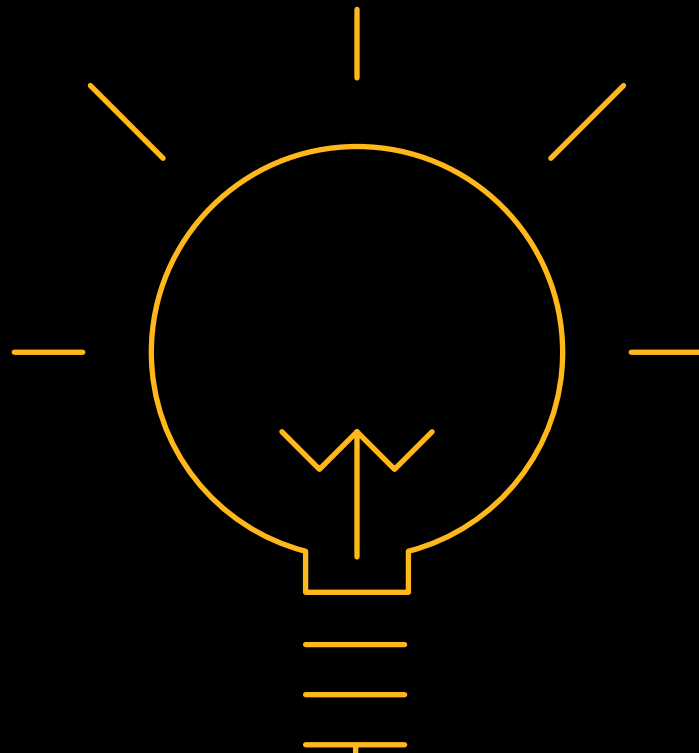# BLACK

FRIDAY

Our ultimate ideas to make your Black Friday the best yet.
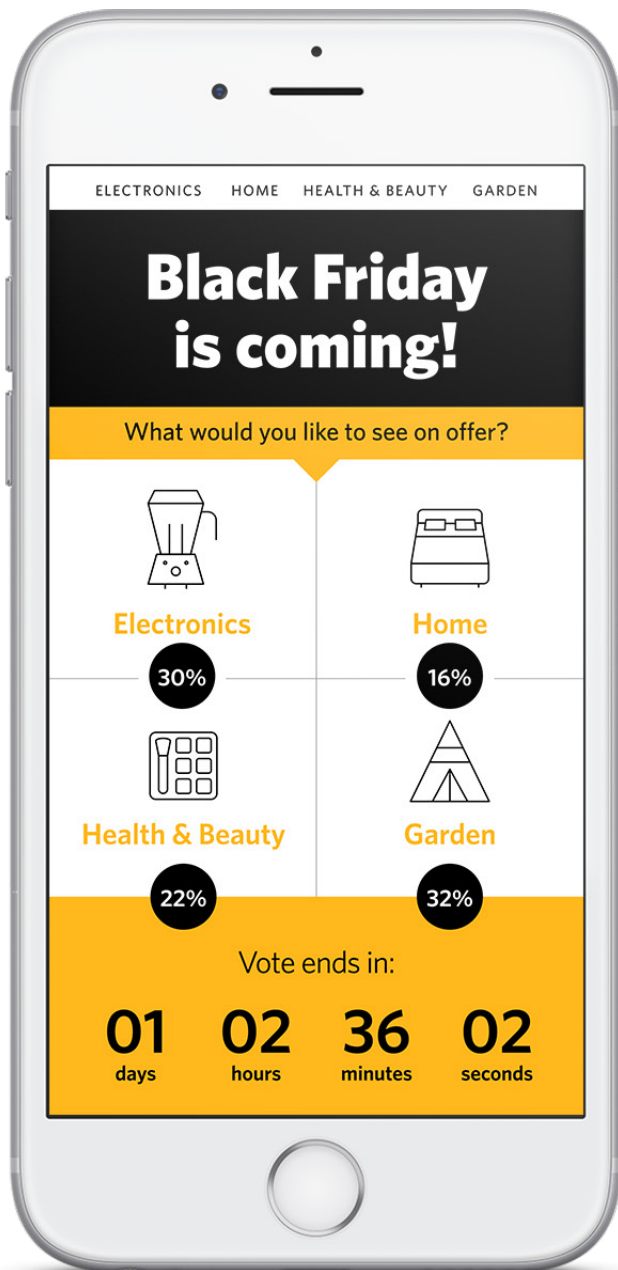
Kickdynamic

Have your most successful
Black Friday with these top revenue
driving email strategies.

Before the big day...

Live Polling

Ask your recipients to vote on the products or categories they would like to see on offer during Black Friday. This will build excitement and increase engagement.
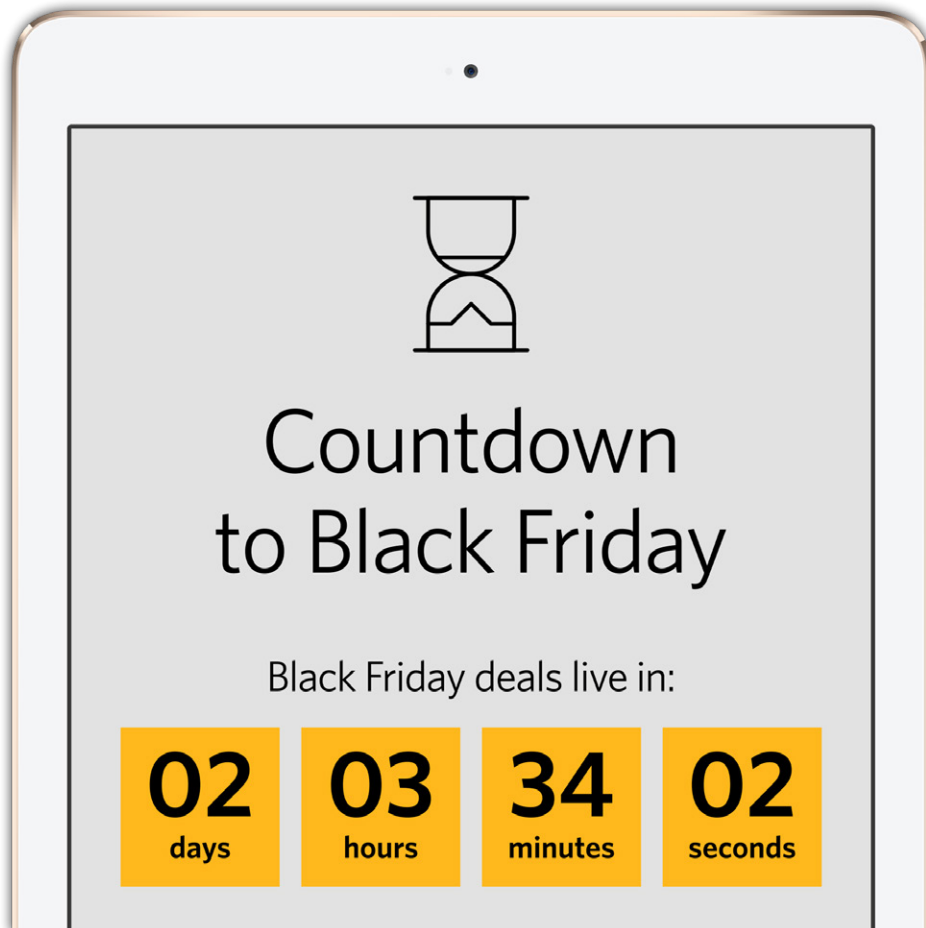
Use the click data you collect to personalize future product recommendations or offers, delivering highly relevant, tailored content.

Don't forget to add a timer to the end of the vote!

Before the big day...

Timers

Use timers strategically to build excitement during the countdown to Black Friday.
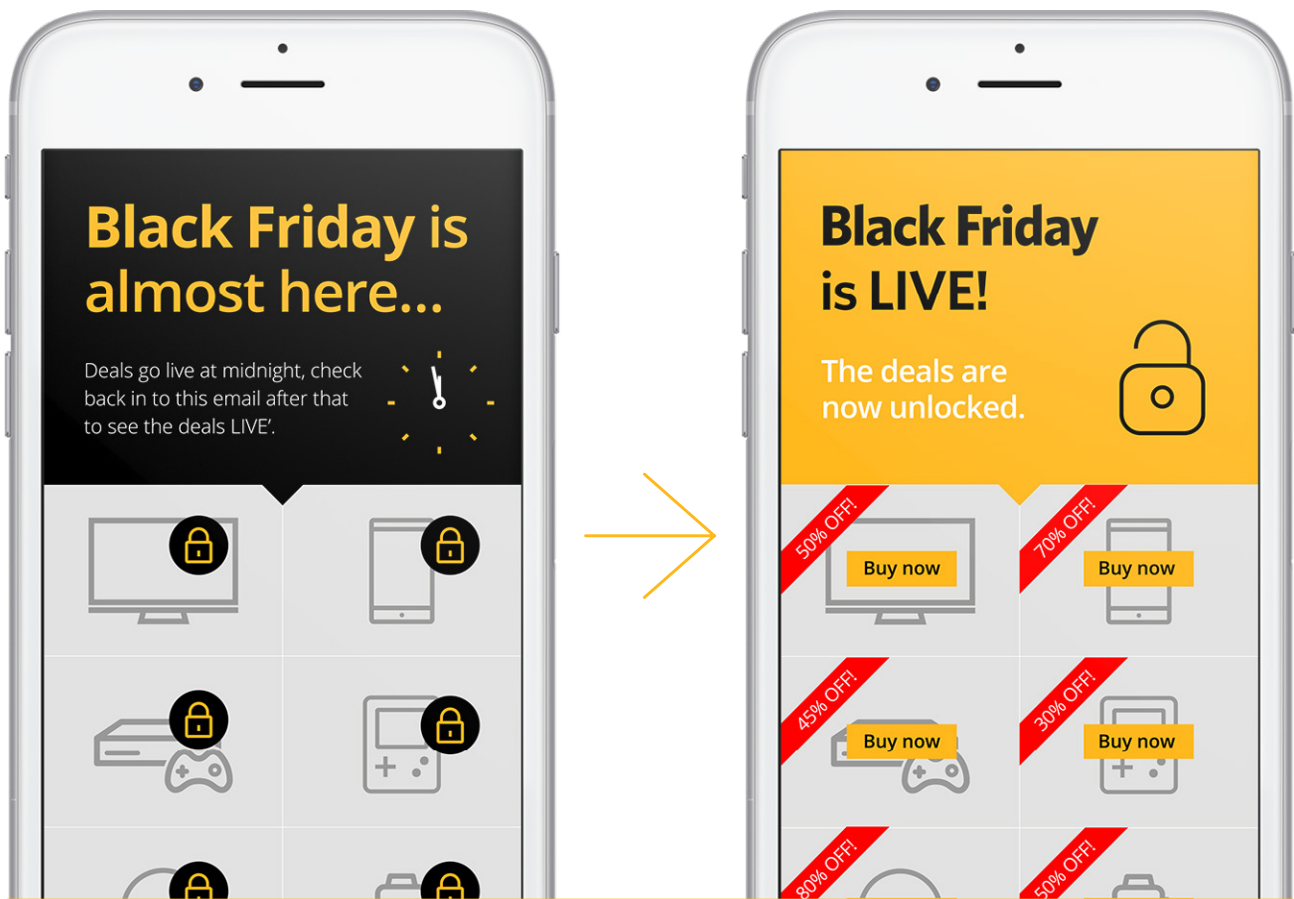
Take it one step further and change the original timer once Black Friday has started with a different timer counting down to the end of the day.

Use the rule builder to swap timer images and messaging before, during and after Black Friday for maximum relevancy at every open!

Before the big day...

Deal Reveal

The day before your Black Friday deals go live, display a product section in the email with the deals 'locked' or blurred out.

Mirror the deals going live on your site in your email. Use the rule builder to 'unlock' products as soon as they become available on your site.

Feature a countdown to the end of the sale to create urgency and encourage recipients to act quickly.
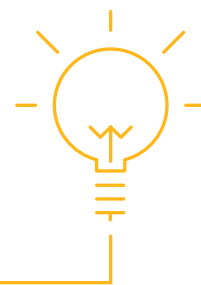
Encourages recipients to return and re-open your emails to access the most up-to-date content.
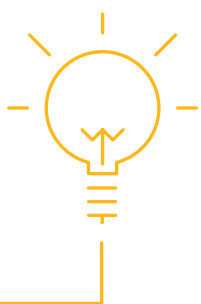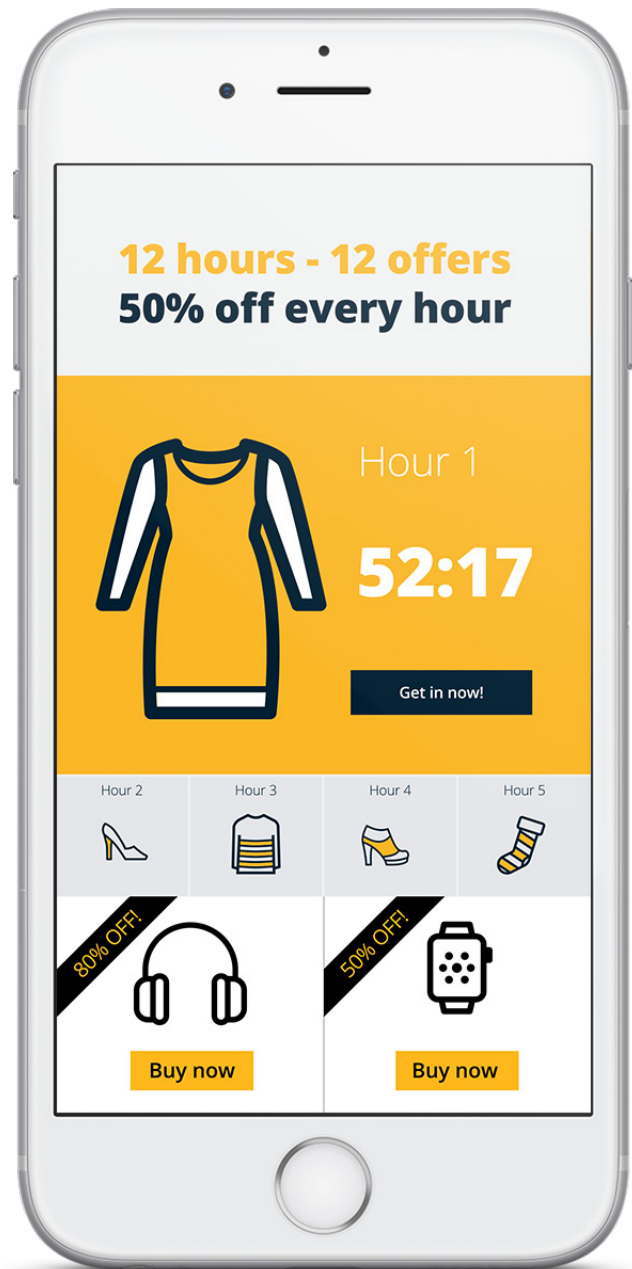
On the day...

Lightning Deals

Change your deals regularly and keep recipients engaged by promoting many different deals throughout the day.

For example, display a 'deal of the hour' next to a live countdown timer. Once the hour is up, the next product and offer will automatically display and the timer will reset.

Take this to the next level by locking the deals in the email and only unveiling them when the hour starts.
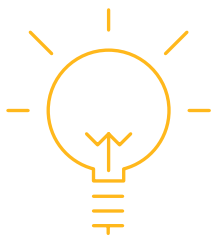
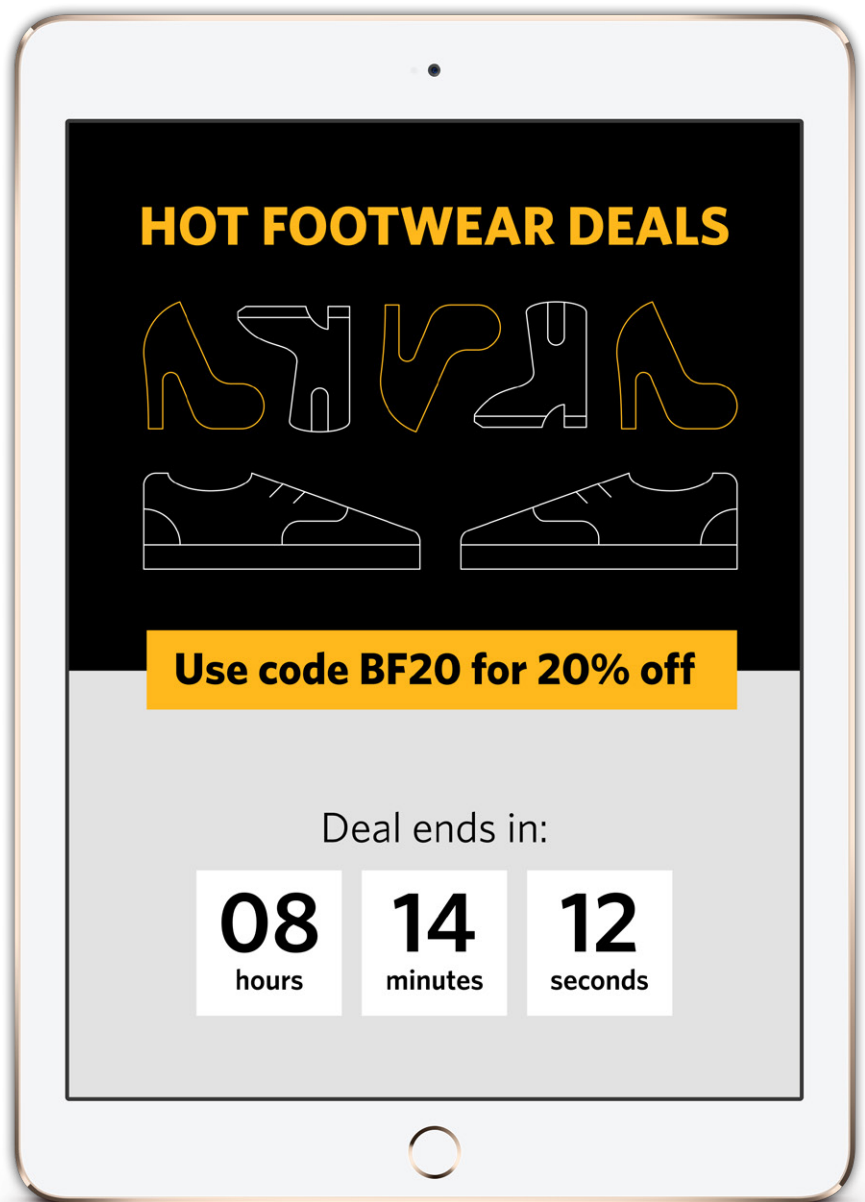*Keep upcoming deals hidden to build suspense and encourage recipients to keep opening your emails!*

12 hours - 12 offers
50% off every hour

Hour 1

52:17

Get in now!

| Hour 2 | Hour 3 | Hour 4 | Hour 5 |

80% OFF!

50% OFF!

Buy now

Buy now

On the day...

Different Offers Throughout the Day

Do your offers and deals change throughout the day? Make sure your emails always reflect the latest deal. Create rules for redemption codes to automatically update, or 'go live' at exactly the right moment.

Remember to use a countdown timer!

HOT FOOTWEAR DEALS

Use code BF20 for 20% off

Deal ends in:

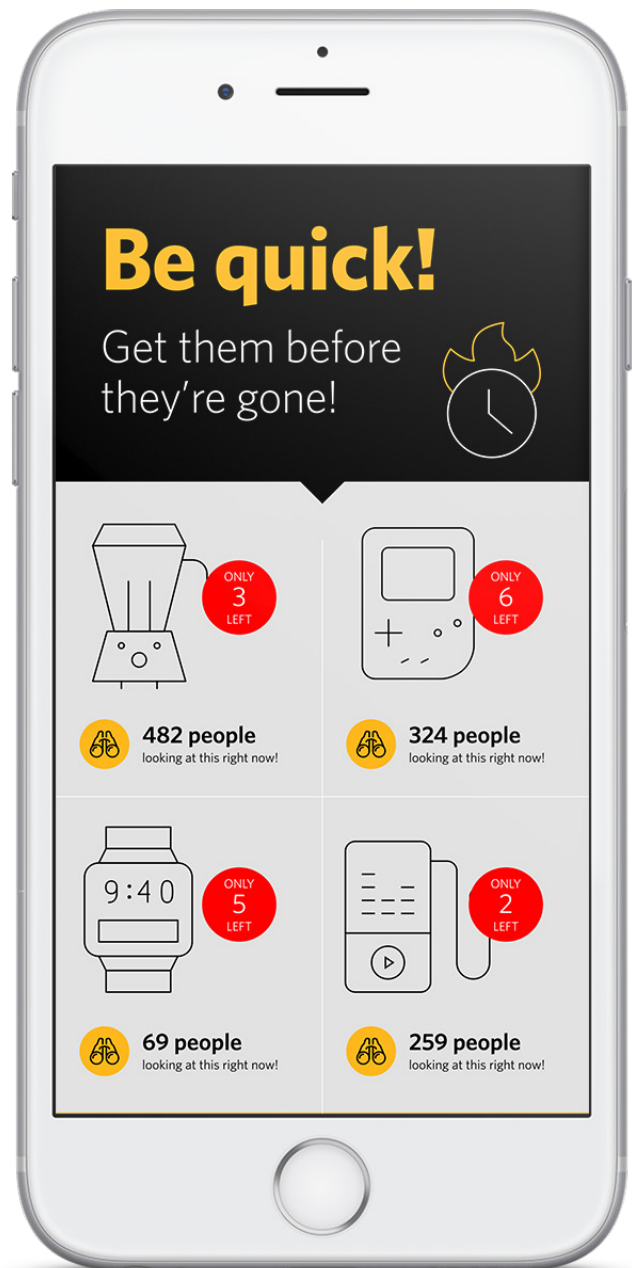| **08**	**14**	**12**
hours	minutes	seconds

On the day...

Live, In-stock Products Only!

With products selling out fast, it's imperative that your email content keeps up. Using a live product feed, build rules to only display products that are in-stock and available to buy at every open.

Doing this increases revenue opportunity - no more clicking through to buy a product that's out of stock. And it increases product discoverability, win-win!
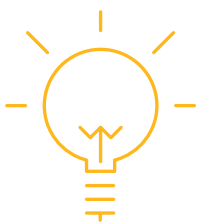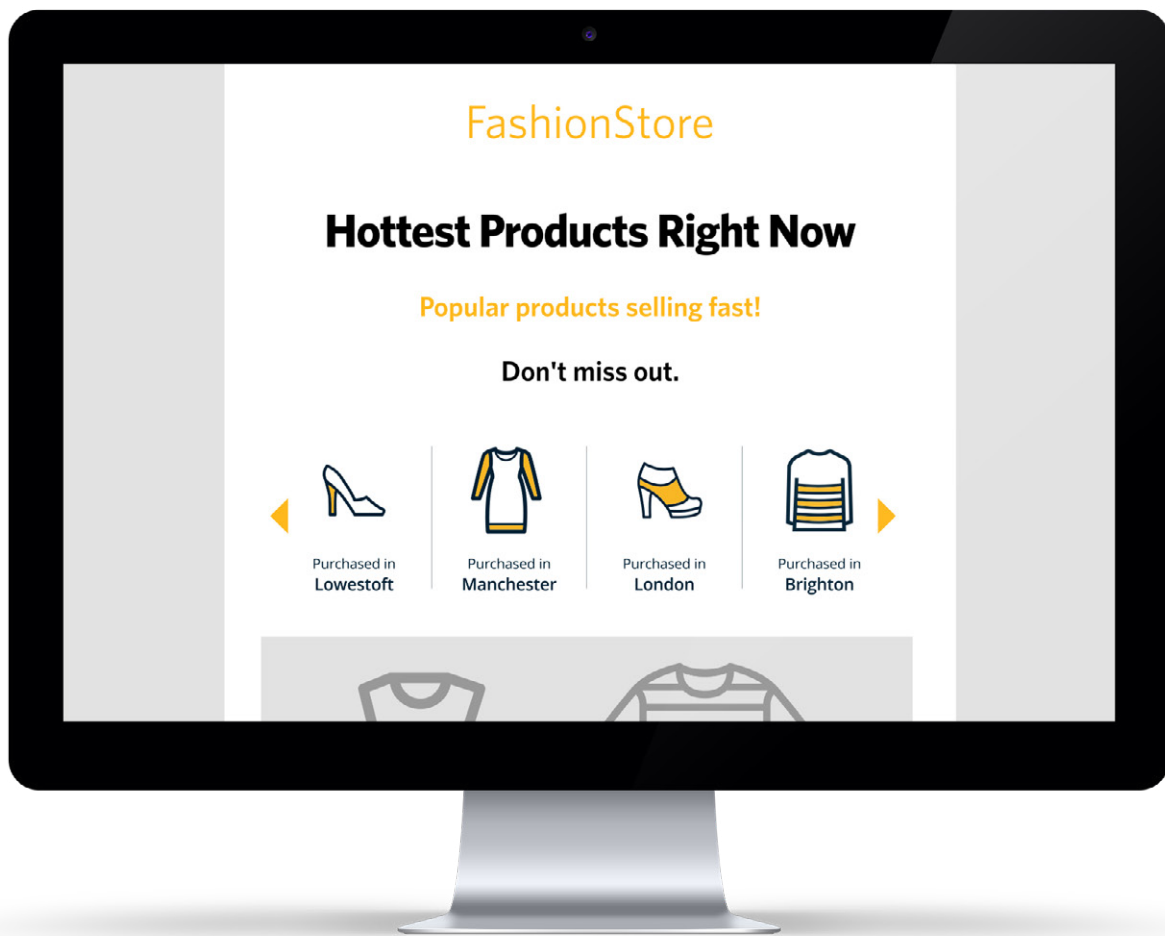
You can also feature live stock levels as part of the product image and display urgency messaging such as "Hurry, only 3 remaining!"


Be quick!
Get them before they're gone!

ONLY 3 LEFT

ONLY 6 LEFT

482 people
looking at this right now!

324 people
looking at this right now!

9:40

ONLY 5 LEFT

ONLY 2 LEFT

69 people
looking at this right now!

259 people
looking at this right now!

On the day...

Hottest Products Right Now

Feature a 'Hot Products' section in your email to showcase your most popular products. Use live sell-through data on the day to show the hottest products live in the email. Power this by using your ecommerce best sellers feed.
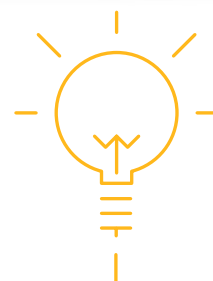
Add a 'trending' product bar to all transactional emails as an additional revenue opportunity!

On the day...

Device-Targeted CTAs
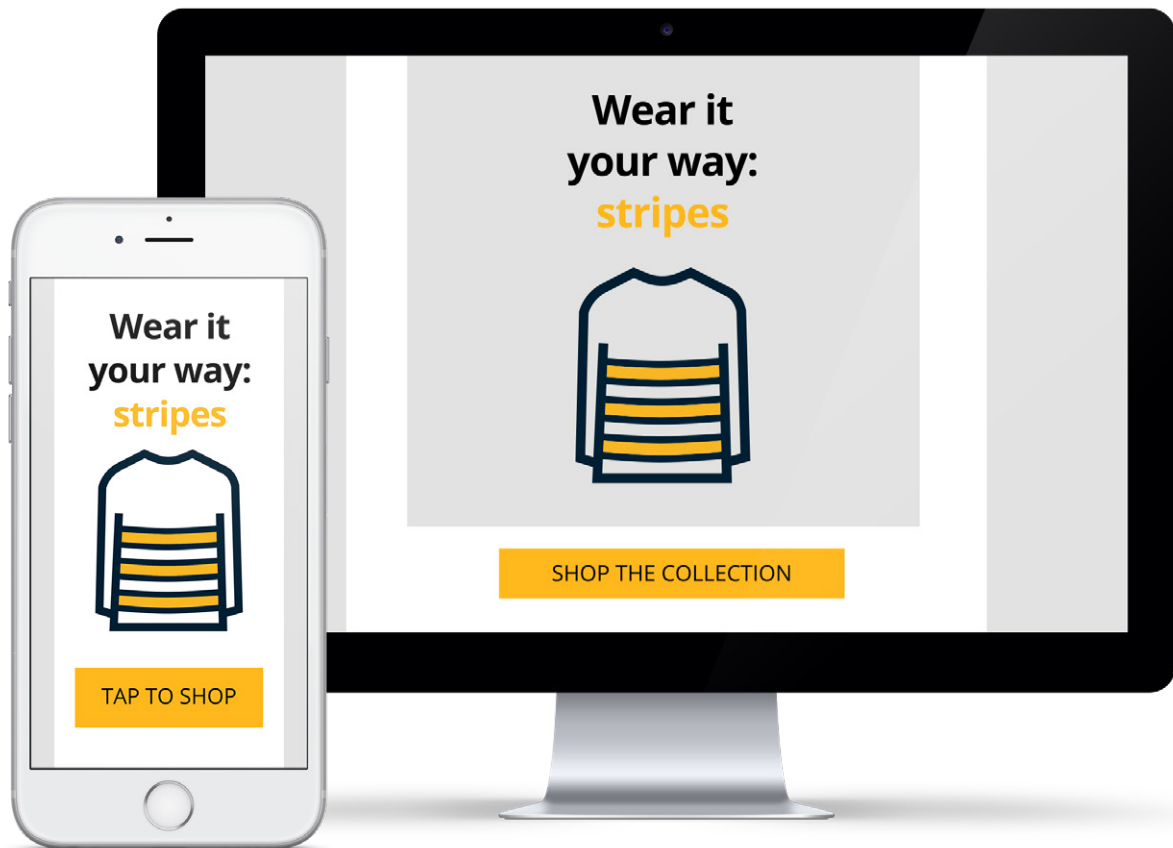
Show different call to actions based on whether a recipient is opening the email on a mobile device or a desktop.
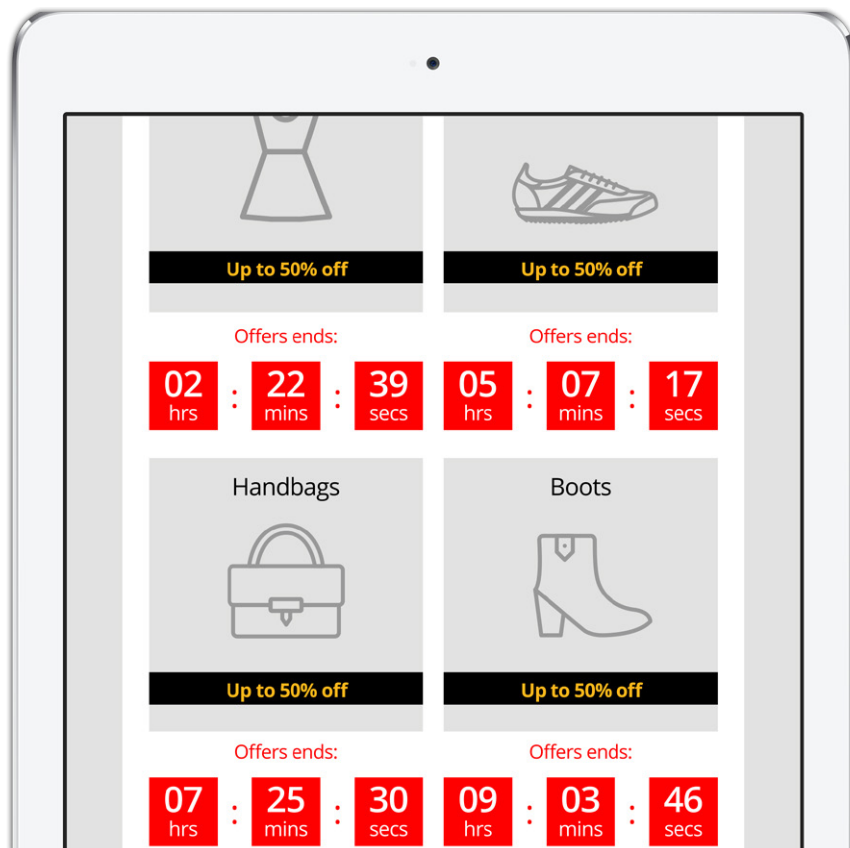
For example, for desktop openers use a 'Shop the Collection' CTA and a 'Tap to Shop' CTA for mobile openers. By using more relevant language, you can expect to see an uplift in your CTR, especially on mobile.
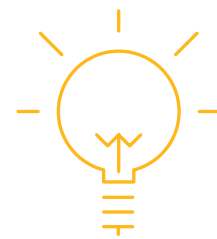
15% increase in CTR with 'tap to shop' CTA on mobile

On the day...

Deal-Specific Timers

Add a timer alongside each product on offer in your Black Friday emails. Once a deal has ended, swap to a different offer or generate demand for other products featured in the email by showing a strong message in place of the product, such as 'You've missed this deal, don't miss any others!'

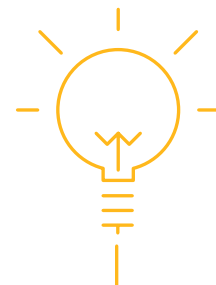*Recipients won't want to miss their chance to redeem*

On the day...

UGC and Social
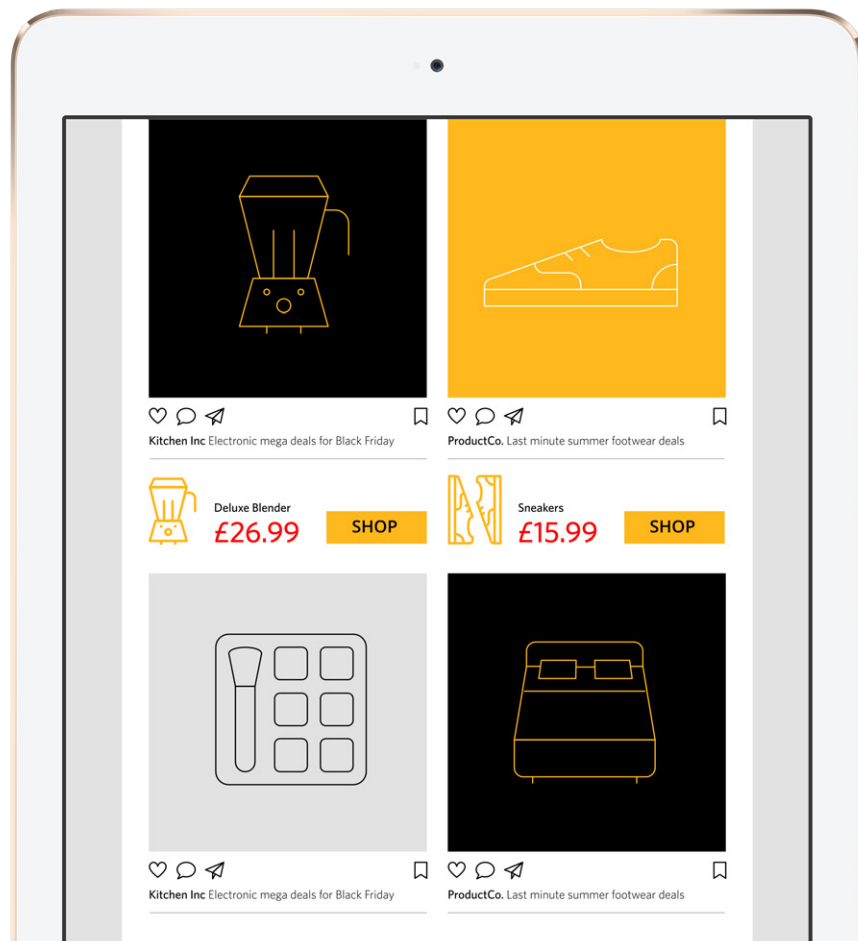
Display live updates from your social channels in email. Keep recipients up to date on your content, news and trends.
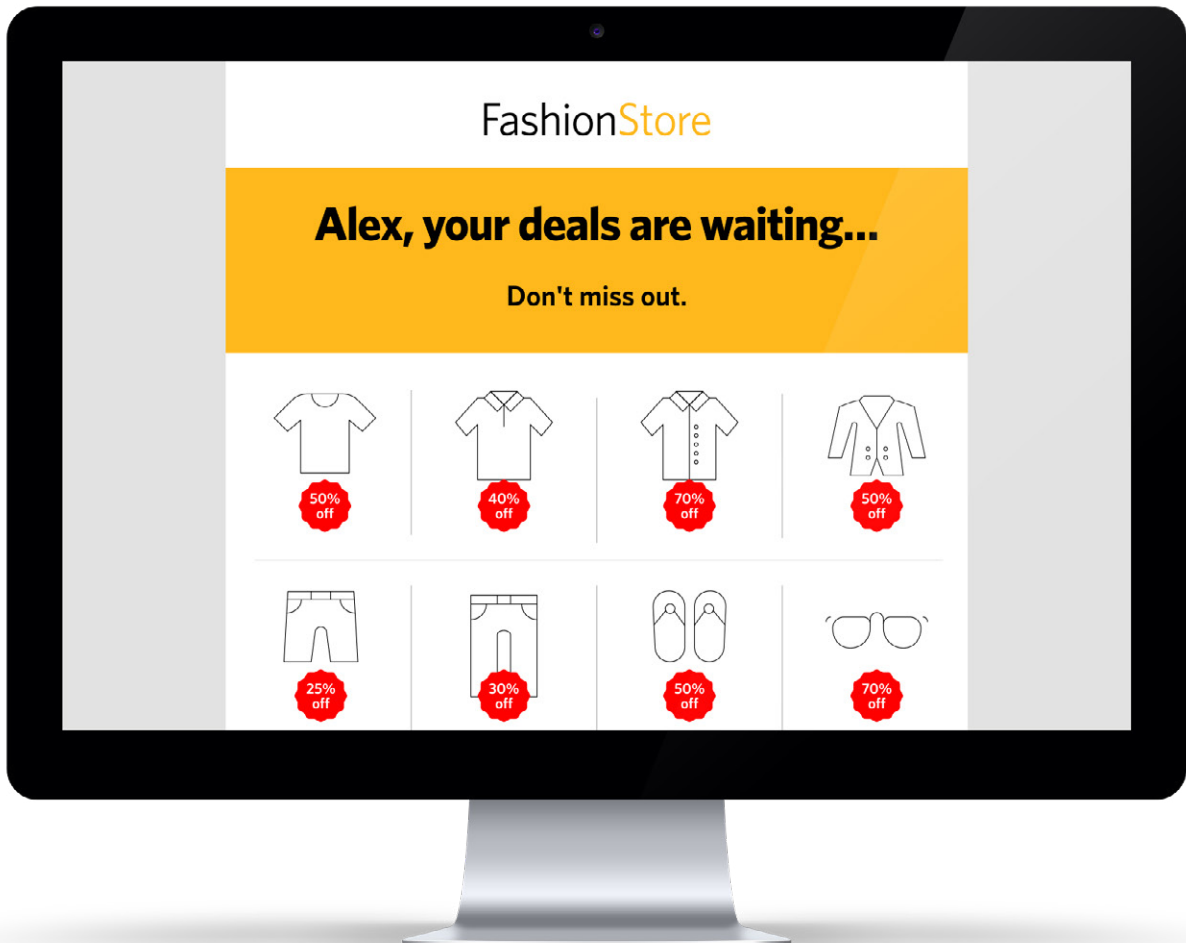
Feature a live 'shop the look'. Display a stylised model shot alongside the products in the image available to buy straight from the email.

*Feature UGC as social proof, to encourage engagement and conversion.*

On the day...

Personalized Hero Images

Appeal to your recipients at an individual level by personalizing the hero image in your Black Friday emails. This will capture their attention from the moment of open.

Provide a tailored experience and feature personalized product recommendations based on previous browse or purchase behaviour.
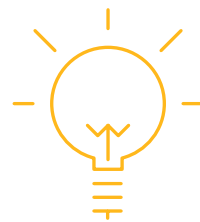
Take it further by using firstname data to personalize CTAs!

Tom, tap to shop →

Contact us for a demo of
the Kickdynamic platform:

📞   +44 (0) 20 3514 4609
✉️   hello@kickdynamic.com
🖥️   www.kickdynamic.com

Kickdynamic