

BLACK FRIDAY WARM-UP November 3rd-11th

Every year, Black Friday promos start earlier and earlier. With competition stronger than ever, eCommerce brands will be looking to cut through the noise by launching their BFCM sales in advance. Launch a teaser campaign early on, give shoppers a sneak peek into your special Black Friday collection, or simply start the conversation by reminding them that the Big Day is just around the corner.

> {FirstName}, get a jumpstart on Black Friday with code {DiscountCode} and get {DiscountValue} off your purchase from {SiteName}: {DiscountCodeUrl}

{SiteName}: Why wait for Black Friday when we have all of November, {FirstName}? Our pre-BFCM sale launches today with discounts of up to {DiscountValue} off. Go, go, go: {DiscountCodeUrl}

{SiteName}: {FirstName}, our Black Friday warm-up sales have begun. Early deals for early shoppers! Shop them all with discount code {DiscountCode} for an extra {DiscountValue} off: {DiscountCodeUrl}

Looking to let off some steam after a busy day, {FirstName}? Our annual Black Friday sale just started! Head over to {SiteName}, kick back and enjoy: {SiteUrl}

{FirstName}, it's the month of bold discounts and big savings! Start it off with a {DiscountValue} offer from {SiteName} and stay tuned for more major sales: {DiscountCodeUrl}

VIP EARLY ACCESS

November 14th



just for our most loyal customers! Everything must go in a flash. Get to it pronto: {SiteUrl} Being {SiteName}'s

subscriber pays off,

most loyal customers,

access to endless Black

you've earned early

Friday deals. Enjoy:

{SiteUrl}

{FirstName}. As one of our

{FirstName}, 24-hour

flash sale at {SiteName}

it's time for a VIP sneak peek into some of this year's BFCM exclusives. Get right to it, sale ends in just 12 hours: {SiteUrl}

{SiteName}: {FirstName},

{SiteName}: Pssst... we just dropped an **EXCLUSIVE Black Friday** Collection. {FirstName}, get it before it goes: {SiteUrl}

access to your Black Friday deals and hottest products. Emphasize exclusivity to show your VIP shoppers that these pre-BFCM SMS deals are just for them.

Up next is a nurturing campaign. Segment your most

loyal or highest-paying customers and give them early

November 16th

VIP EARLY ACCESS (FINAL HOURS)

Give loyal customers one last shot to use their skip-the-line access to your Black Friday deals. Target shoppers who

didn't make a purchase from your previous campaign and reach out to them again with a punchy reminder. Use FOMO and add a sense of urgency to your messaging to boost engagement and conversions.

sale, {FirstName}! You're part of a VIP group of shoppers to get our best deals early, so don't miss out on this amazing offer! Shop now: {SiteUrl} Did you miss our last message, {FirstName}?

{SiteName}: Final hours of

our exclusive Black Friday

check our site and take advantage of our deals before everyone else: {SiteUrl} {SiteName}: What are you waiting for, {FirstName}? Our early Black Friday sales won't

The clock is ticking,

{FirstName}! {SiteName}'s

pre-Black Friday sales are

coming to a close. Don't

waste another minute,

Don't worry, our early Black Friday sale is ON for another 24 hours, so head over to {SiteName} and get your hands on some great deals: {SiteUrl}

last forever - you have only 24 hours left. Get {DiscountValue} off your order if you shop now: {DiscountCodeUrl}

November 22nd

BLACK FRIDAY 48-HOUR COUNTDOWN

{SiteName}: What's selling out fast but constantly being renewed? Our Black Friday sale! {FirstName},

check out our early BFCM

collection and stay tuned

Tomorrow's Black Friday,

{FirstName}. Avoid the

crowds, shop online at

{DiscountValue} off. But

hurry, sales run through

{SiteName} and with

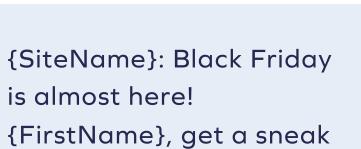
{DiscountCodeUrl}

while we add more and

more deals to it:

{SiteUrl}

Sunday:



BFCM early-bird selection and shop with {DiscountValue} off your order. Today only. {DiscountCodeUrl} Ready for some shopping,

is almost here!

peek into our exclusive

{FirstName}? Get a head

start on your Black Friday

splurge with promo code

{DiscountCode} for

{DiscountCodeUrl}

LIVE. Get your shopping {DiscountValue} off from {SiteName}. Shop first at:

collection and spark anticipation by letting them know more offers will follow in the next 48 hours, so they better keep their eyes open. {SiteName}: We love to be {SiteName}: We can't ahead of everyone else, keep it to ourselves any {FirstName}. That's why longer. Our Black Friday

It's time to remind your SMS subscribers that

Black Friday is just hours away. Continue building

urgency and FOMO and encourage shoppers to put

together their wish lists. Point them to your Black Friday

done now: {SiteUrl}

our Black Friday sale is

sale is now ON, {FirstName}. First come, first serve, so better hurry! Mind-blowing deals of up to {DiscountValue} off await you at just a tap: {DiscountCodeUrl}

BLACK FRIDAY

The day is here, and it's time to go big and bold on your

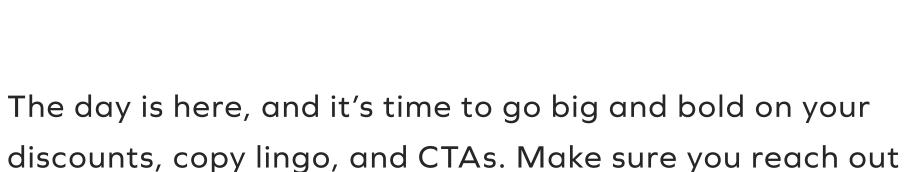
to your SMS subscribers at least three times - roughly

every 8 hours. FOMO and scarcity are powerful allies in

increasing conversions. Go for single-item promos instead

of bundle deals - save those for after Black Friday to help

November 24th (§)



clear up some inventory. It's Black Friday, need we say more, {FirstName}? Head to {SiteName} and deals. Up to {DiscountValue} off on

The time has come, {FirstName}! At {SiteName}, we have browse through our finest everything you need for the perfect Black Friday shopping spree. Ready, selected items! Shop now set, shop: {SiteUrl} at: {DiscountCodeUrl}

{SiteName}: It's Cyber week, {FirstName}. Every day, from now until Monday, we'll add new sellout deals. Keep an eye out for the offers of the

{SiteName}: Ready or not,

it's here! {FirstName}, our

Black Friday sale is ON,

and we have some extra

special deals for you.

You're almost there:

{SiteUrl}

year: {SiteUrl}

WEEKEND SALES CAMPAIGN November 25th

{SiteName}: {FirstName},

we're kicking off Black

Friday with our biggest

sale of the year! No joke,

up to {DiscountValue} off

{DiscountCodeUrl}

sitewide:

{SiteName}: Final hours! {SiteName}: Our Black {FirstName}, our Black Friday sale is coming to Friday sale ends in a jiffy, an end, {FirstName}.

so don't wait any longer. Get our biggest Click here and shop with a discounts now, they won't last much longer: {DiscountValue} off: {DiscountCodeUrl} {SiteUrl}

extended sale until Sunday, {FirstName}. All treasures on {SiteName}'s website are now at reduced prices. Ready to shop? {SiteUrl}

Hooray! Black Friday

continues with an

loyal customer of {SiteName}, {FirstName}! To show our gratitude and celebrate Small Business Day, we have extended our Black Friday sale! For the next 24 hours only, you get a sitewide discount of

{DiscountValue}:

{DiscountCodeUrl}

Thank you for being a

CYBER MONDAY PREVIEW November 26th

Some shoppers might have turned a blind eye to all the

marketing jibber-jabber or are simply late to the BFCM

November 25 is also known as Small Business Saturday,

thank customers for their trust and encourage them to

is over, but let them know your deals will end soon.

so if you're running a smaller business, make sure to

shop again to show support for your brand.

party. Help them get a piece of the pie even after the day

on your website (and their phones) for the big announcement. Emphasize they'll have very little time to take advantage of these final BFCM sales, so they should act fast.

Notify customers that your sales bonanza isn't over just

yet. Remind them tomorrow is Cyber Monday, and more

deals are yet to come, so they should keep a close eye

November 27th

CYBER MONDAY

ticket electronics to small home goods, once again

expected to exceed Black Friday sales. Being on the tail

end of the larger holiday sales period, you can maximize

Cyber Monday revenue by igniting your customers' FOMO

and motivating them to make some last-minute purchases.

{SiteName}: Ready for

another round of sales,

prepared some exciting

{FirstName}? We've

deals for tomorrow's

and check our site:

{SiteUrl}

Cyber Monday, so get

ready to shop! Stay tuned

As one of the most significant sales events of the year, Cyber Monday deals will feature huge discounts, from high-

{SiteName}'s Cyber

Monday deals drop

it will be epic!

tomorrow:

tomorrow. You don't want

to miss this, {FirstName},

code for {DiscountValue}

forget to stop by our site

{DiscountCode} is your

off sitewide, so don't

{DiscountCodeUrl}

{SiteName}: LAST {SiteName}: CHANCE to get the best {FirstName}, Cyber Monday sales start deals of the year, today and continue until {FirstName}. Check out Wednesday. Last our Cyber Monday

This just in: Cyber sales at {SiteName} start now. {FirstName}, you've got 24 hours to save big on your favorite items. Get it or regret it: {SiteUrl}

unbelievable offers. Get

right on it: {SiteUrl}

chance to shop

{SiteName}. Last-minute BFCM sales are happening now, {FirstName}. Grab them before they are gone for good: {SiteUrl}

specials, shop now with

{DiscountValue} off:

{DiscountCodeUrl}

DEAL ALERT from

{SiteName}: {DiscountValue} off selected items just for the next 16 hours, {FirstName}. No code necessary, just tap here: {DiscountCodeUrl}

Cyber Monday collection today and save {DiscountValue} off: {DiscountCodeUrl}

{SiteName}: This is IT.

We've saved our best

{FirstName}, buy from our

deals for last!

November 28th This last campaign is for all those shoppers who didn't purchase anything from your store during BFCM. While your big and bold CTAs haven't affected them, the upcoming Christmas shopping will stir up some urgency

WRAP-UP EXTENDED CAMPAIGN

and make them want to shop now to prepare for the gift-giving season. Consider running BOGO and bundle deals to move inventory and drive additional cash flow. Cyber ciao? More like Cyber wow! {FirstName}, visit {SiteName}'s post-BFCM section, and you

mention it's a

basket:

{DiscountCodeUrl}

we've got a lot of deals, and you've got a lot of people to shop for. We call might just find what you're that the perfect match! looking for. Oh, did we Shop our Black Friday bundle specials and make **CLEARANCE?** You know

everyone happy, including your budget: {SiteUrl}

After Cyber 5, at {SiteName}, it's time for everything-must-go Tuesday. {FirstName}, shop our special BOGO offers, available in the next 24 hours: {SiteUrl}

{SiteName}: {FirstName},

{SiteName}: You are on our nice list this year, {FirstName}. We've unlocked some lastminute BFCM deals for you. Start your Christmas shopping early: {SiteUrl}

what that means: {SiteUrl} {SiteName}: Don't wait in line, {FirstName}! Get your Christmas presents early with a gift from us -{DiscountValue} off on all items in your holiday

CHECK HUB →