BFCM + SMS:
100 Days to Holiday Countdown

SMS Text Message **Holiday Readiness Guide**
for Black Friday, Cyber Monday & Beyond

Voyage

ALL HANDS ON DECK

With Black Friday, Cyber Monday (BFCM) only **100 days away**, we've entered holiday readiness mode.

It's go-time for getting your holiday season strategy, campaigns, and assets in order. The holiday season often brings top revenue and record acquisitions, so getting your brand ready now will make for smooth sailing come Thanksgiving and beyond.

But no pressure — *well, maybe just a little bit.*

To get you on the right course, this BFCM + SMS holiday readiness guide has the top trends and steps to help your brand have the best 2022 holiday season.

SETTING COURSE

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2. SMS Trend Alerts: Black Friday, Cyber Monday 2022

   a. The Perfect Pair: SMS + Buy Online, Pickup In-Store (BOPIS)

   b. Customer Wish Lists with SMS Back-in-Stock + Waitlists

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RETAIL AND ECOMMERCE HOLIDAY PULSE REPORTS

When planning for holiday and your SMS strategy, taking a pulse on the most recent retail and eCommerce trends helps to set realistic goals for the upcoming season. Among some of the top trends and insights from the most recent seasons, **brands are continuing to dig into alternative shopping options and focusing on mobile-first:**

In-store or curbside pickup is a must for brick-and-mortar.

In 2021, retailers who offered curbside or in-store pickup options grew their revenue by 50% more over Black Friday than retailers who did not.

Customers used curbside pickup for 18% of all online orders on Cyber Monday last year.

Smartphones continue to be next-gen shop windows.

In 2021 a whopping 42.4% of Black Friday purchases were made from smartphones.

Over 70% of 2021 BFCM purchases made on Shopify were made through smartphones.

With these industry trends in mind, we've pulled the most critical SMS strategies and steps you can take to get you ready for the busiest time of year.

SMS Trend Alerts: Black Friday, Cyber Monday 2022

SMS TREND ALERTS: BFCM 2022

Trend #1   The Perfect Pair: SMS + Buy Online, Pickup In-Store (BOPIS)

While the "buy online, pickup in-store" trend had steady adoption and customer use, it surged in response to the pandemic and the need for contactless or low-contact shopping. Customers continue to expect this service going forward, especially during the busy holiday season.

🤝 **The convenience of BOPIS pairs perfectly with the convenience of SMS transactional triggers – a match made in retail heaven.**

To successfully roll out in-store and curbside pickup options, you need to ramp up your SMS campaigns to deliver instant, direct updates to customers on their order status and availability. BOPIS is a great acquisition opportunity for SMS – even with customers shopping on desktops, the convenience of SMS pickup notifications will drive new subscribers, especially in your checkout funnel, so make your SMS opt-in front and center with your BOPIS options in your checkout UI for easy acquisition.

Check out our blog on optimizing your checkout for SMS. 🔗

Trend #2 **Customer Wish Lists with SMS Back-in-Stock + Waitlists**

'Tis the season for writing your wish lists. Using **SMS back-in-stock and waitlist campaigns** builds segments of high-converting customers that are actively raising their hands to know when their favorites are available.

🔔 Setting up SMS back-in-stock campaigns helps to manage customer experiences when inventory is on backorder and allows you to **delight your customers with instant personalized texts when their coveted items are back up for grabs.** Plus you can build demand for limited edition or lower inventory items with drip reminders as items are snatched up.

⏳ SMS waitlists offer customers a chance to snag exclusive, new, or trending items and make segmenting targeted campaigns that much easier for your team. **Use waitlists to drive excitement on upcoming launches and hit your metrics for critical releases.**

Concentrate on customer delight this season by prepping your eCommerce site with back-in-stock and waitlist notification options and getting your campaigns ready for those exclusive releases sure to drive your orders.

Trend #3 Putting the Humanity back into the Holidays with Human-in-the-loop & Conversational Commerce

The holiday season is a time to connect with your loved ones. Treat your customers like family and thoughtfully tailor SMS campaigns with a balance of live human interactions. **Incorporating live agents into SMS campaigns takes an often over-automated channel into the next generation of customer experience delivery.**

🙋 People want human connection in their online transactions, and this desire is changing the way consumers spend money and engage with brands. **Dealing with chatbots is something consumers want to leave behind** and human connection is the key to converting in the 2022 holiday season. **There's a time and place for SMS automation — include a human-in-the-loop when it counts.**

💬 This holiday season, **power Conversational Commerce** with your SMS channel through Voyage. With LiveRecover by Voyage, have **real conversations with your SMS customers powered by real people**. With a **20x average ROI and 30% abandoned checkout recovery**, having a live agent connecting with your customers will boost holiday revenue by helping to make online interactions more personal.

SMS TREND ALERTS: BFCM 2022

Trend #4 **Elevated Abandonment Campaigns**

SMS abandonment campaigns are becoming table stakes for brands — customers have come to expect a level of interaction when they leave items behind in their cart or checkout, and even upon leaving a browsing session. **This holiday season, prepare to level up your campaigns and focus on making them even more dynamic.**

⚙️ Take your traditional SMS abandonment drip campaign and go full steam ahead by **using your customer data to segment further** and deliver even more personalized messaging.

💞 If you have a loyalty program, develop an exclusive abandonment campaign that incorporates messaging around not just the cart or checkout that was abandoned, but highlights rewards and loyalty exclusives. **Paying attention to details like your loyalty levels will make all the difference in boosting your abandonment conversion rates.**

📊 Expand your SMS abandonment campaigns with tracks based on **customer lifetime value (CLTV), frequency of purchases, average order value (AOV)**, and other critical data points for more precise messaging.

Get prepared with our SMS abandonment automation rundown. 🔗

SMS TREND ALERTS: BFCM 2022

Trend #5   SMS Follow-Up Campaigns

As the year's top SMS acquisition season, **brands that have the most success at keeping churn low during and post-holiday start planning follow-ups now.** Get your plan in place now for new subscribers, especially those that didn't convert.

👋 SMS subscribers who don't purchase during the initial promotion period are still prime for purchase power. **Don't underestimate the power of SMS follow-up campaigns.**

🎁 Leverage text follow-up campaigns for Black Friday, Cyber Monday subscribers that didn't convert with a 12 days of Christmas holiday promotion.

🗺️ **Prime your post-holiday follow-up campaigns now** so the transition from holiday madness is smooth and you keep your new and existing SMS subscribers engaged into the new year.

📸 **Case Study Snapshot**

One Voyage client, a natural hair care company, wanted to increase SMS follow-ups on initial non-conversions. By targeting non-purchases from a past holiday sale with an SMS targeted follow-up campaign, **they had a 57.2X return on ad spend and contributed 30% to the brand's overall holiday sales.**

57.2X
Return on Ad Spend

8.0%
Average CTR

30.3%
Revenue Contribution from Follow-up Campaign to Holiday Sales

Trend #6 Build Out your Customer Journey with Cross-Channel Campaigns

We know **cross-channel campaigns drive customer relationships** with a rich, high-converting customer journey. Double down in time for Black Friday, Cyber Monday by building your cross-channel campaigns with the following powerhouses:

Email + SMS: For your transactional, drip, and one-off campaigns include both email and SMS channels, with thoughtful timing and segmentation. Take a step further and **set up a preference hierarchy so customers can flag which of these channels gets specific message types** for a more personalized brand experience.

Social Media + SMS: As mobile-first channels, social media and SMS go hand-in-hand, literally. Harness social to **turn your followers into subscribers this holiday season with Voyage Deep Link.**

Traditional Marketing + SMS: There's a lot of competition during the holiday season, and it can be hard to stay top of mind with consumers. Make the most of your TV, print, and traditional marketing efforts with SMS keyword campaigns, helping to **capture new subscribers and keep their attention.**

Retail + SMS: Don't miss in-store and POS acquisition opportunities at brick-and-mortar stores. **Deepen in-person customer interactions** through exclusive SMS campaigns with the power of keywords.

Trend #7 Liven Up the Holidays with Live Shopping

Live shopping is in again, and no, not in the '90s "buy this amazing cooking pot" home shopping television kind of way. **Live streams on social channels are bridging the gap between in-person shopping and eCommerce.**

💡 Connecting with customers in real time helps them gain more knowledge about your products.

🪃 Speed up your customer journey and cut back on returns — customers from live shopping streams are **50% less likely to return an item** than traditional online channels.

Test live shopping for specific holiday campaigns and have SMS keyword campaigns and Voyage Deep Links available to capture these highly engaged followers into your subscriber base.

Check out our blog on Live Shopping for more details. 🔗

Make Your Holiday Readiness List and Check it Twice

MAKE YOUR HOLIDAY READINESS LIST AND CHECK IT TWICE

With so many SMS trends to consider as you prep for the eCommerce holiday season, we've created a critical SMS must-haves checklist to make sure your Black Friday and Cyber Monday are a complete success.

Review your Black Friday Cyber Monday SMS Compliance Checklist

- ☐ Follow explicit opt-in best practices in your new and existing acquisition flows
- ☐ With surges in new subscribers, be crystal clear with your opt-in messages and set expectations for frequency of messages, types of content, and data rates
- ☐ Make opt-out frictionless — holiday is not the time to get unexpected complaints
- ☐ Strictly follow quiet hours and remember your subscribers are dealing with a high volume of messages throughout the season, send something that delights them

Settle on your top segments and plan for possible new ones

- ☐ Identify your critical customer data points and set up segment filters in advance
- ☐ Make sure system integrations are running smoothly well in advance of the holiday so no unexpected data drops occur
- ☐ Map out possible on-the-fly segment needs that might come up based on campaign plans and inventory during the height of holiday so your team is at the ready

Get to testing NOW so you have the best results DURING holiday

- ☐ Perform AB Tests ahead of Black Friday, Cyber Monday to determine which campaigns are more effective and drive more engagement
- ☐ Test as much as possible: Modals, Welcome Flows, Campaigns — image types, discounts, verbiage, etc.

NAVIGATING YOUR SMS MARKETING VOYAGE

Want more guidance for your SMS voyage for BFCM and beyond? Check out the **Voyage SMS blog** to get insight and advice about SMS marketing, message commerce, compliance and more from our crew of industry experts.

Your Voyage Starts Here

Drive revenue and grow loyalty through 1:1 messaging at scale. When powerful segmentation meets dynamic variables, you unlock scalable micro-marketing across the entire customer journey.

See the most powerful SMS marketing and message commerce platform in the world in action.

Get a demo today. →
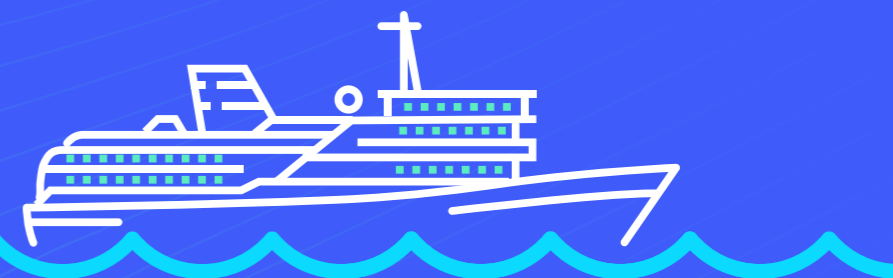
Bon Voyage!

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