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# BFCM Calendar 2023

## 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.

{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}

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

{FirstName}, 24-hour flash sale at {SiteName} just for our most loyal customers! Everything must go in a flash. Get to it pronto: {SiteUrl}

{SiteName}: {FirstName}, 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}

Being {SiteName}'s subscriber pays off, {FirstName}. As one of our most loyal customers, you've earned early access to endless Black Friday deals. Enjoy: {SiteUrl}

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

Up next is a nurturing campaign. Segment your most loyal or highest-paying customers and give them early 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.

## VIP EARLY ACCESS (FINAL HOURS)

# November 16th ⏳

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.

{SiteName}: Final hours of our exclusive Black Friday 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}

The clock is ticking, {FirstName}! {SiteName}'s pre-Black Friday sales are coming to a close. Don't waste another minute, check our site and take advantage of our deals before everyone else: {SiteUrl}

Did you miss our last message, {FirstName}? 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}

{SiteName}: What are you waiting for, {FirstName}? Our early Black Friday sales won't last forever – you have only 24 hours left. Get {DiscountValue} off your order if you shop now: {DiscountCodeUrl}

## BLACK FRIDAY 48-HOUR COUNTDOWN

# November 22nd 🕘

{SiteName}: What's selling out fast but constantly being renewed? Our Black Friday sale! {FirstName}, check out our early BFCM collection and stay tuned while we add more and more deals to it: {SiteUrl}

{SiteName}: Black Friday is almost here! {FirstName}, get a sneak peek into our exclusive BFCM early-bird selection and shop with {DiscountValue} off your order. Today only. {DiscountCodeUrl}

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 collection and spark anticipation by letting them know more offers will follow in the next 48 hours, so they better keep their eyes open.

Tomorrow's Black Friday, {FirstName}. Avoid the crowds, shop online at {SiteName} and with {DiscountValue} off. But hurry, sales run through Sunday: {DiscountCodeUrl}

Ready for some shopping, {FirstName}? Get a head start on your Black Friday splurge with promo code {DiscountCode} for {DiscountValue} off from {SiteName}. Shop first at: {DiscountCodeUrl}

{SiteName}: We love to be ahead of everyone else, {FirstName}. That's why our Black Friday sale is LIVE. Get your shopping done now: {SiteUrl}

{SiteName}: We can't keep it to ourselves any longer. Our Black Friday 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

# November 24th 💰

The day is here, and it's time to go big and bold on your discounts, copy lingo, and CTAs. Make sure you reach out 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

{SiteName}: {FirstName}, we're kicking off Black Friday with our biggest sale of the year! No joke, up to {DiscountValue} off sitewide:

{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:

of bundle deals – save those for after Black Friday to help clear up some inventory.

{DiscountCodeUrl}

{SiteUrl}

It's Black Friday, need we say more, {FirstName}? Head to {SiteName} and browse through our finest deals. Up to {DiscountValue} off on selected items! Shop now at: {DiscountCodeUrl}

The time has come, {FirstName}! At {SiteName}, we have everything you need for the perfect Black Friday shopping spree. Ready, set, shop: {SiteUrl}

{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 year: {SiteUrl}

## WEEKEND SALES CAMPAIGN
# November 25th 🛍️

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{SiteName}: Final hours! {FirstName}, our Black Friday sale ends in a jiffy, so don't wait any longer. Click here and shop with a {DiscountValue} off: {DiscountCodeUrl}

{SiteName}: Our Black Friday sale is coming to an end, {FirstName}. Get our biggest discounts now, they won't last much longer: {SiteUrl}

Hooray! Black Friday continues with an extended sale until Sunday, {FirstName}. All treasures on {SiteName}'s website are now at reduced prices. Ready to shop? {SiteUrl}

Thank you for being a 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}

Some shoppers might have turned a blind eye to all the marketing jibber-jabber or are simply late to the BFCM party. Help them get a piece of the pie even after the day is over, but let them know your deals will end soon. November 25 is also known as Small Business Saturday, so if you're running a smaller business, make sure to thank customers for their trust and encourage them to shop again to show support for your brand.

## CYBER MONDAY PREVIEW
# November 26th 👀

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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 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.

{SiteName}: Ready for another round of sales, {FirstName}? We've prepared some exciting deals for tomorrow's Cyber Monday, so get ready to shop! Stay tuned and check our site: {SiteUrl}

{SiteName}'s Cyber Monday deals drop tomorrow. You don't want to miss this, {FirstName}, it will be epic! {DiscountCode} is your code for {DiscountValue} off sitewide, so don't forget to stop by our site tomorrow: {DiscountCodeUrl}

## CYBER MONDAY
# November 27th 📱

{SiteName}: {FirstName}, Cyber Monday sales start today and continue until Wednesday. Last chance to shop unbelievable offers. Get right on it: {SiteUrl}

{SiteName}: LAST CHANCE to get the best deals of the year, {FirstName}. Check out our Cyber Monday specials, shop now with {DiscountValue} off: {DiscountCodeUrl}

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

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}

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

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

{SiteName}: This is IT. We've saved our best deals for last! {FirstName}, buy from our Cyber Monday collection today and save {DiscountValue} off: {DiscountCodeUrl}

## WRAP-UP EXTENDED CAMPAIGN

# 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 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 might just find what you're looking for. Oh, did we mention it's a CLEARANCE? You know what that means: {SiteUrl}

{SiteName}: {FirstName}, we've got a lot of deals, and you've got a lot of people to shop for. We call that the perfect match! Shop our Black Friday bundle specials and make everyone happy, including your budget: {SiteUrl}

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

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}

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