

Your **BFCM** Pop Up Strategy

There's no time like BFCM to reel in revenue, new customers, and more traffic —a 25-50% increase!

As you'd probably guess, now's **NOT** the time to disable your pop ups!

With increased site traffic, you'll want to make sure you're set up to convert as many customers into SMS subscribers as possible.

Here's how to grow your list before *and* during BFCM!

Leading up to BFCM

Entice customers with early access to Black Friday deals

Encourage new customers to subscribe and purchase before BFCM by offering early access via SMS. It's a win-win!

During BFCM Promo Period

Streamline your pop-up and BFCM offers

Competing offers are a no-go during this critical period! Focus on your main BFCM offer and provide access to new SMS subscribers upon sign-up.

Leverage an exit intent pop-up to maximize opt-ins

Don't let your customers leave empty handed! Remind your customers to sign up upon exit, otherwise they could miss out on your best deals of the year.

