



Dominate Black Friday & Cyber Monday

your 60 day SMS action plan →

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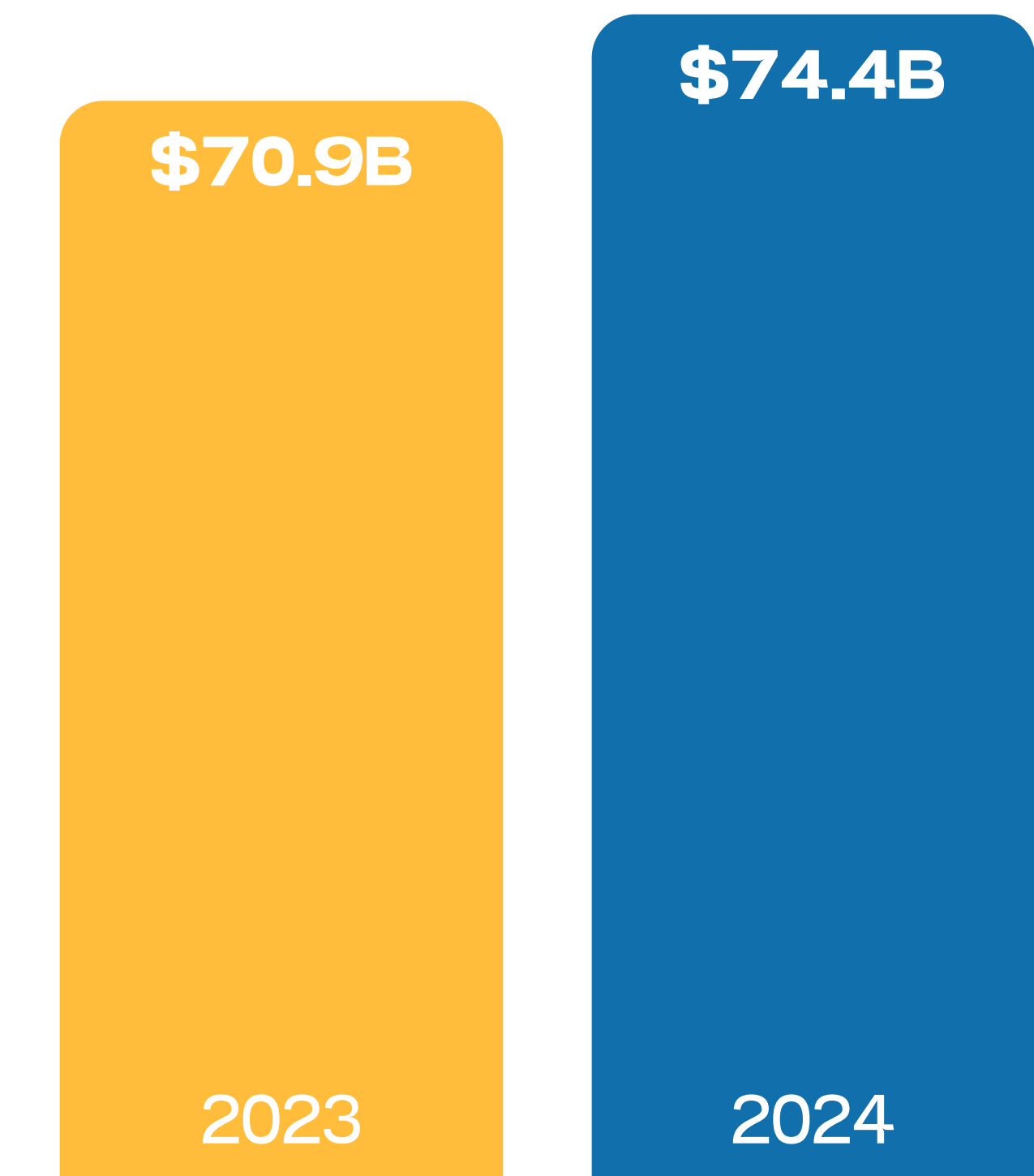
BFCM is getting more competitive

For BFCM 2024, online sales continued to grow strongly. Worldwide Black Friday shopping generated \$74.4 billion and nearly 318 million people took part in just America alone.

As Black Friday and Cyber Monday grows around the world, it's a huge opportunity for businesses — and customers who are searching for great deals.

To make explosive sales, you need actionable tactics and strategies. We'll show you how you can use SMS to grab customers, grow sales and get rid of endless customer service calls.

In 2024 the sale season grew by 5% when compared to 2023.



Black Friday & Cyber Monday sales



The numbers that matter

In 2024, we saw a record spend around the world along with a dominance in mobile shopping.

And, brands took advantage of customers' smartphone habit by tailoring Black Friday communications to match. Brands are sending even more SMS campaigns and automated text messages to cut through the email overload.

Global online sales hit \$298b during Cyber Week 2024

75%

During 2024 BFCM, over 75% of sales on platforms like Shopify were made on smartphones.

68%

Brands sent 68% more SMS on Black Friday than on Cyber Monday, resulting in a 57% increase in orders.

98%

SMS has a 98% open rate and 45% response rate. Comparatively, emails have a 20% open rate and 6% response rate.



Short sales season. Long term view

SMS can bring in quick BFCM wins. Most customers that send a sale alert via SMS, see a bump in purchases. But it's not just about the short term.

Text messaging should be part of your long term strategy. It works well with other channels too. You can grow your impact by considering how SMS can work with email, direct mail and digital advertising.

Hot tip: the strategies and tips in this action book can be used for other discount periods or throughout the year — consider it your one-stop shop for sale season SMS.

Test these strategies during BFCM. Then implement them year round.



The ultimate BFCM SMS strategy

This is your four-step SMS strategy on a page. Read on to deep dive into the tactics and tips for each stage of your strategy.

Two months prior

Prepare

You can still get great SMS results without prep work. But the right foundation will set you up for success.

One month prior

Build

Start creating a buzz with your customers. And make sure your messages are ready to go for the day.

Black Friday & Cyber Monday

Launch

It's go time. Use SMS to keep customers buying during BFCM and to keep them updated and informed beyond.

Retrospective

Reflect

Work out what brought in sales and what tactics flopped. Gather data so you're ready for 2026.



60 days before BFCM

Prepare

Set yourself up for SMS success during this stage.

Learn the tactics and tips to:

- Build subscribers
- Segment your audience
- Plan your messages



Two months prior

How to set up your numbers

Sending SMS in the US? Getting your number registered is the one step you can't skip. US carriers require this formal vetting process to verify you're a legitimate business and award you "trusted sender" status.

The golden rule: start early

In the US, registering a number is not an instant process. Once you submit your application, it can take carriers a few days to several weeks to approve. You should start this process ASAP. [Sign up for a trial at ClickSend](#) and start the registration process.

Your registration checklist

To get approved, you'll need to provide specific details:

Business details	Your legal name, address, and EIN.	To prove you're a real, legitimate business.
Campaign use case	A clear description of your messages (e.g., promotions, alerts).	Carriers want to understand the purpose of your texts.
Sample messages	Two or more examples of texts you'll send.	To show your messages are high-quality and include your brand name and opt-out info.
Proof of opt-in	How customers agree to get your texts	To prove you have explicit consent and aren't spamming users.



Two months prior

Build your SMS list

For an explosive BFCM SMS campaign, you need a list of subscribers who want to get your sale alerts, event updates, discount codes and more. Here's how to build that list.

People love a good deal

Keep it simple. Incentivise people to opt-in for SMS. You can offer:

- exclusive discounts: 20% off the next purchase when they sign up.
- early access: motivate customers with limited-time BFCM deals.
- freebies and samples: Offer a small freebie with their next order when they subscribe.

Add sign-up forms online

Make it easy. Add SMS sign-up and opt-in prompts to your website. You do this with:

- website pop-ups: Use timed pop-ups to encourage BFCM text alert sign-ups.
- landing pages: Capture SMS sign-ups. Drive traffic with ads & emails.
- checkout prompts: Include an SMS opt-in at checkout. Customers can sign up for SMS at purchase.

You get a car!

Run contests and giveaways to attract a large number of subscribers. You can run:

- contest entry via SMS: Customers enter, and opt-in, by texting a keyword.
- exclusive giveaways: Offer a chance to win when they opt-in.
- flash SMS giveaways: Host short, time-limited giveaways for SMS subscribers only. Announce these giveaways via email and social media.



You can only send marketing texts to people who have opted in. Remember, spam is illegal.



Two months prior

Extra tips for building your subscriber list

A great subscriber list is the secret sauce to any SMS campaign. Make this mammoth task easier with the below tips.

1 Clear CTAs

Use strong and clear call-to-actions (CTAs) that make it obvious what the customer needs to do.

2 Privacy first

Assure customers that their data will be kept safe and will only be used for SMS sale alerts. Add a link to your privacy policy.

3 Consistency

Ensure that your sign-up forms and promotions are visually appealing and consistent with your brand's look and feel.

4 Follow-up

Once someone subscribes, send a welcome message thanking them for joining and reiterating the benefits they can expect. This message sets the tone for future communications and reinforces their decision to subscribe.



It must be clear that a customer is opting-in to receive marketing SMS.



Two months prior

Segment your subscribers

Conversions are the name of the game during BFCM. Make sure you're getting great return on investment (ROI) by sending hyper-relevant SMS offers to different types of customers.

High-value customers

Your best customers who spend the most and buy often.

Send them something like this:

BLACK FRIDAY EARLY ACCESS 🛍️👉
Shop now & save up to 50%!
Use code EARLYBIRD.

Shop now: smsg.io/8973

Reply STOP to opt-out.

Frequent buyers

Customers who purchase regularly but don't spend big.

Send them something like this:

Your favorite shampoo is 50% off this BFCM. Use EARLYBIRD to get early sale access.

Shop now: smsg.io/1065

Reply STOP to opt-out.

One time shoppers

Customers who have only made a single purchase.

Send them something like this:

We miss you! We're slashing prices on our new decor range. Sign up, shop big.

Shop now: smsg.io/2839

Reply STOP to opt-out.



Two months prior

Segmenting = 🤑

By understanding and segmenting your audience effectively, you can create highly targeted and personalized SMS campaigns for BFCM. It's a great way to say hello to higher engagement and sales during this crucial holiday shopping season.



Increased relevance

Segmented messages are more relevant to the recipients, which increases the chances of engagement and conversion.



Higher ROI

Targeted offers are more likely to result in sales, providing a higher return on investment for your SMS marketing efforts.



Customer satisfaction

Personalised messages show customers that you understand their needs and preferences, leading to higher satisfaction and loyalty.



Two months prior

Best practice SMS tips

Effective messaging is about more than the types of messages you want to send. Below are some tips for writing messages that get attention and clicks before, during and after customers purchase.

Just like email and social promotions, make sure that you have best practice text messaging in mind. Here are some tips.



Build excitement for BFCM offers by communicating from November 1st.



Always add a CTA so customers can take action.



Include urgency. For example: "50% off for 24 hours."



Emojis can shorten your character allowance to 80 characters or less.



Keep your texts to 160 characters or less to manage your budget.



Use a short URL to drive customers to key conversion pages.



Plan your SMS campaigns to work with your email and social media calendar.

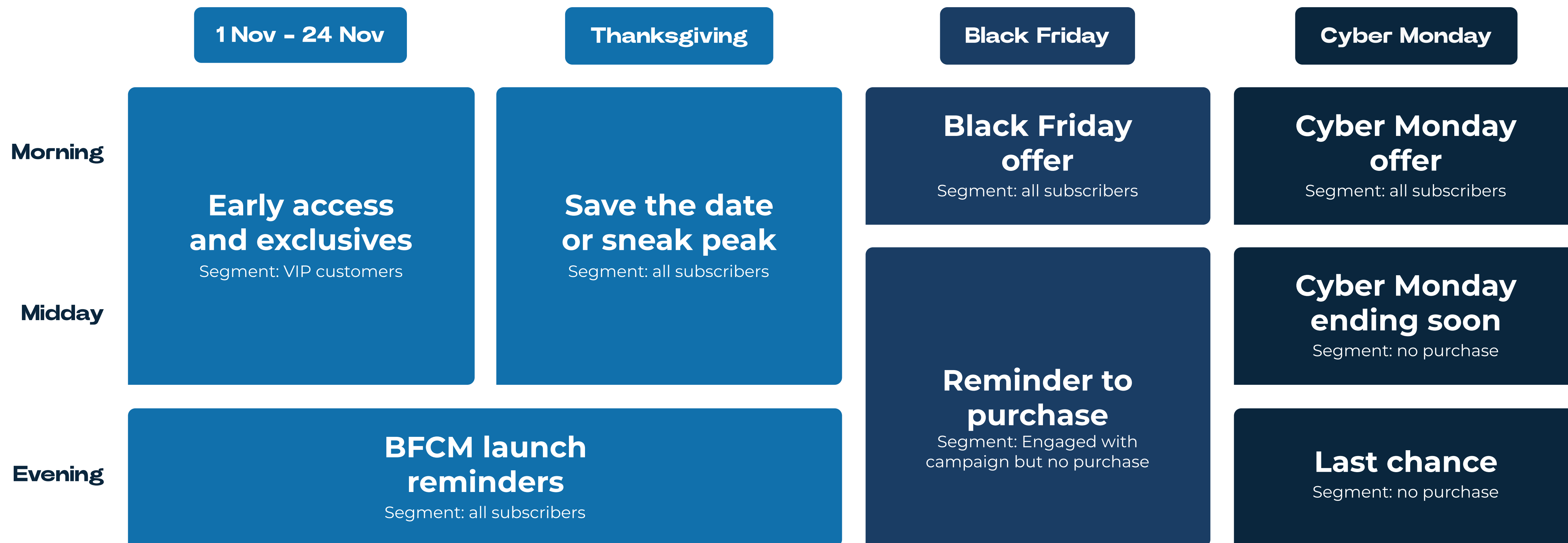


Use placeholders if possible. For example: "Hi <name>....".



Two months prior

An example SMS schedule



30 days before BFCM

Build

Start creating a buzz and make sure you're ready for go-time.

Learn the tactics and tips to:

- Create a buzz
- Schedule, automate and test



One month prior

Create a buzz

Build anticipation and get people thinking about your sale well before Black Friday and Cyber Monday. Here are 6 ways and SMS templates you can use to create buzz.

1 Sneak peek

Guess what's on sale this Black Friday? You can score up to 50% off on Crispy Toasters! Reply 'yes' to get an SMS sale alert on Black Friday.

Reply STOP to opt-out.

2 VIP SMS alerts

Hi Katie, we're giving you super early access to our Black Friday sale to say thank you for being a customer. 50% off everything. Shop here: smsg.io/7901

Reply STOP to opt-out.

3 Private sale events

Exclusive for our VIPs: Join our private sale event and get dibs on Black Friday deals. Open for 24 hours. Shop now: smsg.io/6105

Reply STOP to opt-out.

4 Special codes

Unlock early access to our Black Friday deals with code EARLYACCESS. Shop early and save big: smsg.io/0739.

Reply STOP to opt-out.

5 Quizzes

What's your summer style? Take our quiz and our virtual shopper will show you what Black Friday deals match your style: smsg.io/97

Reply STOP to opt-out.

6 Polls

What deal do you want this Black Friday? 1) 30% off Sitewide 2) Buy One Get One Free 3) Free Shipping on all orders. Reply with 1, 2, or 3.

Reply STOP to opt-out.



One month prior

Automate everything

Get everything set up on autopilot and thank yourself when the madness of sale season hits. Luckily, with an SMS platform like ClickSend — automations can be easy.

6 ways you can automate SMS

1

Schedule marketing messages and campaigns in advance.

2

Set up drip campaigns that trigger based on customer actions or time triggers.

3

Personalise texts with customer's name, past purchases, or recommended products.

4

Send abandoned cart reminders via text.

5

Keep them coming back with special offers for viewed messages.

6

Set up auto-replies, delivery notifications and thank you messages.



One month prior

Don't let abandoned carts break your heart

The cart abandonment rate for Black Friday is 76.6%. Ouch. Keep nudging people towards checkout with an automated cart abandonment SMS.

Abandoned cart SMS best practices and tips



Timing

Send text messages an hour after the customer abandons their cart.



Friendly reminder

For example, you're "saving" items in their cart – did they still want them?



Personalisation

Use their name and list the items in their cart. You can even recommend other products – but make sure it's about the customer and not a hard sell.



Create urgency

For example, the selected item will not be available for much longer.



Automation

Trigger messages in response to inaction of the customer.



Added incentive

If the gentle reminder didn't work, it might be time to sweeten the deal. This could be a discount on the product or free shipping/express shipping upgrade.



One month prior

Drip campaigns for BFCM

Drip campaigns are when you schedule a series of SMS to be sent to an audience over a period of time. You can segment your contact list to send highly relevant BFCM SMS to different audience groups and demographics.

1

Segment your audience

Right SMS, right customer, right time. Move customers closer to purchase during BFCM by sending them highly relevant offers via texts.

You can segment your contact lists via new customers, seasonal customers, category buyers, engaged non-buyers, recent purchasers and more.

2

Choose an SMS platform

Before you sign up to an SMS platform, make sure it has all the features, bells and whistles that you need.

ClickSend is a global SMS platform that's always pay-as-you-go. With no monthly subscriptions, it's perfect for seasonal campaigns like BFCM.

3

Craft and schedule

Use the schedule you set in stage one and start crafting messages for different audiences.

You can personalise SMS messages with the customer's name and purchase history. Always add strong CTAs like 'shop now' or 'get discount'.

4

Test your messages

Make sure BFCM goes with a bang, not a bust. Test your drip campaign and make sure that everything is working as expected.

It's also worthwhile checking in with your SMS provider and making sure they have prepared their platform for BFCM and spikes in traffic.



One month prior

Go omnichannel with SMS and email

What is omnichannel?

Omnichannel marketing makes sure your messages reach customers no matter where they are. You can connect with your audience on different platforms so it's more likely they'll see your message and take action. Hello, sales.

Why email and SMS for BFCM?

Different customers prefer different channels. Some customers like the quick updates of SMS, others prefer detailed emails and some like a mix of both.

Combining email with your SMS drip campaigns can increase engagement, boost conversions, and create a smooth, personalized customer experience.

Use an ActiveCampaign integration

ActiveCampaign is a simple email, automation and sales platform for small to medium businesses. Using ClickSend and ActiveCampaign, you can build omnichannel campaigns fast via our direct integration.

ActiveCampaign ➤

ActiveCampaign is one of ClickSend's key and trusted integration partners.

[View integration](#)



Black Friday & Cyber Monday

Launch

It's go time. Use SMS to keep customers buying during BFCM and beyond.

Learn the tactics and tips to:

- Improve customer experience
- Monitor campaigns
- Reward + thanks



Customer experience

People are shopping around so you want to make sure your after-sales service is better than your competitors. Automated transactional SMS messages can help.

Top four automated messages for BFCM

Order confirmation

Sent immediately after a purchase, confirming the order details and providing reassurance to the customer.

Shipping notification

Updates the customer when their order has been shipped, including tracking information.

Delivery confirmation

Notifies the customer when their order has been delivered, ensuring they know their package has arrived.

Abandoned cart reminder

Reminds customers of items left in their cart, encouraging them to complete the purchase.

Using integrations for automated SMS

Most businesses don't have the time or resources to build a custom solution for automated SMS from their website — that's where ClickSend integrations come in.



Connect SMS to your favorite tools and software with pre-built Zaps (automations) for delivery notifications, order confirmations, and more.



Make automates SMS tasks and workflows. You can set up real-time SMS order updates for customers with easy multi-part workflows.



Bring email and SMS together. Send automated delivery notifications based on customer actions, from ActiveCampaign.



Give your sales team the power of SMS. Send texts directly from Salesforce to close deals faster.

Monitor your campaigns

You've done all the SMS preparation work and your campaigns are all scheduled to send. But it's not time to take your hand off the text messaging wheel just yet.

Make sure you monitor your campaigns

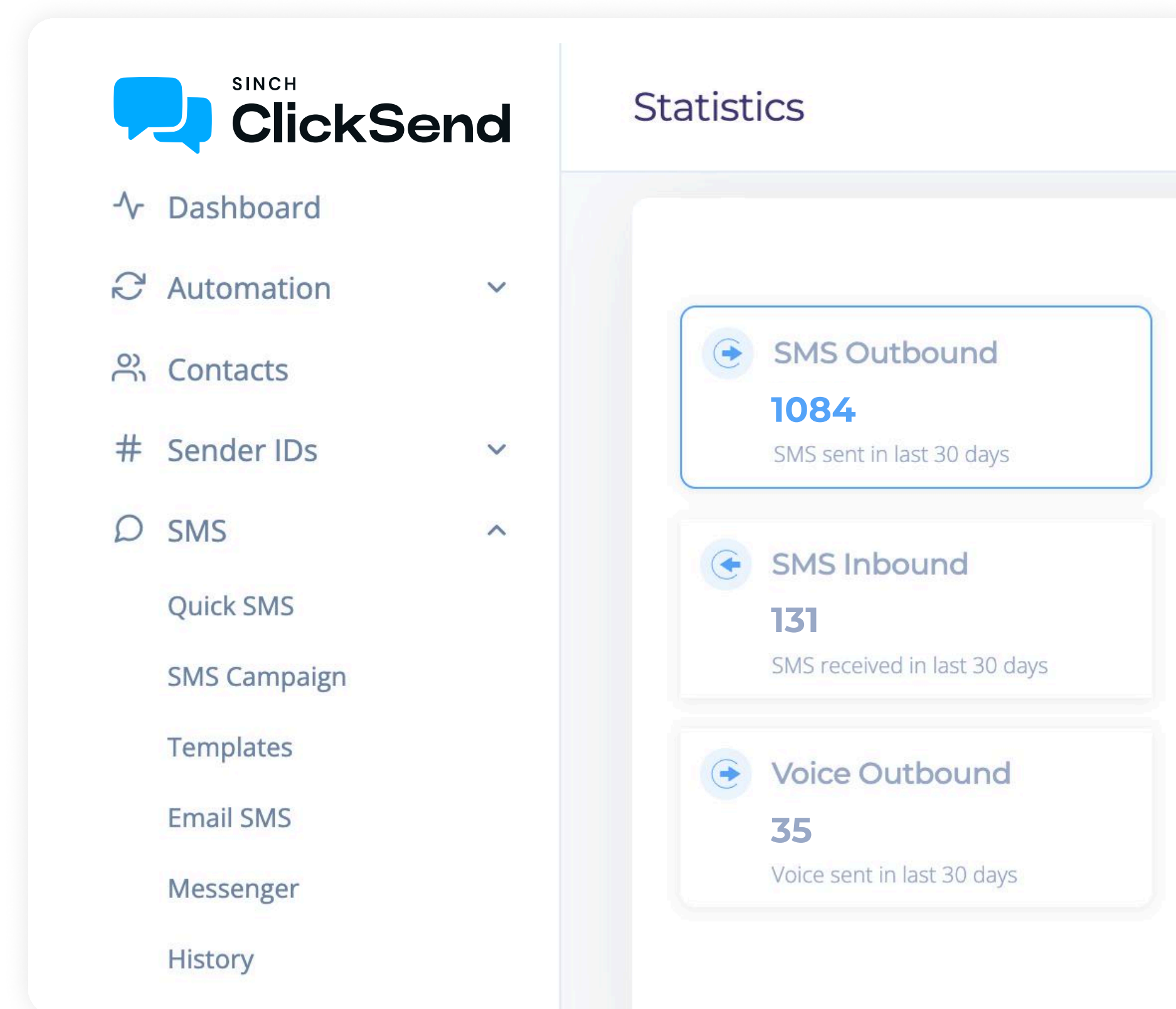
Keep an eye on your campaigns during the BFCM period. By using a SMS platform like ClickSend, you'll have easy access to key metrics such as delivery rates and more.

Have easy access to support

There's a small window of opportunity. Make sure you have access to a customer support team who are online 24/7 during BFCM. They'll be able to quickly respond if there are any problems with your campaigns.

Adjust as you go

Based on the real-time data that you gather, adjust your messaging strategy if necessary. This could involve changing the frequency, timing, or content of your messages.



Reward and re-engage

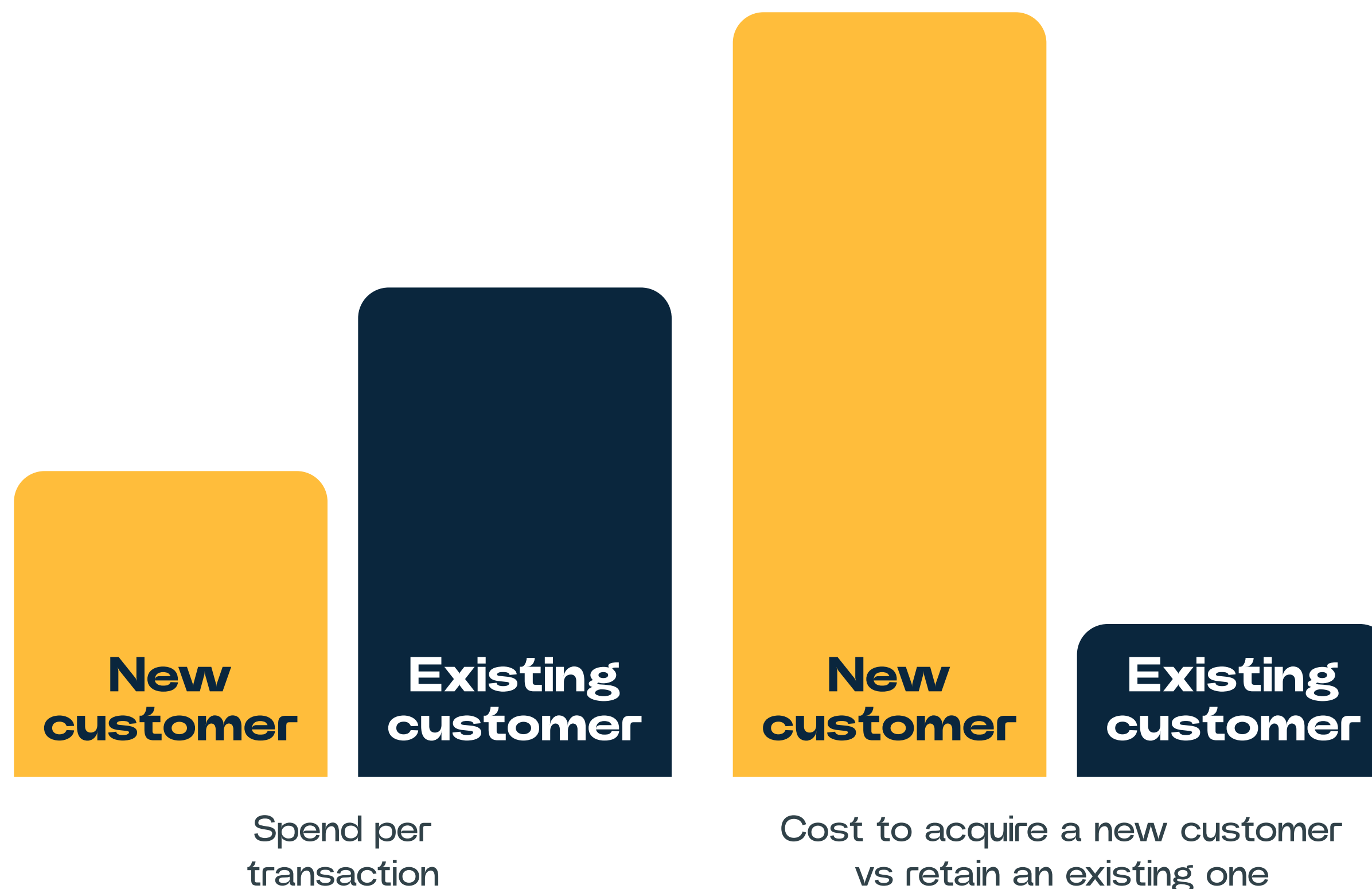
BFCM is a great opportunity to attract new customers. You can use SMS flows to keep customers engaged — you don't want hard won sales to slip through your fingers.

Here's why customer retention matters

It costs 5x more to acquire a brand new customer than to retain one you already have.

Plus, a highly engaged repeat customer tends to spend 60% more per transaction compared to a new customer. That's a very big reason to focus on retention.

Focusing on turning BFCM shoppers into loyal customers is well worth the effort. And luckily, simply setting up some SMS flows might be all you need.



Post-purchase SMS flows

Turn the customers you win over BFCM into long-term buyers with these strategies.

SMS feedback flows

High sales and site traffic during BFCM present an opportunity to collect feedback through SMS. Follow up with a thank you message and offer a small incentive for their next order to keep them engaged.

Set up automated feedback request flows using tools and integrations to streamline the process.

Hi Dan, you scored a deal on your Nexus Bluetooth Headphones. We'd love to hear what you think. Leave us a review for 20% off your next buy: smsg.io/4690.

Reply STOP to opt-out.

Text message loyalty flows

Customers love loyalty programs. Ask your customers to join your loyalty program after a purchase to increase retention. Loyalty flows can be automated using a tool like ClickSend, through the Dashboard or an integration.

Make sure your messages are targeted messages and personalized with customer data.

Hi Pat, thanks for shopping with Hats. Join up to our V.I.P program to get 1000 points, early access to sales and birthday surprises: smsg.io/1905.

Reply STOP to opt-out.



Retrospective

Reflect

Work out what brought in sales and what tactics flopped. Gather data so you're ready for BFCM 2026.

- Review KPIs
- Customer insights



Review KPIs

Reviewing key performance indicators (KPIs) and metrics helps you understand what worked and what didn't. Here's the top four metrics to track.

1

Conversion rates

Measure the percentage of recipients who completed an action, such as making a purchase. This helps you assess your call-to-action and overall campaign.

2

Click-through rates (CTR)

Track the percentage of recipients who clicked on links in your SMS messages. High CTRs usually show that you had great content and strong engagement.

3

Return on investment (ROI)

Calculate the financial return compared to the cost of the campaign. This tells you how profitable your campaign was.

4

Opt-out rates

Check how many people unsubscribed from your SMS list. High opt-out rates may tell you that your texts were too frequent or not relevant to that group or person.



Customer insights

There's no time like the present to start planning for next year. You can review your campaigns and customer behavior. It's a simple way to take even more learning into 2026.

Top customer insights to gather:

Check purchase behavior

Identify patterns. Look at what products were most popular and which offers drove the highest conversions.

For example: "Customers showed a strong preference for electronics, with 60% of total BFCM sales coming from this category."

Analyse feedback

Find real life stories. Collect customer feedback to understand their experience and how they felt about your offers and your SMS campaigns.

For example: "Feedback showed that customers liked having early access to sales but wanted more variety in products."

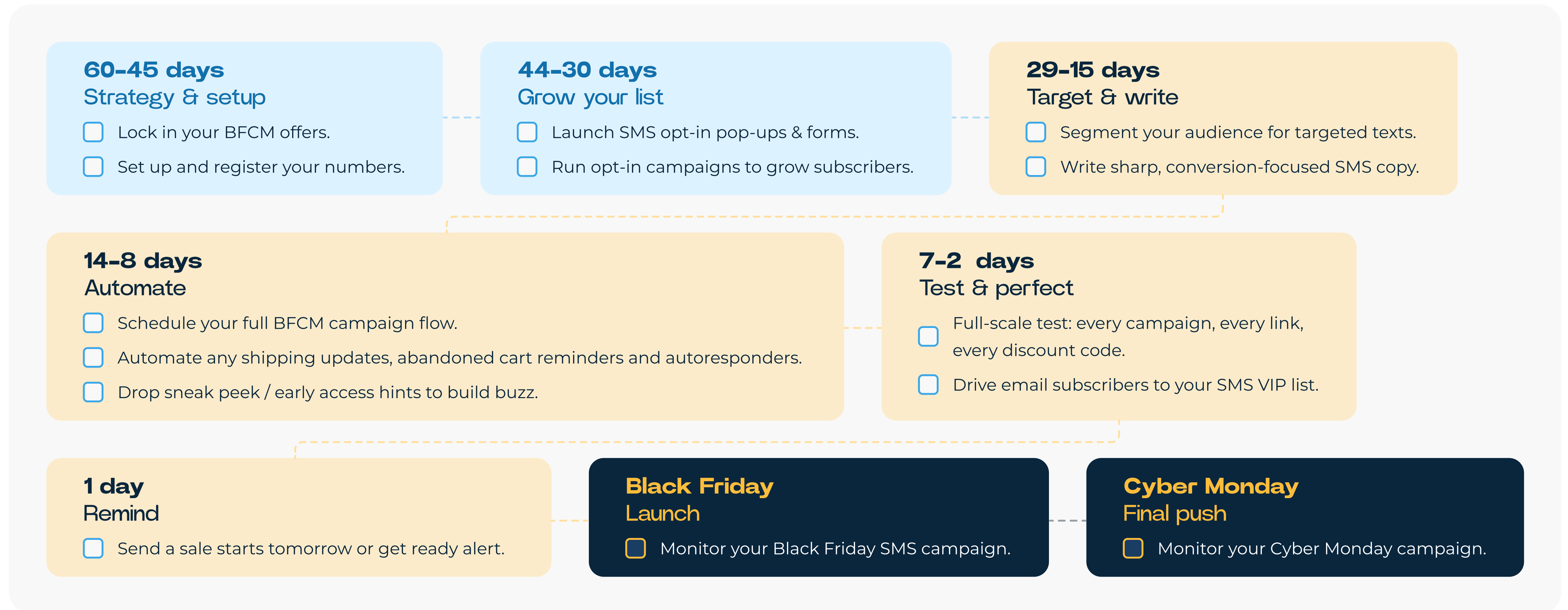
Compare segment performance

Have a look at your segments. How did you split your audience? Did one group bring in better results than another?

For example: "Our VIP segment had the highest engagement, with a 25% higher conversion rate compared to other segments."

Your 60-day action plan on a page

BFCM is a marathon, not a sprint. This 60-day action plan breaks down your SMS strategy into a simple, week-by-week countdown.





Master Black Friday & Cyber Monday SMS with ClickSend. Boom.

Simple, powerful and easy to use

Discover an SMS product that ticks all your BFCM boxes — and then some. With ClickSend you can track, receive and send Black Friday and Cyber Monday SMS worldwide.

✓ no monthly fees ✓ always pay-as-you-go ✓ first 25 messages free ✓ 24/7 online support

[Try ClickSend for free](#)