

3 BFCM Messages To Send Now



1. Target Last Year's BFCM Shoppers

Last year's BFCM shoppers are a goldmine. Re-target them with a personalized broadcast for a warm welcome back.

Remember: TCPA compliant phone numbers collected from these previous BFCM shoppers can be imported into Emotive.

Brands who re-engage last year's shoppers see revenue increases of up to

60%

Haven't added this text to your marketing plans?

Our [BFCM Broadcast Guide](#) contains ready to go 1-click sale templates!

2. Send a Sale Teaser To All Subscribers

Prioritize staying top of mind with your subscribers' (and their shopping list) by sending an exclusive sale teaser or the chance to fill their cart before anyone else. **Message your entire list at least 2 times ahead of BFCM.**



3. Invite VIPs To BFCM Early Access

Invite your subscribers to receive early access to your sale. Not sure how to segment these shoppers? **Here's what to consider:** 1) Total amount spent, 2) Number of orders placed, and 3) Anyone who has opted in to be a VIP in the past.

Over
50%
of online shoppers value being on a
VIP Early Access List!



Our new [BFCM Broadcast Guide](#) features a comprehensive BFCM Messaging Schedule featuring exactly who, what, and when to message your subscribers all Cyber Week long 🛍️.