



Shoelace.
BFCM GUIDE 2023

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UNLEASHING THE POWER OF HOLIDAY MARKETING

The holiday season brings with it a flurry of shopping activities, and no event captures the attention of shoppers like Black Friday and Cyber Monday. These events draw in millions of eager shoppers looking for incredible deals and discounts.

When it comes to holiday marketing for ecommerce stores, there are several strategies that can help you convert these shoppers and maximize your sales during these key shopping events. Shoelace has worked with hundreds of brands over the last 8 years helping them crush their BFCM and Q4 goals, developing effective techniques to make the most of the holiday season.

READY TO SUPERCHARGE YOUR BFCM SALES?

**PARTNER WITH SHOELACE EXPERTS TODAY.
NEW CLIENTS RECEIVE 15% OFF THEIR FIRST
MONTH WHEN SIGNING UP BEFORE BFCM!**

We're sharing some here to help you achieve your BFCM goals too, so let's dive in!

DECIDING YOUR HOLIDAY OFFERS AND PROMOTIONS

IT ALL STARTS WITH A WELL-CRAFTED OFFER

- it's the centerpiece of your Black Friday marketing strategy. One of the keys to success during BFCM is offering discounts that shoppers can't resist. Whether it's a percentage off, a buy-one-get-one deal, or a limited-time offer, your discounts should be compelling enough to drive conversions (but not exceed your margins!). In this section, we'll explore different discount strategies that will entice shoppers to choose your brand over the competition.

DISCOUNTS HAVE A POWERFUL PSYCHOLOGICAL EFFECT ON CONSUMERS. They create a sense of urgency and exclusivity, making shoppers feel like they're getting a great deal. However, not all discounts are created equal. It's essential to strike the right balance between profitability and attractiveness to maximize your BFCM sales.

HERE ARE A FEW PROVEN STRATEGIES



- 1. KEEP IT SIMPLE:** Amidst fierce BFCM competition, ensure your promotion stands out by being both impactful and easy to understand. Offers like “25% Off Site-Wide” are straightforward, removing the need for customers to calculate discounts like “Buy 1 get 10% off, Buy 2 get 15% off”, etc. Eliminate any extra steps the customer may have to take to figure out the offer - reduce friction and boost conversions.
- 2. OFFER EXCLUSIVE DISCOUNTS TO YOUR LOYAL CUSTOMERS:** Rewarding your loyal customers with exclusive discounts not only shows appreciation for their support but also encourages repeat purchases. By making your loyal customers feel valued, you can build long-term relationships and increase customer loyalty.

SHOELACE GROWTH MARKETER TIP: Offer a slightly higher discount with a unique discount code to your email subscribers and past customers via an email campaign a few days before the event. Let them know that the sale starts soon and you are extending them a temporary additional discount for their loyal support. So, if your BFCM sale is a 20% discount sitewide, offer them a special 25% discount, or even 30% off with a unique code if used within the next 48 hours.

HERE ARE A FEW PROVEN STRATEGIES CONTINUED

- 3. RUN SPECIAL PROMOTIONS FOR HIGH-DEMAND PRODUCTS:** Identify the products that are most likely to generate interest and create special promotions around them. Whether it's a limited quantity offer or a buy-one-get-one deal, highlighting these high-demand products can attract attention and drive sales.
- 4. CREATE BUNDLES OR PACKAGE DEALS TO PROVIDE ADDED VALUE:** Bundling related products together or offering package deals can entice customers to spend more. By offering a discounted price for a bundle, you not only increase the average order value but also provide customers with a convenient and cost-effective solution. Another consideration is providing free gifts or add-ons to sweeten the deal.

A FINAL THOUGHT, offering free shipping or convenient delivery options can be a game-changer during BFCM. Many customers consider shipping costs when making purchasing decisions, so providing free shipping or affordable and fast delivery options can give you a competitive edge.

FROM OUR CLIENT PLAYBOOK: It's important to think of your hero products (the best-selling products) as the 'hook' to your brand, where you use them to get people to the website to learn more about your and your other offerings. Promoting poor selling products might negatively affect the CTR on your ads, but if you get someone to the website using your hero product, they are more inclined to explore your other offerings.

SHOELACE GROWTH MARKETER TIP: For BFCM, create unique bundles by pairing your bestsellers with complementary products that might not be as popular on their own. Not only does this introduce customers to these additional products, but it also offers chances to gain more reviews on them in the future, clear overstocked items, and enhance the overall shopping experience.

DEVELOPING CREATIVE ELEMENTS: COPY AND CREATIVE

In an overcrowded digital landscape, creating ad creatives that stand out from the crowd is essential. From eye-catching visuals to compelling copy, your ads should capture the attention of your target audience and entice them to take action. In this section, we'll share tips and techniques for crafting captivating ad creatives that will make your BFCM ads shine.

CRAFTING COMPELLING AD COPY



Your ad copy plays a crucial role in attracting potential customers and driving conversions. To craft copy that's both persuasive and magnetic, highlight the product's unique benefits and the exclusivity of your BFCM offers. Use words that inject a sense of urgency, and emphasize the limited-time nature of your BFCM offers. A/B test different headlines and copy combinations to find what resonates most with your target audience.

Use **“POWER WORDS”** in your copywriting, which are words that inspire a desired emotion or reaction such as curiosity, trust, FOMO (fear of missing out), encouragement, etc. Here are 20 standout power words tailored for ecommerce:

EXCLUSIVE – CONVEYS UNIQUE OPPORTUNITIES.
LIMITED – INFUSES SCARCITY.
SAVINGS – HIGHLIGHTS THE BENEFIT OF COST REDUCTION.
DEAL – SIGNIFIES A SPECIAL OFFER.
DISCOUNT – DIRECTLY ASSOCIATED WITH REDUCED PRICES.
FREE – UNIVERSALLY COMPELLING.
GUARANTEED – OFFERS ASSURANCE AND REDUCES PERCEIVED RISK.
HURRY – AMPS UP URGENCY.
TODAY – ENCOURAGES IMMEDIATE ACTION.
FLASH SALE – PROMISES HIGH DISCOUNTS FOR A SHORT PERIOD.
ONLY – IMPLIES SCARCITY, E.G., “ONLY 3 LEFT!”
GIFT – APPEALS DURING THE HOLIDAY SHOPPING SPREE.
ENDS SOON – REINFORCES URGENCY.
INSTANT – APPEALS TO IMMEDIACY, E.G., “INSTANT SAVINGS.”
EASY – OFFERS A HASSLE-FREE EXPERIENCE.
ESSENTIAL – MAKES THE PRODUCT FEEL NECESSARY.
LAST CHANCE – THE PINNACLE OF SCARCITY AND URGENCY.
STEAL – CONNOTES AN INCREDIBLE DEAL.
DON'T MISS OUT – EVOKES FOMO.
OFFER – SIMPLE AND DIRECT.

Remember, the effectiveness of these words can also depend on the specific target audience and product category. Testing different ad copy variations can provide insights into what resonates best with your audience.

COPYWRITING FRAMEWORKS: BLUEPRINTS FOR COPYWRITING EASILY



In the world of copywriting, frameworks act as strategic blueprints, guiding writers in constructing messages that resonate and compel. By sticking with a certain structure, you can ensure consistency, clarity, and a persuasive arc in your content.

For instance, let's look at the widely used framework known as **"AIDA"**: Attention, Interest, Desire, and Action. Let's apply it to a BFCM ecommerce ad for a trending tech gadget:

"BLACK FRIDAY EXCLUSIVE: 40% OFF"
(Attention). **"DISCOVER THE TECH GADGET THAT'S BEEN HAILED AS 2023'S MUST-HAVE"**
(Interest). **"FEEL THE FUTURE IN YOUR HANDS AND STAND OUT IN YOUR CIRCLE"** (Desire).
"GRAB YOURS NOW AT A WHOPPING 40% OFF—WHILE SUPPLIES LAST!" (Action).

Remember, with the right words and structure, your message can truly stand out and make a difference. Having a clear and compelling message is key to improving your ad's performance.

DESIGNING EFFECTIVE CREATIVE

At Shoelace, we view ad creative as more than just design - it's the heartbeat of a successful campaign. This is why every tier of our ad management services includes in-house creative design. Our experience has provided us with strong insights that we're excited to share on constructing standout creatives.

GOLDEN RULES FOR AD CREATIVES

- **DIVERSE PORTFOLIO:** Have a mix of creative assets ready to go in advance, including static images, stop-motion, professional videos, user-generated content (UGC) videos, graphics, collection ads, and carousels.
- **VIDEO STRATEGY:** When creating video, highlight your brand and the offer, not the holiday. Your discounts and offers should steal the limelight.
- **CLARITY IS KEY:** Create graphics that are straightforward and explain the offer directly.
- **CHAMPION SOCIAL PROOF:** The more social proof you can include in your creative, the better! Incorporate reviews and testimonials, UGC, industry recognition, influencer promotions, and any other validation you have that would be important to your audience.

FROM OUR CLIENT PLAYBOOK: Never begin an ad with your logo. Always start immediately with some kind of 'hook' to capture attention, showcase your product, and illustrate your offer. You want someone to stop scrolling when they see your ad and click, so making sure to leave the filler info (like your logo) to last is crucial in getting as much important detail across as quickly as possible.

GOLDEN RULES FOR AD CREATIVES CONTINUED



- **LEAN ON PAST SUCCESSES:** Review your top-performing creative from previous BFCM's for inspiration - reuse these if they performed well for you in the past!
- **CLEAR CTAS:** Use CTAs that unmistakably tell the consumer what you want them to do, such as 'Get 40% Off Now'.
- **PLAN AHEAD:** Start building your creative assets for BFCM ads well in advance. Pre-BFCM, run tests on multiple ad creatives to pinpoint the ones your audience gravitates towards, deploying these winners during peak periods.

SHOELACE GROWTH MARKETER TIP: Our general rule of thumb for BFCM is to run a mix of static images and video ads. The ad auction will treat these differently, allowing you to enter different auctions depending on which is cheaper, allowing you to get the highest overall ROAS possible by the end of the promotion.

Remember to sync your promotions across landing pages, banners, and pop-ups.

Want some creative inspiration? [Foreplay](#), an ad creative library for Meta & TikTok, has put together a swipe file of BFCM's top-performing creatives. Explore their swipe file [here](#).

This guide only skims the surface of our creative insights. To go deeper into the world of making high-impact ad creatives, check out an article written by our CEO, Cory Dobbin, [available here](#).

SHOELACE GROWTH MARKETER TIP: Simply take your all-time best performing ad creative and add offer elements. If it's a static image, add an offer text overlay to it, and if it's a video, add an offer title card and end card to it.

PLANNING YOUR BFCM PAID MEDIA STRATEGY

In order to make the most out of BFCM, a well-planned paid media strategy is essential. In this guide, we will discuss the different aspects of planning your BFCM ads that will supercharge your Q4 revenue.

A FEW KEY TECH SET-UPS TO DOUBLE CHECK

- **ENSURE PIXELS ARE FIRING:** Pixels track user interactions on your website. Make sure they're correctly installed and firing so you can gather data on your audience, retarget them, and measure ad performance.
- **SYNC YOUR CATALOGS:** Make sure your Meta and Google product catalogs are synced with their respective platforms like Facebook or Google Merchant Center. Regularly update inventory levels and details to avoid showing out-of-stock items.
- **OPTIMIZE PRODUCT LISTINGS:** Ensure product titles, descriptions, and images are clear and enticing. Implement schema markup where relevant to give your products rich snippets that help your listing stand out more.
- **START EARLY:** Begin building your campaigns and ads as soon as you can. Having these in place now means you can switch ad campaigns on the fly if needed during BFCM.

FROM OUR CLIENT PLAYBOOK: In the last 10 years, brands have been starting their sales earlier and earlier. It's appropriate to even launch your sale at the beginning of November and run it for the duration of the entire month, depending on how much inventory you have and how strong your offer is. Each brand requires its own unique strategy, but don't shy away from starting earlier than the actual BFCM weekend - it can lead to far greater revenue than otherwise.

PLAN YOUR AD BUDGET



Setting the right budget is a cornerstone of your BFCM paid media strategy. Your goal? Effectively reach your desired audience without breaking the bank. As you determine your budget, weigh your advertising objections against the anticipated surge in competition during BFCM. Keep in mind, your daily ad spend during BFCM will be more than your usual spend.

FROM OUR CLIENT PLAYBOOK: Generally speaking, if you're already running ads, many brands increase their spend during this promotional period by at least 50%. The reason? Purchase intent among consumers is much higher compared to other times of the year. By capitalizing on this increased demand, you can maximize sales and ensure you're not leaving any money (potential sales) on the table. However, remember that each brand's optimal strategy is unique, and one-size-fits-all approach may not always apply.

FOR A DATA-INFORMED APPROACH:

- **LEVERAGE ONLINE TOOLS:** Use online budget calculators to get ballpark figures.
- **REVIEW PAST PERFORMANCES:** Dive into your historical sales data for insights on how much to earmark for ads.

TO SIMPLIFY THE PROCESS, WE'VE CREATED A SPREADSHEET DESIGNED TO GUIDE YOU IN OPTIMIZING YOUR BUDGET FOR MAXIMUM ROI. EXPLORE IT [HERE](#).

PREPARE EARLY FOR BFCM: MAKE YOUR AD SPEND COUNT



During the build-up to BFCM, expect to see a spike in CPM's. Capitalize on lower ad costs now by building and warming your audience. This allows for more cost-effective remarketing campaigns to an engaged audience during the holiday rush.

Lead with awareness and top-of-funnel (TOF) prospecting campaigns. Not only are these more affordable now, but they also lay the groundwork for the peak season.

Increasing your prospecting campaign budgets during October can be a great way to increase the number of people in your remarketing pool. For some brands, prioritizing prospecting over remarketing campaigns during this period can be strategic. This is because individuals within your remarketing audiences tend to convert at higher rates - and often more cheaply - during BFCM. Once BFCM is upon us, shift your focus to retargeting campaigns, targeting your bottom-of-funnel (BOF) audience.

Remember, during BFCM, most consumers are on the hunt for unbeatable deals on familiar products rather than exploring new brands. So, it's strategic to invest the bulk of your budget in retargeting the audience you've nurtured with your earlier TOF campaigns.

CONSIDER DESIGNATING ABOUT 60% OF YOUR BUDGET FOR RETARGETING, AND 40% FOR CONTINUED PROSPECTING CAMPAIGNS.

This approach ensures you're reaching both your warm audience and potential new customers. However, keep an eye on the frequency of those retargeting campaigns - if your audience isn't large enough and the frequency is high (showing up 5+ times in the audiences' feed), lower the spend and shift it to your prospecting campaigns.



REMARKETING FOR INCREASED CONVERSIONS

Retargeting campaigns are your golden ticket to reconnect with potential customers who've shown interest in your offerings but haven't made a purchase yet. Set up retargeting ads on platforms like Google and Meta to remind these customers of your BFCM deals, presenting tailored discounts or incentives to seal the deal

HERE ARE SOME OF OUR RECOMMENDED AUDIENCES FOR RETARGETING:

- 30 day Add to Cart (ATC) + View Content (VC)
- Video views to 50%
- 180 Day social media engagers
- Email subscriber lists
- All purchasers lists
- 60 Day site views

REMARKETING FOR INCREASED CONVERSIONS CONTINUED

SHOELACE GROWTH MARKETER TIP: Since we are prospecting a lot in October, to capitalize on those audiences you'll have to create longer lookback windows in your retargeting than usual.

Remember to set precise exclusions. With our clients' accounts, we like to break them out into individual ad sets so that they can be more easily optimized once the campaigns go live. Building the campaigns ahead of time helps avoid last-minute adjustments after they've been launched, ensuring you don't reset your campaign's learnings during critical times.

EXAMPLE:

Consider a retargeting campaign structured with 3 ad sets:

AD SET 1: Target those with 60-day View Content (VC) + Add to Cart (ATC), and exclude those with 180-day purchases and 30-day VC + ATC.

AD SET 2: Target those with 30-day VC + ATC, and exclude 180-day Purchasers and 7-day VC + ATC.

AD SET 3: Target those with 7-day VC + ATC, and exclude 180D Purchasers.

This structure gives you flexibility. Once the campaign is live, you can easily turn off one of the ad sets rather than having to adjust the targeting on only one ad set and reset learnings, potentially pausing ad spend temporarily during important times.

OPTIMIZE YOUR SPENDING FOR SUCCESS



Black Friday can be a costly advertising period, but with smart budget optimization techniques, you can ensure your best ROI. Here are some tips to navigate the BFCM frenzy:

- **TRACK AND ANALYZE ADS IN REAL-TIME MONITORING:** Don't focus on just ROAS, especially in the beginning. Watch CTR, CPC and CPM's as leading metrics that provide a clearer picture of your ad's effectiveness.
- **ALLOCATE BUDGET SMARTLY:** Prioritize and invest in the high-performing ads. A good scaling strategy during BFCM is increasing the spend on successful campaigns and ad sets every few hours. But don't exceed a 20% increase as that could reset learnings.
- **OPT OUT OF AUTOMATION:** With data loss and attribution issues, it's possible that an ad set shows a terrible CPA on day one but then shows a great CPA a few days later. For that reason, rather than using an automated approach, manually monitor the data closely over the BFCM weekend.

FROM OUR CLIENT PLAYBOOK: It's important to understand that there isn't necessarily a correlation between high CPM and low ROAS, as some more expensive audiences might be more likely to convert, but it's still important to monitor anyways in case it swings too far in a given direction over time. For example, if you have 3 profitable ads with 2% CTRs and 1 unprofitable ad next to them with a 0.3% CTR, it might make sense to turn off that low CTR ad in order to allow the system to send that budget to the other 3 high performing ads.

DIVERSIFYING AD PLATFORMS



It's crucial not to put all your advertising eggs in one basket. Diversifying your ad platforms can help you tap into varied audience segments, ensuring that you connect with potential customers wherever they might spend their time online. Diversifying also helps to protect yourself from any issues that might arise on any one platform, which could limit the amount of ad sales you can achieve. Imagine if Facebook and Instagram both went down during BFCM, how would you connect with your audience?

- **BRANCH BEYOND THE OBVIOUS:** While platforms like Google and Meta reign supreme, platforms like Pinterest, Snapchat, and TikTok offer unique opportunities. Other search platforms such as Microsoft Advertising can also be a goldmine for ecommerce retailers.
- **LEVERAGE PLATFORM STRENGTHS:** Each platform offers unique features. Instagram's shoppable posts, for instance, allow users to purchase directly from an image, while YouTube's video ads can be excellent for product demos or behind-the-scenes looks.
- **CONSISTENT BRANDING, VARIED APPROACH:** While diversifying platforms, ensure your brand's voice and visuals remain consistent. However, tailor your strategy to each platform's unique audience and strengths.

FROM OUR CLIENT PLAYBOOK: Generally, we recommend our clients lean into the platforms that consistently deliver results, but also allocate additional resources to other platforms to safeguard against unforeseen platform challenges. For instance, if Meta is your strongest platform, allocate 70% of your budget there, and spread the remaining 30% across Google, TikTok, and wherever else you'd like so long as the budget isn't spread too thin. The goal here is to make sure you have enough budget on proven platforms while also unlocking additional purchases from consumers outside your typical ecosystem and mitigating potential single platform risks.

PLANNING AN ORGANIC COMPLEMENT



Paid advertising is a potent tool, but when complemented with organic strategies, your brand's online presence becomes truly holistic. Organic efforts help reinforce your brand message, establish trust, and create a cohesive customer journey.

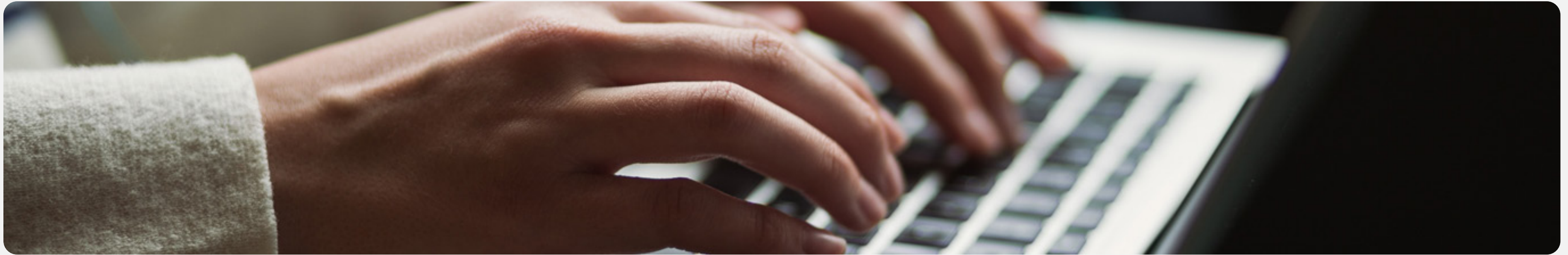
- **SYNC WITH SOCIAL MEDIA:** Time your organic social posts to align with your paid ad campaigns. Offer behind-the-scenes content, customer testimonials, or UGC to add authenticity and depth to your brand's story.
- **LEVERAGE EMAIL CAMPAIGNS:** We'll discuss this more in depth later on, but email marketing can significantly boost your BFCM efforts. Segment your email list and send tailored messages, exclusive sneak peeks, or early access offers to your loyal customer base.
- **MAXIMIZE SEO:** Ensure your website and blog content is optimized for search engines. During BFCM, many customers will search for deals and product reviews. By optimizing for relevant keywords, you can drive organic traffic to your site, complementing your paid efforts

Remember, while paid strategies offer immediate visibility, organic efforts help in building and nurturing long-term relationships with your customers. A blend of both ensures sustained brand growth.

FROM OUR CLIENT PLAYBOOK: If you plan to opt for an SEO strategy, it's important to start this ASAP. A good SEO strategy takes months to execute, so you shouldn't expect to be able to introduce this the week before the promotion and see any meaningful results.

TOP EMAIL MARKETING STRATEGIES

Email marketing is a powerful tool when it comes to promoting sales. It generates one of the highest ROI's on average across all marketing channels. For instance, with Shoelace's Email Marketing services, we achieve a 35x ROI on a regular basis for our clients. Given this, brands need to include email marketing in their BFCM strategies to take their sales to the next level.



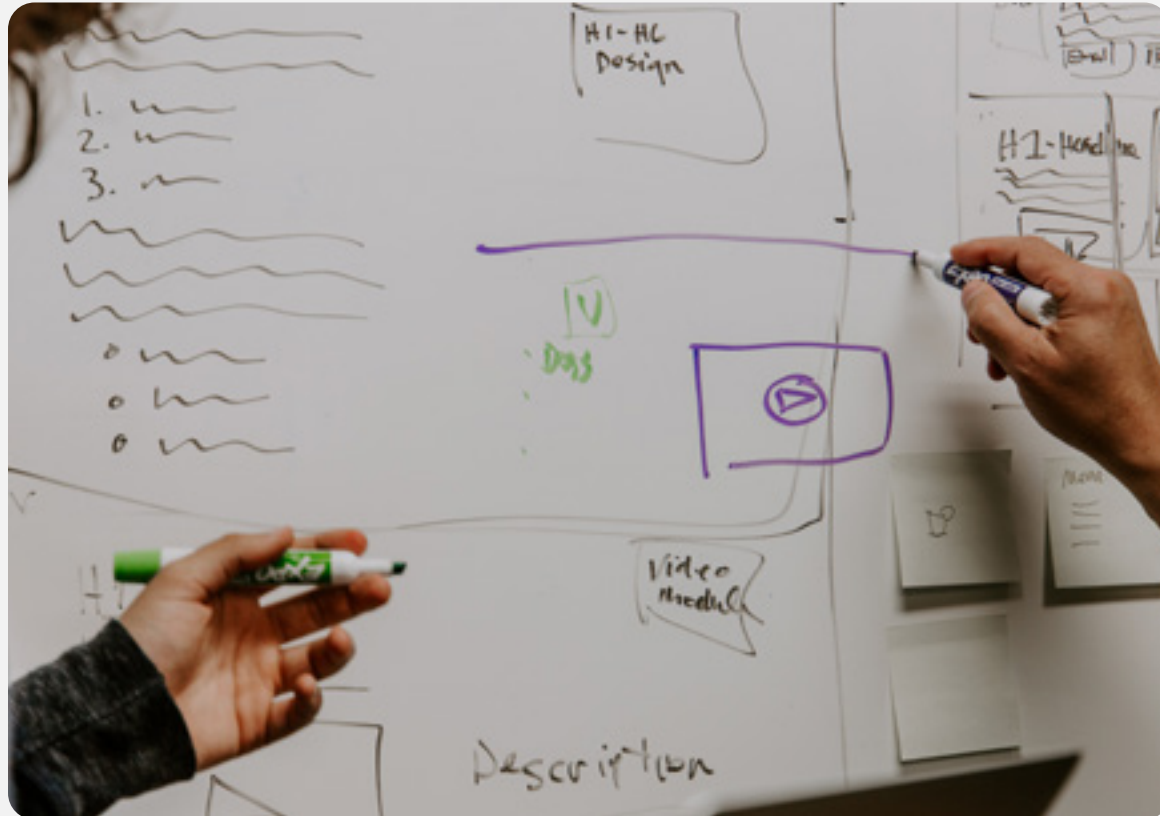
CRAFT UNIQUE EMAIL TEMPLATES FOR BFCM

During the BFCM season, it's crucial to differentiate your email content from your regular communications. This doesn't mean a complete overhaul, but the distinction should be evident to your subscribers.

A few things to consider when creating your emails:

- 1. COMPELLING SUBJECT LINES:** Your subject line often determines if an email is opened or discarded. Keep it clear and under 50 characters. Examples:
 - “Black Friday Sale: 25% Off Everything - Start Now!”
 - “Black Friday Begins – Don't Miss Out!”
- 2. CONCISE BODY CONTENT:** Given the influx of emails during BFCM, ensure your email body is crisp and highlights the sale prominently. The quicker they understand the value, the better.
- 3. INSTILL URGENCY:** Emphasize the limited-time nature of your offers. Clearly indicate sale end dates, urging subscribers to act before it's too late.

OPTIMIZE YOUR EMAIL FLOWS FOR BFCM TIMING



BFCM is a game of precise timing. Sending emails too early might cause subscribers to forget your deals; too late, and they'll drown amidst other offers. Kick off your BFCM campaigns in early November, allowing ample time to build anticipation and stay ahead of the competition.

ABANDONED CART STRATEGY:

If you haven't implemented abandoned cart emails, now's the time. These automated reminders target shoppers who've left items unpurchased in their carts, nudging them towards completion.

For BFCM, tighten the timeline between these reminder emails since shopping intensity is heightened:

- 1. IMMEDIATE REMINDER (25-35 MINUTES POST-ABANDONMENT):** Catch subscribers while they're still active. They might be navigating multiple tabs, and this is a nudge to prioritize yours.
- 2. INCENTIVE ALERT (6-8 HOURS POST-ABANDONMENT):** Entice subscribers with added benefits, like sliding-scale discounts based on cart value.
- 3. FINAL CALL (24 HOURS POST-ABANDONMENT):** The ultimate reminder, ensuring you've maximized the chance to redirect them to your site.

MAXIMIZING BFCM SALES THROUGH EMAIL SEGMENTATION

Segmentation is a cornerstone of effective email marketing, especially during the high-stakes BFCM season. By tailoring your messages to specific audience groups, you not only increase relevance but also boost conversion potential.

While larger businesses may require segmentation based on behavior, location, age, or language, even smaller brands can benefit from targeted outreach. Consider crafting unique messages for these pivotal segments:

- 1. LAST YEAR'S BFCM SHOPPERS:** Remind them of the value they found last year and entice them back.
- 2. LOYAL CUSTOMERS (CUSTOMERS WITH 2+ ORDERS):** Express gratitude and maybe offer exclusive deals. They've been with you through thick and thin; reward that loyalty.
- 3. NEW SUBSCRIBERS:** Provide a warm welcome and showcase what sets your brand apart.

ADDITIONAL TIP: Analyze the buying patterns and preferences of each segment from the past data. The more personalized and relevant your email content, the higher the chance of a sale.

MASTERING EMAIL CAMPAIGN SCHEDULING & FREQUENCY FOR BFCM

BFCM can feel intense, especially when navigating the maze of email marketing. Figuring out the optimal frequency and timing is pivotal to maximizing impact without overwhelming subscribers.

1. **INCREASE FREQUENCY WITH INTENT:**

As BFCM approaches, up the ante. At a minimum, schedule 3-4 emails in the lead-up. If you're feeling bold, 7-10 newsletters spread over the 1-2 weeks preceding BFCM can keep your brand front and center.

2. **LEVERAGE HISTORICAL DATA:** Timing is crucial. Analyze past performance to identify peak shopping periods for your audience. Schedule emails around these times to ensure maximum visibility and engagement.

3. **AVOID FATIGUE:** While it's tempting to send multiple reminders, striking a balance is key. Use segmenting to ensure that subscribers only receive the most relevant messages, reducing the risk of opt-outs.

PRO TIP: Consider A/B testing different send times and frequencies for a subset of your audience. It's a data-driven approach to refining your strategy and optimizing results.



KICKSTART GROWTH WITH SHOELACE

Want to learn more about how we can help your brand execute all of the strategies above and more? Discover why so many top ecommerce brands trust Shoelace with profitably scaling their revenue through digital advertising today. Our team of dedicated marketers crafts unique strategies tailored for your brand, focused on maximizing the BFCM holiday season and beyond.

SECURE YOUR SPOT: Join our incredible client roster before BFCM and get 15% off your first month. [Get in touch today](#) and make this BFCM your most successful yet, and grow your ecommerce brand into 2024.