

WEBINAR

PROVEN TACTICS FOR BFCM SUCCESS

WITH EZRA FIRESTONE



KEY TAKEAWAYS

- Careful planning and execution are essential for a successful Q4 strategy.
- Strategic merchandising and offers significantly boost sales during key shopping events.
- Engaging customers post-purchase is crucial for increasing customer lifetime value.

IMPORTANT DATES

- Black Friday** FRI, NOV 29, 2024
- Cyber Monday** MON, DEC 2, 2024
- Christmas** WED, DEC 25, 2024
- New Year** WED, JAN 1, 2025

Start warming up your audience well before these dates to maximize engagement.

- Warm up audiences:** ALL OF OCTOBER
- Prime/Fall Sale:** 10/9 - 10/12
- Early Bird Dates:** 11/1 - 11/9
- Early BFCM:** 11/10 - 11/13

CUSTOMER ACQUISITION

Boom reduces customer acquisition spending during competitive months like December.

Overtone increases spend to attract new customers, particularly for gifting.

Adjust advertising budgets according to the brand's customer behavior and the competitive landscape.

IMPORTANT CHANNELS

Email and SMS are critical for driving engagement and converting sales during Q4.



Use Facebook and Instagram ads for targeting and retargeting specific audiences.



Leverage customer testimonials and dynamic product ads across channels to build credibility and drive conversions.



AD CAMPAIGNS

Separate ad sets for warm, hot, and cold audiences; minimize cold audience ads in December.

Create sub-campaigns for specific promotions like Black Friday and Cyber Monday.

Incorporate customer testimonial videos and compelling visuals to build trust and attract attention.

VISUAL MARKETING

Apply the "PeaCOB" formula for impactful ads.



People



Product



Colored Backdrop



Text Overlay



Image Border

Use bold text, emojis, and CAPITALIZATION in ad copy to stand out.

ENSURE ADS ARE VISUALLY APPEALING TO MAXIMIZE CUSTOMER INTERACTION AND ENGAGEMENT.

EMAIL MARKETING

Develop a comprehensive email strategy for key holiday events, with frequent touchpoints.

Send at least three emails and two SMS messages on peak shopping days like Black Friday.

Focus on dynamic and engaging email content to maintain customer interest and encourage purchases.

DYNAMIC AD'S

Implement dynamic product ads with a catalog sales objective for higher conversions.

Use broad audience targeting with personalized dynamic ads.

Integrate customer testimonials within ads to enhance effectiveness and increase trust.

BFCM FUNNEL VISUALIZATION

AWARENESS

Top of Funnel

Broad targeting to introduce your brand to new audiences, emphasizing deals and promotions.



CONSIDERATION

Middle of Funnel

Retarget those who have shown interest with testimonials, reviews, and limited-time offers.



CONVERSION

Bottom of Funnel

Drive urgency with countdowns, final sale reminders, and special discounts for last-minute shoppers.



REPEAT

Post Purchase

Follow up with personalized offers & upsells within 3-7 days to encourage repeat purchases.



POST PURCHASE STRATEGY



Follow up with customers **3-7 days** after purchase with a better discount (e.g., 20% off).



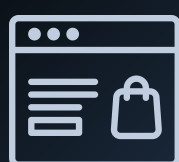
Introduce new products or offers to **encourage repeat purchases**.



Ensure the follow-up campaign phase is **distinct** from the initial purchase phase to keep the customer engaged.



MERCHANDISING



Holiday-Specific Campaign Phases

Adjust your merchandising based on the campaign phase.

ie: if a customer received 15% off during a first purchase, offer them 20% off in a follow-up email to incentivize a second purchase.



Free Gift with Purchase

Offer free gifts with purchases to enhance the perceived value.

This strategy is effective throughout the year, but especially impactful during Q4. Display the free gift prominently, particularly in the shopping cart, to encourage conversions.



Mobile Menu Design

Simplify the mobile shopping experience

Ensuring the menu is user-friendly and the "Add to Cart" button is always visible as customers scroll will improve the likelihood of a purchase.

OFFERS

ENHANCED DISCOUNTS FOR REPEAT BUYERS

When following up with customers post-purchase, offer better discounts (e.g., 20% off instead of the initial 15%) to encourage repeat business.

25% OFF

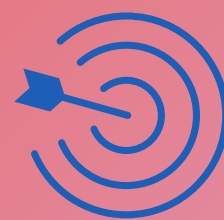
CROSS-SELLING AND UPSELLING

Utilize email flows that target first-time and repeat buyers with tailored upsells & cross-sells. This could include bundling products or recommending complementary items to increase the AOV.



BEHAVIORALLY DYNAMIC OFFERS

Implement behavior-based offers, like the "Browse Abandon" flow, which targets customers who viewed a product but didn't add to cart. Use personalized offers to re-engage these potential buyers.



LONG TERM FOCUS

PLAN

1 =
2 =



Consistency and a positive mindset are key to sustaining long-term business success.

Continually invest in your business, team, and community to create a positive impact.

Focus on delivering value to customers while ensuring profitability, creating a win-win situation.

ADD UP TO 15% MORE SALES WITH AI-POWERED UPSELLS



OneClickUpsell is the #1 upsell app for 15,000 Shopify stores including 2,000 Shopify Plus stores.

+10-15%

AOV Increase

\$775m+

Upsell Revenue Generated

+30X

Average ROI

HOW IT WORKS

Offering upsells is a proven way to boost your Black Friday revenue, and OCU lets you copy Ezra's best holiday upsell funnel in just 3 clicks.

Pre-purchase

Post-purchase

SHOP

Product Page



CONVERTS 15-20%
Choose from multiple upsell offers.

Shopping Cart



CONVERTS 15-20%
Choose from multiple upsell offers.

In Checkout



CONVERTS 12-15%
Single product upsell offer.

Post Purchase



CONVERTS 10-15%
Single product Offer: 2 Upsells, 1 Downsell.

Thank You Page



CONVERTS 5%
Single product upsell offer.

SHOP App



CONVERTS 12%
Single product upsell offer.

Launch your Black Friday upsells in just 3 clicks.

You can install OCU and start making 10-15% more revenue in 10 minutes or less. There's no easier way to win this BFCM than by downloading OneClickUpsell.

Start your 30-Day Free Trial: zipify.com/apps/ocu