



# CYBER WEEKEND SUCCESS

Emails and ads that will optimize your  
Black Friday & Cyber Monday strategies.



# OVERVIEW

The biggest retail weekend of the year is fast approaching and we want to make sure you're ready for it.

Ideally, to get your subscribers and customers ready for your big Black Friday and Cyber Monday events, you should start sending out messages on all your channels starting November 1 (and don't be afraid to go earlier than that).

Using campaigns such as "Get a Sneak Peak of Our Black Friday Sale" and "Get Some Cyber Monday Deals Early" will help build excitement and keep your brand at the top of consumers' minds when the sales start.

But not everyone has the time and capacity to send out numerous emails, which is why we put this playbook together. In it, you'll find five marketing campaigns that you can send starting Thanksgiving that will help you generate revenue and stay flexible for other aspects of your business for this busy time of year.

To go along with these ideas, you'll also receive fleshed out email ideas, complete with copy and subject lines, to help inspire you. So let's dive in and start planning out your campaigns!

# THE CYBER WEEKEND CALENDAR

**LATE OCT - 11/24**

## EARLY BIRDS

Start hyping your Black Friday and Cyber Monday deals toward the end of October (or sooner) to build up some momentum. Offer early bird deals as the big days gets closer.

**11/25**

## THANKSGIVING DAY

Thanksgiving is more and more becoming a huge day for online sales, and many retailers start online Black Friday deals on this day.

**11/26**

## BLACK FRIDAY

The first big day of Cyber Weekend is here! Don't be afraid to send a few emails today, as many shoppers' inboxes will be loaded with other retailers' promotions.

**11/27**

## SMALL BUSINESS SATURDAY

Take advantage of this unique holiday that is specifically for SMB retailers by leveraging special deals with your Black Friday and Cyber Monday promotions.

**11/28**

## SUNDAY SALES

While this day doesn't have a catchy name to accompany it, it's still a huge part of this weekend, and should be used to catch people still looking for deals from the previous days, or early access to Cyber Monday.

**11/29**

## CYBER MONDAY

Like Black Friday, make sure you have a good amount of touch points set up so your promotions don't get lost in the crowd.

# ONLINE AND SOCIAL ADS

Leveraging your ad and social channels are a great way to generate interest in your eCommerce store. Using online and social ads will not only generate more traffic for your site, but will bring window shoppers back if they leave without making a purchase.

## PROSPECTING

Whether you build the audience yourself or leverage an agency like Springbot's Campaign Services Team, prospecting via social and display ads is a great strategy to leverage to generate new traffic to your site.

## RETARGETING

Once someone has visited your site, retargeting ads are the best tools to bring them back if they leave before buying anything. With these ads, you're able to add some personalization to this strategy by displaying goods that are similar or the same as what the shopper was browsing on your online store.

The image displays two digital advertisements for 'ava's calendars'. The top ad is a '320 x 50 Mobile Leaderboard' featuring the brand logo, a product image of a 'Grey Felt Planner' priced at '\$35', a 'SHOP NOW' button, and a purple banner with the text 'FLASH SALE! USE CODE CYBER25 for 25% off!'. The bottom ad is a '300 x 250 Medium Rectangle' featuring the brand logo at the top, three product cards below, and a purple banner at the bottom. Each product card includes an image, the product name, price, and a 'SHOP NOW' button. The products are: 'Grey Felt Planner - 2020' for \$35, 'Craft Canvas Journal' for \$25, and 'Brown Leather Notepad' for \$40. The bottom banner reads 'Time is Ticking! Use code CYBER25 for 25% off!'.

*Looking for help with your ads? Our Campaign Services Team is ready to get you setup and ready to go for the upcoming holiday season!*

# EMAIL CAMPAIGNS

Email remains the best channel for marketers to use to keep themselves top of mind with consumers. When building email campaigns, it's important to use tactics such as personalization and behavioral automations to make your brand stand out in the inbox. For this time of year, these three email types should serve as the foundation to build your email strategy from:

## MULTI-SALE PREVIEW

Within that five-day span, you'll have four big days you should be running sales on: Thanksgiving Day, Black Friday, Small Business Saturday and Cyber Monday. To cut down on work on your end, send out a kickoff email that highlights the best deals you'll be running for each day.

**DENIM DAYS**

**OUR BIG SHOPPING WEEKEND.**

All your deals and discounts for the best time of the year.

**BLACK FRIDAY**  
available in stores & online  
**35% OFF FULL-PRICE OUTERWEAR**  
\*Excludes taxes at checkout

**CYBER MONDAY**  
only available online  
**40% OFF ALL SALE ITEMS**  
\*Excludes taxes at checkout

**SHOP NOW**

SHOP MEN'S

SHOP WOMEN'S

SHOP GIFTS

**ABOUT US**   **OUR WASHES**   **MADE IN USA**

(unsubscribe here)

city  
123 street name, city, state, zip  
555.555.5555  
contactus@denimdays.com

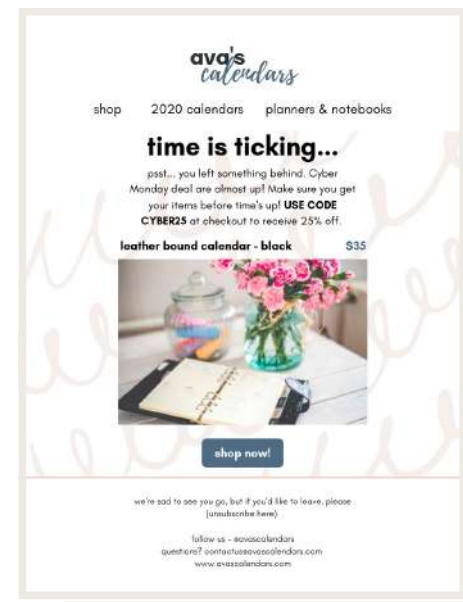
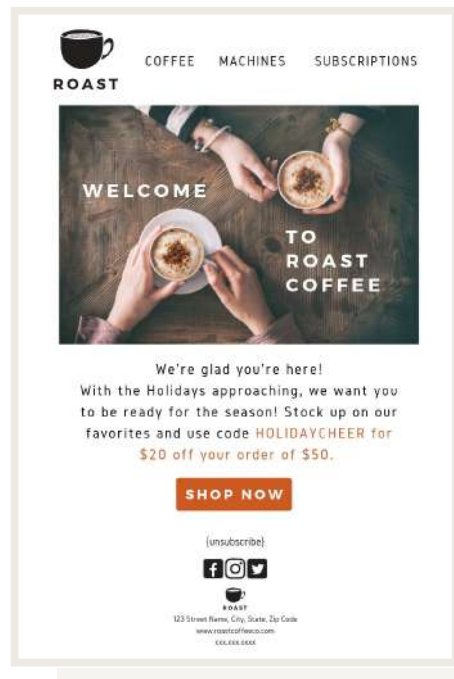
## WELCOME

During this time of year you'll experience an increase in traffic. With all these new visitors, you should leverage an opt-in form to add new subscribers to your email list. Make it enticing by offering a special deal for the holidays. Your automated welcome message should send sooner rather than later, and be as personalized as possible.

## CART ABANDONMENT

Not only will you want to catch new subscribers with the traffic increase, but you'll experience an increase in visitors abandoning their shopping carts right before purchasing as well. Make sure you've set up a personalized and incentivized cart abandonment automation to generate revenue from what would've been lost opportunities.

*Let Springbot save you time with your email creation. The eCommerce experts on our Email Campaign Services Team can get your email marketing up and running in no time!*





# CYBER WEEKEND EMAIL EXAMPLES

There's a lot of work that goes into this time of year, and preparation is key. To help, we've laid out some email examples to help generate some design and copy inspiration.

EMAIL NO. 1

# BLACK FRIDAY STARTS NOW

THANKSGIVING - NOVEMBER 25TH

Most retailers don't wait until Black Friday to start rolling out their Black Friday deals. When the Thanksgiving festivities start to wind down, people will turn to their phones and computers to get caught up on what they missed and letting them know your Black Friday sale is starting early will really get their attention. Spread your messaging out across all your marketing channels to cast as wide a net as possible, and don't be afraid to start advertising your sale even earlier than Thanksgiving. And make sure you send follow-up emails to remind consumers of the sale.



**Subject:** Black Friday Deals Start Now and Last All Weekend!

**Bh**  
bungalow home

[our collection](#) [our services](#) [the bh blog](#)

*just for you...*

OUR BLACK FRIDAY  
DEALS START  
**NOW!**

SHOP

**25% OFF  
THE ENTIRE SITE!**

LET'S GO!

[unsubscribe]

**Bh**  
123 Street Name, City, State, Zip Code  
www.bungalowhome.com  
800.555.0900



EMAIL NO. 2

# THE BLACK FRIDAY EVENT

FRIDAY NOVEMBER 26TH

The big day is here, so make sure you're getting loud about it on your marketing channels. You can send an email that makes a high-level announcement about your Black Friday event, or you can get a little more creative with product highlights or staff favorites.

And because consumers will have very, very full inboxes, don't be afraid to send reminder emails so those who didn't open or click-through your initial email don't miss out.



Subject: [[First\_name]], the Black Friday Event is Happening Now!

**BELAY**  
**BLACK FRIDAY SALE**  
STARTS NOW  
UP TO 60% OFF

SHOP DEALS

ALL WEATHER TENT  
\$449 \$255

RUGGED SLEEPING BAG  
\$249 \$145

CAMP COFFEE MAKER  
\$48 \$15

ANYWHERE HAMMOCK  
\$79 \$36

MOUNTAIN BACKPACK  
\$89 \$26

AND MORE...

unsubscribe here  
your key to the outdoors  
info@belay.com

EMAIL NO. 3

# SMALL BUSINESS SATURDAY

SATURDAY NOVEMBER 27TH

Nestled between these huge retail holidays is Small Business Saturday, a day that encourages consumers to support their favorite small businesses over big box retailers.

This is a perfect time for your brand to shine. Lean in on the “Shop Local” messaging, have some deals and consider running a giveaway that involves people highlighting your business on social media.



**Subject:** Shop Small and Support Local Businesses!

**flaunt.**  
beauty

shop serenity collection learn

**Spread the Love & Shop Small!**

We are so proud to be a small business and appreciate all your love and support! As a token of our gratitude we are adding to our current sale with...

**\$20 OFF**  
your purchase of \$50

SHOP

WE LOVE...

olive oil soap set  
\$56 < SHOP

vitamin c serum  
SHOP > \$78

[unsubscribe]  
FOLLOW US - @flaunt  
contact us @flauntbeauty.com  
www.flautbeauty.com

EMAIL NO. 4

# LAST CHANCE (OR FIRST LOOK) DEALS

SUNDAY NOVEMBER 28TH

Sunday can be a great day for you to get creative with your marketing. If you ran a Black Friday or Small Business Saturday promotion, you can use this day to offer last chance deals for consumers to capitalize on.

If you're running a Cyber Monday sale, this Sunday can be used to give subscribers a first look at the type of deals you'll have.



Subject: [[First\_name]], We Think You Need This! Our Last Chance Deals!

**SUPERLEAF** 

[shop cbd](#) [learn](#) [join](#) [subscribe](#)

**LAST CHANCE.**

**THE HOLIDAYS ARE HERE.**

**BRACE YOURSELF.**

This holiday season, we know you'll need some extra help to relax and take the edge off. Let us help and stock up now with some of our best prices of the season.

[SHOP OUR BEST DEALS](#)

[SHOP OUR FAVORITES](#)

(unsubscribe) here.



123 Street Name, City, State Zip Code  
www.superleafcbd.com  
xxx-xxx-xxxx

EMAIL NO. 5

# CYBER MONDAY SALE

MONDAY NOVEMBER 29TH

Cyber Monday is a huge day for online retailers, and you definitely want to make sure you're in the mix. Send out multiple emails throughout the day that add some urgency for shoppers to take advantage of your deals.

Using time in your subject lines and countdowns in your messages will help add that urgency, especially with this being the last major holiday sales event of the year.



**Subject:** Get up to X% off during our 24 hour Cyber Monday Sale!

ROAST

COFFEE MACHINES SUBSCRIPTIONS

CYBERRRRRRR  
MONDAYYYYYY

35%  
off

ALL COFFEE  
SUBSCRIPTIONS.

THIS IS HUGE. ONLY TODAY.

SHOP NOW

Happy Monday

f i t

ROAST

123 Street Name, City, State, Zip Code  
www.roastcoffee.com  
unsubscribe here

# CONCLUSION

There is a huge opportunity for every online retailer this November and even sending out a few messages will help. The five messages we recommend can make up the entirety of your November marketing campaign, or serve as a foundation for something more robust that you supplement with other channels such as SMS Marketing and Online Ads.

Wherever you fall on that spectrum, Springbot is here to help! Don't hesitate to contact us so we can help you optimize your marketing channels before the big weekend is here.

## QUESTIONS? LET'S CHAT.

Ready to optimize your email strategy for the holidays?  
Reach out to us at [contactus@springbot.com](mailto:contactus@springbot.com)  
today and we'll be happy to assist you!

Visit us at  
[www.springbot.com](http://www.springbot.com)

