(in 20 minutes)

04   **Your 2024 Holiday Event Based Marketing Roadmap** (in 30 minutes)

Slide Download + FREE GIFT at End!

ELEMENT
BEAUTY

You Forgot This!

ELEMENT
BEAUTY

Check out

E

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Remember:

- It's **25x** times harder to acquire than to retain

- An existing customer will spend **31%** more on purchase.

- After 1 purchase: **27%** will come back for a 2nd. A 2nd time buyer is **45%** likely to buy a 3rd time. A 3rd purchase is **54%** likely to buy again.

- Repeat spend **17%** MORE per transaction. (**25%** during holidays!)

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Segmenting with the **20–60–20** Rule Using MVC

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Don't Forget the Subject Line!

33% of People Open Your Email Because of it!

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Segmentation:

Finding the ideal customer, developing your pool of people

- Understanding your MVC - **Most Valuable Customers**

- Typically based on Total Spent

- Other ways:
  - Engagement (or lack of)
  - Sign Up Source (pop ups vs buyers vs abandon carts)
  - Demographics (gender, age, location)
  - Product Interest (category or interests)
  - Purchase History (repeat)

Segmentation Leveraging MVC
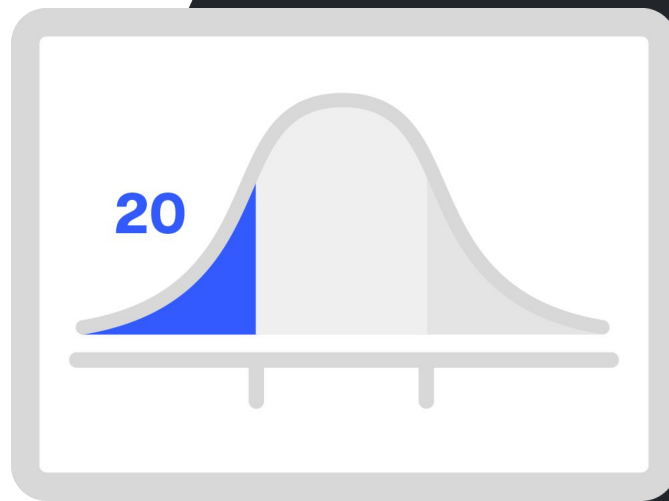
20   60   20

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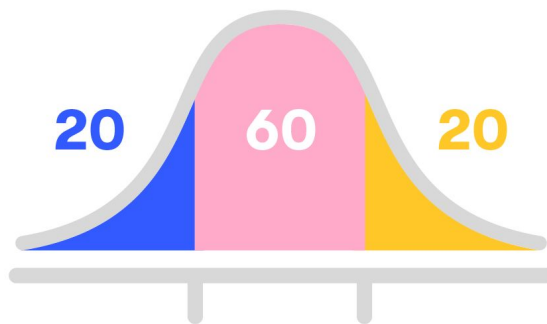
Segment 1:

20% non profitable

(one time buyers & lowest CLTV)

Spending less than your average
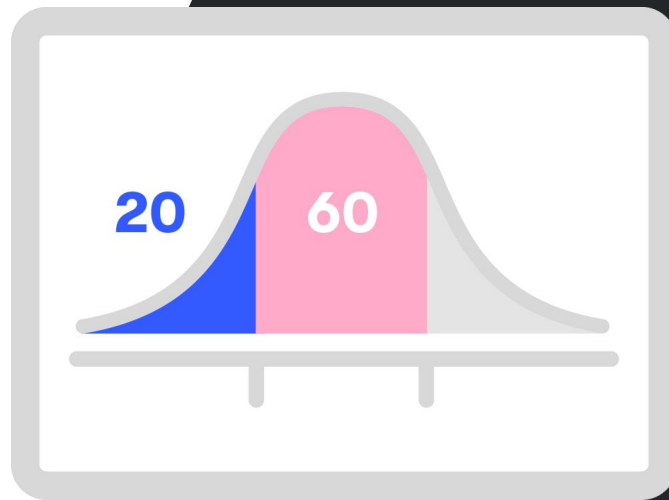Average Order Value (AOV), and doesn't
engage often with your emails.

20

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Segment 2:

60% average profitable buyers

(Average CLTV)

The Majority of your customers fall under this.

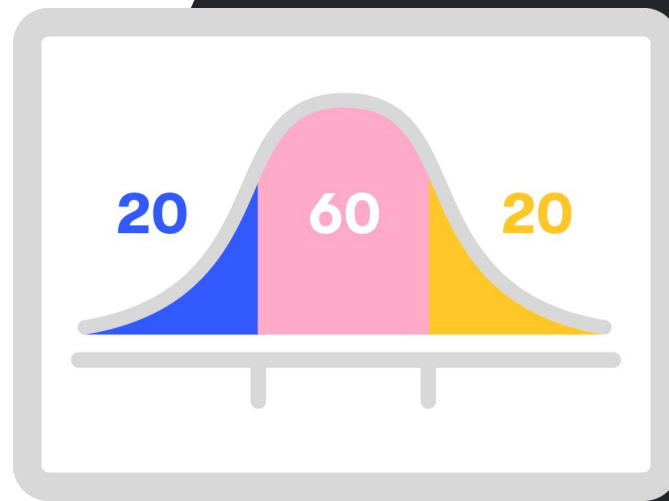Happy with product, spends average AOV, engages with your communication, and may buy again.

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Segment 3:

20% best buyers

(repeat buying + highest CLTV)

Your VIP's and your Brand Ambassadors!

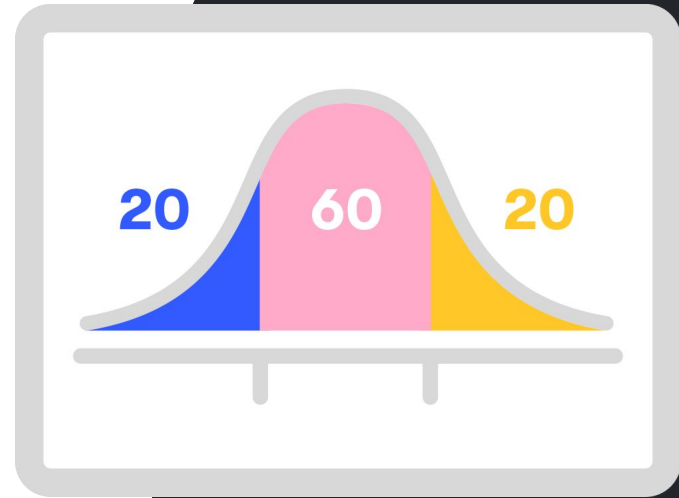These are your highest and most loyal fans.

The Full Picture

The 20-60-20 Rule

Understanding your MVC: **Most Valuable Customers**

- **20% non profitable**
  (one time buyers & lowest CLTV)

- **60% average profitable buyers**
  (Average CLTV)

- **20% best buyers**
 (repeat buying + highest CLTV)

Every business has this split.

Taking it one step further

Get more "hyper-targeted"

- Getting more granular (**hyper-targeted**) by using each of those segments and breaking it down further
  - By product or category segment
  - By frequency of order/visits

- The best segments are hybrids of both CLTV and
  - Engagement (or lack of)
  - Sign Up Source (pop ups vs buyers vs abandon carts)
  - Demographics (gender, age, location)
  - Product Interest (category or interests)
  - Purchase History (repeat)
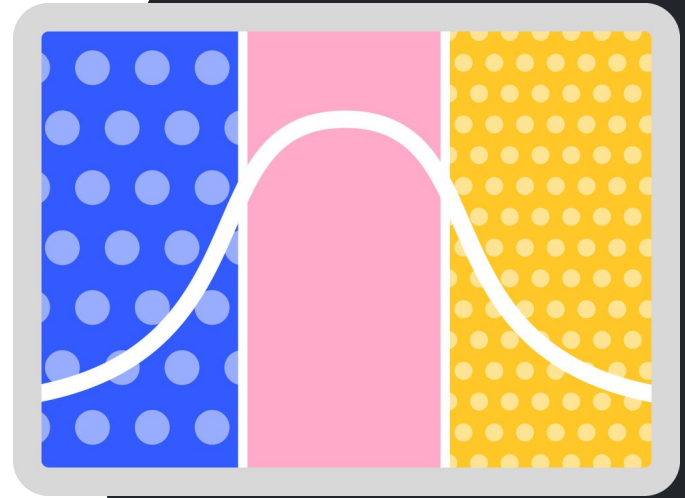
Driving Goals Leveraging
A.O.R.

Leveraging MVC to Drive Goals for each segment
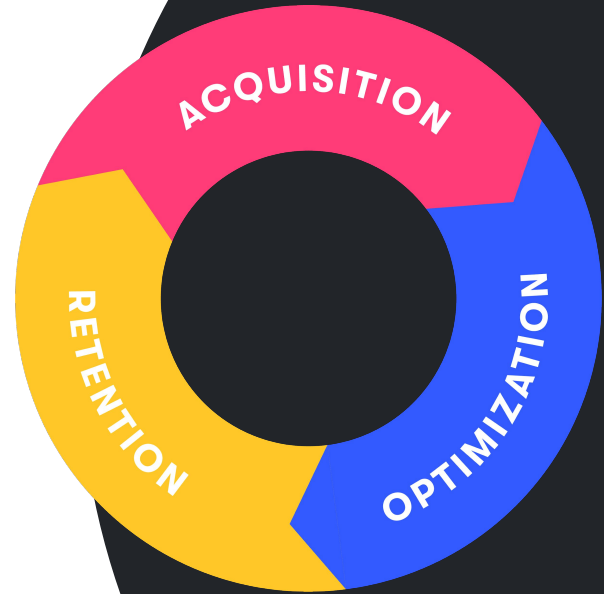
Goal #1: Acquisition

Getting new customers with goal to make them profitable

Goal #2: Optimization

Moving customer up to the next segment

Goal #3: Retention

Keeping your buyers in the tier they are in
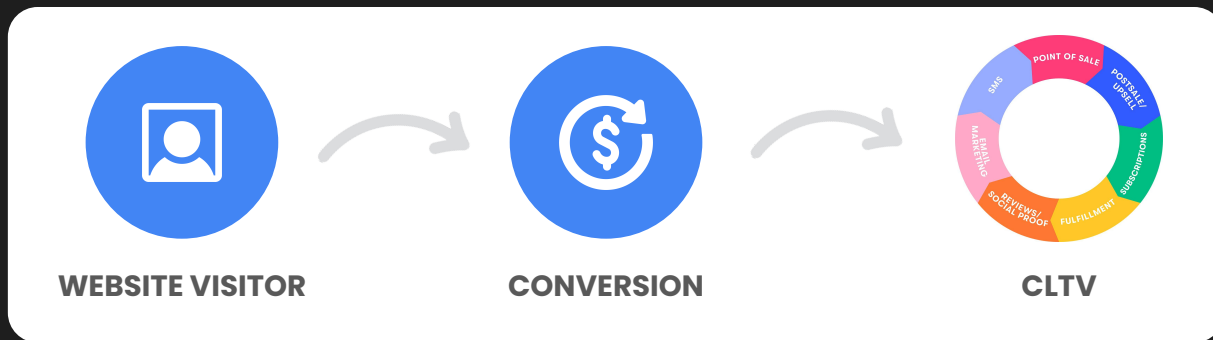

ACQUISITION

OPTIMIZATION

RETENTION

Acquisition: Finding the RIGHT Customers

Your goal is to acquire a customer and get them to repeat or maximize your at cart value to become a best buyer

AND

Having a fully defined customer onboarding strategy

WEBSITE VISITOR

CONVERSION

CLTV

Acquisition: The 4 Action Steps

A properly set up store should have...

Using **Pop Ups or a Funnel** – Coupons or Spin the wheel, Exit Intent etc

Rock solid **email copy** with strong CTA's FOR the new potential buyer

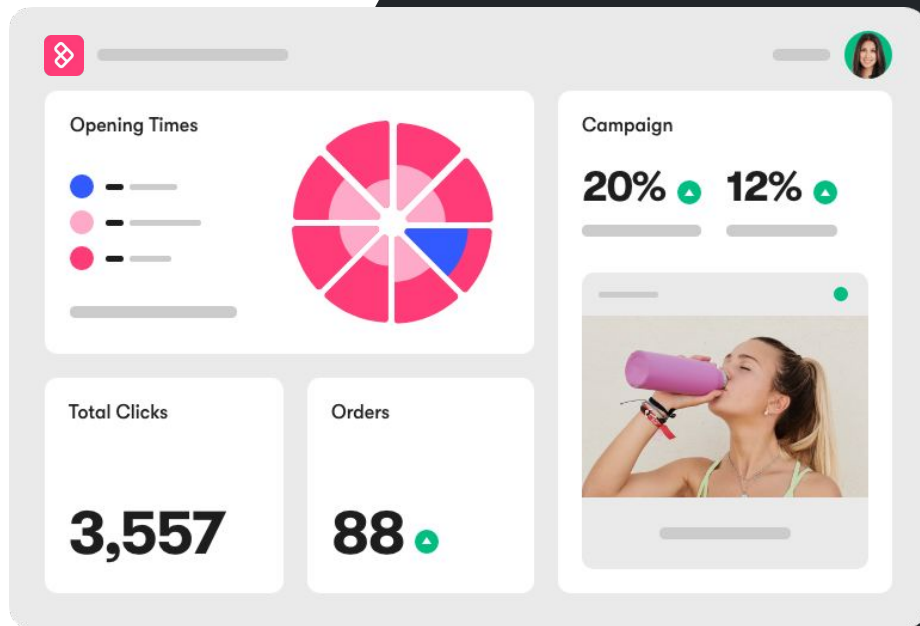**Product purchase** Targeted communication and products.

Newsletter or Pop Up Unique Customer Journey with Goals Brand. Story. Mission.

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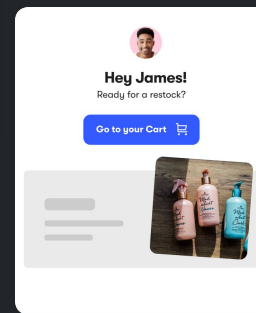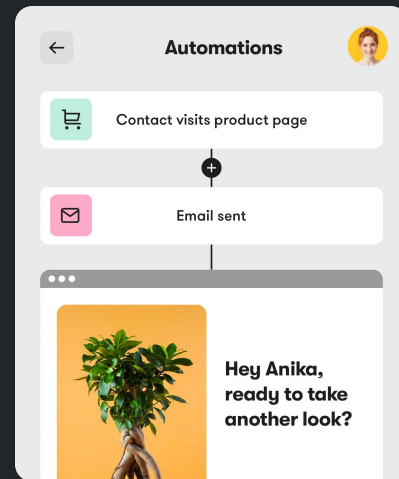# Setting Goals for Optimization

- Experimentation Goals
  - Open
  - Clicks
  - Revenue & Conversion

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Retention to Maximize CLTV

Goal:

Keeping the user engaged with your brand with great customer experience throughout the time with your brand.
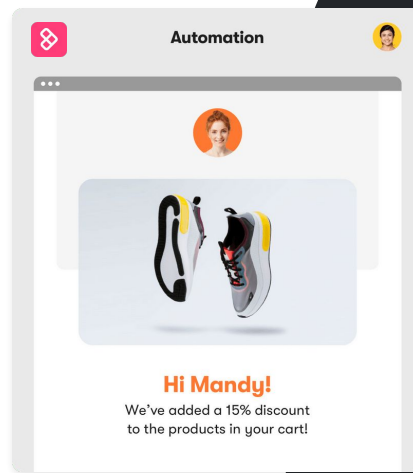
What You Should Be **Testing**

- Experiment and Test
  - Subject Lines
  - PreHeader
  - Body
  - CTA
  - Timing
  - Sender Names

Ways to
Increase Retention

1. From the initial at cart experience, to shipping, to the communications, create a fully cohesive, communicative experience.

2. Share the Brand, Mission, and Story early and often.

3. Be clear and consistent.

4. Create value with every message.
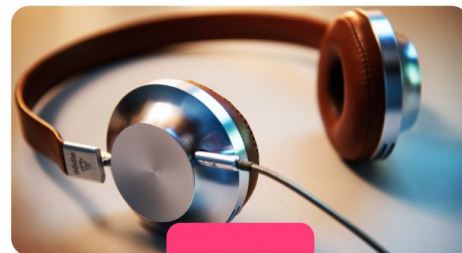
48 Hour Flash Sale

50% Off Our Entire Selection

Start Shopping →

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Getting Personal via
Hyper Personalization

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Goals to Hyper Personalization

- Send emails with **purpose**

- Make them feel **unique and appreciated**

- Tell them something about **themselves** - a purchase, a visit, a preference
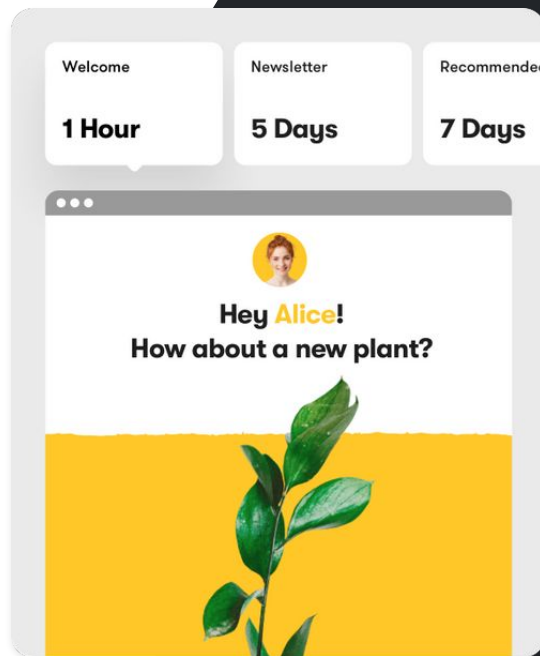
Here's **How**

- **Don't email to email (or sms)** People already get 100+ emails a day. (Unified Email + SMS is a **MUST**- *no delays in data!*)

- **Segment Further:** Customer visited a page, they made a purchase of another product, they haven't done X or did Y)

- **Leverage Data.** Use the data to segment your audience to drive personalized product recommendations.

- **Make them feel special.** Communicate to them as they are your ONLY customer, by sending the right message at the right time.

Automations

Contact visits product page

Email sent

It's Your Kind of Sale!

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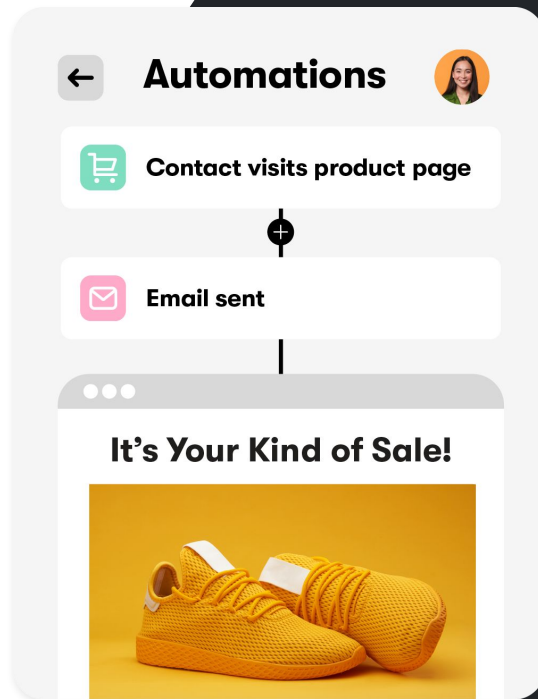
Wrapping It Up:

- **Use Segmentation.** To understand your customer.

- **Acquisition. Optimization. Retention.** To have a purpose and goal.

- **Hyper Personalize Your Messages.** To maximize your conversions and create repeat buying cycles.

Your **2024** Holiday Event Based Marketing Roadmap

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Prepare with an
Event Marketing Plan

- Keyword: Event

- An event is a single instance or behavior taking place on a website. Personalized communications based on behavior (or lack of).

An Opener → **The Main Show** → **Encore** → **2nd Event (optional)**

Automations

Contact visits product page

Email sent

Black Friday Sale
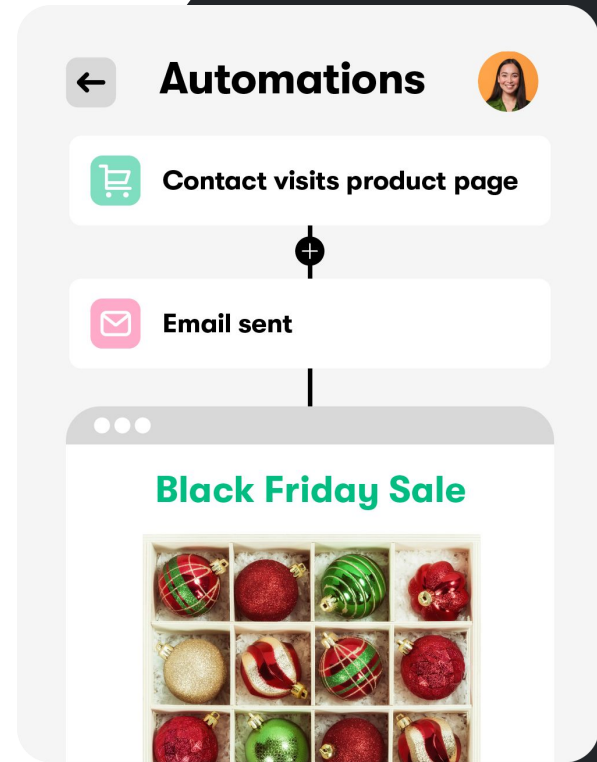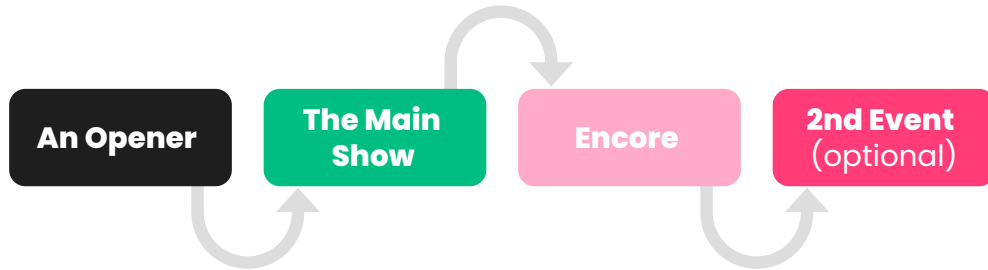
The **Goals**

- Memorable - Colors, Design and Feel

- Create Brand Awareness - Education of the brand

- Revenue - Generate More & Shorten Purchase Cycle

- Trust - Build It!

- Retention - Prepare for 2nd Purchase!

Shop Best Sellers

Pre Sell

Pre Sell

Introduction Email #1

Introduction SMS #1

Closing Soon Email

Reminder SMS

Branding / Education Email

Closing 24 Hours Email

12 Hour Warning SMS

3 Hour Warning SMS

TAKE A 24-48 Hour BREAK

Encore Email #1

Encore SMS #1

Final Call/Last Last Chance
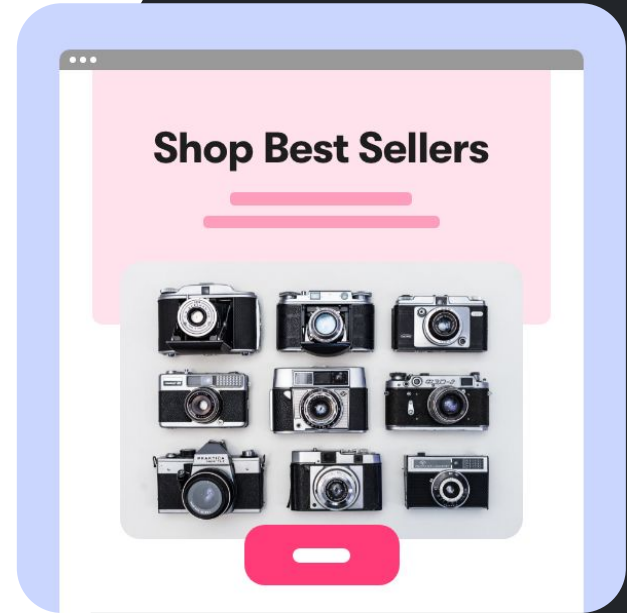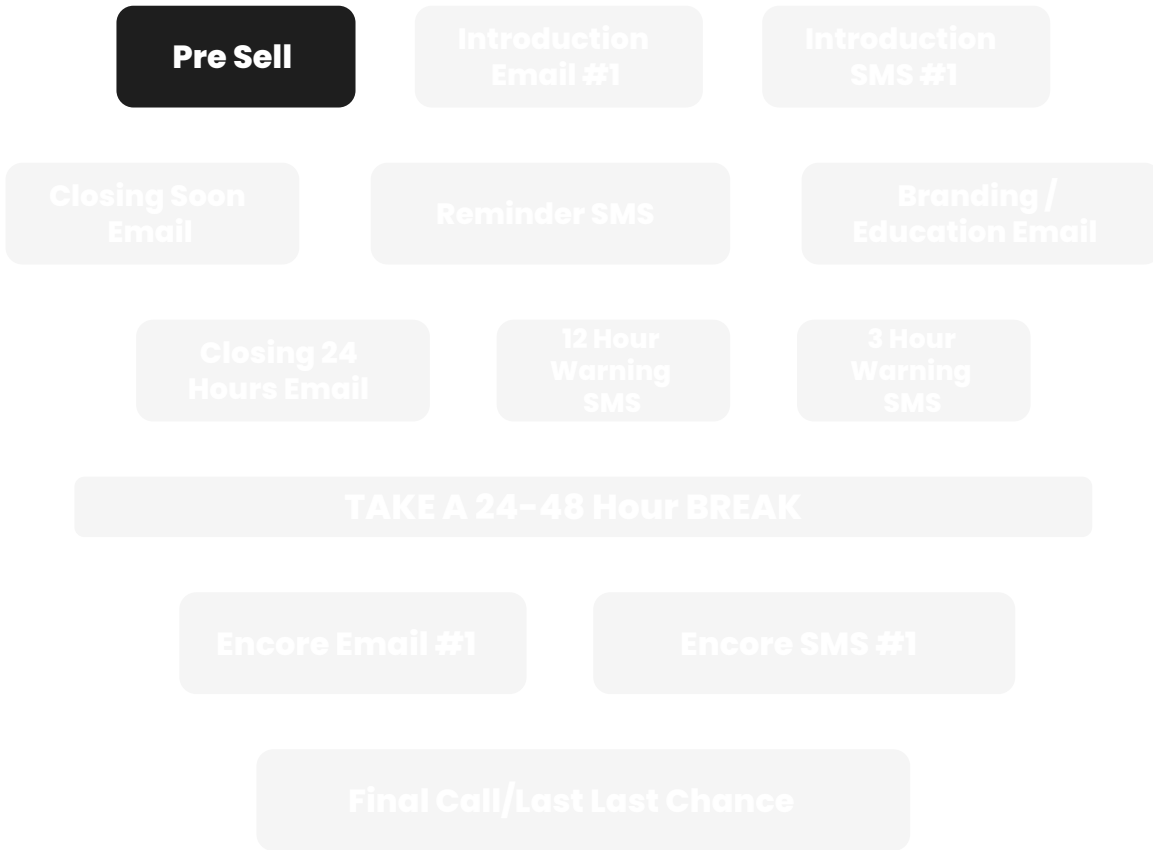
Pre Sell

- **Segments:**
  - Current Customers
    - Bottom 20% MVC
    - Middle 60% MVC
    - Top 20% MVC
  - Subscribers - Recently engaged/active (not in automations)
- **Messaging:**
  - Introduction
  - Reminder of Brand and Mission
  - Why is it Special (Hype)
  - When it launches

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Flowchart

Pre Sell → **Introduction Email #1** **Introduction SMS #1**

Closing Soon Email   **Reminder SMS**   **Branding / Education Email**

Closing 24 Hours Email   **12 Hour Warning SMS**   **3 Hour Warning SMS**

TAKE A 24-48 Hour BREAK

Encore Email #1   **Encore SMS #1**

Final Call/Last Last Chance
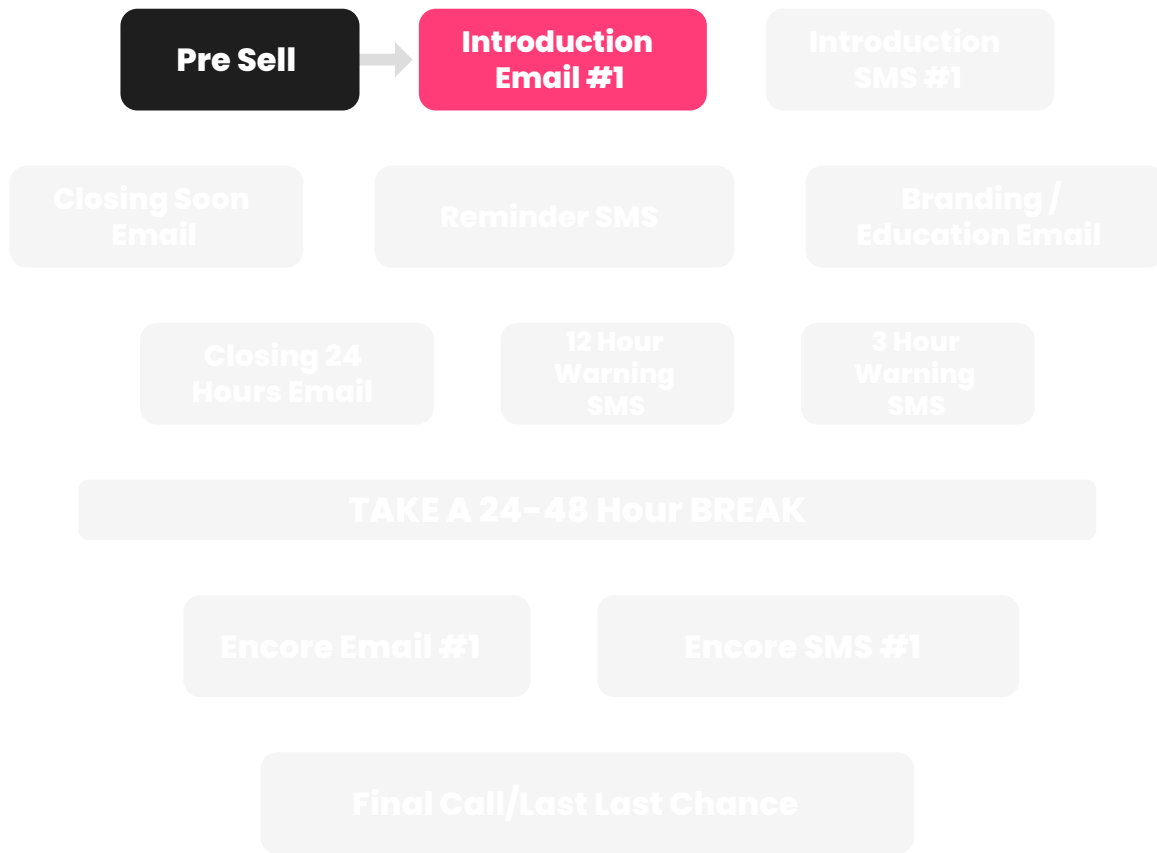
Introduction Email #1

- **Segments**:
  - Current Customers
  - Bottom 20% MVC
  - Middle 60% MVC
  - Top 20% MVC
  - Subscribers
  - Recent Engaged/Not in Automation

- **Messaging**:
  - Clear & Direct
  - Remind them about the first email
  - Sell the Sizzle
  - Clear CTA's

Pre Sell	→	Introduction Email #1	→	Introduction SMS #1

Closing Soon Email	Reminder SMS	Branding / Education Email

Closing 24 Hours Email	12 Hour Warning SMS	3 Hour Warning SMS

TAKE A 24-48 Hour BREAK

Encore Email #1	Encore SMS #1

Final Call/Last Last Chance
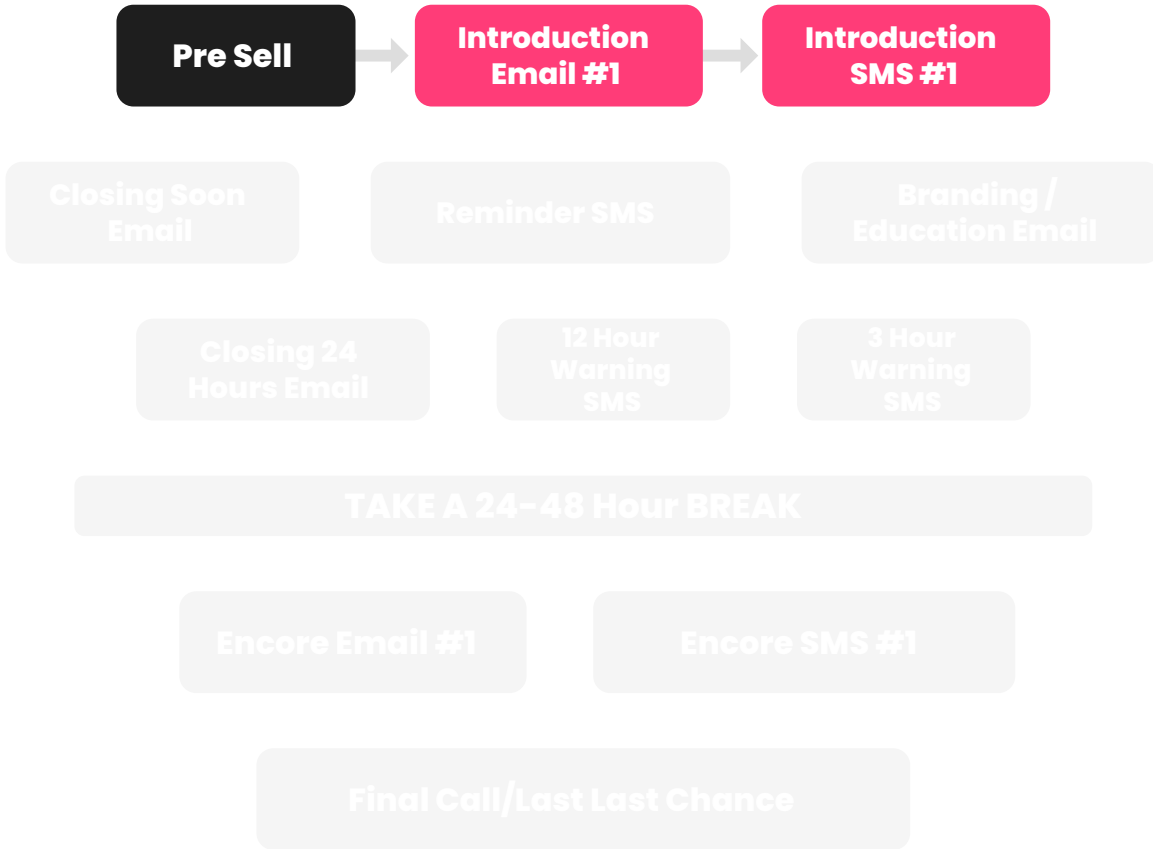
Introduction SMS #1

- **Segments**:
  - Current Customers - DID NOT BUY
  - Bottom 20% MVC
  - Middle 60% MVC
  - Top 20% MVC
  - Subscribers - DID NOT BUY
  - Recent Engaged/Not in Automation

- **Messaging**:
  - Reminder of the introduction email
  - Clear CTA's
  - *Send as EMAIL if no SMS # is available*

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Flow Diagram

Pre Sell → **Introduction Email #1** → **Introduction SMS #1** → **Branding / Education Email**

Closing Soon Email | Reminder SMS | Branding / Education Email

Closing 24 Hours Email | 12 Hour Warning SMS | 3 Hour Warning SMS

TAKE A 24-48 Hour BREAK

Encore Email #1 | Encore SMS #1

Final Call/Last Last Chance
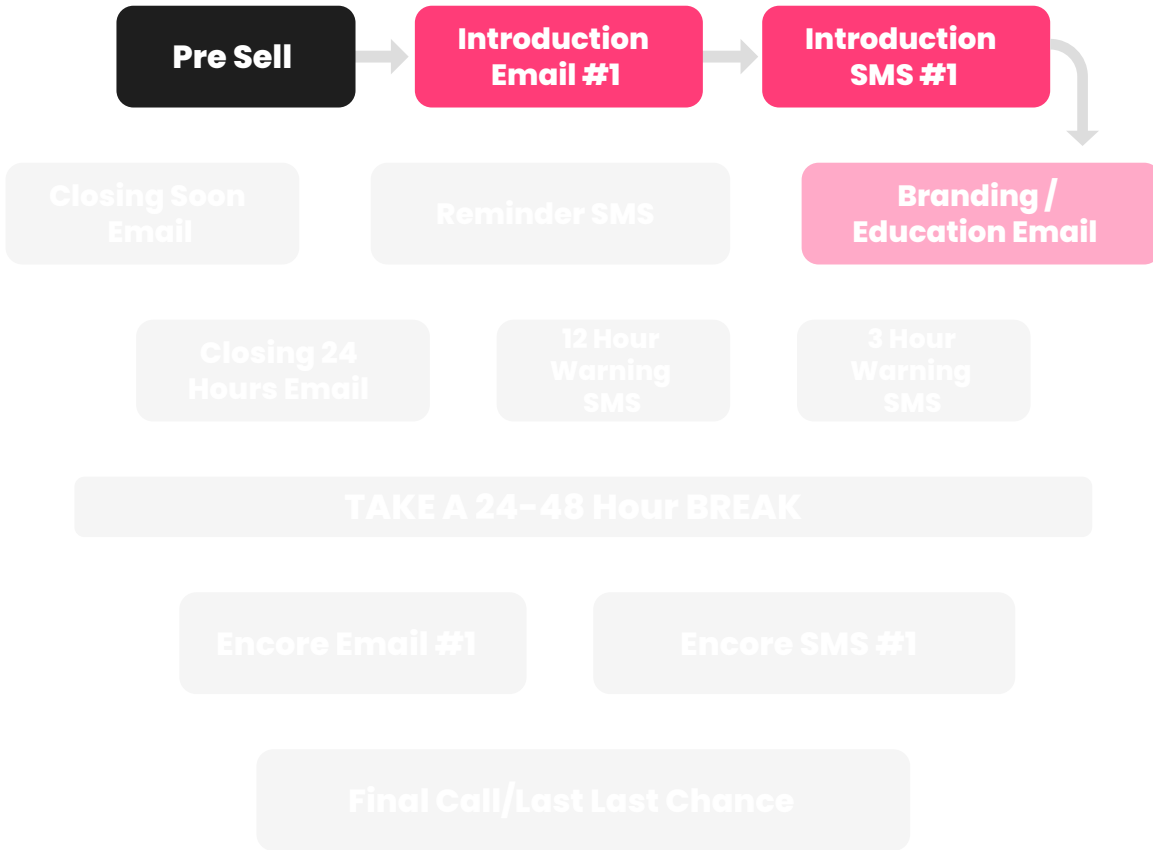
Branding/ Education Email

- **Segments**:
  - Current Customers - Recent Active, Did not Buy
  - Bottom 20% MVC
  - Middle 60% MVC
  - Top 20% MVC
  - Subscribers - Actives only (60 Day)

- **Messaging**:
  - Sell the mission and brand
  - Focus on HOW or WHAT the products do
  - Sell the Outcome or Benefit

Reminder SMS

- **Segments**:
  - Current Customers - Who engaged to Email + SMS, did not buy (of the sale)
  - Subscribers- Who engaged to Email + SMS, did not buy (of the sale)

- **Messaging**:
  - Recap of the offer/sale
  - Give them a coupon
  - Give them a time frame
  - Send as EMAIL if no SMS # is available
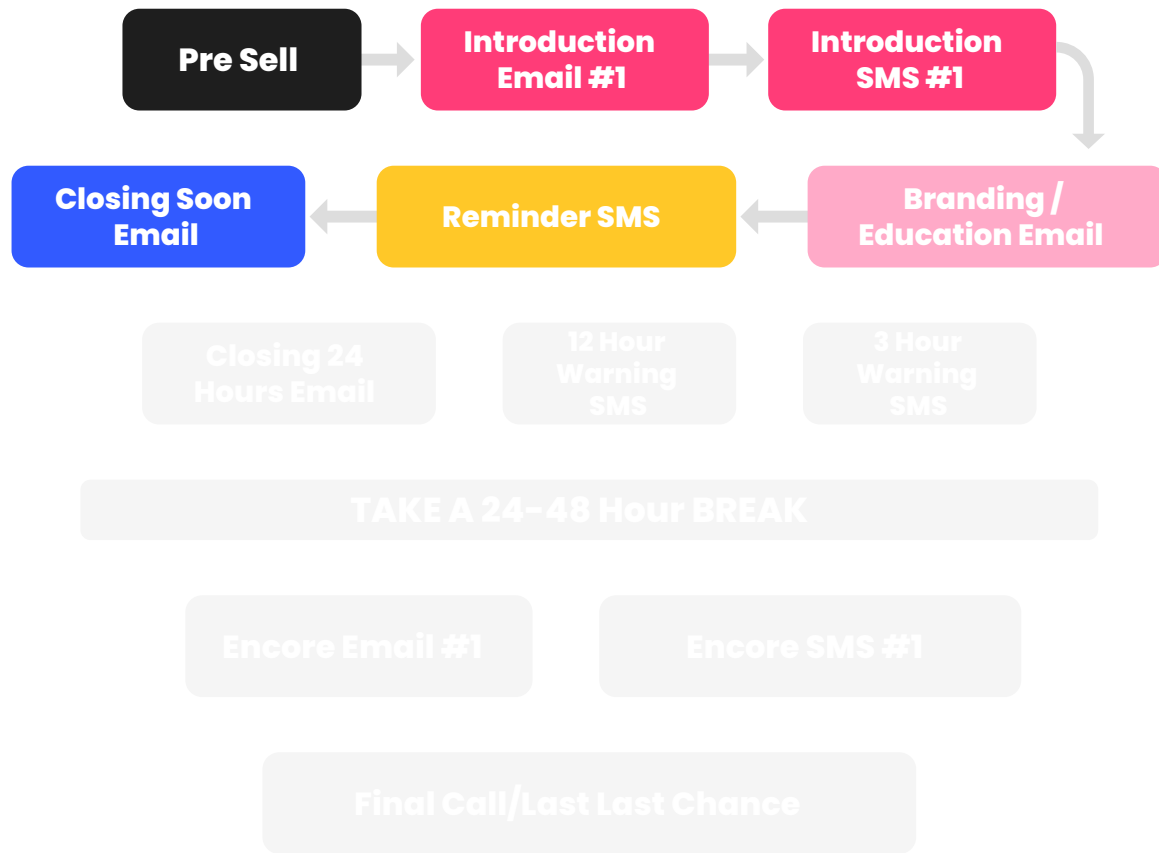
Closing Soon Email

- **Segments**:
  - Current Customers –
  - ALL (non buyers)
  - Recently engaged on site or communications (window based on company)
  - Subscribers –
  - All Engaged Only

- **Messaging**:
  - Time to build urgency
  - Clear CLOSING/EXPIRING
  - Recap of Offer
  - Reminder of Last Chance
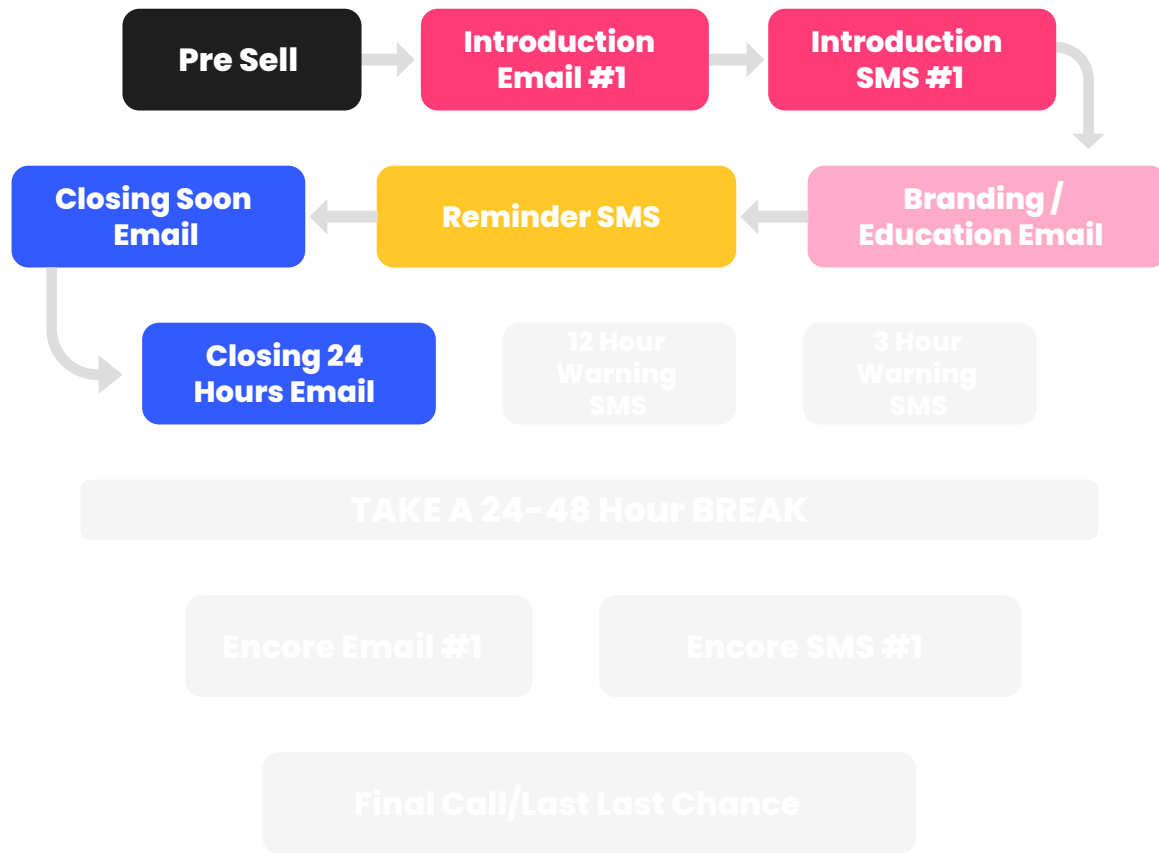
Closing 24 Hours Email

- **Segments**:
  - Engaged Customers to this Campaign + On Site
  - Engaged Subscribers to this Campaign + On Site

- **Messaging**:
  - Clear Final Call
  - Clear Time
  - Clear Offer
  - Clear CTA

Flowchart text:

Pre Sell → Introduction Email #1 → Introduction SMS #1 → Branding / Education Email → Reminder SMS → Closing Soon Email → Closing 24 Hours Email

12 Hour Warning SMS

3 Hour Warning SMS

TAKE A 24-48 Hour BREAK

Encore Email #1

Encore SMS #1

Final Call/Last Last Chance

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```
┌─────────────┐      ┌─────────────────┐      ┌─────────────────┐
│  Pre Sell   │ ───▶ │  Introduction   │ ───▶ │  Introduction   │
│             │      │   Email #1      │      │    SMS #1       │
└─────────────┘      └─────────────────┘      └─────────────────┘
                                                       │
┌─────────────┐      ┌─────────────────┐      ┌─────────────────┐
│ Closing Soon│ ◀─── │  Reminder SMS   │ ◀─── │   Branding /    │
│   Email     │      │                 │      │ Education Email │
└─────────────┘      └─────────────────┘      └─────────────────┘
       │
       │             ┌─────────────────┐      ┌─────────────┐  ┌─────────────┐
       └───────────▶ │   Closing 24    │ ───▶ │  12 Hour    │  │   3 Hour    │
                     │  Hours Email    │      │  Warning    │  │  Warning    │
                     └─────────────────┘      │    SMS      │  │    SMS      │
                                              └─────────────┘  └─────────────┘

                     ┌───────────────────────────────────────┐
                     │      TAKE A 24-48 Hour BREAK           │
                     └───────────────────────────────────────┘

          ┌─────────────────────┐      ┌─────────────────────┐
          │   Encore Email #1   │      │   Encore SMS #1     │
          └─────────────────────┘      └─────────────────────┘

               ┌─────────────────────────────────────┐
               │     Final Call/Last Last Chance     │
               └─────────────────────────────────────┘
```
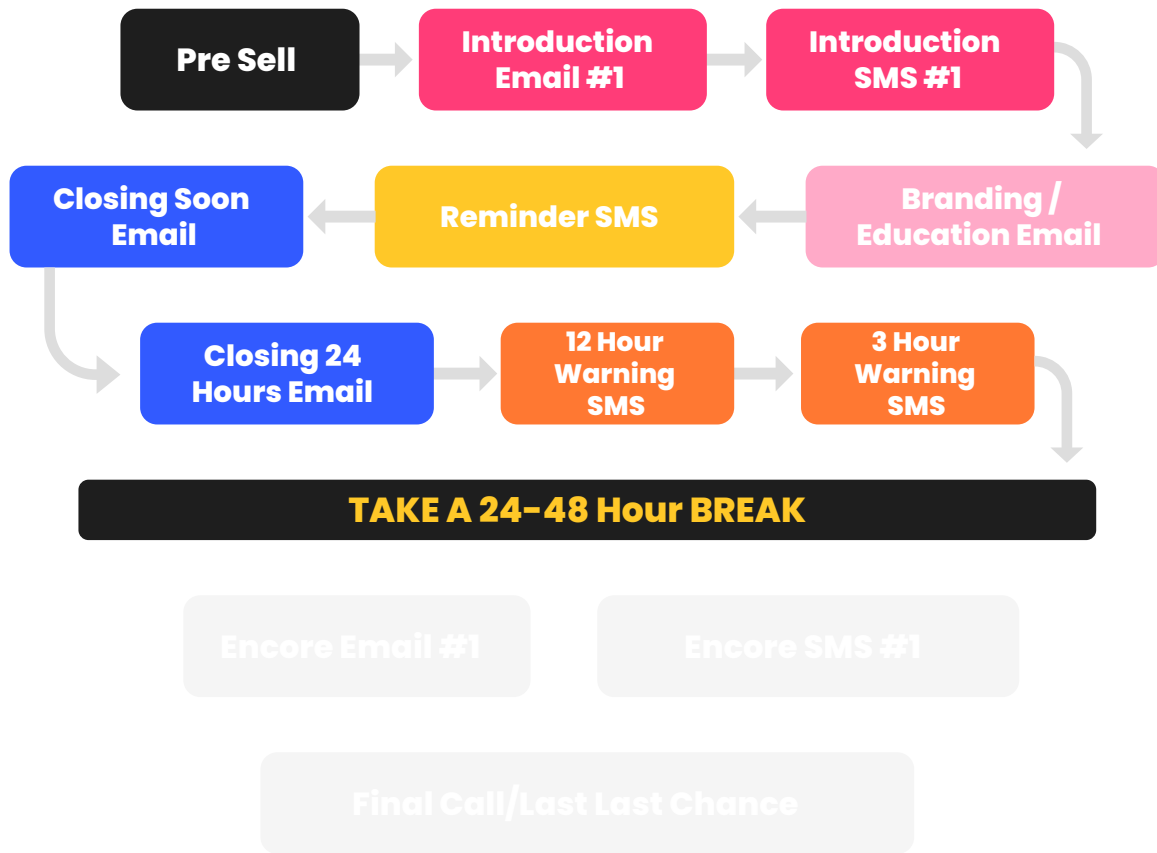
12 Hour Warning

- **Segments**:
  - Engaged Customers, to this Campaign + On Site
  - Engaged on this email or sms series Subscribers

- **Messaging**:
  - Warning/Fomo/last Chance
  - 12 Hour Warning Images and graphics
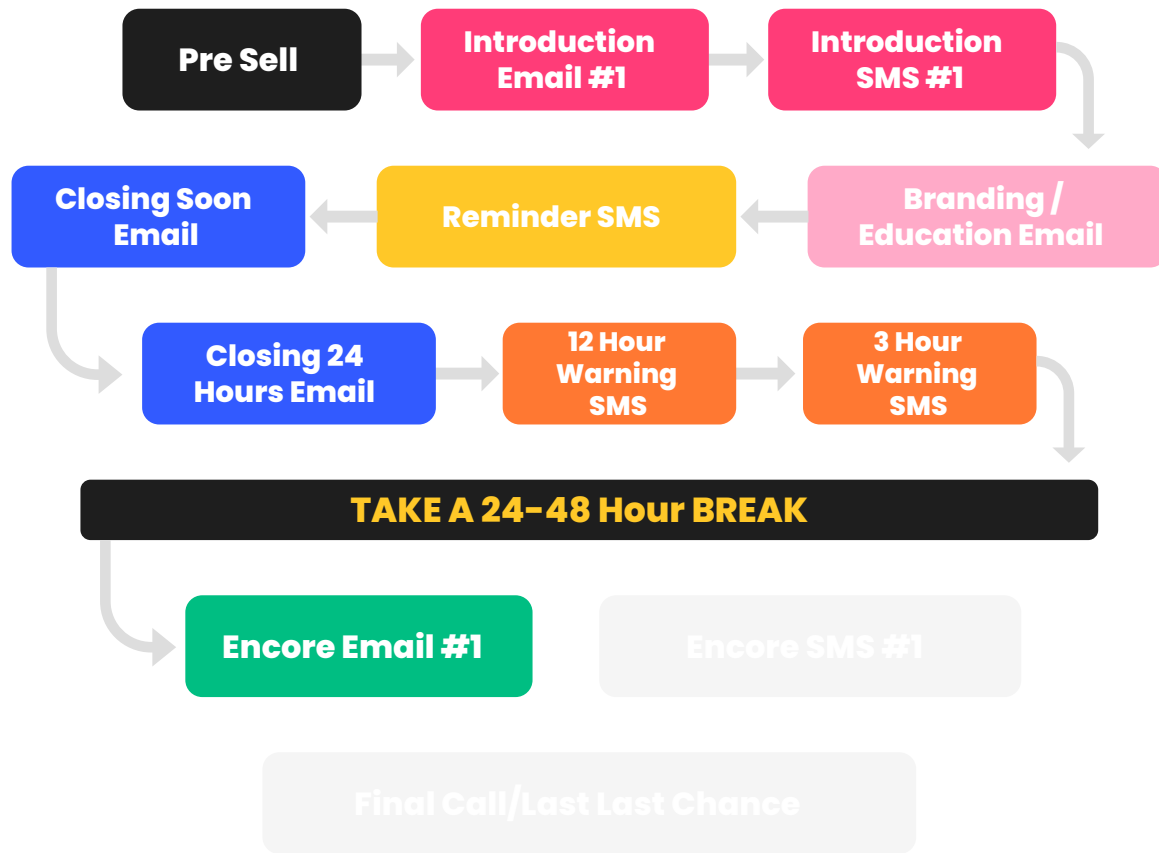   - Send as EMAIL if no SMS # is available

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Flowchart (left side)

Pre Sell → Introduction Email #1 → Introduction SMS #1 → Branding / Education Email → Reminder SMS → Closing Soon Email → Closing 24 Hours Email → 12 Hour Warning SMS → 3 Hour Warning SMS

TAKE A 24-48 Hour BREAK

Encore Email #1   Encore SMS #1

Final Call/Last Last Chance
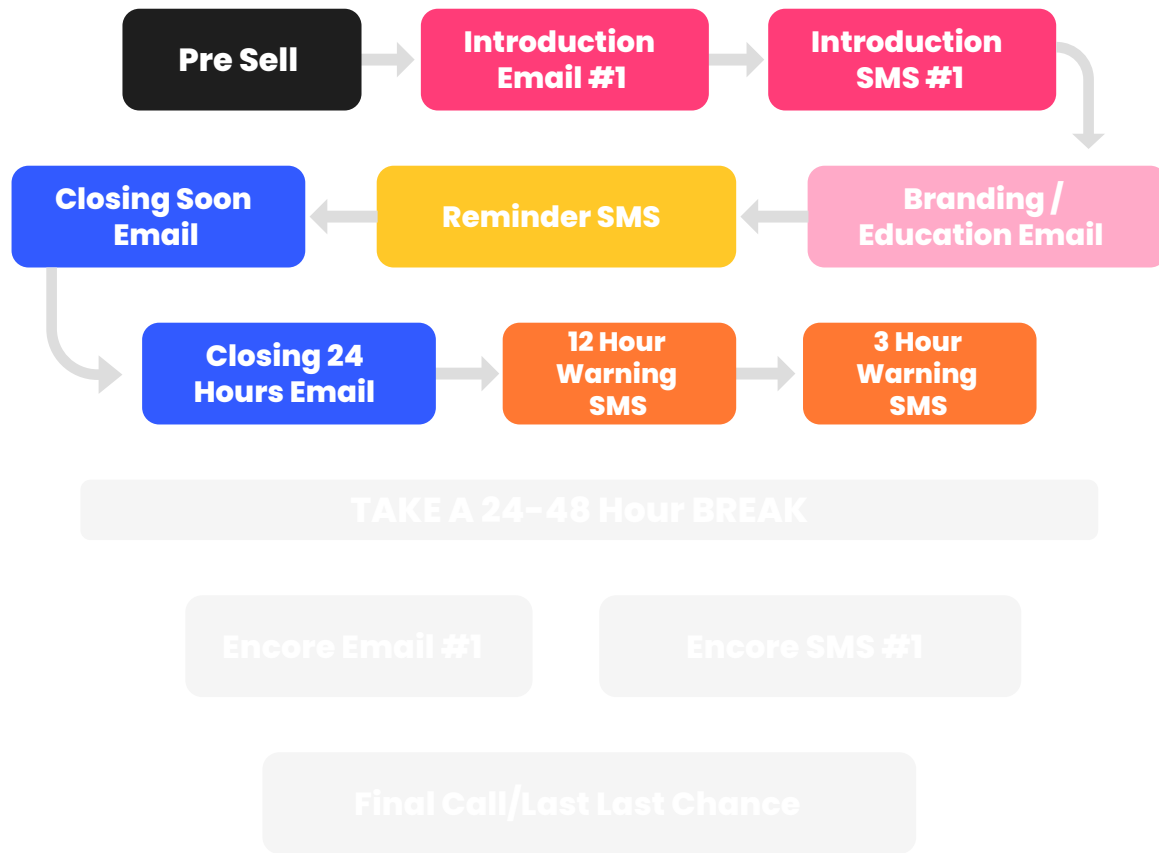
3 Hour Warning

- **Segments**:
  - Active Customers - last 4 emails/SMS, did not purchase
  - Subscribers - engaged last 4 email/SMS, did not purchase

- **Messaging**:
  - Direct link
  - Message is clear, this is last chance. 3 Hours left!
    - Send as EMAIL if no SMS # is available

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Pre Sell → Introduction Email #1 → Introduction SMS #1

Closing Soon Email ← Reminder SMS ← Branding / Education Email

Closing 24 Hours Email → 12 Hour Warning SMS → 3 Hour Warning SMS

TAKE A 24-48 Hour BREAK

Encore Email #1   Encore SMS #1

Final Call/Last Last Chance

Take a 24-48 Hour Break!

Close down any website changes, coupons or popups!

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```
┌─────────────┐     ┌─────────────┐     ┌─────────────┐
│  Pre Sell   │ ──▶ │Introduction │ ──▶ │Introduction │
│             │     │  Email #1   │     │   SMS #1    │
└─────────────┘     └─────────────┘     └─────────────┘
                                                │
                                                ▼
┌─────────────┐     ┌─────────────┐     ┌─────────────┐
│Closing Soon │ ◀── │Reminder SMS │ ◀── │  Branding / │
│   Email     │     │             │     │Education    │
└─────────────┘     └─────────────┘     │   Email     │
      │                                 └─────────────┘
      ▼
┌─────────────┐     ┌─────────────┐     ┌─────────────┐
│ Closing 24  │ ──▶ │  12 Hour    │ ──▶ │   3 Hour    │
│Hours Email  │     │  Warning    │     │  Warning    │
│             │     │    SMS      │     │    SMS      │
└─────────────┘     └─────────────┘     └─────────────┘
      │                                         │
      ▼                                         ▼
┌──────────────────────────────────────────────────────┐
│          TAKE A 24-48 Hour BREAK                       │
└──────────────────────────────────────────────────────┘
      │
      ▼
┌─────────────┐     ┌─────────────┐
│Encore Email │     │Encore SMS #1│
│    #1       │     │             │
└─────────────┘     └─────────────┘

┌──────────────────────────────────────┐
│      Final Call/Last Last Chance      │
└──────────────────────────────────────┘
```

Encore Email #1

- **Segments**:
  - Customers- Engaged with series, did not buy + non buyers
  - Subscribers - Engaged in series did not buy

- **Messaging**:
  - Tell Story
  - Share this is the encore, truly 1 last chance
  - Direct Sale - no tricks!

Flow Diagram

Pre Sell → **Introduction Email #1** → **Introduction SMS #1**

Closing Soon Email ← **Reminder SMS** ← **Branding / Education Email**

Closing 24 Hours Email → **12 Hour Warning SMS** → **3 Hour Warning SMS**

TAKE A 24-48 Hour BREAK

Encore Email #1 → **Encore SMS #1**

Final Call/Last Last Chance
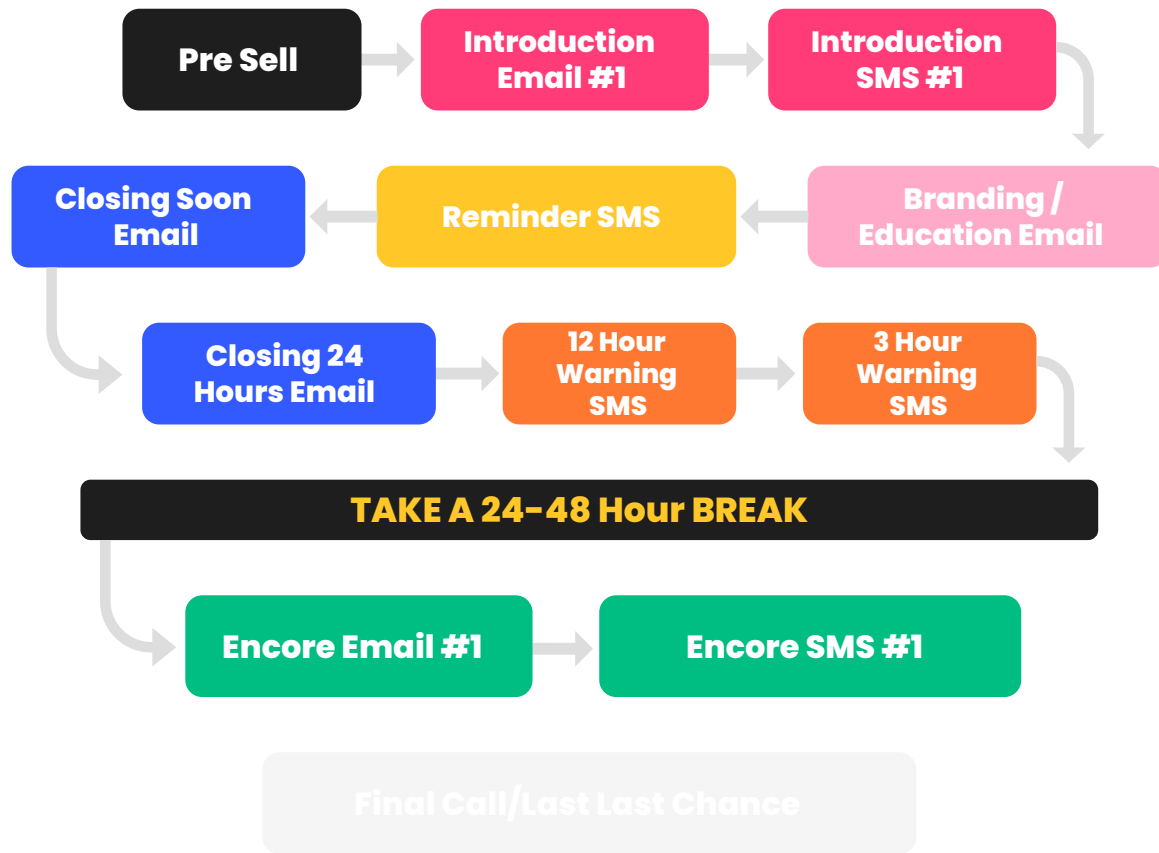
Encore SMS #1

- **Segments**:
  - Active - Engaged with Encore Email
  - Subscribers- Engaged with Encore Email

- **Messaging**:
  - Quick Recap
  - Clear terms
  - Clear CTA
  - Clear Final Chance
    - Send as EMAIL if no SMS # is available

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Flowchart

Pre Sell → Introduction Email #1 → Introduction SMS #1 →

Branding / Education Email → Reminder SMS → Closing Soon Email →

Closing 24 Hours Email → 12 Hour Warning SMS → 3 Hour Warning SMS →

TAKE A 24-48 Hour BREAK

Encore Email #1 → Encore SMS #1 →

Final Call/Last Last Chance
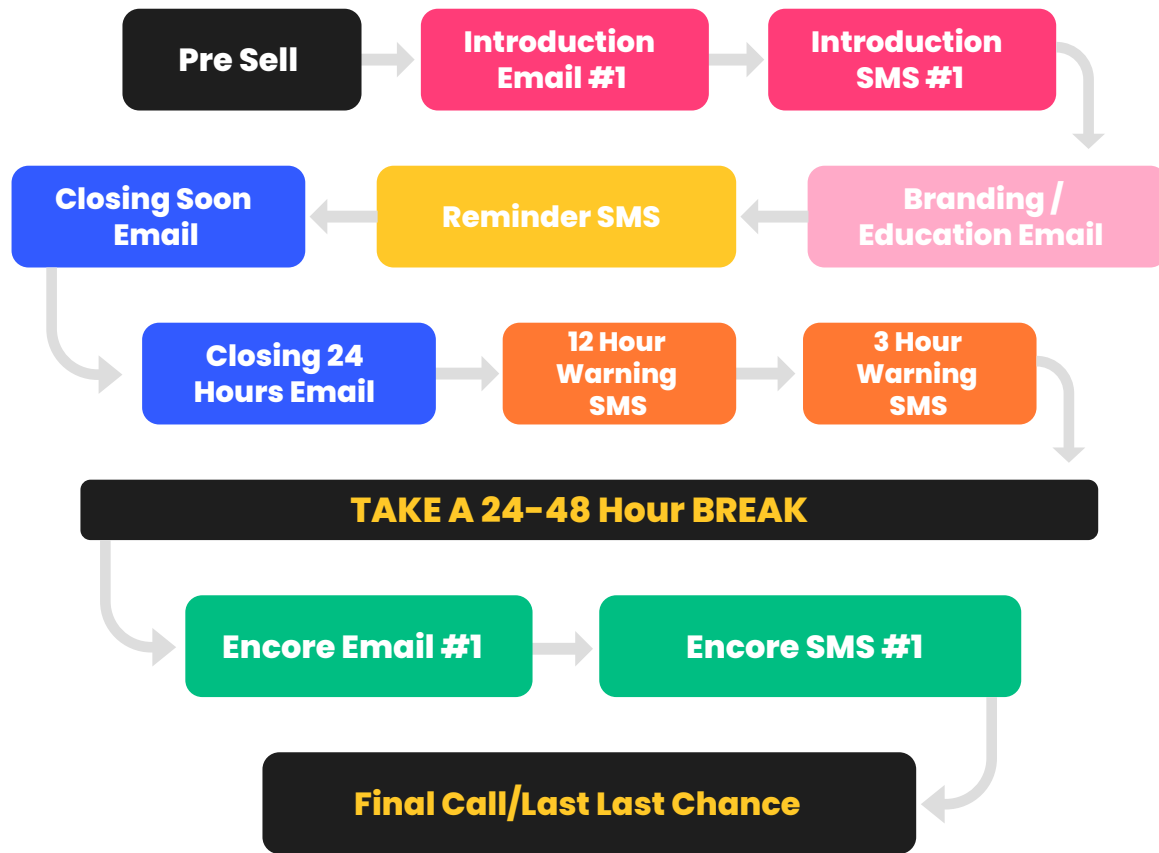
Final Call/Last Last Chance

- **Segments**:
  - Engaged with any email, SMS, or website visit in series, did not buy

- **Messaging**:
  - Last Chance message
  - Clear CTA and offering
  - Sell the benefit
  - Clear Closing/Last Email

EXPIRE all sales in a given time.

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It all starts with the **right** message

to send at the **right** time
to the **right** person

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Designing a Great Email

The 3 E's of a Great Email

The Body of a **Great Email**

01

Excite

Excitement. What makes them CONTINUE to read your email.

Opening an email is based on subject line.

02

Educate

Logic and Understanding. Tell them the WHAT and WHY.

The more educated the buyer, the more likely they will click!

03

Edify

ASK. Don't be vague.

Focus on your CTR and Revenue Tracked.
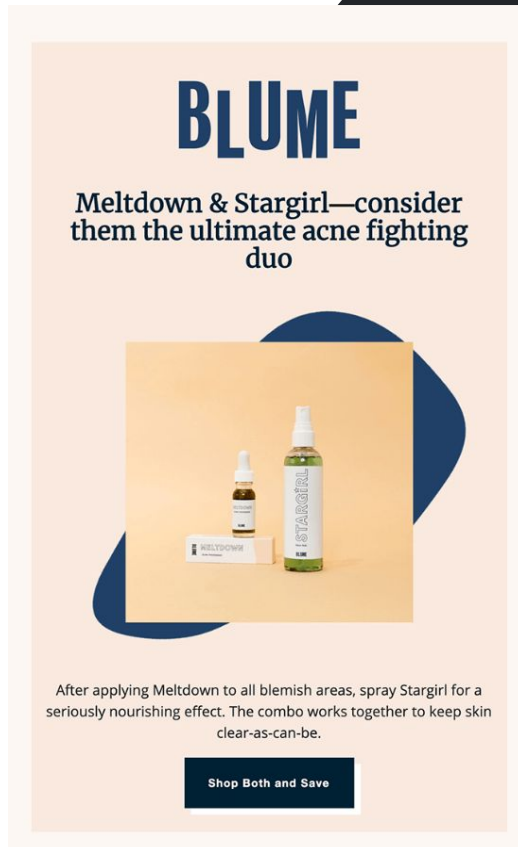
7 Examples of **Great Emails**
WITH Great **Branding**

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Example #1

Product Personalization

Sell 2 products in 1!

Excitement!
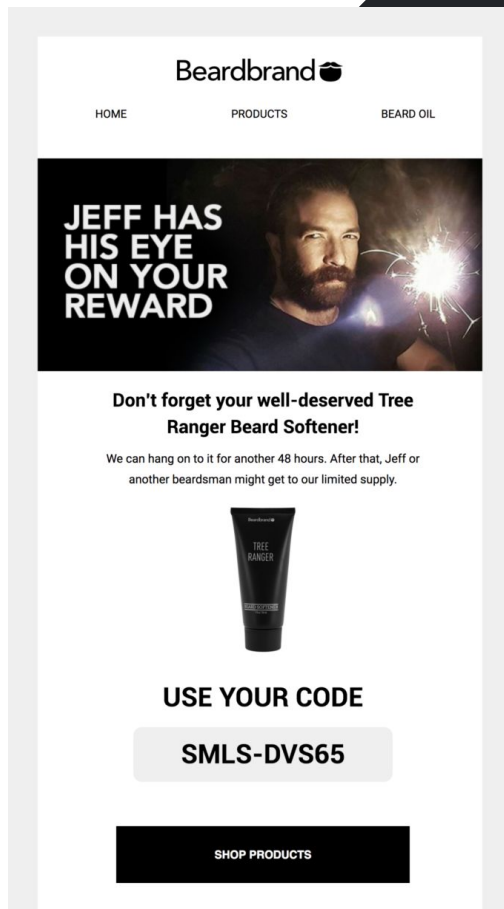
Education!

Edify!

Example #2

Product Personalization

Upsell as an accessory!

Excitement!

Education!

Edify!

Example #3

Behavior Personalization

Subscription is coming up...
Add to the order!

Education!

Excitement!

Edify!

Example #4

Behavior Personalization

Demographic: Men

Generally like similar styles in different colors

Solution: Offer a bundle after first purchase!

Excitement!

Education!

Edify!

Education!

Example #5

Behavior Personalization

Urgency and Timing

Excitement!

Education!

Edify!

Example #6

The Ethical Bribe

Overload of Value:

20% off First Order
Free Shipping
4 Pack Variety Bundles

Excitement!

Edify!

Education!

Example #7

The Ethical Bribe

Immediate "First Order" Gift

- Excitement!
- Edify!
- Education!

Sell the sizzle, not the steak

01 **Excite:** Strong attention grabbing word!

02 **Educate:** WHAT is in the email that they NEED.

03 **Edify:** WHY should they open this email?

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Examples

- Introducing Our New Red Shoes!

- Flash Sale: 20% Off (Last Chance)

- Must Have Shoes For This Summer

- Find Out Why Red Shoes are hot this summer

- Get Your Red Shoes Today, Pay Later.

- [Today Only] Free Shipping & 20% Off

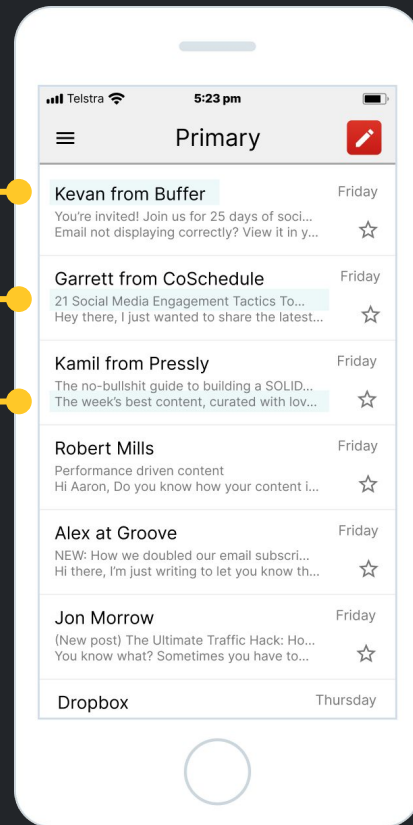- Meet Our Best Red Shoes + Free Shipping

- 20% Off Your Sunday Shoe Needs

Don't Forget the Preview Text!

It's your "sub headline".

From Name

Subject Line

Preheader text

Your Goal From Learning This...

From This...

146,303	2.89%	6.79%	$1384.81
173,990	3.46%	3.42%	$984.20
146,455	3.25%	4.21%	$1221.93
174,104	3.96%	2.55%	$255.12
146,247	5.64%	2.98%	$1654.43
174,130	5.25%	2.92%	$465.26

To This.

60,143	42.03%	5.61%	$7586.57
60,317	38.89%	4.97%	$11083.71
6,858	31.59%	4.89%	$457.48
142,248	16.16%	5.08%	$11622.47
139,142	15.08%	4.23%	$10722.93
141,988	10.93%	5.92%	$8225.01

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Best Practices for Holiday 2024

1 The one time of the year, they EXPECT emails

2 Plan Early and TEST a lot

3 Leverage DATES and TIMES
(Don't forget to check other channels)

4 The more holiday centric, the stronger the results

5 Add Optional SMS to each flow
(Especially for the urgency messages)

6 Leverage Segmentation.
Don't just hammer everyone!

7 Make sure you are tracking everything.
This year's learning is next year's optimization.

8 Have the right TOOLS in place (No delays!)

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Thank you

Here's how to connect
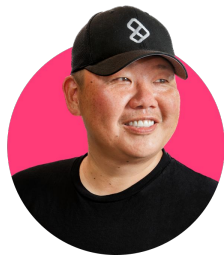
✕ @yojimmykim

✉ jk@sendlane.com

Sendlane will send you the SLIDES via EMAIL!