

3 Steps to Re-Engage Last Year's BFCM Shoppers

Looking for an easy win with your customers this BFCM?

There's one segment you'll want to speak directly to: customers who purchased from you last year during BFCM.

These customers love getting a good deal, are ready to shop during this time period, and are 75% more likely to buy from you than new customers.

Here's 3 simple steps to re-engage this segment and ensure they're ready to shop with you again this year.



1

Upload a list of customers who purchased during BFCM last year into Emotive.

2

Run a re-engagement campaign letting them know about your deals and promo periods.

3

Offer early access to deals so they can shop early and beat the rush.

Need some broadcast inspo? We got you!



Hey <name>, just like you, we love a good deal! We're back at it again this year with our biggest sale of the year! Tell us what you're excited to shop or what deals you're most looking forward to this holiday season.



Hey <name>! Ready to get your shop on this season? Check out what's new and start filling your cart! All the inspo you need is waiting here: <link>

Hey <name>, you're on our VIP list this year! That means you get early access to our biggest sale of the year. Beat the shopping rush and start saving NOW. You earned it! <shop url>

Send one or all before BFCM to re-engage this hot audience 🔥