

# BLACK FRIDAY

Save time and money this holiday season

Black Friday has become one of the largest sales days of the year for many online merchants and stores. Read on for ways you can benefit this day by leveraging your email campaigns to get more sales.



**31.4%**

of shoppers are influenced by email marketing campaigns.

## November Email Marketing Ideas



Early Black Friday Deals



Hold a Black Friday Contest



Early Black Friday Deals



Send gift ideas



Hanukkah begins



Thanksgiving



**BLACK FRIDAY**

## Top reasons shoppers avoid Black Friday shopping



**62%**

Too crowded



**34%**

Didn't want to get up that early



**24%**

Don't think savings are worth it



**23%**

Rather spend time at home with family



**7%**

Are scared

## Last minute email marketing tips



### Go mobile.

Ensure you are using a responsive design email template.



### Be different.

Spice up your email campaigns and make them memorable.



### Get Social.

Include ways for your readers to share your emails on social media channels.



### Check your autoresponders.

You want to make sure they are set-up and operating as intended.



### Give your subscribers even more.

These customers are telling you that they love your brand. Sweeten up the regular in-store 20% off deal with an extra 5-10% or free shipping.

## Common email themes for November



Pre-Black Friday deals



Free Shipping



Free gift with purchase



Thanks for being a loyal customer



Extended free trial period



Waive membership fees



Rewards to current subscribers for referring new ones



Bundle specific products or services at a discounted rate



**64%**

of shoppers plan to take advantage of extended store hours

## FUN FACTS



Black Friday first started in Philadelphia in the 1960s

**71%**

of consumers believe retailers will offer the best deals during the Thanksgiving weekend

**85%**

Almost 85% of retailers will send an email to their customers about Black Friday deals, up from 80% last year



**26.8%**

of shoppers rely on visiting websites to learn about sales and promotions