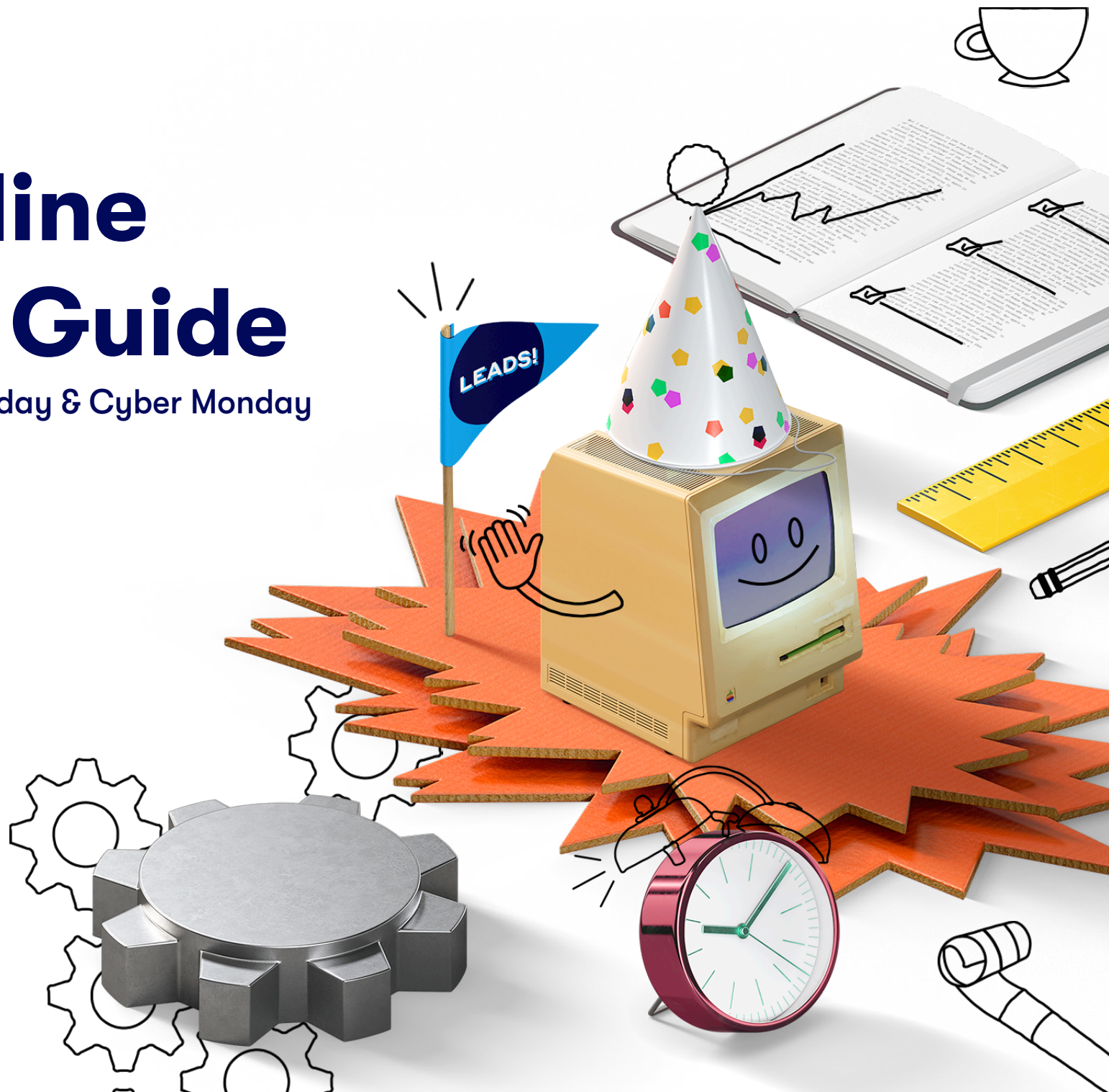# The Online Seller's Guide

To Rethinking Black Friday & Cyber Monday

drip

Introduction

Black Friday and Cyber Monday are changing because people are changing. We're looking for deeper connections in lieu of surface relationships. We want to be understood as individuals. We want a world that's tailored to our likes, wants, and needs. And there's evidence of this interpersonal shift all around us.

Streaming services let people pick and choose the exact show to binge on a whim. Food delivery now stretches far beyond pizza or Chinese to bring folks pretty much any cuisine they crave. A cardboard box can drop on your doorstep with clothes from a multitude of brands that are tailored to exact sizes and styles. And that's just scratching the surface of industries that are making deeper, more personal connections with customers every single day.

Ecommerce needs to pay attention. The stores that keep selling with cold, impersonal tactics that have proverbially "done the job" in the past are going to lose customers if they don't evolve. While factors such as price and convenience are still a part of the buying equation, people are likely to spend more with and give their loyalty to brands that create the most meaningful relationships with them.

Because of these realities, it's time we rethink Black Friday and Cyber Monday. Online stores have historically been using these major shopping days to get quick sales and shift their bottom line out of the red. Instead, ecommerce needs to start treating these as the biggest relationship-building days of the year.

But with so many people popping by your store over the holidays, is it even possible to get to know each and every one of them?
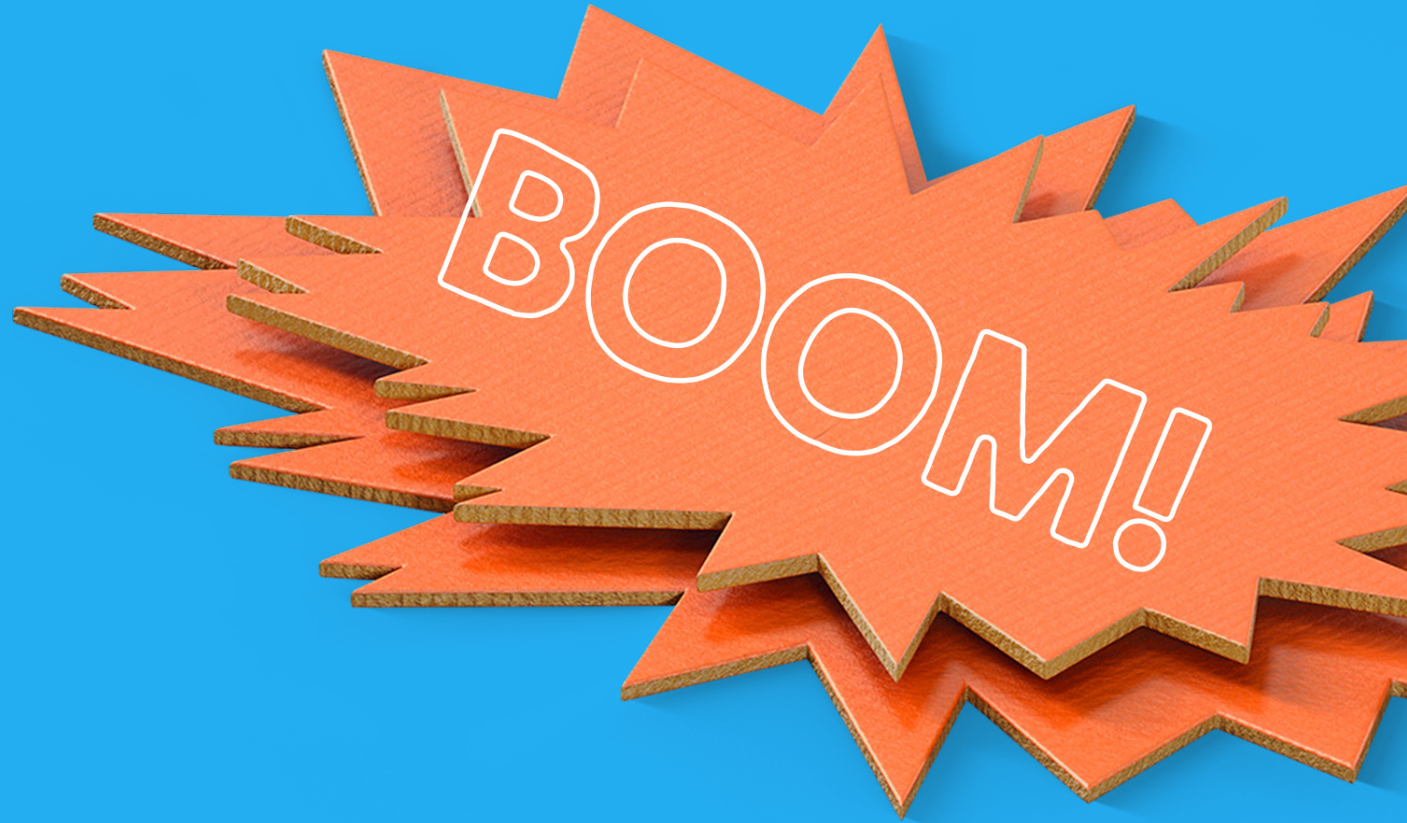
Yes. Yes it is. And that's what this book is about.

Learn why creating deeper customer connections leads to brand differentiation and loyalty, how to start fostering meaningful relationships even before the holidays start, and more about shifting how ecommerce treats the most shoppingest holidays of the year.

Contents

Trust, Loyalty, & Good Cheer

The Keys to Making Your Ecommerce Store Stand out This BFCM

People love Black Friday and Cyber Monday because it means that most of their go-to stores are going to be fighting each other in a race to rock-bottom prices. Folks love a good deal, that's no secret. However, today's shoppers love something else even more: a genuine connection with the brand they're buying from.

While the illusion of low prices is still enough to drive hordes of shoppers to stores, the fact is that most would trade in saving a couple bucks if it meant they got a better, more trusting, and memorable experience with a brand.

At Drip, we believe this reality resonates especially loud during the holidays. As an ecommerce store, what do you want your brand to scream during the happiest time of the year? Do you want to be known for offering the same low, low price on an item as your competitors? Or do you want to be the brand that breaks the money-hungry frenzy with a message that's about ensuring your customers are cared about and appreciated?

This holiday season, don't worry about "winning the holidays" with another price-slashing sales strategy. The key to standing out—and being remembered long after the wrapping paper and ribbons settle—is to create a truly better customer experience.

Let's dig into how any ecommerce store can stand out this Black Friday and Cyber Monday.

What's the Deal with Black Friday and Cyber Monday, Anyways?

If you're in the ecommerce game, you know exactly what's up with this commercial holiday. Every year, you get inundated with the numbers of how many people plan to shop online and, soon after, you learn just how much money they spent in comparison with the years before.

In short, this shopping holiday is kind of a big deal.

The title "Black Friday" as we know it was co-opted by retailers in the 1980s and referred to the idea that the books went from "red to black" on the day after Thanksgiving because of increased sales. Decades later, "Cyber Monday" would blast onto the scene courtesy of the National Retail Federation.

It was 2005 and ecommerce was still finding its footing, but the NRF noticed that, even in ecommerce's infancy, 77% of online retailers saw a spike in sales on the Monday following Thanksgiving. Cyber Monday made its debut in an NRF press release, and it's now just as ingrained in our holiday lexicon as Black Friday.

While Black Friday was founded far before online shopping became commonplace, more than two-thirds of shoppers have moved their Black Friday shopping online. Cyber Monday 2018, on the other hand, was quickly the biggest online shopping day in U.S. history with sales surpassing $7.9 billion—that's almost a 20% increase from 2017.

Between the two shopping holidays, the opportunity for online stores is only getting bigger. With more and more people turning to the web to wrap up their holiday shopping, the competition to stand out in a niche is heating up.

You might be asking yourself, "How can I get (and keep) the attention of all the shoppers turning to ecommerce this year?"

Put the Customer First - The Golden Rule to Selling Online During The Holidays.

More than 80% of online retailers use sitewide discounts as part of their holiday selling strategy, and while a good discount will inevitably lead to more sales, it's a strategy that will simply put your store on par with nearly all other online retailers. The battle you're facing—the real battle ecommerce stores need to win in order to thrive—is differentiation.

But is standing out among the competition easier said than done? It depends. If you don't have access to the customer information critical to fostering a better relationship, making your mark in each customer's mind will be a challenge. You'll be limited to sending generic messages because you don't have the context around every customer that you need.

With an Ecommerce CRM platform like Drip, though, ecommerce stores get a deeper, full-color understanding of how, where, when, and why their customers are shopping with them. Having one clear picture of every unique customer empowers stores to make strategies that set them apart, like these:

#1 Remember & Recognize Each Unique Person

If you went to the same coffee shop and ordered the same drink from the same barista every single day for a year, you'd probably be pretty disheartened if they never remembered who you were or recognized your loyalty to their shop.

People like being remembered during their in-person shopping experiences, and the want for this interaction leaks well into the online world. Ninety-one percent of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations to them. How is your store currently set up to remember people?

The key to knowing everyone visiting your site is the email address. That little bit of info is what you need to understand what they're looking at, where they came from, what they're engaging with, and how to deliver a better experience.

When you're crusin' the web, odds are good you come across a lot of sites that try and collect your email within the first 10 seconds you're there. Most of these sites will use your email to send your promos or newsletters, but not many are using the email address to its fullest potential.

#2 Personalize the Entire Customer Journey

Personalization has been a marketing buzzword for a few years now, but despite the importance and urgency placed on the idea, the execution has been, for the most part, lacking. There have been baby steps taken, such as personalizing company names or adding first names to emails, but broadly, personalization isn't as far along as it could be. There are a couple theories about why this disparity exists:

There are too many strategies begging for attention. A lot of online shops are torn between big initiatives like content marketing, search engine optimization (SEO), conversion rate optimization (CRO), demand generation, site functionality, and personalization. When marketers have to pick one or two of these things to focus on, personalization usually falls down the list of priorities.

It's still a relatively new tactic. Despite being researched and danced around, most companies don't know where to start with personalization— many might not even know how deep a good personalization strategy can dig. Some might plop a first name in an email greeting and think they're doing it right, but the advancements made in the past year or two go way, way beyond that.

Personalization needs hands on deck. This isn't a strategy you can just toss together in a couple of minutes. A great personalization strategy needs to be thoughtful and considerate of your specific customers. And once journeys are mapped out, they need to be built. Marketing channels need to be connected, emails need to be written, content needs to be crafted, workflows need to be built; it can be overwhelming, especially for smaller teams.

No matter what the hurdle is, the fact remains that online shoppers want personalized experiences now more than ever. That means personalized emails, product recommendations, ads in their feed, apology emails, text messages—the whole enchilada.

A recent study by Accenture found that 83% of consumers are even willing to share their data to enable a personalized experience.

Personalization becomes even more impactful when you consider who's shopping. Millennials have become the biggest spenders during the holidays, and ignoring their ecommerce expectations could be devastating. A huge 72% of millennials say that it is important to them for retailers to personalize the shopping experience to fit their needs this season.

"Shoppers will continue to demand omnichannel experiences when making purchases, and retailers should meet them with a seamless strategy."

Marissa Tarleton,
Chief Marketing Officer at RetailMeNot

The ecommerce stores that deliver better, full-bodied customer experiences are going to be the ones that thrive during and after the holidays.

#3 Stay Human Always

Remember, these are other people you're selling to. They aren't just faceless email addresses or dollar signs stacking up. The second an ecommerce brand treats shoppers like a quick sale instead of a unique person, it's all over. People will drop a brand without a second thought—one in three customers will even leave a brand they love after just one bad experience.

This means staying grounded, unpretentious, and easy to relate to. Everything from your web content to your ad copy to your customer support chats should work to create and foster genuine person-to-person relationships in lieu of "faceless company-to-anonymous prospect" interactions. software, it might be a free ebook, it might be a webinar, or it might be a professional service—but in exchange for money and/or an email address, you're offering some kind of value.

Start Standing out Before the Holidays Hit

Ninety-four percent of marketers give a big, fat thumbs up to personalization, recognizing that it's a crucial factor to long-term success with today's online shoppers. However, in the same breath, almost 75% of those same marketers don't quite know how to go about creating that personalized customer experience.

Drip Ecommerce CRM is here to change that stat. We believe any ecommerce store should have the ability to spread good cheer and better experiences this holiday season thanks to personalized and heartfelt experiences.

Next time you think of a strategy to slash a price in time for Black Friday or Cyber Monday, also consider the entire customer experience and how people feel while they're shopping at your store. It could be the difference between your store blending into the holiday noise or standing out in a crowd.

Build better customer relationships & spread that holiday cheer.

Start a Trial

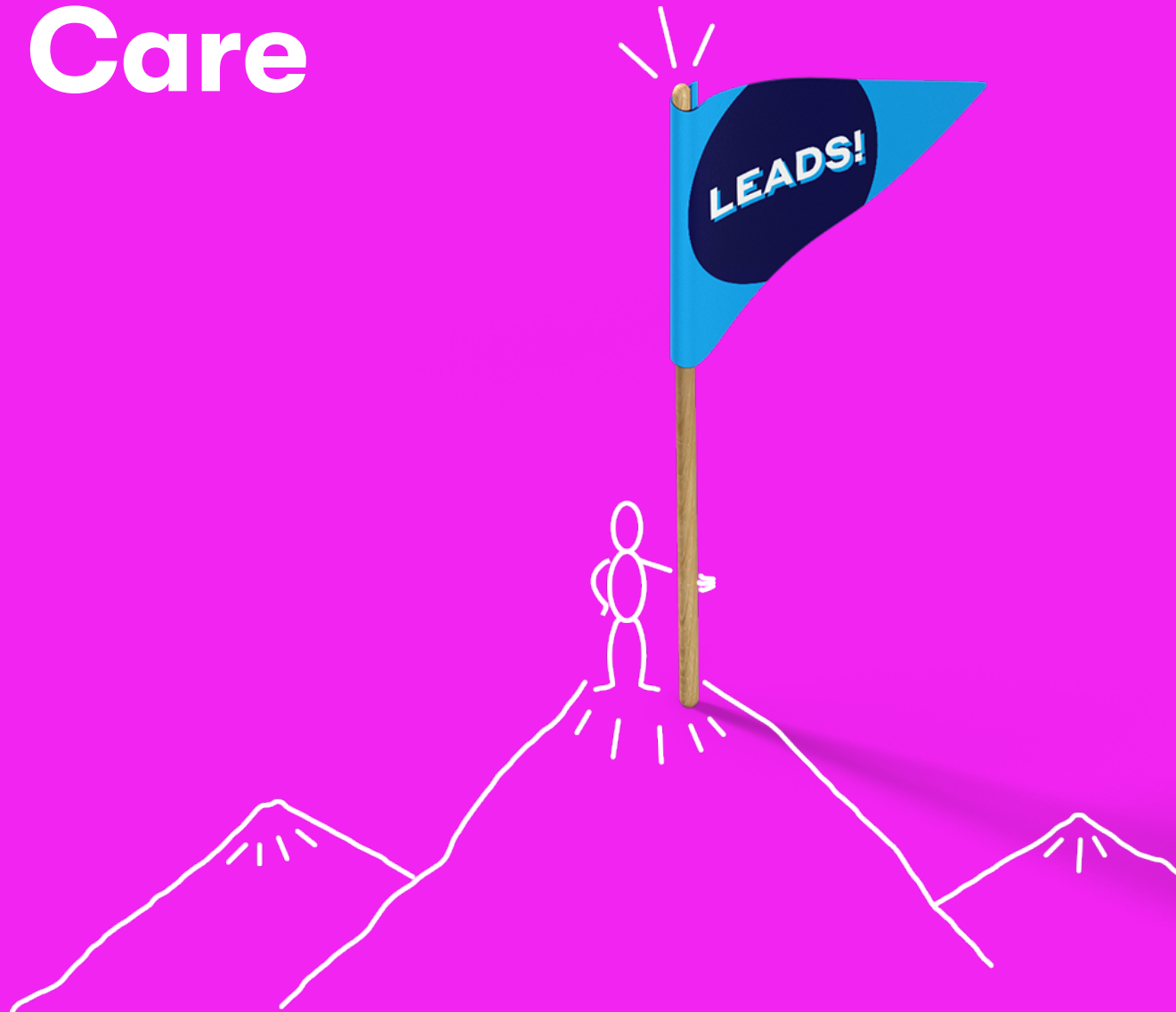Test every customer focused feature in Drip free for 14 days.

Start Your Trial

Grab a Demo

Get a one-on-one walk-through of Drip with an in-house expert.

Grab Your Demo

Build Customer Bonds with Care

Turn Traffic into Leads Before Cyber Monday

The most important part of your holiday selling campaign isn't the goods donning your digital shelves or whether or not you offer 2-day shipping. The truth is, your products or deals just won't matter unless you find people to share it all with. But how can you turn passive passersby into curious customers?

Now that Chapter 1 of this holiday series has inspired you to make your store stand out from the crowd, let's get to work on *finding* that crowd. Without 'em, there won't be anyone to build a relationship with, send emails to, show products they'll love, and become a loyal customer.

The first step to building up customer love and serious brand loyalty is starting the conversation between your store and your people. Most of the time, these conversations start in the inbox, and the only way to get there is with their email address.

Ready to go, ho, ho?

How to Turn Passive People into Intrigued Shoppers

Acquiring new customers isn't a unique challenge across ecommerce stores. Selling online is hot stuff, and the industry is projected to have 2.14 billion shoppers by 2021 (in other words, roughly 25% of the people on the planet will be shopping online. No big deal).

That's a lot of people potentially searching and scrolling and clicking across your ecommerce store. But once people cross your brand, how are you ensuring you can reach them again? How can you start the conversation and kindle a customer bond like never before? Most importantly, how can you turn all those passive eyeballs into engaged customers-to-be before the holidays shimmy down the chimney?

There are a lot of solutions that help ecommerce sellers acquire new customers, but finding the right tool that fits your resources can be a challenge. To help you start connecting with traffic in time for your Black Friday and Cyber Monday campaigns, let's dig into the big wide world of lead generation for ecommerce stores.
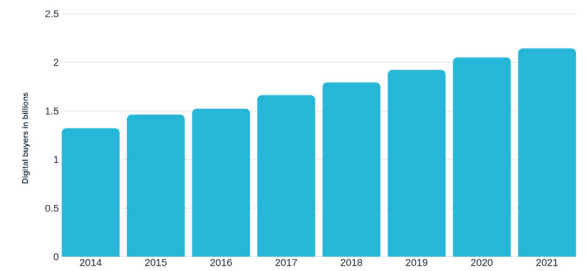
Selling online is hot stuff, and the industry is projected to have 2.14 billion shoppers by 2021

According to Oberlo.com

Setting up the Perfect Lead Generation Strategy for the Holiday Season

There are a lot of lead generation tools that range in cost, simplicity, and user-friendliness. They vary in complexity from easy-to-create popups to more time-intensive mini sites, but each of these will help your ecommerce store gather email addresses today so that you can keep the customer relationship going tomorrow (and all the tomorrows after that).

Lead Gen Cornerstone: Popup Boxes

Also known as lightbox popups or popup opt-in forms, these li'l boxes are the short forms that literally pop up on your screen and have one goal: collect site visitor information. These are gateways to the @ symbol, which is exactly what you need to start understanding, reaching, and engaging folks who come by your online store. These forms are also the foundation to a few of the following strategies, and they can have a lot of impact depending on the context they're surrounded by.

The average popup form has a 3.1% conversion rate (while the top-performing 10% of popups tote an impressive 9.3% conversion rate). They're versatile in their design and have the ability to collect a little or a lot of information depending on their placement
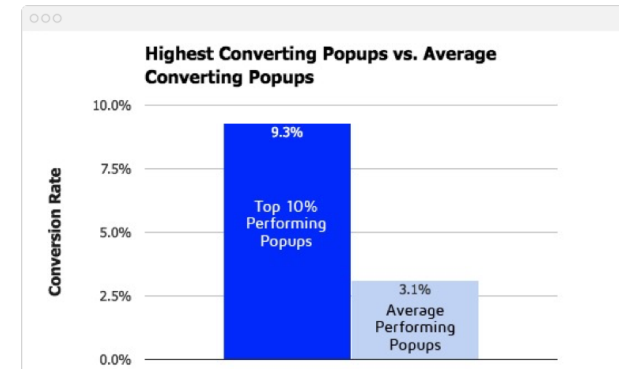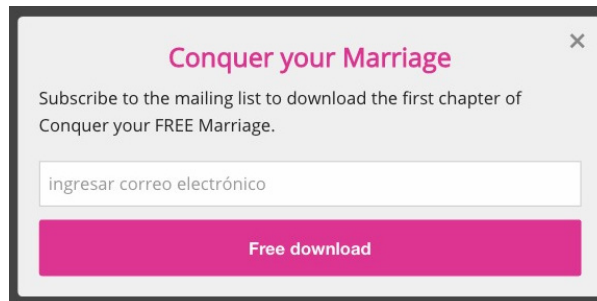

Thanks for the data, Sumo.com!

Opt-in forms are built into Drip Ecommerce CRM, so online sellers can stand up one quickly without worrying about any integration issues. However, should you choose to build popup forms with any number of platforms like Leadpages, Sumo, or Instapage, those will do the trick, too.

There are a few elements to consider when it comes to making a popup box, such as:

- **Timing.** Will your form show up as soon as someone lands on a page, a few seconds after, or only when they try to exit the page? We recommend giving your visitors enough time to read the page they landed on and

familiarize themselves with your brand before asking them to dish out info, so always opt for a timed or exit-intent popup instead of one that appears as soon as the page opens.

Conquer your Marriage ✕

Subscribe to the mailing list to download the first chapter of Conquer your FREE Marriage.

ingresar correo electrónico

Free download

This popup appears 15 seconds after someone has landed on the webpage about the ebook being offered. By giving people enough time to become curious about the ebook, this form converts at a huge 38.4%.

- **Design.** Keep your popup forms aligned with the rest of your brand. You don't want it to feel like a disparate or untrustworthy box just hanging out on your site, phishing for info from innocent shoppers. By keeping the design, voice, and offer aligned with the rest of your site, you'll ensure there's a trusting and consistent experience for all. Also, ensure your buttons and copy are legible.

- **Copy.** While there isn't a ton of copy real estate on popup forms, the select words you write will have a huge impact on conversion. Be transparent, honest, concise, and personable in your headline and body copy. Tell people exactly what they'll get in exchange for their email addy, and you'll have already scored serious trust points when you deliver on your promise.

- **Questions.** Limit the number of questions you ask people. You're just getting to know each other, and they're not going to want to hand over all their details just yet. Resist the urge to collect more than three bits of information; at a minimum, always ask for the email address.

- **Placement.** Want your form to be discreet or front-and-center? Furthermore, is this popup form present on every site page or just a select few? Placing your forms in the right context can have a huge impact on your conversion rates and bottom line. For example, offer a discount for a specific product on that product's page instead of sitewide.

- **Reward.** What's in it for the visitor? Most people won't just hand over their information

for the sake of giving a stranger their email address. Consider what the benefit of opting in is for people. Is it an ebook? An exclusive freebie? A little discount just for them? Get creative.

- Test and optimize. With any and all of these popup characteristics, it's a good idea to test them. How much copy resonates better with your crowd? Do people convert more when the form is triggered by time or exit intent? Do people click the blue button or the red button more? All of these are split tests you can run in Drip to help ensure you have a continuously optimized form that'll capture as many email addresses as possible.
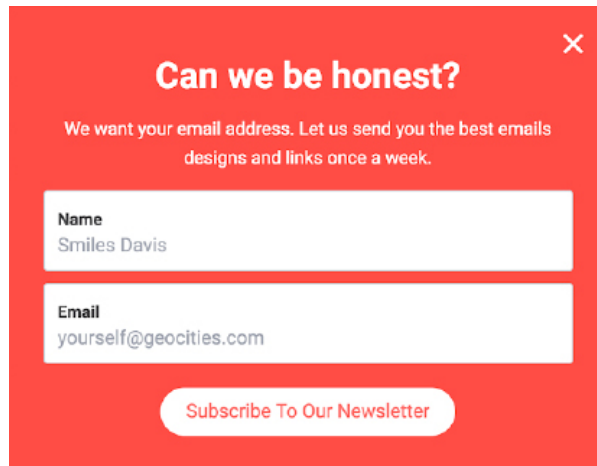
Popup forms can be powerful when shown in the right place and time. When you add forms to your online shop, you're adding immense opportunity to understand your customers and build better relationships with them.

By building your audience now, you'll find yourself with an engaged crowd of people who want to hear all about your next Black Friday and Cyber Monday campaigns. Check out where popups come into play.

Newsletter Signup

Most ecommerce stores offer a newsletter as a means to spread the word about storewide promotions, events, news, posts, and hot products. When offering a newsletter, make sure to set clear expectations about how often people will receive them and what they'll be about. For example, ask people to sign up for a weekly newsletter about new products in your store.

Consider what the benefit of opting in is for people. Is it an ebook? An exclusive freebie? A little discount just for them? Get creative.
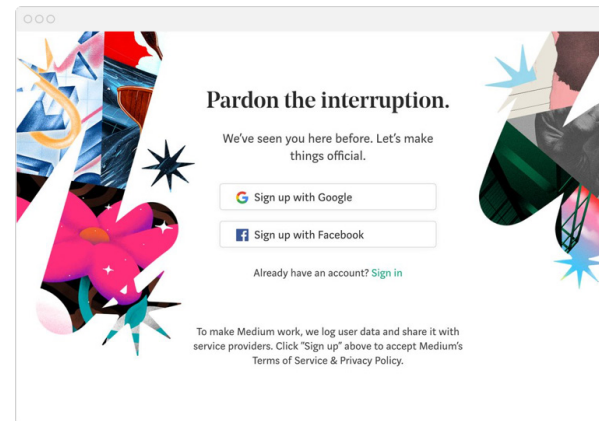
Really Good Emails has a no-nonsense, to-the-point popup to entice people to subscribe to their newsletter. RGE lays out what they send and how often, 'cause people trust transparency.

Lead Magnets and Gated Content

Also taking advantage of the ease and efficiency of popup boxes are lead magnets and gated content. This strategy involves creating a piece of content that's only fully available to someone when they submit a form. Intrigue people with a few seconds of a video or first chapter of your ebook, then ask for their email address in exchange for the rest of the piece.

This play can garner conversion rates upwards of 50%, which could be huge for building your audience before BFCM. Consider creating some interesting how-to or inspiration videos for your products, or even tease the beginnings of an unboxing or new product release. Get people hyped for what's beyond the opt-in form, and your list will grow as a result.


Medium lets visitors read three stories per month, then this popup insists people sign up for an account in order to read more sweet, sweet content.

Notification Bars

Floating notification bars, such as a Hello Bar, are the slim colorful boxes you've seen sitting at the top of a website. They're unobtrusive, so they don't totally disrupt someone's shopping experience, but savvy shoppers know to look for them. Hello Bars are a prime place to put offers like free shipping or special discounts. When folks click, direct them to a form or landing page to collect their email address before handing out the goods.

If sending folks to a separate form isn't in your plans, consider adding an email field directly inside the bar for one-step convenience.
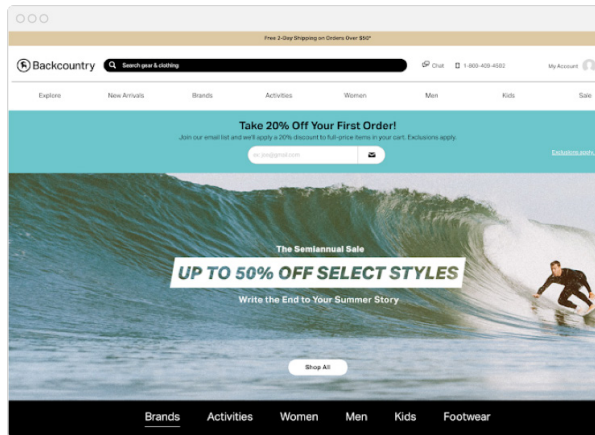
Backcountry uses a notification bar planted at the top of their home page to gather email addresses in exchange for 20% off first-time orders.
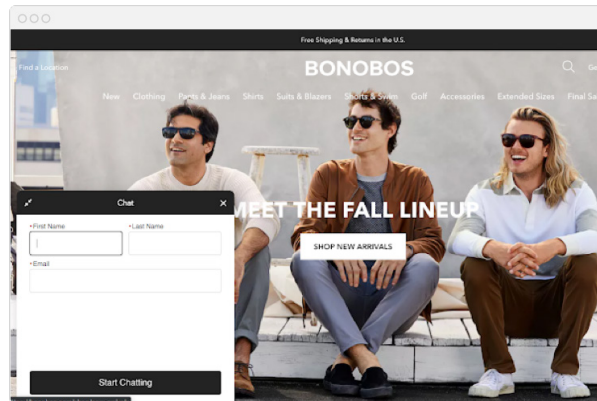
Chatbots

Chatbots provide a human element to your ecommerce site. The folks at Drift have been spearheading the conversational marketing category, and having an encounter with a chatbot is a practically universal experience on the web these days.

Chatbots aim to enhance customer experiences; 35% of consumers rely on them to resolve problems, 22% use them for purchase inspiration, and more than one-fourth of shoppers actually buy directly from bots. What's more is that 95% of consumers believe chatbots are the future of customer service—when done well.

If you set up a chatbot to field questions and resolve issues on your site, use it as an opportunity to get to know your customers better. Ask for an email address before the chat starts so that you can keep the conversation going in the inbox, remember them

when they come back to your site, and have a feel for their interests when it comes to holiday campaigns.

Before the chat gets started, Bonobos uses a chatbot to ask for a little information so they can get to know the people they're talking with.

Loyalty Program

Getting access to a shopper's inbox is the best way to do exactly as this specific strategy implies—create customer loyalty. Any consumer, online or otherwise, is familiar with the concept of loyalty or rewards programs.

Sixty-nine percent of consumers say that the presence of a loyalty program influences their shopping decisions. And when it comes to millennials and Gen Z shoppers, they won't even commit to a brand without a rewards program in place. Whether it's by way of a punch card, collecting points, earning miles, or another rendition of rewarding people, this is a great idea for an ecommerce brand hoping to establish a following.

Ask for an email address for entry, and Drip Ecommerce CRM can track how often someone takes an action. For example, if you want to reward someone for every fifth purchase, you can create automations that trigger emails outfitted with dynamic discount codes as their thank you.

Rewards programs take a little planning and workflow crafting—for example, you'll have to come up with what the method will be, what the reward tiers are, and a branded page and program—but they go the extra mile when it comes to rewarding and appreciating your customers.
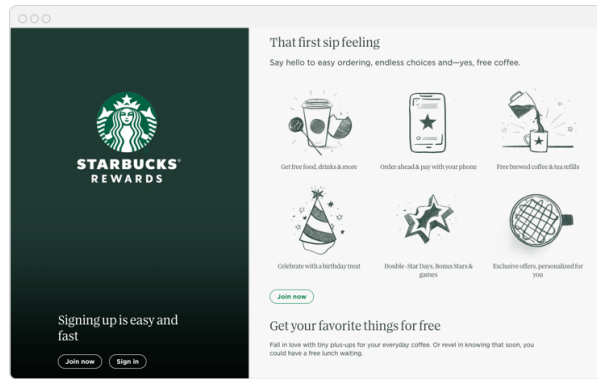
Starbucks Rewards empowers customers to earn stars and redeem them for drinks and food. With each email addy they gather from this program, they can learn more about each customer, like what they drink, what they eat, and how often they come by.
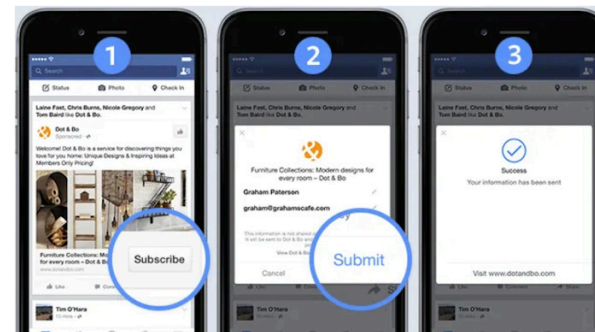
Facebook Lead Ads

Facebook Lead Ads make capturing email addresses while people scroll their feed slicker than ever. Lead Ads collect information within the ad. Traditional Facebook ads guide people to a website or landing page and someone may subscribe to something wherever they land.

Facebook Lead Ads typically see a conversion rate of 12.54% compared with the 9.21% average

conversion rate of Facebook ads. Write Lead Ads with clear CTAs, tempting offers or lead magnets, and as few fields as you need on the form. (Ideally, landing just their email address is enough to help the customer experience flourish, and additional information can be asked for as trust is established.)

This tactic is about placing your ecommerce brand in a high-traffic area while reducing as much friction as possible when it comes time to converting.


This example of a Facebook Lead Ad seamlessly enables someone to subscribe without ever leaving Facebook. You may have 99 problems, but friction isn't one.

Landing Pages / Mini Sites

Landing pages are standalone web pages that, unlike your ecommerce website, have one purpose—generate a lead. They're simple, succinct, and without things like navigation bars, they don't have much to distract people who land on them. They're a great way to present your brand while engaging people with one clear CTA.

If you're sending traffic from ads or organic clicks to your home page, you could be missing out on people giving you their email address. They may start clicking around, shopping, and searching. But if they never see a place to sign up for your newsletter, rewards program, or new-customer discount, you might never get to know them more.

However, landing pages clear the confusion. Whether the landing page is for a specific product, online course, or coupon club, the focus is clear—get something in return for an email address.
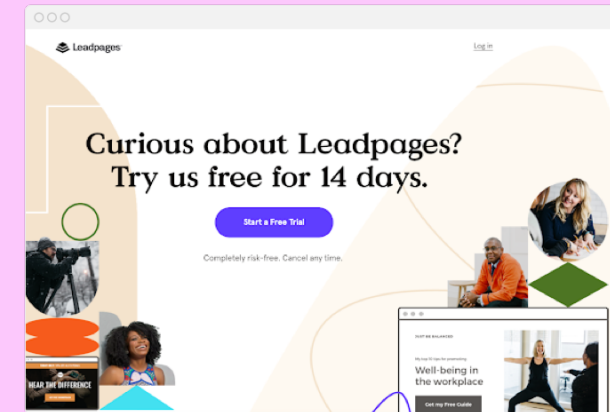

No nav, one clear CTA—this landing page to start a free trial of Leadpages makes handing over my email address a no-brainer.

Conversational Content

Conversational Content is a rookie to the ecommerce marketing roster, but it's already quite the blue-chipper. A newer concept (also introduced by Drift), it bridges the world of content marketing with chatbots in order to start conversations with people about what they're reading in real time.

The potential for customer engagement is sky-high and shows an investment in people by your brand. Conversational Content is akin to a storeowner asking what they can help you with while you cruise the aisles at any brick-and-mortar shop.

Consider writing compelling, useful, or intriguing content to use in tandem with this tool, and you could see new subscribers pouring in before the holiday shopping starts.
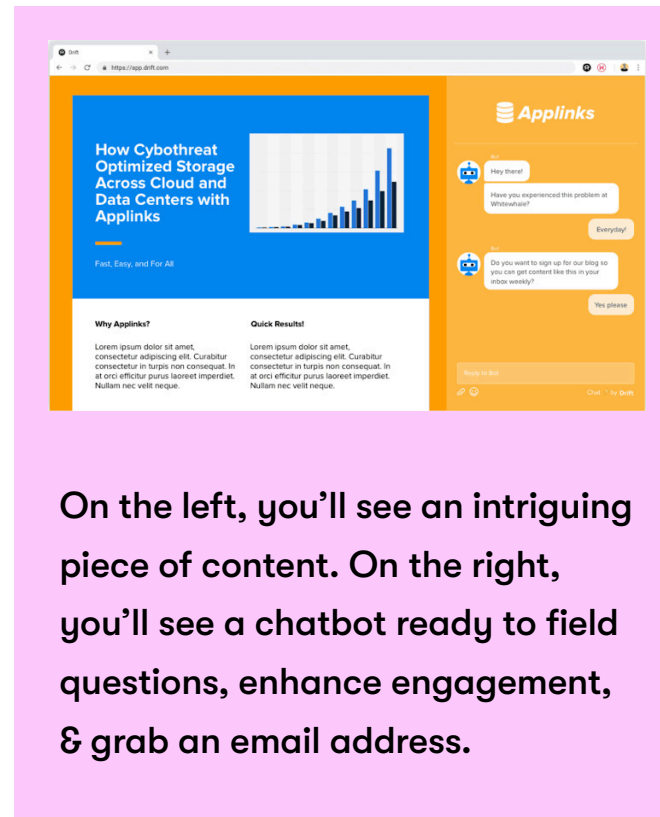
On the left, you'll see an intriguing piece of content. On the right, you'll see a chatbot ready to field questions, enhance engagement, & grab an email address.

Warm up Your Cold Traffic in Time for the Holidays

No matter which lead generation strategy you choose, the goal should remain the same—get to know the people coming by your store so that you can start building a bond. If your ecommerce campaigns come off as cold, robotic, and uncaring, odds are good that no one is going to want to give you their email address, and you'll be left with holiday campaigns that go to nobody.

On the flip side, if your campaigns or offerings are genuine, authentic, and rewarding, you'll have a long list of people who want to get to know more about your brand and offerings. The sooner you can start emailing people, the sooner you can start establishing trust, loyalty, and experiences that enhance the ecommerce-to-human relationship.

Build better customer relationships & spread that holiday cheer.

Start a Trial

Test every customer focused

feature in Drip free for 14 days.

Start Your Trial

Grab a Demo

Get a one-on-one walk-through

of Drip with an in-house expert.

Grab Your Demo

Build Better Customer Relationships in Time for the Holidays

Building better customer relationships all starts with a memorable first impression.

You've been nailing down plans to differentiate your brand and connect with more people. Once-cold traffic is turning into more leads, and your audience of curious shoppers is growing by the day. Black Friday and Cyber Monday are afoot, but you're already on your way to creating a one-of-a-kind holiday campaign that'll set your store apart well into the new year.

In Chapter 2, we dissected the wide array of strategies you can use to gather up email addresses from folks who start shopping on your site. Now it's time to lay out what to do once you have someone's @.

What's the most meaningful way to kick off conversation with people? How do you start understanding more about each person without coming off as creepy? What's the best way to warm up to people before holiday shopping really takes off? How can your store land on more people's shopping lists?

Building better customer relationships all starts with a memorable first impression. Here's how to start laying down a solid foundation of customer loyalty before the holidays hit.

Making a Memorable First Impression: Recognize & Remember

People are tired of being sold to—especially when it comes to the holidays. If you have an inbox (or several inboxes, if you're like me), you've seen stacks of subject lines promising discounts, flash sales, "BUY THIS BEFORE IT'S GONE" gimmicks, and the absolute slaughtering of brand differentiation.

With every brand counting on consumers to click because of a low, Low, LoW price in the subject line, you might also feel compelled to join the rock-bottom bandwagon. But we're here to say that you really don't have to.

The start to setting your store apart from the competition is in your first, "Hello!" to shoppers. I'm talking about a genuine, authentic, relationship-building type of hello—not a "let's skip the formalities and head straight to the inbox" type of hello.

To start the customer journey off on the best foot, it's important to remember them as unique people and recognize their interests and actions. When you begin using your freshly acquired email addresses, keep this fact in mind.

Consumers enjoy a good price, but 91% of them are more likely to shop with brands that recognize, remember, and deliver relevant offers to people. Stack that on top of the big, fat truth that 72% of consumers say they now only engage with marketing messages tailored to their interests, and it's clear that people will pledge allegiance to the better experience—not the lowest price.

Even when you're just starting to talk to someone, you can establish a sense of authenticity and humanity with your customers (which we think they'll notice more than ever around the holidays).

91% of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.

According to Acceture.com

Setting up a Welcome Campaign That Stands Out

When someone says "Hi! I want to get to know you!" by giving up their email address, the best thing you can do is return the greeting. Setting up a welcome series helps scratch this itch, and it will let your shoppers know they're in kind and considerate hands from the get-go.

A welcome campaign is a big one—it's your first one-to-one communication with people, and it's the first real look people are going to have at how your ecommerce brand will treat them. A standoffish, irreverent, or pushy welcome campaign could drive newcomers away from your store and into the open arms of competitors.

To build a great welcome campaign, start by considering where shoppers are spending their time. Fifty-one percent of consumers say email is the best way for a brand to communicate with them (with social media coming in second place with 25%). With such a huge lead in that race, say "hey" in an email first.

Use Drip's email builder to put together a warm welcome that's customized to the recipient. This means greeting people by name and even offering up dynamic product recommendations or discounts toward a first purchase.

Place inviting copy alongside enticing product imagery (or even a picture of you to put a face to the brand).
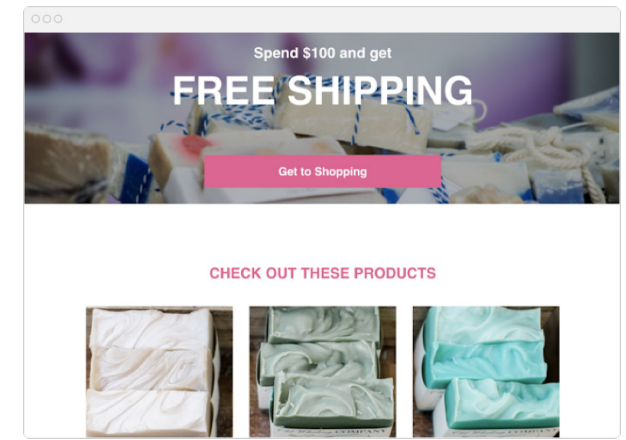
The more personalized and encouraging you can be in these early communications, the better. These are the pivotal moments consumers remember when it comes time to shop for birthdays, graduations, and—you guessed it—Black Friday and Cyber Monday.

Once your very first welcome email is fit for sending, start thinking about what other channels your welcome campaign could stretch over. By incorporating Facebook Custom Audiences and delivering some friendly "Welcome!" ads across social feeds, you'll build a full-bodied campaign that truly differentiates your brand from others.

To get this critical campaign set up quickly, install our pre-built Welcome Series workflow. This workflow is triggered once someone submits a form, and it immediately send them a welcome email. After the email is received, they're entered into a Facebook Custom Audience, and a follow-up email is sent the next day.

Heads up: You've probably noticed that this workflow is a split test. What does that mean? It means you can run several versions of the same campaign at a time in a single workflow. See which one earns you the most site visits or revenue, then pick that as the test winner that'll run on for the rest of time. It's a great way to continously optimize your strategies to meet your goals.
Read more about split tests here.

Once this workflow is up and running, people who trigger this campaign will be immediately welcomed into the fold; a first impression from your store that they'll remember when the time comes to buy.

Pro Stat: 54% of consumers expect to receive a personalized discount within 24 hours of identifying themselves to a brand (such as by submitting their mail or signing up for an account).

Nurturing Leads into Customers Beyond the Welcome

A warm welcome is great, but your budding brand-to-customer relationships need more nurturing beyond that initial campaign. Once people start hearing from you, they're going to want to keep hearing from you, so why not deliver?

With Drip Ecommerce CRM, you can segment shoppers and trigger workflows off of actions like:

- When someone orders an item
- How many times someone makes an order
- When someone clicks a link
- When someone enters a workflow
- When someone submits a form
- When someone visits a page and how many times
- And a lot more.

The point is: When someone does something with your brand, you should take that opportunity to react. When someone engages with your store, that's the best time to engage right back.

Once your welcome workflow is humming along, start working on lead nurture workflows that can keep the customer journey moving forward automatically. Start looking for opportunities to connect with your new leads about your store:

- New product launches
- Seasonal offers
- Hot-selling products
- Store announcements
- Exciting collaborations
- Free doughnuts
- Birthdays or anniversaries

And keep your eyes peeled for chances to react to things your customers do:

- Add things to a cart, then abandon it
- Abandon a product page
- Reach a specific lead score

When you build workflows that are triggered by these actions, you'll be able to react to each customer's unique journey at the right time with the right messaging. For example, a product abandonment workflow will start when someone views a specific product a number of times, but they don't buy it.

By starting a campaign around the product shoppers are looking at—sending them tailored emails, showing them ads, and talking with them about that exact product—you're able to tap into their interests in a relevant and meaningful way.

(Which isn't something all your competitors can say.)
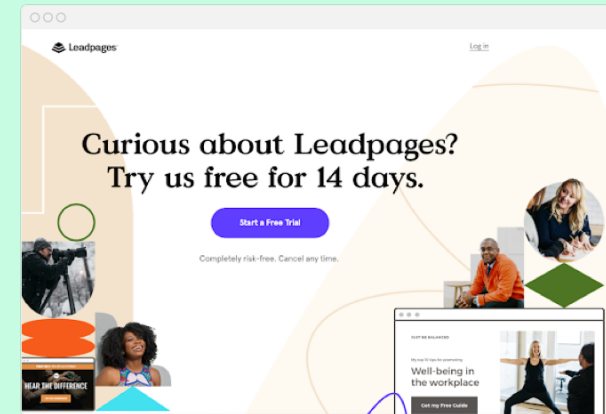
No nav, one clear CTA—this landing page to start a free trial of Leadpages makes handing over my email address a no-brainer.

Be the Ecommerce Brand with a Heart and Soul

With a memorable first impression, personalized interactions, and relevant communications across channels, people will remember and prefer shopping at your store from the moment they give you their email address.

Start the relationship with a welcome campaign, then keep the conversation going for more first customers, repeat purchases, and long-term loyalty. Make every shopper realize there's no place like your store for the holidays.

Build better customer relationships & spread that holiday cheer.

Start a Trial

Test every customer focused

feature in Drip free for 14 days.

Start Your Trial

Grab a Demo

Get a one-on-one walk-through

of Drip with an in-house expert.

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Big-impact Black Friday & Cyber Monday Marketing Plans

Plans That Your Customers Will Love

You've rounded up loads of email addresses. People are feeling warm and cozy in your welcome workflow. And now, it's time to light all the burners in preparation for Black Friday and Cyber Monday. What do you have planned beyond your first hellos before the holidays?

This chapter is aimed at showing ecommerce store-owners how to choose which channels to incorporate into marketing campaigns, which emails strike more chords, and how to make a plan that will fit any BFCM goals.

When it comes to holiday shopping, it's more challenging than ever to get the attention of consumers. Ecommerce is becoming more competitive, and the number of marketing channels that brands have at their disposal is overwhelming. All these factors combined make a fine-tuned marketing strategy more important than ever. Every move you make with customers needs to be in the right place at the right time—or just like some stray batteries in a mountain of wrapping paper, it'll get lost in the shuffle.

With a quick exploration and a plan of action, your shop will be ready to tackle tackle the shopping season.

Assess Your Marketing Channels and Make a Master Outline

Whether you've been in business for a while or you're just getting set up, it's a good idea to take inventory of marketing channels you're already using. I'm talking every channel up for grabs, like:

- Websites

- Landing pages

- Social media

- Email marketing

- Text messaging

- Print media

- Paid ads

An overview of campaigns you've run, time you've spent, or budget you've allocated brings some clarity to opportunities ahead. For example, if you discover you're still running some landing pages that have grown stale, you know where to pull your resources from so you can pump them into something else—something that will resonate with your customers.

In addition to weighing the channels you've used or set up, dig into the channels that your shoppers are spending their time on. For instance, 55% of consumers report buying products online after stumbling across them on social media, and 78% of 18–34-year-olds report discovering products on Facebook.

Facts like that are huge, especially if you have an ecommerce brand that's still trying to gain some traction in the industry. Additionally, 77% of U.S. small businesses use social media for things like sales, customer service, and marketing. And you're not just gonna stand there and let your competitors get all the exposure in one channel, are you?
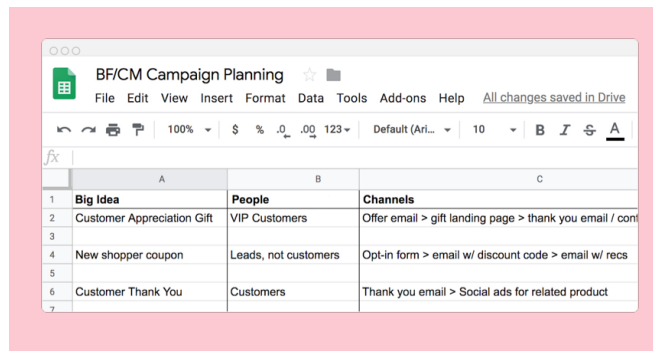
Of course not.

Your Black Friday / Cyber Monday campaign will only be as strong as the foundation you build it on, which is exactly why it's time to make your master plan. A compelling and enticing campaign is made up of a lot of moving parts—websites, emails, landing pages, ads, and more. But in order to make your mark this year, your store needs to bring these elements together in comprehensive ways instead of disparate touch points.

Once you've shuffled through your Rolodex of channels and narrowed your focus to ones that'll have the most impact with your audience, start mapping out campaigns you want to run.

This could be as simple as putting pen to paper and jotting down ideas for your store this BFCM. On the right is a screenshot of what my own planning looks like. I started a spreadsheet where I can jot down my big ideas, who will experience them, and which channels they'll include. keep this fact in mind.

This is a quick and easy resource I can add and refer to all year long (and even apply to different shopping holidays outside of Black Friday or Cyber Monday). The "channels" column will be a good guide for components to add in my workflows as well as which integrations I should connect to my Drip account before I get started.

Send High-converting Ecommerce Emails

Wait, why are emails getting a special section here? Read on, friend.

In Chapter 3, you learned that consumers prefer email when it comes to brands communicating with them—even beating out social media nearly 2:1. Because so many people prefer to engage in the inbox, your ecommerce emails are a key piece to any holiday marketing campaign.
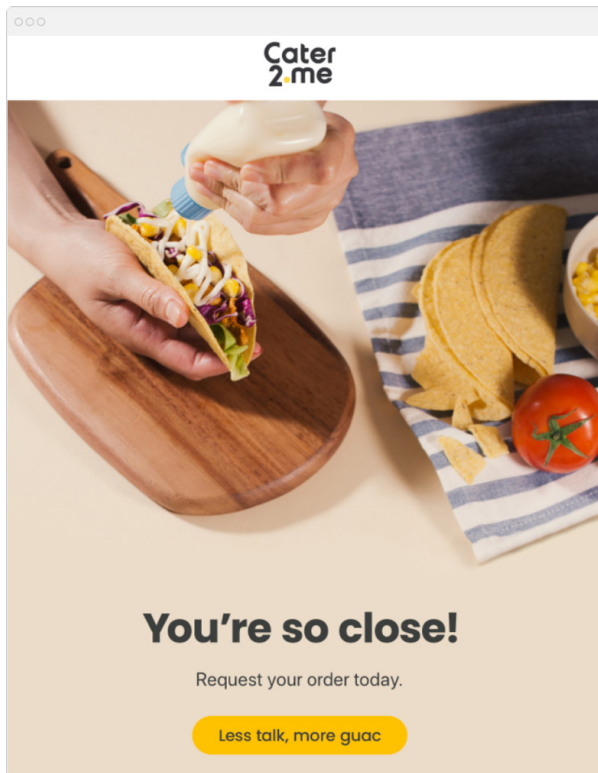
The problem is that inboxes are inundated with emails leading up to Black Friday and Cyber Monday. People are trying to sift through all the deals, or, worse yet, they're just deleting everything that rolls in this time of the year. The amount of time that your emails get to grab attention is short, so every message you send has to pack a punch.

The goal is to create ecommerce emails that stand out from the noise; ones that walk the tightrope of being genuine and authentic while showcasing products you want to sell more of. While you prepare your store for holiday shoppers, start thinking about the ways each email you send can have the biggest impact.

The highest-converting emails you can send are relevant, personalized, and timely. Nab a tip or two from some emails that are nailing the ecommerce experience:

Abandoned cart emails engage. These emails check a lot of boxes. First of all, abandoned cart emails can typically recover 15% of shoppers who otherwise weren't going to purchase. Plus, sending folks reminders about the goods they left behind ranks in the top five marketing tactics that consumers want from brands.

Secondly, these emails are sent to almost-customers at the right time with warm and inviting language. These emails aren't pushy, and they're even personalized with images of the exact items left behind.

Brand news and product updates are transparent and build trust. Remember that your marketing strategy leading up to and riding through Black Friday and Cyber Monday isn't just about "winning" the holidays.

Product recommendations are effective and thoughtful. Did you know that an estimated 35% of purchases on Amazon come from product recommendations? That's a hefty percentage that would raise any online store's bottom line. This email from Methodical Coffee recommends three fan favorites, so any shopper who's on the fence about buying will have a better idea about what's yummy.

Meaningful engagement provides better experiences and is geared toward establishing trust and customer loyalty. One part to making more customers trust your brand more than others is being transparent and letting folks know about what's happening with your brand.
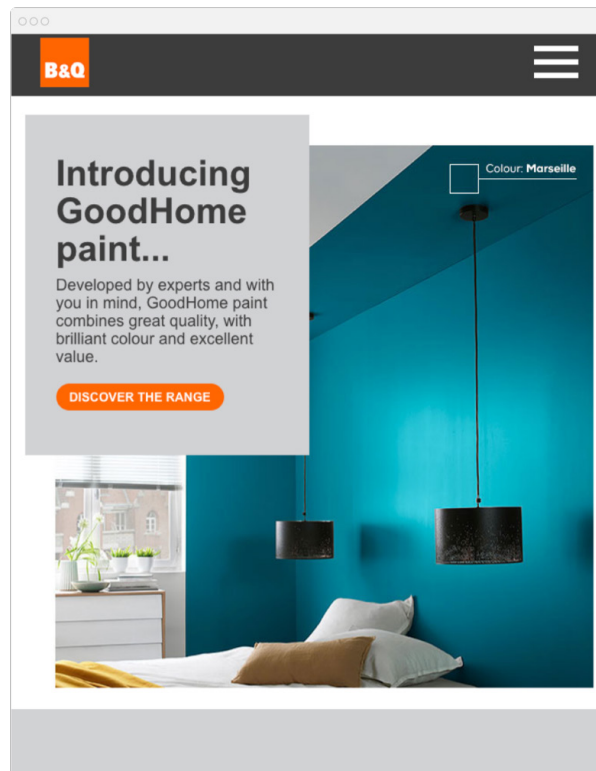
Emails relaying store news, product releases, and updates make customers feel included and important—an experience they'll remember long after the holiday spree has ended.
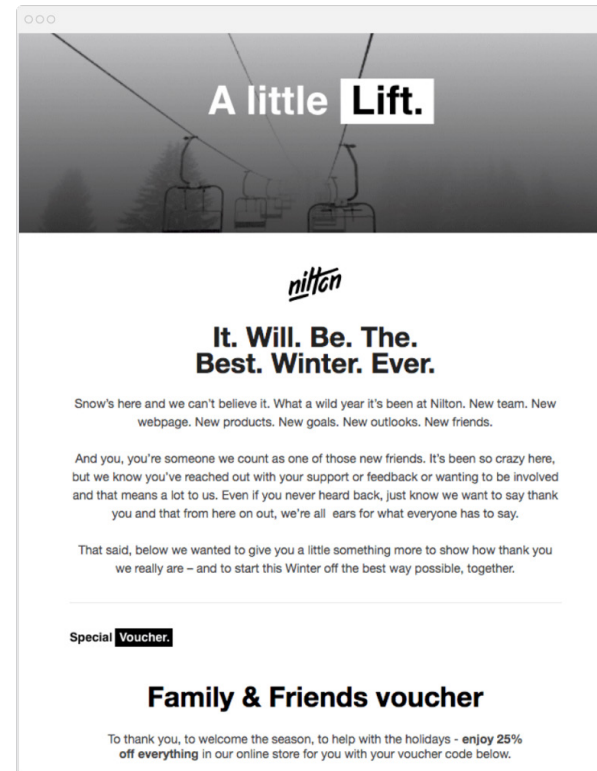
Customer recognition and reward goes a long way. More than 90% of consumers are more likely to shop with brands that recognize and reward them—and email is a prime place to show people how much you remember them. This email from Nilton Clothing effectively makes shoppers feel like part of the family and gives them a gift just because of it.

Make Your Marketing Plan with Confidence

Having a plan in place will make connecting your marketing campaigns less overwhelming as you ramp up for the holidays. By assessing your marketing channels, understanding where your customers are hanging out, and choosing a couple engaging and relevant campaigns, you'll be able to start digging into the nitty-gritty of it all.

Now that you have channels and goals in place, this provides a set starting point when it comes to actually getting into Drip, making your workflows, crafting your emails, and hitting "start" on these campaigns. It's important to see these customer journeys from a bird's eye view so you can see how all your pieces fit together.

Without a blueprint of how your customer journeys will flow—and what their end-goals are—you could risk having disjointed or irrelevant messaging. And when emails, ads, or other communications miss the mark, customers notice (and could move onto your competition).

Give all your shoppers the gift of a tailored and comprehensive strategy this year—and it all starts with a little bit of planning.

Build better customer relationships & spread that holiday cheer.

Start a Trial

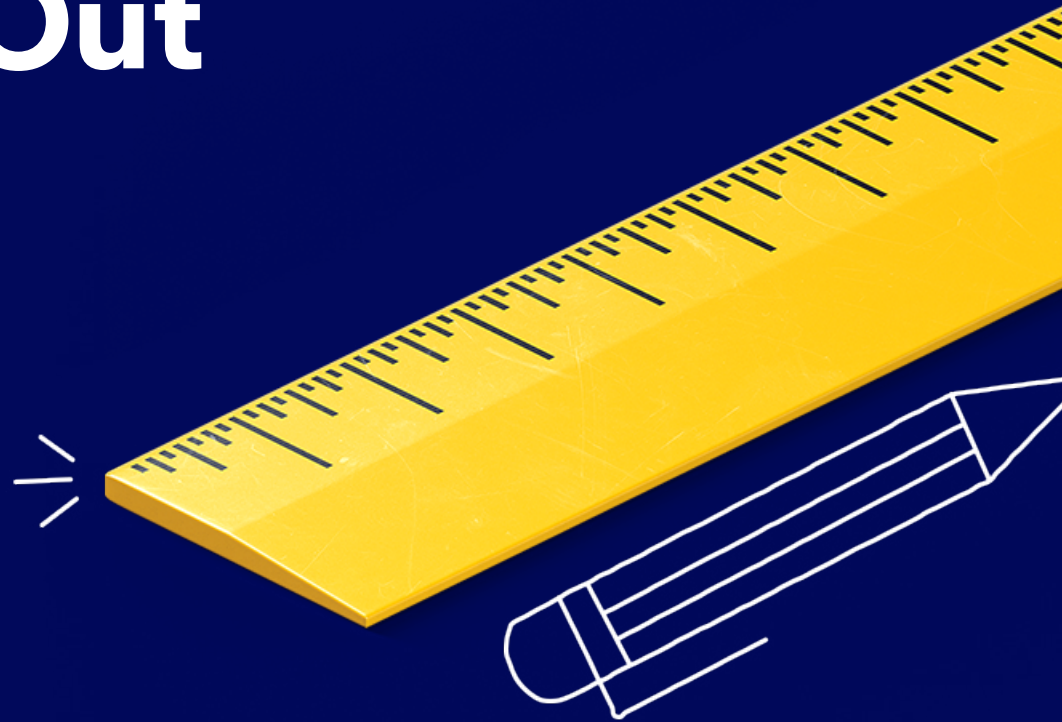Test every customer focused feature in Drip free for 14 days.

Start Your Trial

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Get a one-on-one walk-through of Drip with an in-house expert.

Grab Your Demo

Ecommerce CRM Strategies to Start 3 Weeks Out

The Countdown to Black Friday

You have a lot going on in your world before the holiday season comes crashing in. Your personal life might be stuffed with your own gift buying, late-night wrapping sessions, and festive decorating frenzies. And if you're running an online store, your to-do list runs the gamut from ordering inventory to site maintenance to, well, what we're doing right here at Drip.

(We get it. Despite all this tech mumbo-jumbo, we're just people, too. Keep your chin up, keep the eggnog close, and keep these tips in mind.)

The more you can plan for the impending onslaught of holly jolly, the better. An easy way for your store to be forgotten during (and after) Black Friday is to toss out a hurried and impersonal email at the last second to everyone you can get your hands on.

To avoid having to work right through this year's Thanksgiving meal in order to get some message out your digital door in the final hours, give yourself some more time. Check out which segments to make, workflows to build, and emails to send in the 3 weeks leading up to the official start of Black Friday and Cyber Monday.

Hashing out Your Ecommerce Holiday Plans with Drip ECRM

This ecommerce holiday series has slowly building up to this point—digging into Drip and building the moving pieces to your strategy. Up until this very moment, we've covered:

- What makes an ecommerce store stand out from the competition

- How to turn site traffic into people you can talk to with opt-in forms, Hello Bars, Facebook Lead Ads, and beyond

- The key to making a memorable first impression with customers in the inbox

- And where to start when it comes to planning your marketing channels and email types.

By understanding what online shoppers want to get out of their ecommerce experience (besides getting the product they want to buy) and how to provide them with it, you'll have a better idea of what to make. Workflows, segments, and automations all make more sense in context of why you're doing all of this: To provide a better experience for your customers.

With a fine foundation laid and some ideas already fired up in your mind, let's start building in Drip. Instead of dragging through a marathon Drip session, we've broken down this next part into bite-size pieces. Plus, smaller goals will give you big wins along the way (but the biggest win is not panicking on Black Friday, amiright?)

Finding Your People: Must-have Segments in Drip for Black Friday

The word "segment" sounds a little cold and sterile (or like you've somehow wandered back into your geometry class of yore), but segments in Drip are far from it.

By our own definition:

A segment is a filtered list of people that have something in common, such as the same Tag, Custom Field, or some other criteria. When a segment is created, it dynamically includes and excludes people based on the specified filter criteria.

Segments are what make personalization possible. Personalized journeys, personalized emails, personalized ads—a segment is the information that dictates who sees what. You can filter people by a ton of stuff. Choose from any of your tags, the date they were added to your list, the brands they buy, the sizes they search for, their purchase frequency, and more.

The list of segments you can create is pretty unending, but there's no need to get overwhelmed by it all. At Drip, we suggest a few tried-and-true segments for people just getting started with segmentation. These include:

- **Purchaser** People who have bought something, anything from your store at any point.

- **Non-purchaser** People who have given you info but have never purchased. For example, a shopper who signed up for your newsletter, but hasn't been through the checkout.

- **1x Purchaser** People who have bought from you one time.

- **2x Purchaser** People who have bought from you two times.

- **3x+ Purchaser** People who have bought from you three or more times.

- **Disengaged** (30, 60, 90 days) People who haven't engaged with your store - visited the site, opened an email, etc.- in 30-day increments.

Heads up! These are just our suggestions. The criteria can always be adjusted, so the important thing to remember is to adopt and adapt what's best for your store. Also, if you're just setting up your online store, some of these might be tough to find people for right now, e.g., 3x customer, disengaged 90 days, etc. And that's ok! You can still create these segments so that when the time comes to talk to your VIP customers, you'll be ready!

To stay calm and collected during a stressful season, set goals to make one or two segments at a time. Setting aside a little bit of time each day during the weeks preceding Black Friday means you can sleep easy instead of stressing through the night.

Check out this 2-minute how to video about segmenting in Drip.
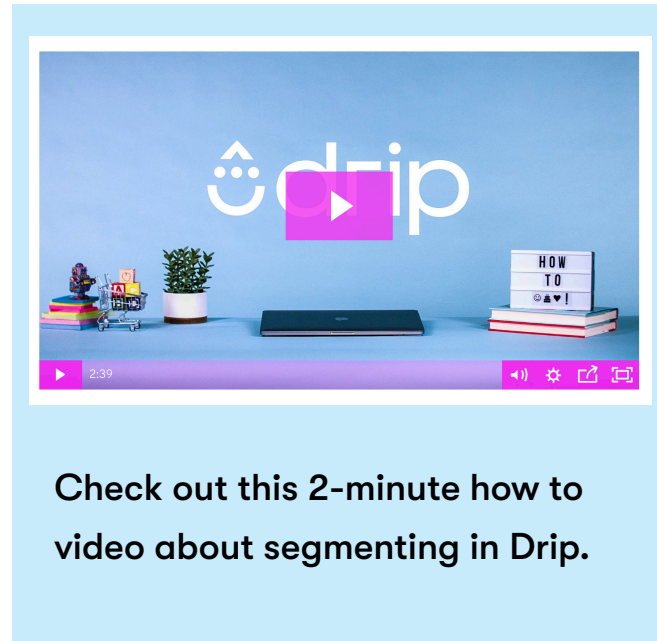
Create Automated Workflows That Speak to Each Segment

Workflows were mentioned earlier in this series (in Chapter 3!) when talking about lead nurture and product abandonment campaigns. Those are workflows you should always have humming in the background of your store, regardless of the season. However, when it comes to Black Friday and Cyber Monday, it's a good idea to set up seasonal workflows that run during these promotions instead of year-round.

With your segments in mind, it's time to weave them into workflows. There are a couple ways you can trigger workflows specific to segments of people, but for now, we're going to focus on building specific Black Friday workflows that are triggered when corresponding tags are applied to people.

Step 1: Apply tags that trigger a workflow.

Tags are essential when it comes to segmenting, targeting, and understanding people at a glance. They're labels applied to people based on differentiating factors, e.g., "Downloaded Ebook" or "Promo User."

If you're brand new Drip, read this manual in our learning hub, MyDrip, that explains exactly how to apply a tag to all people in a segment using a Bulk Operation. It's only a few steps, and the on-screen instructions are pretty clear, but it never hurts to learn a little more!

To keep things clean and as simple as possible, I'm going to start creating tags specific to segments I want to engage with during Black Friday / Cyber Monday.

These tags will follow a format similar to BFCM 2019 2x Purchaser so that I can keep organized and rest-assured that I'll always be able to find these people. Decide how many segments you want to reach this season and start tagging them appropriately.

Once your segments are tagged, let's start making workflows that are personalized to them.

Step 2: Build your workflows.

Workflows can go in any direction you choose. You establish what the triggers are, the experiences people will have, and the goals of each workflow.

Here are some rules to follow while building your BFCM 2019 workflows:

- If making a purchase is a goal in your workflows, make sure to include the extra action of adding a tag like "BFCM 2019 Customer." That way, if someone does make a purchase in these holiday workflows, you'll be able to identify them and create an experience just for them for next year's BFCM campaign.

- Take a multichannel approach. Earlier in this series, we talked about taking inventory of your marketing channels. By assessing which channels are having the most impact with your audience, you'll have a better idea of which to include in these holiday workflows from email to social media and beyond.

- Consider split-testing inside a workflow. If this is the first year you're running full-color BFCM marketing campaigns in Drip, you might not know what resonates more with which segments. For example, people who have disengaged might respond better to receiving three emails versus two emails and a Facebook ad.

By setting up workflow split tests, you'll have wrapped up this season with some rock-solid data that will directly help you decide what to do next BFCM.
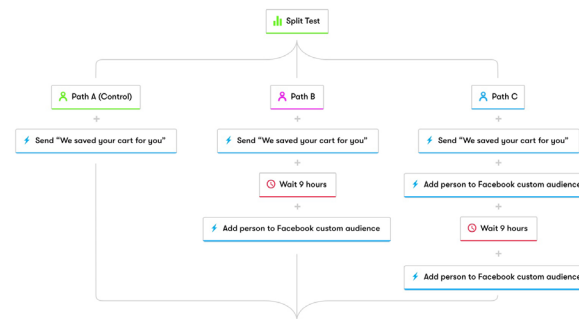
Create your workflows so that they send out a steady stream of communication to the segments you're engaging with. For at least two weeks before Black Friday (since it's the first major shopping day for the holiday season), keep in touch with your segments.

For 1x Purchasers, consider showing them your top-selling products, since they may not be as familiar as your more frequent customers. Or for your 3x+ Purchasers. Consider sending them VIP offers or sneak peeks at what's ahead to further drive their loyalty to your brand.

With a steady cadence of emails, ads, texts, or other channels you integrate with Drip and include in this strategy, your online store will build up trust and anticipation with people. Then, when Black Friday finally arrives, they'll know exactly where to head.

Pace yourself. In the calendars earlier in this chapter, you'll notice that days are marked for when to start building your segments if you were using the six we recommend. However, the calendar may shift if your BFCM strategy is to reach out to more or fewer segments.

Steady Planning Makes for a Calm Black Friday

The goal is to stop thinking about Black Friday as an overwhelming task and start thinking about it in small steps that can be accomplished well within a day. By focusing on part of your audience in the days leading up to Black Friday and Cyber Monday, you'll be able to build workflows focused all around them and their experience.

Remember, as you create your workflows, you're also going to have to devote time to building out personalized assets. For example, your 3X+ Purchasers should receive different emails that speak to their loyalty than the Non-purchasers will receive.

As daunting as that seems, tackling the task at hand with one segment, one day at a time, your ecommerce store is going to stand out from the competition that's providing generic, annoying, batch-and-blast emails all season long. By taking some time before Black Friday, your customers will remember you for many seasons to come.

Build better customer relationships & spread that holiday cheer.

Start a Trial

Test every customer focused

feature in Drip free for 14 days.

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Get a one-on-one walk-through

of Drip with an in-house expert.

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Ensure Your Black Friday & Cyber Monday Ecommerce Marketing Runs Smoothly

The holidays are about making folks feel cared for.

Chapter 5 of this holiday series doled out ideas for strategies to start three weeks before Black Friday. From building high-value segments to the BFCM-specific workflows that should be stood up by November 18, these strategies will help your brand engage with specific people in the most meaningful ways before the holidays.

The holidays are about making folks feel cared for. By creating segments, you're able to build customer journeys that are relevant to the individual instead of blasting everyone with the same message (which, more often than not, won't apply to most people who receive it).

With segments and journeys specific to Black Friday and Cyber Monday underway, now's the time to also start stewing about strategic components to have in place during the shopping season.

We're going to revisit ideas mentioned in earlier chapters of this book, as well as introduce some new must-haves for the holidays when it comes to understanding your customers.

Understand Your Customers & Plan Ahead for Your Future Strategies: Start Tagging

It's obvious that most online retailers just want to sell more over the holidays. They're driving the same gimmicky emails into every inbox they can get the address to. And once the sale is made? Well, you're lucky if you're one of the few who's been engaging with a brand that cares. Most experiences, however, aren't so good once you've spun through the checkout.

The moral of this story? Our goal at Drip is to help ecommerce brands gain an authentic and deep understanding of their customers in order to provide more thoughtful (and simply better) experiences. And part of understanding your customers is remembering how they've engaged with your store.

Say "hey!" to tags.

Tags attach a label to a person when they something specific, such as become a customer or take advantage of a specific sale. When you apply tags to people, you can use them to help understand each customer and craft a message that'll speak to how they've engaged in the past.

For example, applying a tag like "BFCM2019" to someone who buys something from your store from Black Friday through Cyber Monday will help you identify these people in future campaigns. Tags make it easy to segment people, write relevant messaging, and trigger specific workflows related to their tags.

There are several ways you can apply tags this BFCM. To be proactive, add action steps to your holiday workflows after certain goals. For instance, if the Black Friday workflow you trigger for 3x+ Purchasers drives them to purchase a product at a price they can't resist, make sure to apply a tag after they make the purchase.

⭐ Item checkout created via Shopify

+

⚡ Apply the "BFCM2019" tag

+

✔ Exit
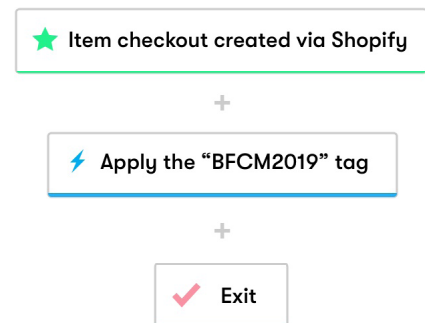
Setting up a Welcome Campaign That Stands Out

By adding a tagging action after every purchase goal in your holiday-centric workflows, you can rest-assured that you'll be able to see who's taking advantage of your holiday deals so that you can reach out to them later.

Another way to add tags to everyone who engages with your brand during BFCM—whether that's by making a purchase or clicking an email or, really, whatever you want to mark and remember—is to perform a bulk operation after your holiday campaigns have ended.

Performing a bulk op to apply tags to people after the holidays only takes a few clicks, and it gives you some time to think about what tags you want to make while your holiday campaigns are running.

How to Apply Tags

To apply tags in a bulk op in Drip, click People then Imports/Bulk Ops. In Step 1, find all the people you want to apply a tag to by choosing your criteria from the dropdowns. You can also keep adding conditions if you want to find people who've engaged across multiple emails. Click Next in the bottom right corner of the screen.

1 Choose the segment this operation should affect

Showing all active people

| Automation emails ▾ | has clicked ▾ | Choose an email... |

+ Add a condition

Did you forget something?
This email belongs to the E-Commerce Blueprint: Simple Abone...

(no name)
This email belongs to the The Best Workflow EVAR workflow

Next, in Step 2, choose the action you want to perform. In this case, we want to apply a tag to everyone who clicked on an email in one of my holiday workflows. In Step 3, choose when you want the tags to be applied, and you're on your way to tagging mastery.

2 Automation Actions (Optional)

Perform automation actions on the people you've selected. You can skip this step if you're just importing a list of people.

What action should we perform?

| Drip ▾ | Apply a tag ▾ |

What tag should we apply?

| BFCM email engaged ▾ |

Applying tags to people who've interacted with you during your Black Friday and Cyber Monday campaigns makes them easy to find and reach out to.

Write Email Copy Now so Your Holiday Campaigns Are a Cinch

(Hint: In the end, everyone tagged with buying something this Black Friday will probably want to know what you have going on next Black Friday. Keep them in mind for next year's campaigns!) We've gone over workflows you can create, segments to reach out to, and tags to apply to everyone who comes your way this season. But one huge time-saver you can start knocking out well before the holidays is writing your email copy.

When your content is in place and your messages are tailored to your segments, building your workflows will go quicker than ever. It's like baking a cake. The act of making the cake goes a heckuva lot smoother when you have your ingredients laid out in the pre-measured quantities. Just toss everything together and pop it in the oven.

If you're adding automated emails directly to your workflows, write your content in a separate document on your computer. Then, copy and paste content into your emails when building the workflow. If you're inserting multi-email campaigns to your workflows, those can be built ahead of time inside of Drip.

Once your content is written, add an Action where you want to deploy emails in your workflows. Select which type of email you'd like to send, choose between the Text/HTML and the Visual email builders, and insert your copy.

⚡ Send the "BFCM 3X purhcasers" campaign

+

⭐ Item checkout created via Shopify
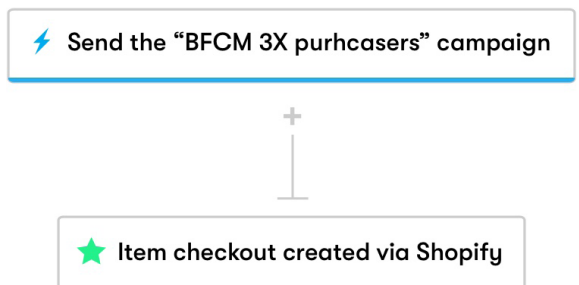
As mentioned earlier, write your emails with your specific segments in mind. If you're writing emails for a workflow focused on your 3x+ Purchasers, tailor your copy and your offer (if you have one).

The goal from start to finish is to make your customers feel appreciated and cared about. With every workflow, ad, or email, speak to their interests or actions. Engage them with meaningful messages for genuine, long-term relationships that start in the inbox.

Build Automations That Keep Customers Engaged Throughout BFCM

To make sure everyone who visits your site or makes a purchase over the holidays feels the love—and not just the folks in the workflows you've made—there are a few rules and workflows you should have up and running by Black Friday.

1. Post-Purchase Thank You Email

So, you have people cruising through your BFCM workflows, experiencing tailored messaging, being shown relevant ads, and having an all-around good shopping journey with your brand. But what about folks who happen to stumble upon your store and end up buying?

Treat them with the same feel-good experience. One way to start their journey off right is with a simple "Thank you" email after they make a purchase.

Head to Automation, then click Rules. Click the Make a New Rule button, and get to craftin' your automated thank you email. Choose what triggers your thank you email in Step 1, then write your email in Step 2.

But what if thank you emails are already a part of your BFCM workflows? If you've already added post-purchase emails to your BFCM workflows and you're worried that customers might get two thank yous after they purchase, we have a solution!
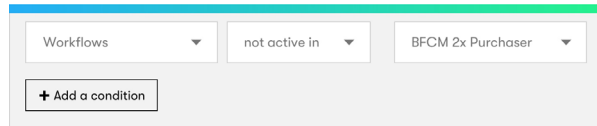
In Step 1, you can change who will be affected by this rule.
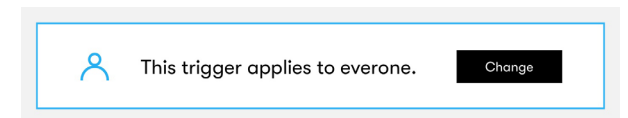
Click Change, then start adjusting the criteria for who can trigger the rule and who can't. To exclude people in your BFCM workflows from triggering this rule, make sure it applies to those who are not active in those workflows.

Edit Criteria

If the person matches the following criteria, this Rule will be triggered.

| Workflows ▾ | not active in ▾ | BFCM 2x Purchaser ▾ |

+ Add a condition

One benefit to adding post-purchase thank you emails to individual workflows is that you can personalize those emails to align with what came before them in the workflow. However, excluding thank you emails from workflows and creating an automation like this one could save you time and ensure everyone who makes a purchase gets a thank you.

2. Cart Abandonment Workflow

We've already discussed the power of abandoned cart emails in Chapter 4 and in Chapter 3, but we're going to bring it up again in Chapter 6. They are really that effective, and we strongly suggest setting up a personalized cart abandonment workflow.

Cart abandonment workflows ensure that everyone who fills up their shopping cart but doesn't check out will get a little nudge in their inbox. You'll be surprised how often someone just needs a reminder about what they left behind to get them back to the checkout.

Make these emails relatively to-the-point with a clear way to get back to where they left off. Reduce friction as much as possible with these messages.

3. Browse Abandonment Workflow

Similar to cart abandonment workflows, browse abandonment workflows are triggered when a shopper shows interest in a product but doesn't make a purchase. This is perfect for someone who's perusing your goods and needs a little extra encouragement to make a purchase.

Show 'Em What a Black Friday Experience Should Feel Like

The holidays are busy. People are out enjoying the lights strung up, the sounds of the season, the memories made and yet to be made. Why not add to the holiday spirit?

By checking the boxes for these nitty gritty BFCM details, you'll ensure that everyone who comes by your site will have a standout customer experience as they shop.

Build better customer relationships & spread that holiday cheer.

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Keep Customers Engaged & Coming Back

BFCM are only two days of the year

While the shopping spree that takes place on Black Friday and Cyber Monday has potential to bulk up your bottom line before year's end, it's important to remember that these events are only two days of the year.

With so many people coming by your site and browsing what you have to offer, this is a prime opportunity to plant the seeds for long-term customer relationships. Ya know, the types of relationships that'll keep your store sailing strong for the other 363 days of the year.

We've focused on the strategies you can start building in Drip ECRM that'll give customers a great experience before and during Black Friday and Cyber Monday—but what about the post-BFCM calm?

As other online brands suddenly stop talking with customers, this is a chance for your store to keep fanning the flames of a great customer experience. Remember: Just because the holidays have ended, it doesn't mean your tailored communication should, too. Deliver the gift of a unique customer experience all year long.

Analyze How Your Holiday Campaigns Performed with Dashboards

Before diving into your post-holiday strategies, evaluate how your pre- and peri-holiday strategies performed. Understanding what worked, which segments were engaged, and what types of workflows resonated the most with your customers is crucial to optimizing your future strategies.

Dig into each email you sent over the holidays and understand how they resonated with people. Performance metrics such as open rate, click-through rate, and revenue earned for one-off emails can be found in your Broadcast Dashboards.
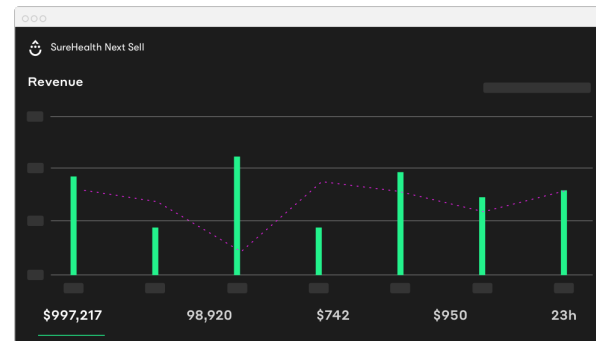
Workflow Dashboards display comprehensive data about your holiday workflows. See how many people were active in your workflow by day, learn how long it took someone to make a purchase, see how much revenue each workflow earned, and even dive into the data from any split tests that were running in a workflow.

Then, to gain an even deeper understanding of your holiday strategies, start clicking into individual Customer Profiles. For example, filter people to find ones who made a purchase over the holidays, and click into their Profiles to get a clearer idea of what caused them to purchase.

Learn who they are and how they engaged with your brand leading up to and during BFCM. You'll learn which emails, workflows, and experiences had a big impact on people so that you can take those insights and apply them to your post-BFCM strategies.

SureHealth Next Sell

Revenue

$997,217   98,920 $742 $950   23h

Empower People: Ask Customers for Feedback & Reviews

One way to keep customers engaged past the holidays is to ask for a review of what they purchased. Reviews of your goods are useful in a few different ways.

- **Customers feel valued.** Asking someone for their opinion on a topic is a great way to show that you put stock in their opinion. They become an authority on a topic, they'll feel empowered, and it acknowledges their thoughts and feelings about the experience, product, and more.

- **Put your brand top of mind.** Popping into someone's inbox after competitors are long-gone from sending emails is a prime way to stay in the minds of customers. Keeping the relationship going while everyone else is in marketing hibernation will put you ahead of the competitors when the next holiday rolls around.

- **Influence future shoppers.** Ninety-five percent of online shoppers check the reviews before making a purchase, and 88% are influenced by the reviews they find. With such an incredible opportunity to have a positive impact on shoppers, asking for product reviews is a must.

- **Sell more products.** The purchase likelihood for a product with five reviews is 270% greater than the purchase likelihood of a product with no reviews. Even if you can gather up a few reviews for specific products, you'll see a marked difference with how in-demand those goods are versus one with no reviews.

- **Establish trust with everybody.** Plastering reviews—good, bad, and in-between—somewhere on your website shows that your brand is up-front and transparent. This level of transparency builds trust between your store and its customers, which only bolsters the entire customer experience.

Asking for reviews can be a seamless and automated process with the right workflows. Here's a prebuilt example of a simple Product Review workflow. If you want to give your customers a bit more time to fall in love with their purchases after the holidays, just adjust the time delay in your own workflow and let it roll!

Drive Loyalty with Next-sell or Recommended Products

There are a lot of things you can do while marketing your online store that will make customers feel appreciated. VIP customer specials, sneak peeks at new products, a message on their birthday—each of these relationship-boosting strategies shows recognition and appreciation for the customer.

Another way to show people that they're more than an email address is to remember what they've done and continue their journey. Next-sell messaging and tailored product recommendations enhance ecommerce experiences, and they're quickly becoming an expected part of online shopping.

When you consider that 91% of consumers are more likely to shop with brands that remember them and offer relevant recommendations, putting a next-sell strategy in play becomes a no-brainer. Plus, with Drip's personalized content, it's quicker than ever to suggest products unique to each customer and what they've bought.

Dynamic Recommendations is an easy-to-add content block for ecommerce stores inside of Drip's Visual Email Builder.

Just drop one (or several) of these content blocks in your next product recommendations email, and let the dynamic language take it from there.

Recommendations will automatically populate with a product that best fits the customer's past purchases. You won't ever have to sweat fumbling a product rec with these features:

- Products will be excluded from recommendations if the customer has already purchased the item.

- Products will be excluded if the item is out of stock.

- With Shopify you can exclude products in Drip, add a "Drip Do Not Recommend" product tag in Shopify to any products you don't want to recommend.

- If a customer does not have order history, the Recommendation content block will default display your store's Top Selling Products.

Product recommendations are a great way to help customers feel recognized and remember—instead of totally forgotten post-BFCM. This strategy empowers online brands to engage shoppers with more of what you have to offer, and it encourages repeat purchases and customer loyalty. People like it when shopping for what they like is made easier, and this is a quick way to do that.

And just like we talked about for your BFCM campaigns, don't forget to keep an eye on how your product recommendation emails or workflows are performing. You'll be surprised how much revenue a tailored rec can bring in for both the short and long term.
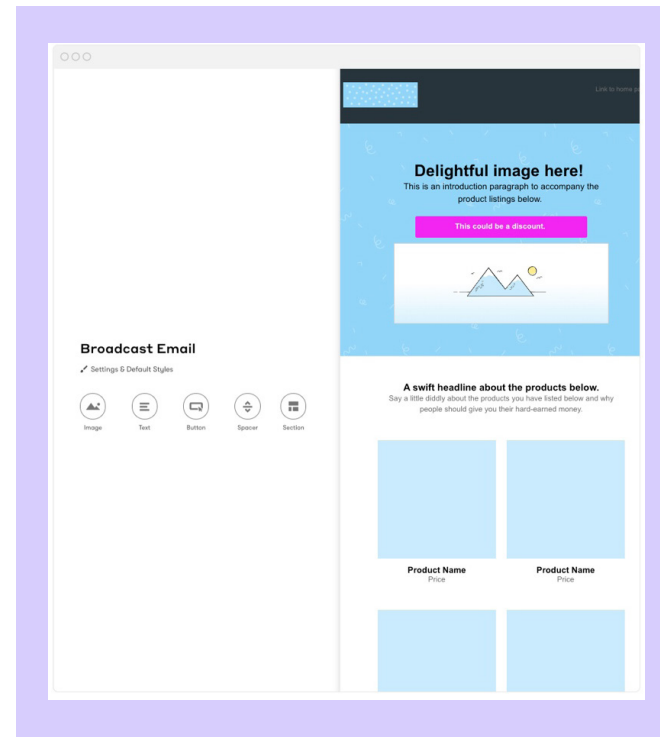
Analyze, Optimize, & Keep Customers Engaged After the Holidays

People are shopping online outside of Black Friday and Cyber Monday. And just because those days fall outside those shopping holidays, that doesn't mean that those shoppers deserve anything less than a great customer experience.

With a close eye on how your holiday campaigns performed and understanding which parts resonated with your customers the most, you can start building strategies that'll keep them close all year long. Dig into your dashboards and start brainstorming ways to keep your holiday customers engaged. From asking for reviews to providing custom product recommendations, put your brand top of mind for a long time to come.

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Make This BFCM the Gift That Keeps on Giving

How to Guarantee Repeat Customers for Next Year

Your pre-holiday strategies are rock-solid. Black Friday and Cyber Monday plans will hum along without a hitch. And your post-BFCM campaigns are cued up and ready to go. This year's holiday marketing is bound to be good.

In the past seven chapters, we've explored how critical a personalized, nurturing customer experience is when it comes to differentiating your online brand. Recognizing, remembering, and treating customers to tailored experiences before, during, and after Black Friday and Cyber Monday will show that you're committed to them as people (and not just as a fast sale).

With your strategies in mind, it's time to consider the final piece to your ecommerce holiday puzzle: Your store's next Black Friday and Cyber Monday strategies.

BFCM Post-Mortem: Identify Your Best-Performing Emails & Workflows from This Season

Did a few of your emails show standout metrics this year? Did one of your workflows garner more engagement and revenue than the others? Notice anything else that was particularly hot with your customers? Make sure to jot all of that down.

Create a BFCM post-mortem document and pick apart the workflows and campaigns you were running this season. Whether you're holding a post-mortem with a team of marketers or having a solo retrospective, make sure to answer these questions in your documentation:

1. **What made your final strategies great?**
   Pick out the things that went well. From images in ads to email personalization to the number of clicks you saw on your notification bars, let's take a moment to celebrate the best bits of this season's strategies.

2. **What are the results you were expecting? Did you hit those goals?** Did you get to subscribe as many people as you had hoped to your email list? Were you opens and clicks what you wanted? Was your revenue earned with Drip where you wanted it to be? Did everyone

make it through your day-of Black Friday workflow? Take a look at the numbers and write them down.

3. **Which strategies worked well, had high-engagement, etc.?** Sift through everything you did this season—from ad campaigns to workflows to emails—and add your best-performing ones to this doc. You'll want to know which strategies resonated the most when it comes to planning next year.

4. **Which strategies didn't perform well?**
   Now that you've ID'd the good, let's take a look at the not-so-good. If some emails or a workflow didn't work like you had hoped, that's OK. The strategies you think of for this response are the ones you're going to learn and grow the most from.

5. **What would you do differently next year?**
   If you could go back in time, what would you change? Write those notes down for next season, and try to make some of those changes.

The purpose of a post-mortem is to reflect on and better understand your strategies. If something didn't quite go your way, this is the time to pinpoint what happened and grow from there. It's also another opportunity to sit down and focus on your customers. Put yourself in their shoes and see if you get a different view of why something resonated (or not) with people.

Include as much information in each answer as you can dig up. Don't forget to spell out the metrics you mention, slip in a screenshot of your dashboards, or even add a link to the email or workflow you're referencing. The more details you include in this document, the easier it will be to understand what went well and where you can make improvements for next year.

Plus, measuring and recording the results from your marketing strategies this year will help you plan and set goals for next year. Over time, you'll be able to better predict how much growth in both people and revenue you could be able to see over the holidays.

> It's also another opportunity to sit down and focus on your customers. Put yourself in their shoes and see if you get a different view of why something resonated (or not) with people.

Make Small-scale Improvements for Big-time Customer Love

Even if all of your emails and workflows blow right past your expectations, there's always room for growth and improvement. After all, your customers aren't going to stop evolving until next year, and neither should your ecommerce strategies.

But improving on an already-pretty-good-thing doesn't mean reinventing the mouse trap. Don't feel like you have to tear down these strategies to create something bigger and better next year, especially if you saw even mild success.

Consider small changes like these:

Play with your subject lines. What were the subject lines for your most successful emails? Each subject line you make for the holidays is facing huge competition for attention in the inbox. With so many batch-and-blast emails landing in people's inboxes, see if you can catch more attention with some personalization. Try inserting their first name somewhere in the subject.

Personalize your email copy. Similar to subject lines, try your hand at more email copy personalization. Did you take full advantage of the powers of Liquid Language? How about Drip's dynamic content?

Adding personalized content will boost clicks and drive purchases.

Write genuine, meaningful body copy.
Pay attention to the body copy of the emails that are getting the most engagement. Is there a lot or a little of it? Is it feature- or benefit-focused? Try a customer-focused approach for the emails you write next season. Even if the announcement is about a big sale, take the focus off the price of the item and point it on how much the product could benefit the customer.

When it comes to your workflows, no need to rip them down to the studs. If you're thinking of making changes—adding Facebook Custom Audiences, adjusting a time delay, sending more or fewer emails—consider split testing next Black Friday / Cyber Monday.

Whatever adjustments you plan on making for an even better BFCM next year, though, make sure your improvements don't stray from the most important focus: the people.

Remember: Use Your Tags

Does the term "Tag" ring a bell? In Chapter 6, we talked about different ways to apply tags like BFCM2019 to people who engage with your store over the holidays. Being able to identify people and segment them based on their participation in your holiday campaigns is huge.

Tags help you remember who these customers are so you can recognize and appreciate them all year long—a gesture they won't forget. Appropriately adding tags to people as they engage with you is also a good starting point for follow-up workflows.

Want to let people know that you have a lot in store next BFCM? Want to announce a new product? Thanks to tagging, you'll be able to pick out groups of people who will be most interested in hearing that news in a flash.

Pay Attention to Trends in Online Shopping

As mentioned earlier, even though the next holiday shopping season isn't far away, people are constantly evolving. People—as in, your very customers! Just as people are shifting from being price-focused to being experience-focused when shopping online, they're going to continue shifting in what they want from brands.

Think of all the trends that have emerged in just the past year or two. From chat bots to augmented reality to comprehensive ECRM platforms (Hey! That's us!), ecommerce is becoming less about free two-day shipping and more about the genuine relationships online stores can build with shoppers.

Pay attention to trends that emerge throughout the year, and consider weaving more customer-centric tactics into your BFCM strategies when you notice them emerge. Ecommerce brands that pay attention to what real people are craving are the ones that are going to be noticed, earn loyalty, and see great success on Black Friday, Cyber Monday, and beyond.

Understand Your Strategies, Understand Your Customers

From dissecting your Black Friday and Cyber Monday marketing strategies with a post-mortem teardown to thinking about trends that customers like all year long, you're taking more steps to having a deeper understanding of your customers.

The more you pay attention to what they *actually* want (and less on what was "the thing" years ago), the more united you'll be with them. All people, from casual browsers to frequent buyers, will notice your commitment to their experience. And that is exactly how your store will be gifted more loyal customers this season, next season, and forever more.

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Conclusion

This is the year to think outside of slashed prices for your Black Friday and Cyber Monday strategies. Shift how the holiday-selling game has always been played, change the rules, and bring the season back to its roots: A time to appreciate and feel appreciated.

From adopting the latest tech to help uncover customer insights to creating customized journeys from the inbox to Instagram, the opportunity to get closer to your customers awaits.

Put the customer first this year, and let the ultimate gift be a better, more personalized experience with your store from first glance to the checkout. People will notice the extra touches you add to their journey, they'll remember how your brand made them feel, and they'll be back for more all year long.

Happy Holidays,

Drip