



# The BFCM Campaign Planning Guide

To make sure you don't miss out on the BFCM period, you need a carefully planned strategy that includes a mix of tactics to capture your audience wherever they might be.

That's why we've put together your BFCM planning guide which highlights 5 strategies so you can take advantage of this busy period.





# Create Limited Time Offers

By creating limited time offers, you're building a sense of urgency as you're only offering deals for a certain amount of time.

This encourages people to shop quicker to get their hands on the best discounts so make it clear in your campaigns that they're getting a good deal.

Try and think of 3 deals you can offer your customers and note them below. Remember it's about giving them something exclusive that makes them want to buy:

1

2

3



# Use Email Marketing

Email marketing is great for reaching your audience during BFCM as you can create targeted messages and segment your list based on customer behaviour ensuring you make the most impact.

Try and think of 3 catchy email subject lines which will hook your audience into your campaign.

1

2

3



# Optimise Your Website

The aim of your BFCM campaigns is to drive people to your website to convert. With this in mind, your site needs to provide the best user experience ensuring customers can easily make a purchase.

Use the following as a checklist when reviewing your website:

- **Test Site Speed:** Ensure the website loads quickly by using tools like Google PageSpeed Insights to check performance.
- **Mobile-Friendly:** Make sure the website is responsive and easy to navigate on mobile, as lots of Black Friday shoppers use smartphones.
- **Simple and Fast Checkout:** Simplify the checkout process by reducing the number of steps and offering guest checkout options.
- **Clear CTAs:** Ensure all calls-to-actions are clear and easy to find to guide users through the shopping process.
- **Functional Search:** Check that the search bar and product filters work effectively, allowing users to find what they're looking for.



# Leverage Social Media

When building a buzz around your BFCM deals, use social media to get the word out there. By posting engaging content across different platforms you can create excitement and drive people to your website.

Consider different post styles including reels, teaser posts, videos, and live streams.

Try and think of 3 social media posts that would excite people about your offering:

1


2

3



# Use Re-Targeting Campaigns to Re-Engage Shoppers

Retargeting campaigns are highly effective as they allow you to reconnect with potential customers who have shown interest in your products but haven't yet completed a purchase. They act as a reminder and push them closer to making a purchase.

 **Remind them what they've left in their basket**

*Think of how you can remind them about a product they viewed or left in their basket.*

 **Create urgency**

*Think how you might encourage shoppers to return with an exclusive offer or discount.*

 **Offer a discount or incentive**

*Consider how you can make them act fast out of fear of missing out.*



# Want to make the most impact with your BFCM campaigns?

We've worked with lots of clients, helping them maximise their sales and achieve results. Get in touch to find out how we can help,

Get in touch

