

# **Black Friday 2018**

Why SMS should be at the epicentre of  
your customer engagement campaigns

# Make the most of Black Friday

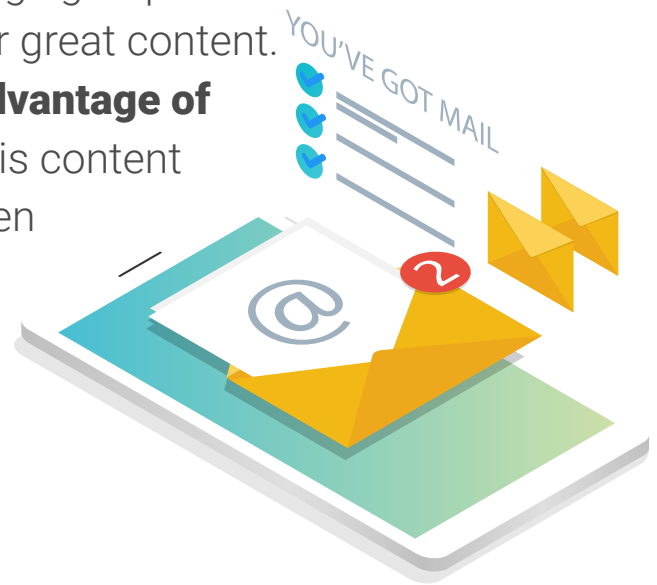
No longer just a day, nor just a US tradition, Black Friday weekend and the lead up to it is one of the best-performing events for businesses, particularly retailers who see more site traffic than any other time of year. But with so many companies competing for attention, consumers can become snow blind to deals, discounts and new product announcements if you're just using email to get the message across. By employing SMS on the other hand, you'll see exceptional ROI, and discover new and innovative ways to get your brand out there.

**In this guide, you'll find some of our favourite SMS use cases to help you get the most out of Black Friday 2018.**

## Segment the audience who haven't engaged with your email campaign

You've sent out a great series of emails to your opted-in lists, and you know the content in there is going to be worthwhile to the recipients, but for whatever reason, a large group of the audience won't open any of the emails to see your great content.

By segmenting this group and **taking advantage of SMS' 98% read rate**, you can still get this content out to them, but via text instead, and even include a link to the email or landing page if you require rich content.



## Get customers through the door

Having an in-store event like a product launch or limited run of a dish or item? Let your customers know about it, and perhaps **offer them a small incentive to get them on the premises**. Consumers love receiving discounts via text because of the ease of not needing an internet connection to take advantage of it, and we all

know that getting them through the door is the hardest part. Once they are in, they are in prime buying state and likely to leave with more than what they bargained for.



## Exclusive offers and loyalty schemes

If you need a little sweetener to get customers to your site or store, a discount never hurts. Likewise, you can further engage your most loyal of customers and increase their lifetime value by getting them to **think more favourably of your brand with a free gift or voucher.**

At a time where they are likely being bombarded with emails from other companies, this will make you stand out in their minds.



## New products or demos

You can also **reward your leads or existing customers by offering them early access to products or demos** using a link in your SMS campaign. Black Friday is a great time to launch, with many consumers budgeting especially for the occasion.

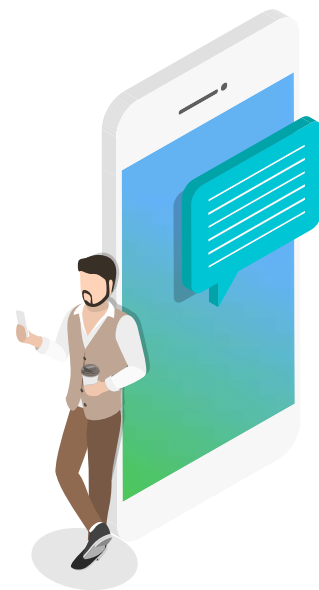
## Alert customers that the Black Friday sales have begun...



With the Black Friday period lasting for different lengths for various retailers, consumers can often get confused about when **exactly it is they are able to get their hands on the best deals.** Letting them know when your sale has launched isn't just beneficial for your bottom line, it's also great customer service.

## ... and when they're about to end!

We've all been there, browsing a site and mentally noting all the things you're going to buy. But maybe you don't have your card on you, maybe you're on a public computer or maybe you're buying a gift and want to check with someone else before making the purchase. Then, before you know it, that great discount that brought you to the site in the first place has ended. Help your customers avoid this by **sending them a text to let them know when your sale will be finishing.** The sense of urgency might help close the deal too.

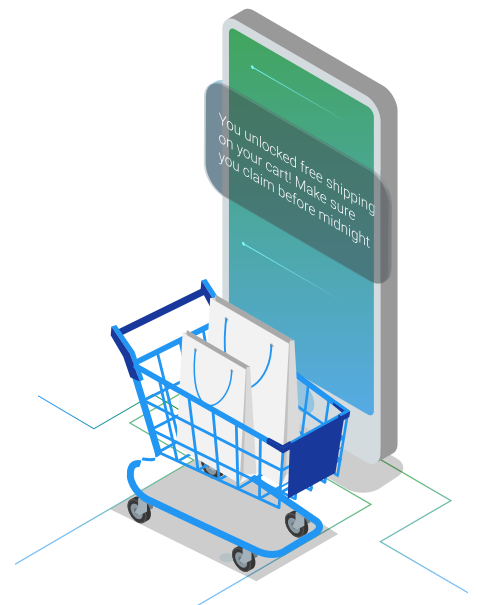


## Drive users to your app

Your app users have a higher lifetime value and think more favourably of your brand overall. **Using SMS to drive your audience to either your app,** or the App or Play Store to install it in order to unlock a discount (normally a barcode that takes the users into the store) is a sure-fire way re-engage and reward your most loyal consumers and also make new champions for your brand with the new downloads of something so customer-experience orientated. SMS is far more effective at doing this than email because you can be sure the users are already reading the message on their phones, lowering the level of effort required for the consumer.

## Abandoned cart texts

You've no doubt received an abandoned cart email in the past, and whilst these can be a great way of wrapping up a sale and often retrieve a lot of lost revenue at low expense, **an SMS can re-engage those hard to reach customers** with higher read and click-through rates. Take advantage of this!



## Order status updates

Customers are tricky things. They both want to be updated about their order and delivery, but they also resent too many emails in their inbox. **Using SMS keeps them happy on both fronts.**

**You can keep them informed every step of the way**, whilst perhaps including a link to your site with further information on the status, and further product recommendations off the back of this... Delivery is more crucial to the customer than ever on Black Friday, as many customers choose this time alone to do their gift shopping for the Christmas period.

## Drive users to your website

**Click-through rates are typically up to 10 times higher in SMS campaigns than they are in emails.** Imagine if you had 10 times the amount of traffic to your site, how would that affect your sales?



# Speak to your account manager today about planning your Black Friday SMS Campaign



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