

# BFCM Messaging Schedule



**Now – November 23**  
Black Friday Early Access

**November 24**  
Thanksgiving

**November 25**  
Black Friday

**November 26**  
Small Business Saturday

**Morning**

**Broadcast:** Black Friday Early Access Sale Announcement  
**Segment:**

- VIP Customers
- Last Year's BFCM Shoppers



**Broadcast:** Black Friday Sale Announcement  
**Segment:**

- Entire List

**Broadcast:** Black Friday Sale Extended  
**Segment:**

- Entire List
- Customers who have not ordered

**Midday**

**Broadcast:** Black Friday Early Access Sale Reminder  
**Segment:**

- Customers who did not click last broadcast

**Broadcast:** Thanksgiving Greeting (non-transactional)  
**Segment:**

- Entire List

**Broadcast:** Black Friday Sale Reminder  
**Segment:**

- Customers who did not click last broadcast

**Broadcast:** Small Business Saturday Announcement  
**Segment:**

- Entire List

**Afternoon**

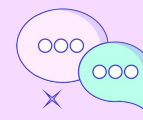
**Broadcast:** Black Friday Early Access Sale Follow Up  
**Segment:**

- Customers who have not ordered since first broadcast



**Broadcast:** Black Friday Sale Follow Up  
**Segment:**

- Customers who have not ordered since first broadcast



**November 27**

**November 28**  
Cyber Monday

**November 29**  
Giving Tuesday

**Morning**

**Broadcast:** Black Friday Last Chance Reminder  
**Segment:**

- Entire List
- Customers who have not ordered

**Broadcast:** Cyber Monday Sale Announcement  
**Segment:**

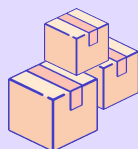
- Entire List

**Broadcast:** Cyber Monday Sale Extended  
**Segment:**

- Entire List
- Customers who have not ordered

**Tip: Follow up with customers who haven't ordered with just 1 click!**

**Midday**



**Broadcast:** Cyber Monday Sale Reminder  
**Segment:**

- Customers who did not click last broadcast

**Broadcast:** Giving Tuesday  
**Segment:**

- Entire list

**Brands see a 9x average increase in revenue by toggling this feature on!**

**Afternoon**

**Broadcast:** Cyber Monday Early Access  
**Segment:**

- VIP Customers
- Last Year's Cyber Monday Shoppers

**Broadcast:** Cyber Monday Sale Follow Up  
**Segment:**

- Customers who have not ordered since first broadcast

