

Case Study: Black November 2024 Campaign

Executive Summary

This case study details the successful Black November 2024 campaign, which generated over R80,000 in sales within a 7-day window (November 29 -December 2, 2024). The campaign leveraged a multi-channel approach, including email marketing, landing page optimization, WhatsApp outreach, and strategic segmentation, to drive significant revenue uplift and engagement for a range of Meta Quest and Insta360 products.

1. Campaign Overview

Featured Products: The campaign prominently featured high-demand products including Meta Quest 3, Meta Quest 3S, Meta Quest 2, Ray-Ban Metas, Insta360 Flow, Insta360 Ace Pro, and Insta360 Ace.

Main Angle/Theme: The overarching theme was "Black November," designed to prime customers for extended deals throughout the month, culminating in the intense Black Friday weekend.

Timeframe: While the core sales period for the R80K+ achievement was November 29 - December 2, 2024, email communications commenced as early as November 7, setting the stage for the main event.

2. My Role

As part of a dynamic team, my contributions to the Black November 2024 campaign were multifaceted and hands-on. My key responsibilities and executions included:

- **Email Marketing:** Crafting and deploying a series of high-impact emails, including teasers, live now announcements, last chance reminders, and an exclusive flash sale. In total, approximately 14 emails were sent between November 7 and December 2.
- **Landing Page Design:** I was responsible for designing the dedicated Black Friday landing page. This involved creating a visually appealing and conversion-optimized layout, incorporating Google reviews to build trust, and aligning the website's color scheme with the Black Friday theme to create an immersive shopping experience.
- **Blog Posts:** I contributed to content marketing efforts by writing blog posts that supported the campaign, likely highlighting product features, benefits, and Black Friday deals.
- **WhatsApp Outreach:** I managed WhatsApp outreach, which included sending broadcast messages to relevant communities and bulk text messages to customers in our database, ensuring direct and personalized communication.

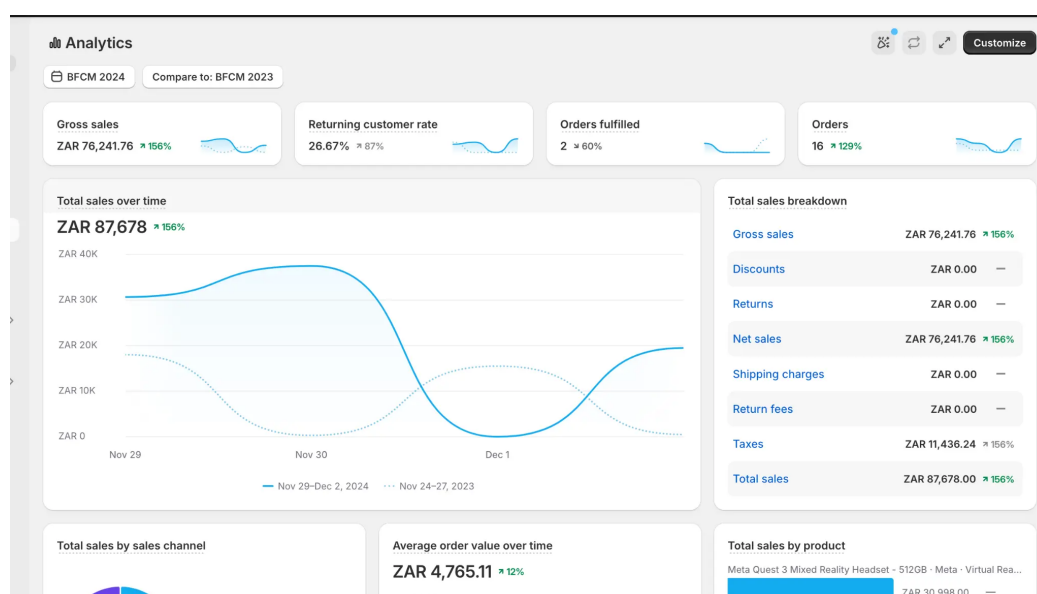
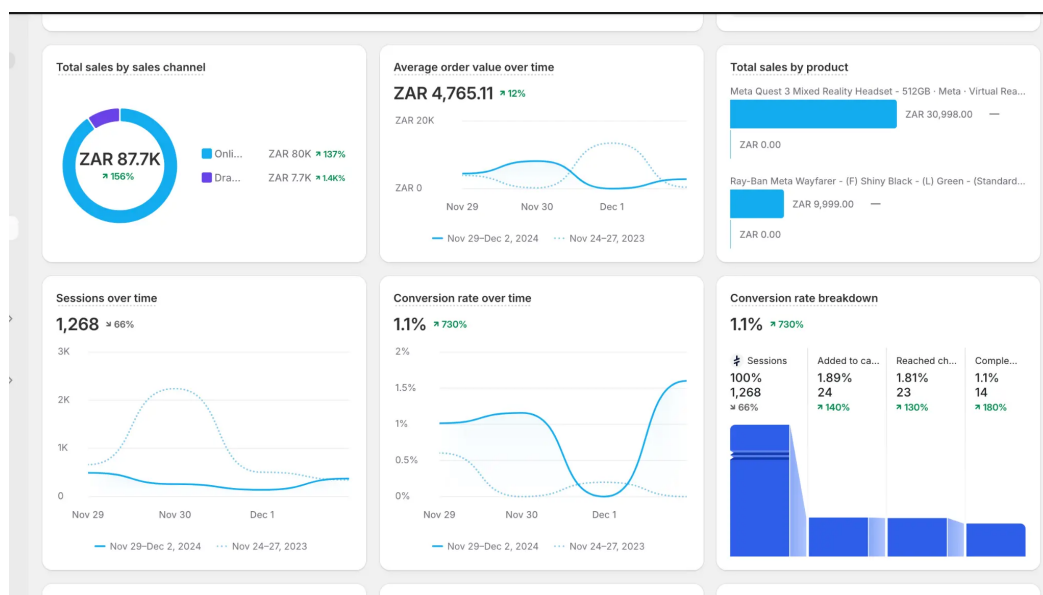
3. Tactics Used

The campaign employed a comprehensive set of tactics to maximize reach, engagement, and conversions:

- **Landing Page Redesign:** A new landing page was created specifically for the Black Friday campaign. Its design incorporated the Black Friday color scheme for the entire month of November, effectively priming customers for the upcoming deals. The inclusion of Google reviews directly on the page aimed to enhance trust and credibility.
- **Email Sequence:** A robust email sequence was implemented, with 14 emails sent in total. This included early teasers starting November 7, followed by four core emails between November 29 and December 2 (teaser, live now, last chance, and an extra flash sale).
- **WhatsApp Campaign:** Direct communication was facilitated through WhatsApp broadcasts to targeted communities and bulk text messages to the customer database, ensuring high engagement and immediate reach.

- **Urgency Tactics:** To drive immediate action, the campaign incorporated several urgency tactics, including limited stock notifications, countdown timers prominently displayed on the landing page and within email newsletters, attractive bundles, and flash sales.
- **Segmentation and Retargeting:** A sophisticated segmentation strategy was employed using Shopify filters and Google Analytics. Targeting focused on demographics aged 18-65, specifically reaching photography WhatsApp groups (due to Insta360 cameras), VR communities, and Facebook/Google ad audiences with interests such as content creation, video content, immersive media, adventure, outdoor enthusiasts, water sports, travel vlogs, and video games. The targeting also focused on high-income individuals and holiday locations within South Africa

The Black November 2024 campaign yielded significant results, demonstrating the effectiveness of the integrated marketing strategy. The following data is derived from Shopify analytics:



Total Sales: ZAR 87,768 during the campaign window (November 29 -December 2, 2024).

Revenue Uplift: - Vs. Previous Year (BFCM 2023): Gross sales of ZAR 76,241.76 represent a 156% increase compared to BFCM 2023.

Conversion Rate: The conversion rate during the campaign period was 1.1%, with a peak observed around December 1st.

Key Conversion Breakdown (November 29 - December 2, 2024):

- **Sessions:** 1,268
- **Added to cart:** 24
- **Reached checkout:** 23
- **Completed purchase:** 14
- **Average Order Value:** ZAR 4,765.11, showing a 12% increase over the previous period.
- **Returning Customer Rate:** 26.67%, indicating strong customer loyalty and successful retargeting efforts.
- **Orders Fulfilled:** 2 orders fulfilled, with a total of 16 orders placed.
- **Top Selling Products:**
 - Meta Quest 3 Mixed Reality Headset - 512GB: ZAR 30,998.00
 - Ray-Ban Meta Wayfarer - (F) Shiny Black - (L) Green: ZAR 9,999.00
- **Engagement on WhatsApp:** While specific metrics for WhatsApp responses and conversions are not provided in the analytics, the inclusion of WhatsApp broadcasts and bulk messages as a key tactic suggests its role in driving traffic and engagement, contributing to the overall sales success.

Conclusion

The Black November 2024 campaign was a resounding success, significantly exceeding previous year's performance and demonstrating the power of a well-executed, multi-channel marketing strategy. The combination of targeted product features, compelling messaging, strategic use of urgency, and effective audience segmentation led to substantial revenue generation and positive engagement, solidifying the brand's position in the competitive e-commerce landscape.

