



BFCM IS A BIG DEAL FOR ECOMMERCE MERCHANTS. LIKE, THE BIGGEST OF ALL DEALS.

It's also your brand's biggest opportunity to drive revenue through SMS. And the sooner you start planning and preparing, the more sales you'll see rolling in come November and December.

With that in mind, we've compiled the Ultimate BFCM Planner for SMS Marketers. Organized into three parts—List Growth, Campaigns, and Follow-up—this guide walks you through every step you must take to get the most out of your BFCM marketing efforts.

We built this planner in an easy-to-follow calendar format with suggested dates to focus on each to-do.

Want to receive SMS reminders for these tasks? Text BFCM to 24175, and we'll keep you on track throughout the year.

OKAY, YA'LL—LET'S DO THIS!



**Starting BFCM prep a little late?
Not to worry!**



We've also included a **BONUS** section with a last-minute plan you can implement in as little as one hour. See page 32 for the deets!



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Part 1

LIST GROWTH

List growth is the foundation to SMS marketing success. But growing a sizable list of engaged subscribers takes time, which is why we recommend that brands cover their acquisition bases as far in advance of BFCM as possible.

If you're new to SMS—or even if you already have an SMS strategy in place—summer is a great time to focus on growing your subscriber base by driving opt-ins from your:

- Website visitors
- Email subscribers
- Social media followers
- Advertising audiences
- Product packaging

Every opt-in you drive now is an opportunity to convert later (i.e., when you really start ramping up your BFCM deals and discounts). So, let's dive into your subscriber acquisition plan for June, July, and August.

List growth tasks for JUNE

Monday	Tuesday	Wednesday	Thursday	Friday
		1 WED Enable collection at checkout Set up welcome series automation	2 THU	3 FRI
6 MON Set up abandoned cart automation	7 TUE	8 WED	9 THU Set up browse abandonment automation	10 FRI
13 MON Create a desktop popup	14 TUE	15 WED Create a mobile popup	16 THU	17 FRI Subscribe to SMS for 3 brands you love
20 MON Create a banner popup	21 TUE	22 WED	23 THU	24 FRI
27 MON Reassess popups, run A/B tests	28 TUE	29 WED Enable back in stock collection	30 THU	

June List Growth Task Details

Enable Collection at Checkout

This is the first and easiest way to start amassing subscribers immediately. When a customer fills out their order information, they'll see a checkbox they can select to sign up for your brand's text messages.

Those who check the box will be added to your subscriber list upon completion of their order. As with any other opt-in point, it's important to display the appropriate compliance language next to the checkbox:

****I agree to receive recurring automated marketing text messages (e.g., cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.***

Both Shopify and Shopify Plus merchants using Postscript can use our software to enable subscriber collection at checkout. **Simply follow the process outlined in [this help center article](#).**

Set Up Welcome Series Automation

Okay, this isn't technically a list growth task—but it's important to have some basic automated messaging ready to go before you really start to ramp up your collection efforts. Your welcome series should be at the top of your to-do list.

This series automatically sends to subscribers soon after they opt in. Without it, new subscribers might not hear from you for a while—which can lead to a disconnected experience and an increase in list churn. We find that subscribers tend to opt out early in their SMS journey (within the first 30 days), so setting up a strong welcome series is crucial to creating an engaged list.

So, put together a two-to-three message flow introducing your brand and letting subscribers know what they can expect from you. Some merchants take this opportunity to get to know their subscribers via keyword replies (i.e, inviting them to text back with the keyword representing their product interests), while others offer a new subscriber discount as a thank-you for opting in.

Check out [this help center article](#) for step-by-step instructions on how to set up a welcome series in Postscript, or [go here](#) to learn how you can use a pre-built welcome series automation template in [Flow Builder](#).

Set Up Abandoned Cart Automation

The next-most important automation for ecommerce stores is the abandoned cart. This automation fires when a subscriber starts—but does not complete—the checkout process. It really doesn't get any more high-intent than that, which is why abandoned cart automations are some of the highest-converting messages out there.

Set this automation up now, and it'll make money for you in the background as you turn your attention to other BFCM preparation tasks in the weeks and months to come.

Follow the instructions in [this help article](#) to set up an abandoned cart automation in Postscript, or [go here](#) to learn how you can use a pre-built abandoned cart automation template in [Flow Builder](#).

June List Growth Task Details

Set Up Browse Abandonment Automation

Browse abandonment automations are similar to abandoned cart automations—they just hit subscribers a little higher in the sales funnel. Subscribers receive this message when they've viewed a product on your site—but never started the checkout process.

It's a great opportunity to market to shoppers in a highly personalized way. Based on the item viewed, you could serve up additional product information, customer testimonials or reviews, a bundled deal with a complementary product—the possibilities are endless.

These messages also tend to be high-converting, so it's worth taking the time to build them now and reap the benefits all year long.

Learn how to set up this automation [in Postscript here](#).

Create a Desktop Popup

Popups are great for converting new website visitors into subscribers. When a nonsubscriber lands on your website, they'll see a popup inviting them to enter their phone number to opt into your SMS list—possibly with the promise of a discount or other reward for doing so (e.g., "Sign up to get 10% off your first order.>").

Postscript enables users to create both desktop- and mobile-optimized popups directly within our platform. We also integrate with popular third-party popup builders like Justuno and Wheelio.

One important thing to note is that popups must include compliant opt-in language, which Postscript automatically adds to your popup design.

To provide the optimal user experience, your popup for desktop visitors should appear slightly different than your popup for mobile users. Most notably, the desktop version will require users to type in their phone numbers, whereas the mobile version should feature a simple two-touch opt-in (more on that in a bit).

Check out [this help center article](#) for more tips on creating and optimizing your desktop popup.



BUB SAYS: TIME FOR AN INSPIRATION BREAK

Welcome Series Text

BubSnax: Welcome to BUBSNAX! Listen. We don't like to brag, but we will. We're your source for carefully curated snacks for the curious snacker. Need desk-drawer worthy granola? We gotchu. Willy Wonka-level sweets? Gotchu again. Go on, start snacking:
bubsnax.pstscr.pt/1a2b3C



Send one day later to anyone who didn't purchase:



Welcome Series Text 24 Hours Later

BubSnax: Feeling hungry? Hard same. We've got everything you need for the tastiest snack sesh of all time. Take 10% off your entire order when you use code TASTYTEXT on your first purchase. Snackers, rejoice! Shop now:
bubsnax.pstscr.pt/1a2b3C

June List Growth Task Details

Create a Mobile Popup

Aside from sizing, the main difference between your desktop popup and your mobile popup is that the mobile version should allow for two-touch opt-in.

This means instead of entering their phone number in a form, subscribers will simply tap an opt-in CTA button, which will navigate them directly to a pre-written message in their text messaging app. Then, all they have to do is hit the send button to subscribe. Easy-peasy.

For details on how to set up a mobile popup in Postscript—as well as advanced customization and design options—[check out this help article.](#)



Subscribe to SMS for 3 Brands You Love

Looking for some textpiration? Check out your favorite brands and see if they offer an SMS opt-in, either via popup or at checkout. Or, subscribe to the SMS programs of brands you think do a great job at marketing. Pay attention to how they structure their welcome series, whether they have auto-responses, what happens if you ask a question via text, etc.

Create a Banner Popup

Classic popups are great—but new visitors might not be ready to subscribe to your messaging the first time they land on your website. And after they close out of that initial popup, you’ve lost the chance to convert them into a subscriber unless they actively seek out your subscribe form.

This is where banner popups can swoop in for the assist. This special type of desktop popup lives at the bottom of the page, so it remains visible to users as they browse your site.

To create one in Postscript, simply select “Banner” from the desktop popup type dropdown and fill in the rest of the style customization details. Keep in mind that you can run a regular desktop popup and a banner popup at the same time, so one won’t take away from the other. In fact, we recommend having all three popup types enabled at all times.



BUB SAYS: TIME FOR AN INSPIRATION BREAK

Popup Version A

Sign up for 10% off your first order!

Phone number **Sign me up**

*I agree to receive recurring automated marketing text messages (e.g. cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.

Popup Version B

Win a month of free SNAX!

Phone number **Enter to win**

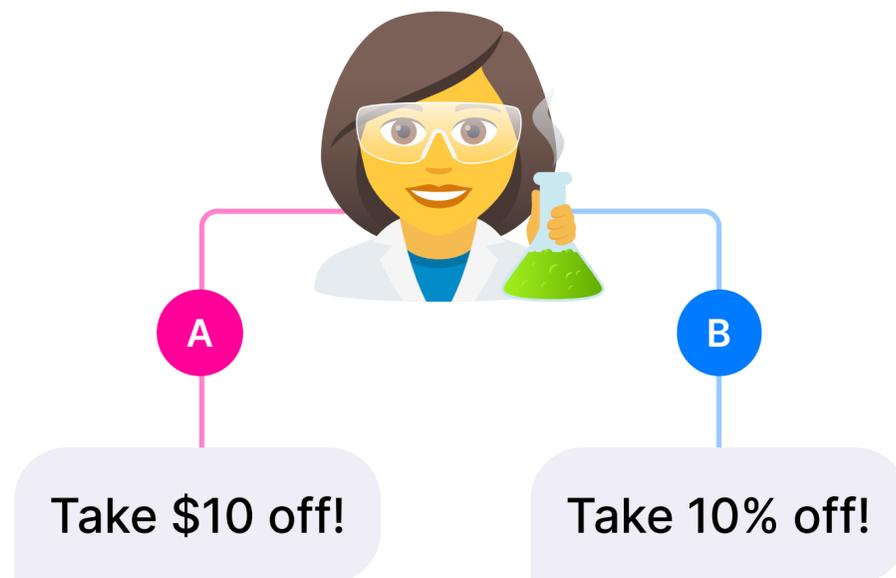
*I agree to receive recurring automated marketing text messages (e.g. cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.

June List Growth Task Details

Reassess Popups, Run A/B Test

As you're trying to acquire subscribers this month, it's also an opportunity to test which offers convert better. Look at the performance of your popups thus far and run a test on both desktop and mobile that features a different offer (e.g., a \$10 off code instead of a 10% off code). Set a reminder to check the results in 30 days. Once you know your winning strategy, keep it running—and keep pulling in those opt-ins.

Check out all the ways you can measure popup results [within Postscript here](#).



Enable Back in Stock Collection

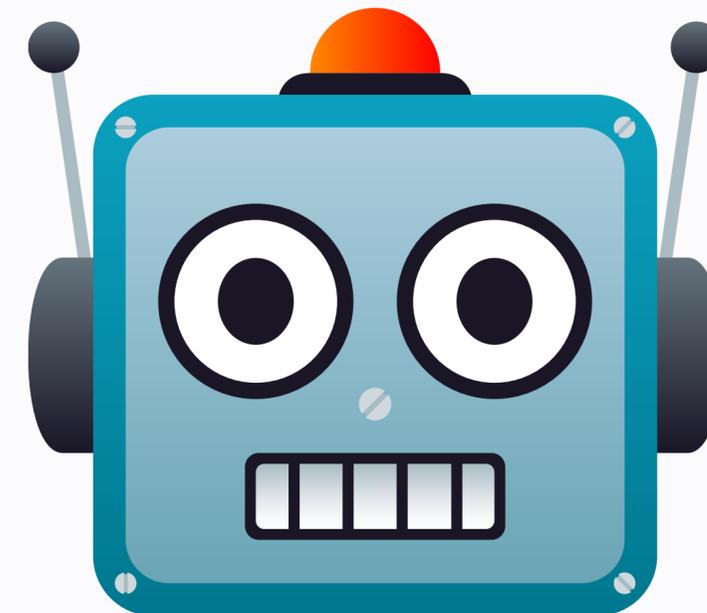
With back in stock collection, shoppers can opt into restock notifications for out of stock products directly from the product page. This is a great way to not only grow your subscriber list, but also generate new sales once popular products are available again. Without it, you run the risk of someone leaving your site never to return—or purchase.

It's especially crucial to set up back in stock collection before high-sales periods like BFCM, when you're much more likely to run out of certain products. It's a way to recover sales you might have otherwise lost—something that's doubly important for brands investing a lot of ad spend to drive traffic during the holiday season.

When you enable this feature in Postscript, shoppers will see a link directly below the Sold Out button that reads, "Notify me when this item is back in stock!" When they click the link, an opt-in popup will appear. Those who complete the opt-in will automatically receive a text message when the inventory for the product (or product variant) increases to your specified minimum level.

Check out [this help article](#) for detailed instructions on enabling back in stock collection within Postscript.

BEEP BEEP BOOP



If you only do 1 thing in June:

Set up your abandoned cart automation. Across every industry, the CTR, conversion rate, and EPM for cart abandonment flows are incredibly strong.

AUTOMATE SOM'N!

List growth tasks for JULY

Monday	Tuesday	Wednesday	Thursday	Friday
				1 Fri Add unique opt-in keyword to existing emails
4 MON	5 TUE	6 WED Create a folder on your phone and start saving great texts for future inspo	7 THU	8 FRI
11 MON Build out standalone SMS opt-in email flow	12 TUE	13 WED	14 THU	15 FRI
18 MON Create QR code shipping insert	19 TUE	20 WED Update packaging and/or tags to incorporate QR code	21 THU	22 FRI
25 MON	26 TUE Update physical ads and signage to incorporate QR code	27 WED	28 THU	29 FRI

July List Growth Task Details

Add Unique Opt-In Keyword to Existing Emails

Update your current email templates—and any live email automations—with a call to action asking recipients to text a particular keyword to your toll-free number (TFN) or dedicated short code (DSC) in order to opt into your SMS marketing.

This is a quick, easy way to start leveraging your email audience to drive SMS subscriptions immediately (as you ramp up other email efforts). This could be as simple as adding a line like this at the bottom of every email:

“Want to receive exclusive offers and discounts delivered straight to your phone? Text DEALS to 54321 to join our VIP list.”

Or, you could promise a small incentive to those who opt in:

“Love our products? Get 20% off your next order when you sign up for our text messages. Just text LOVE20 to 54321.”

Just be sure to display the required compliance language alongside your CTA:

****I agree to receive recurring automated marketing text messages (e.g., cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.***

Not sure how to create a unique keyword? Check out [this help center article](#) for instructions and best practices.

Create Inspiration Folder on Your Phone

Last month, you subscribed to a handful of brands and started getting marketing texts from them. As you (hopefully) subscribe to even more brands and receive even more messages, you’ll start to notice that certain ones stand out more than others. Save those shining examples for later by creating a dedicated folder on your phone and adding to it in the weeks and months to come. That way, when you start building out your messaging for BFCM, you’ll have plenty of inspiration to draw from!



Build Out Standalone SMS Opt-In Email Flow

Adding a keyword opt-in CTA to existing emails is a great first step toward converting your email subscribers into SMS subscribers. But to really maximize your current email list to fast-track your SMS success, you’ve gotta build dedicated email campaigns around that goal.

You could start by sending one standalone email with a strong (and preferably, incentivized) CTA—and then plan out future efforts based on how well that email performs. Or, you could go ahead and build out a cadence that gives recipients multiple chances (and reminders) to opt in. We’d recommend the latter—which is why we allotted plenty of time for this to-do.

This cadence could include anywhere from three to five messages spaced out over several weeks or months. Try to emphasize different benefits with each message. For example, one message might highlight early access to annual sale events, while another might emphasize first dibs on new product drops.

You can also try different approaches to collection. One message might use a dynamic CTA button, while another might go the keyword-only route. You might be surprised by which method works best!

For more details, guidance, and ideas on how to drive SMS opt-ins using email, check out [this help center article](#).

July List Growth Task Details

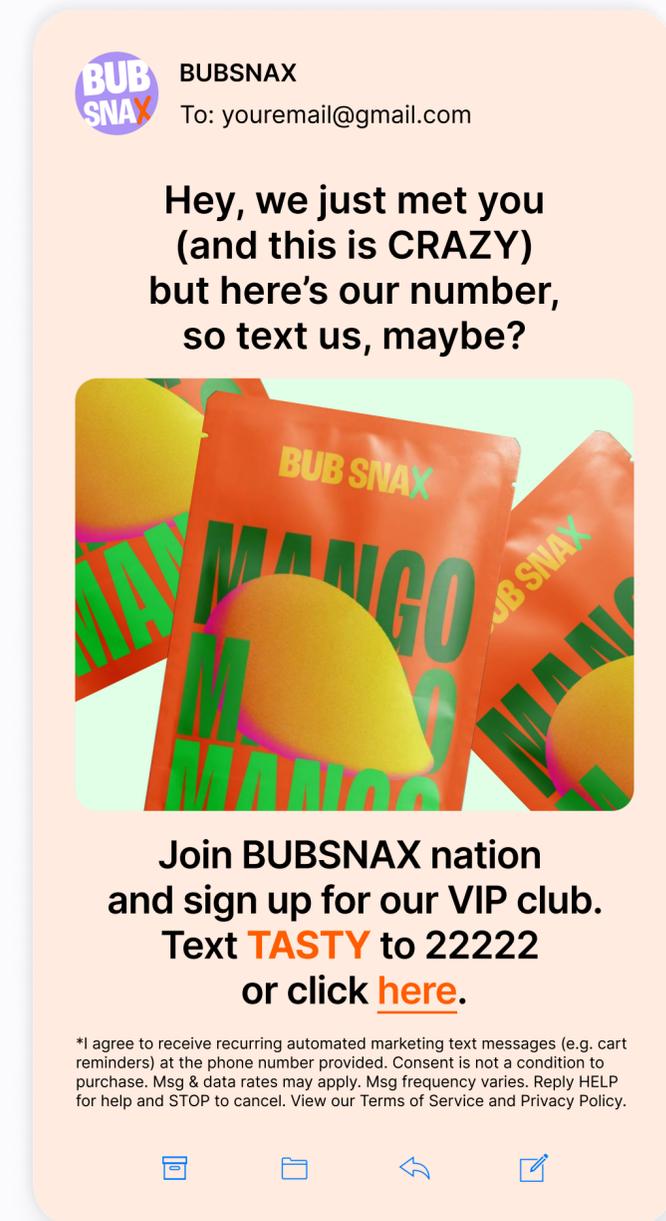


**BUB SAYS: TIME FOR AN
INSPIRATION BREAK**

Keyword Opt-in Example: Instagram Stories



SMS Email Example



July List Growth Task Details

Create QR Code Shipping Insert

Changing your actual packaging isn't going to happen overnight, but that doesn't mean you can't leverage QR codes to grow your SMS list.

Not only were QR codes made for mobile—which makes them perfect for SMS—but they're also widely used around the world (thanks in part to the pandemic trend toward touchless everything). It's hard not to reflexively open your camera app every time you see one!

Postscript allows you to create QR codes right inside the app. You can then export the image file and use it virtually anywhere. We even build in the necessary compliance language.

When someone scans the code, their messaging app automatically launches and pre-fills a text with a message you create. The user simply needs to send the text to complete the opt-in process.

We recommend creating an insert to send with each order from now through BFCM—and beyond! Or, get creative and add the code to stickers or other promotional items.

To learn more about creating and using QR codes within Postscript, take a look at [this help center article](#).

Update Packaging and/or Tags to Incorporate QR Code

Once you're up and running with a QR code shipping insert, turn your focus to updating the design of your product packaging, tags, or shipping boxes to display the code as well. Between using up existing supplies and getting new ones printed up, this will likely take some time.

But the sooner you get the ball rolling, the better prepared you'll be once BFCM rolls around. You don't want to miss out on the opportunity to grow your SMS list through one of your store's highest-order seasons!

Update Physical Ads and Signage to Incorporate QR Code

Brick-and-click brands have an additional play to capture subscribers in person. Add that QR code to physical marketing materials—signs, brochures, posters, mailers, business cards, trade show collateral, etc. Turn that foot traffic into site traffic!

KEYWORDS ARE KEY



If you only do 1 thing in July:

Add a unique opt-in keyword to your emails and try to convert high-intent email subscribers into active SMS subscribers.

Example

TEXT: BUBSNAX
TO: 22222

List growth tasks for **AUGUST**

Monday	Tuesday	Wednesday	Thursday	Friday
1 MON Create an Instagram grid post	2 TUE	3 WED Create an Instagram story	4 THU	5 FRI Update IG profile link to drive to opt-in landing page
8 MON Create a Facebook post	9 TUE Run a Facebook ad	10 WED	11 THU	12 FRI
15 MON Add an opt-in link to TikTok	16 TUE	17 WED Create an SMS plan for TikTok	18 THU	19 FRI
22 MON	23 TUE	24 WED Add an opt-in link to Twitter bio	25 THU Create pinned tweet with opt-in link	26 FRI
29 MON Tweet your opt-in link	30 TUE Tweet a keyword image	31 WED		

August List Growth Task Details

Create an Instagram Grid Post

Your biggest brand evangelists are already following you on social media, making it an ideal place to collect subscribers.

While Instagram stories only last 24 hours (currently), grid posts remain until you remove them. You can use these posts to promote a giveaway, sale, or VIP club. Invite followers to click the short link in your bio or text you a specific keyword to subscribe—and receive entry into a prize drawing, a special discount, or first access to exclusive sales and product launches.

With an Instagram grid post, **you want to make sure you're including compliant opt-in language** in the post description and the image (if the image also features a CTA). As a reminder, that language is:

****I agree to receive recurring automated marketing text messages (e.g., cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.***

As with most efforts on social media, consistency and repetition are key to success with driving SMS opt-ins via Instagram. So, once you get your feet wet in August, be sure to repeat your best-performing strategies throughout the year.

QUICK TIP: If your opt-in keywords are unique for each channel, consider making different versions of your welcome

series to match. For example, you could use the welcome series for someone who opted in via Instagram to promote your other social channels. Even acknowledging and thanking them as an Instagram follower helps make the series feel more personalized.

For more details on using Instagram grid posts to grow your list—as well as example posts—check out [this help center article](#).

Create an Instagram Story

Instagram stories provide a more seamless opt-in experience for mobile users, as they allow you to leverage your opt-in short link via an Instagram sticker link. So, when users on a mobile device tap the link, it will launch their native mobile app with an opt-in message pre-populated.

If you don't want to use a sticker link, you can also use the more classic keyword approach in your CTA (e.g., "Text VIPJOIN to 54321 to sign up."). Again, make sure you're including the necessary compliance language!

Once you create a story, save it to your highlights on your Instagram profile page. From there, new followers will be able to see that they have the opportunity to opt-in to your SMS program.

For more guidance and Instagram story examples, take a look at [this help article](#).

Update Instagram Profile Link

Make sure you include a link to your SMS opt-in landing page among all the other links featured on your Instagram profile—whether that's through Linktree, Milkshake, or another link tool. Add a clear CTA so folks know what to expect when they sign up. (For example, "Join our VIP Club or get 15% off when you sign up for texts.") This will allow you to capture more subscribers as new followers start to click around.

Create a Facebook Post

Similar to Instagram posts, Facebook posts are great for driving opt-ins with either keywords or your short link. And on Facebook, you can incorporate your link directly within the post description.

If you've built a solid community on Facebook, this is definitely a place you'll want to promote the benefits of joining your SMS list—and even offer incentives for opting in. Keep in mind that as with any other opt-in point, you must include the necessary compliance language alongside your CTA.

For more Facebook tips and best practices, see [this help center article](#).

August List Growth Task Details

Run a Facebook Ad

If you don't have a large organic audience on Facebook, you'll probably need to put some money behind your efforts in order to drive subscriptions.

If you already use Facebook ads to drive sales, then it should be a cinch to set up a few ads dedicated to driving SMS opt-ins. Need a quick refresher? **Check out [this help center article](#) for quick step-by-step instructions on setting up a Facebook ad.**

Add an Opt-In Link to TikTok

If you have (or are growing!) a strong follower base on TikTok, then you'll definitely want to leverage it to grow your SMS subscriber list.

That being said, there are some limitations on how you can use TikTok for promotional purposes. **For that reason, we recommend refraining from:**

- Posting your short code or toll-free number in a video or live broadcast (including the description). TikTok actively flags media containing phone numbers.
- Including your short code or toll-free number in your TikTok bio. TikTok actively flags accounts that display phone numbers.
- Saying your short code or toll-free number in your TikTok bio. You guessed it—TikTok actively flags accounts that say phone numbers as part of their video or live broadcast.

To keep your brand on the right side of the TikTok law, we recommend creating a "link in bio" experience (e.g., using Linktree or other alternatives). In other words, add a link to your compliant opt-in landing page alongside your other links. This ensures that every subscriber has viewed the compliance language prior to opting in.

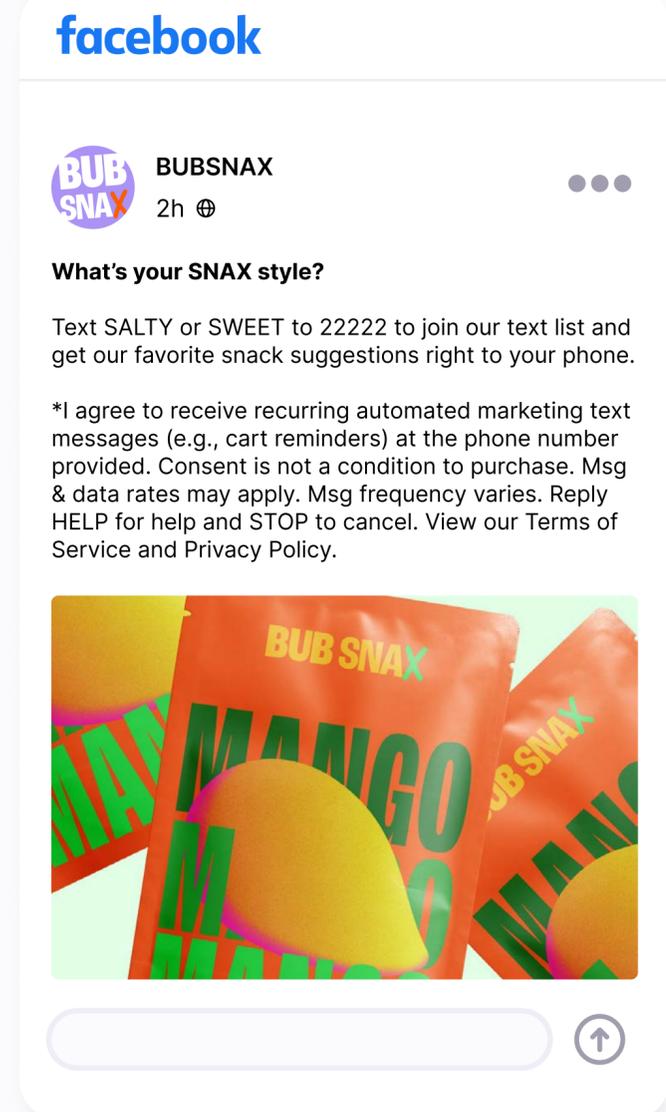
Once you have a link in your bio, you can absolutely shout out the opt-in opportunity in a video or live broadcast. For example: "We're getting ready to drop some really exciting products over here. If you want a sneak peek, join our VIP SMS club. We've got a link to sign up in our bio!"

For more information on using TikTok to grow your subscriber base, refer to [this help article](#).



BUB SAYS: TIME FOR AN INSPIRATION BREAK

Facebook Post Example



August List Growth Task Details

Create an SMS Plan for TikTok

Once you've added your short link to your TikTok bio, start brainstorming ways you can work a mention of it into your content over the next several weeks and months. If you're super active on the platform, you probably don't want to call it out in every single video—just the ones where it makes the most contextual sense.

For example, if you're giving folks a sneak peek of a new product, let them know they can subscribe to your text messages using the link in your bio to get early access to purchasing it before it becomes available to everyone else.

Add an Opt-In Link to Twitter Bio

Similar to TikTok, we recommend leveraging your Twitter bio to display your opt-in short link. For example, you might include a line that reads something like, "Join our SMS club for exclusive access to sales and new product drops! [Insert Link Here]." At a minimum, link up to your compliant landing page via your Linktree.

Create Pinned Tweet with Opt-In Link

You likely rotate out your pinned tweets throughout the year, but be sure to make space—whether now or later—for a pinned tweet prompting followers to subscribe to your texts. If there's an incentive involved, encourage them to retweet and spread the love!

Tweet Your Opt-In Link

Even if you don't want to dedicate a pinned tweet to driving SMS opt-ins at this particular time, you can still fire off an SMS-centric tweet—or schedule out a series of tweets—to get the opt-in train rolling now. Be sure to encourage retweets to gain more visibility!

Tweet a Keyword Image

Last but not least, create an image displaying a keyword-driven opt-in CTA and tweet it out to your followers. Tweets with images are about 35% more likely to be retweeted compared to those without—so it's worth putting in the extra creative effort. If you've already created images for Instagram or Facebook, repurpose them for Twitter.

For more guidance on growing your list with Twitter—including the compliance requirements—check out [this help article](#).

SPOTLIGHT ON SOCIAL



If you only do 1 thing in August:

Focus on your most active and robust social channel. Promote your SMS program there in your profile link and commit to mentioning it at least twice over the next month.

Part 2

CAMPAIGNS

Goodbye summer, hello fall! Now that you've started to build a solid subscriber base, it's time to focus on the big moneymaker: campaigns. That means engaging (and more importantly, converting!) those subscribers with well-timed, personalized messaging.

First, you'll create different segments of subscribers based on their activity and characteristics. Then, you'll test different campaign strategies with each to determine what type of messaging works best.

Finally, you'll put all of your hard work into action as you solidify your plans for the DTC grand finale: BFCM!

With that, let's dive into your campaign planning to-dos for September, October, and November.

Campaign tasks for SEPTEMBER

Monday		Tuesday		Wednesday		Thursday		Friday	
						1 THU Create a VIP segment		2 FRI	
5 MON		6 TUE Run a VIP A/B test		7 WED Create cross-sell segments		8 THU		9 FRI	
12 MON		13 TUE Run cross-sell A/B tests		14 WED		15 THU Create an at-risk segment		16 FRI	
19 MON		20 TUE		21 WED Run an at-risk A/B test		22 THU		23 FRI Create keyword segments	
26 MON		27 TUE Text your subscribers something fun and see how they engage		28 WED Run keyword A/B tests		29 THU		30 FRI	

September Campaign Task Details

Create a VIP Segment

There are many ways to define a VIP. As you set up your VIP segment, think about which subscriber characteristics matter most to your brand. (If you can't decide, you could always create multiple segments and see which ones end up generating the most engagement and revenue.)

Here are a few ideas:

- **High-Spender VIPs:** Create a segment of subscribers who have spent over \$100, \$200, or whatever dollar amount you deem significant.
- **Frequent Shopper VIPs:** Create a segment of subscribers who have purchased more than twice, three times, four times—whatever frequency puts them in an “elite” category for your brand. Want to limit this group to those who have purchased recently? Create an active repeat-customer segment by targeting subscribers who have purchased X times in the past Y months (e.g., 3 purchases in the last 6 months).
- **Purchased Product VIPs:** Are some of your products more high-end than others? Do you offer tiered packages or bundles? Use that to differentiate shoppers. For example, a customer who spent \$100 on a luxury bundle might be considered more valuable than one who purchased 5 products priced at \$20 apiece over the course of several months.

Check out [this help center article](#) to learn more about using customer criteria to create segments in Postscript.

Run a VIP A/B Test

Once you've created a VIP segment, run an A/B test to see what type of offer your VIP customers are most interested in. For example, you might test a BOGO offer against a discounted bundle offer to see which one generates more sales. Or, you could test a user-generated content request against a conversational keyword campaign to see which one gets the most engagement.

Running these experiments now will help you better target and convert your VIPs come holiday time—and that means you'll get even more value out of this already-valuable segment.

Get step-by-step instructions for setting up A/B tests in Postscript in [this help center article](#).

Create Cross-Sell Segments

A customer's purchase history can be a great predictor of their purchase future—or at least their potential purchase future. If you haven't ever set up a cross-sell segment, start with your most popular products.

Let's say you're a water bottle brand, and your top-selling product is your large hiking bottle. What products could you successfully cross-sell to someone who has purchased a large hiking bottle? Maybe you also have a hands-free hydration pack or a water purifying kit—products it would make sense for a hiker to order.

Create a segment of subscribers who have purchased a large hiking bottle within the last six months—and then fire off a cross-sell campaign promoting relevant complementary items.

And that's just one example. If you have a lot of SKUs, you probably have tons of cross-sell opportunities. Use this as your jumping-off point and iterate your cross-sell strategy from there.

Check out [this help center article](#) to learn more about creating cross-sell segments in Postscript.

Run Cross-Sell A/B Tests

Speaking of iteration: Once you've created a few cross-sell segments, set up some A/B tests to fine-tune your approach for each segment.

Continuing with the example above, you could create two versions of a cross-sell campaign for customers who purchased a large hiking bottle: one offering 15% off on the hands-free hydration kit, and the other offering the same discount on the water purifying kit. Whichever converts better can become the primary cross-sell offer for that segment.

You could also test out different offers (e.g., 15% off versus free shipping) to see which performs better. All of this can help inform your BFCM and BFCM follow-up efforts.

Get step-by-step instructions for setting up A/B tests in Postscript in [this help center article](#).

September Campaign Task Details

Create an At-Risk Segment

At-risk subscribers are those who have disengaged to the point that they are at risk of churning out of your list and/or failing to make any future purchases.

For example, you might define at-risk subscribers using segment criteria like “last order date before last 60 days,” “last click date before last 60 days,” or “number of orders equals 0.”

You can create multiple unengaged or at-risk segments—for customers as well as non-customers—but even if you decide not to get super granular, we recommend creating at least one for those who haven’t clicked or purchased recently, because you’ll want to message them differently than you would a more engaged subscriber.

Check out [this help center article](#) and [this one](#) to learn more about creating at-risk segments in Postscript.

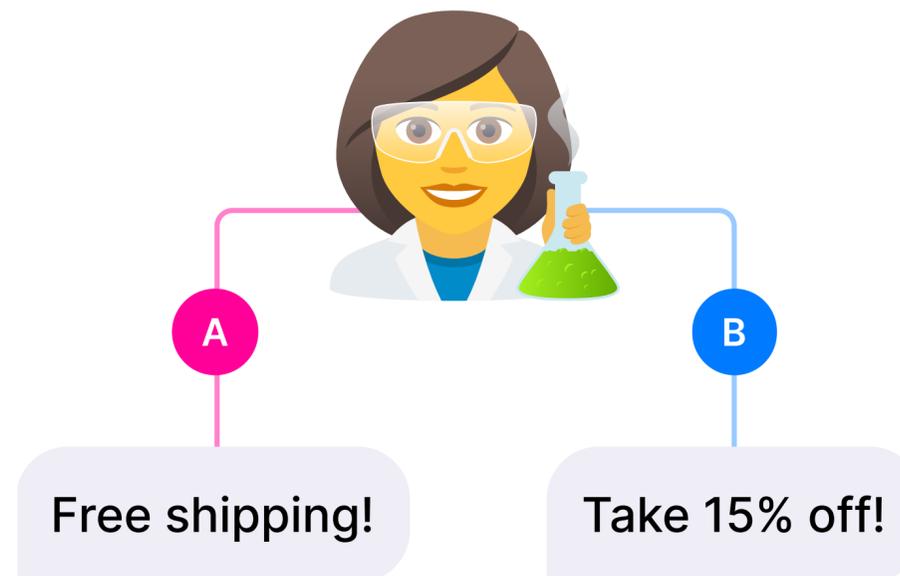
Run an At-Risk A/B Test

What’s the best way to re-engage subscribers whose interest in your brand—or at least your brand’s text messages—has fallen off a cliff? It’s tough to know unless you test.

So, run an A/B test or two to see what strategy or offer works best. Maybe a free gift or mystery gift offer will catch their attention. Perhaps they’re holding out for a big sale. Or maybe they’d be more interested in reading a blog post about your brand mission and values—or participating in a conversational keyword campaign.

Whatever findings you uncover will help you better leverage your full subscriber base—including those who are unengaged—through BFCM and beyond. In fact, it could be especially helpful if you gain a lot of subscribers during the holiday shopping rush but notice many of them stop engaging with you in the new year.

Get step-by-step instructions for setting up A/B tests in Postscript [in this help article](#).



BUB SAYS: TIME FOR AN INSPIRATION BREAK

Cross-Sell Test: Version A

BubSnax: Hi {first_name}! We hope you are loving your dried mango BUBSNAX! Have you tried our recipe for Mango Bites yet? Our medjool dates are a key ingredient. Shop now and we’ll send you the recipe and give you 15% off your order: bubsnax.pstscr.pt/1a2b3C

Cross-Sell Test: Version B

BubSnax: Hi {first_name}! How’s that dried mango treating you? If you love those, you’ll love our full assortment of dried fruit BUBSNAX. We’ll even throw in free shipping if you order within the next 24 hours: bubsnax.pstscr.pt/1a2b3C

September Campaign Task Details

Create Keyword Segments

Do you use keywords to distinguish between opt-in sources or drive conversational messaging? If so, then you can also use them to segment your subscribers!

For example, let's say you recently promoted a flash sale on social media that used the keyword FLASH50. To create a segment of subscribers who engaged with that keyword, you'd use the criteria "keywords triggered includes FLASH50" when defining that segment within Postscript.

Or maybe you previously ran a conversational campaign inviting subscribers to text back the keyword best representing their personal style. Use their responses to create separate segments—and then target each with offers for products that fit the style they selected.

Keyword segments can help you get more out of your BFCM messaging because you'll be able to create a more connected and contextual SMS experience based on individual keyword engagement.

Check out [this help article](#) to learn more about creating keyword segments in Postscript.

Text Your Subscribers Something Fun

Consider a quick conversational messaging test this month. Send your most engaged audience something fun and interactive. You could ask them what you should binge next on Netflix—or request name ideas for your new office plant. Whatever it is, steer clear of the sales talk. This text should be all about engaging with and getting to know your subscribers.

Read [this help article](#) for more details on sending non-sales messages in Postscript.

Run Keyword A/B Tests

If you have any large or continually growing keyword segments—for example, those built with a conversational welcome series that every new subscriber receives—then it's probably worth testing different strategies for engaging and converting those groups.

Going back to the example above, would your "personal style" keyword segments be more likely to convert on a discount offer for a product that fits their chosen style—or a message featuring top reviews or UGC related to that product? Test both approaches to see which one makes the most sense to use most often going forward.

Get step-by-step instructions for setting up A/B tests in Postscript [in this help article](#).

VIPS, PLEASE



If you only do 1 thing in September:

Define and create a VIP segment. Don't bother targeting inactive subscribers during peak selling season. Instead, get the most bang for your BFCM buck by focusing on your most active and loyal buyers.

Campaign tasks for OCTOBER

Monday	Tuesday	Wednesday	Thursday	Friday
3 MON Set up response management	4 TUE	5 WED	6 THU	7 FRI
10 MON Finalize BFCM promotions	11 TUE	12 WED	13 THU Create multichannel BFCM calendar	14 FRI
17 MON	18 TUE	19 WED Assign segments for SMS campaigns	20 THU	21 FRI
24 MON Double-check automations	25 TUE	26 WED	27 THU Start producing creative assets	28 FRI
31 MON Send out a conversational Halloween text				

October Campaign Task Details

Set Up Response Management

October is the calm before the BFCM storm. So, before you start ramping up messaging and sales—which inevitably means more incoming texts from customers asking about discounts, product specs, inventory, shipping, you name it—put a solid response management system in place to get you through the holiday season (relatively) smoothly.

Designate a person or team to monitor incoming text messages throughout the day, and create automated or templated responses where you can. Establish a protocol for triaging messages during high-traffic times. ([Postscript's topic and sentiment labels](#), which are available within the Responses tab, can help you quickly identify and respond to the most urgent messages first.)

If your customer service or support team will be helping manage incoming texts during BFCM, consider using a help desk integration so they can text subscribers back directly from the ticketing system they're already working in. (Learn more about [Postscript's many help desk integrations here](#).)

Check out [this help center article](#) to learn more about responding to incoming subscriber texts within Postscript.

Finalize BFCM Promotions

What deals are you running for BFCM? What about post-BFCM during the lead-up to December 25? Do you know all the shipping deadlines so you can remind subscribers to shop until the last minute?

Now's the time to decide on your offers and overall promotion strategy for the biggest selling time of the year. If you ran BFCM-specific promotions in previous years, go back and see which ones performed best. You may want to double-down on those. Or, perhaps you've dabbled in a new strategy this year that you believe will work well for BFCM.

Instead of blasting your audience with multiple offers, we'd recommend focusing on a select few and using campaign flows to re-promote and reinforce them throughout the holiday shopping period. Remember: Subscribers will be inundated with deal messages from tons of brands, so your goal is to stand out and stick in their memories.

Ideas include:

- Large site-wide sale (potentially with early access or different tiers for different subscriber segments)
- Large flash sale (site-wide or limited)
- BOGO offer
- Free gift offer
- Free shipping offer
- Special bundle offers
- Product-specific discounts (e.g., on new drops, best sellers, or certain collections)

Keep in mind, though, that your text marketing shouldn't be an exact copy of what you're doing on other channels. We like to think of SMS as the "fun" channel—the one where putting extra effort into creativity pays extra dividends. While you definitely want to use it to promote your biggest sales to subscribers, try to think of unique ways you can leverage this channel to engage and delight them in new ways throughout the season. Stand out in those inboxes!

You'll also need to decide which segments to target with each offer. Some—like a site-wide sale—might be appropriate for your full audience across all channels. Others—like a VIP-only discount—might be reserved for highly engaged SMS and email subscribers.

See more [holiday promotion ideas here](#), and refresh your memory on [creating and using segments in Postscript here](#).



October Campaign Task Details

Create Multichannel BFCM Calendar

Once you've nailed down the incentives you plan to offer holiday shoppers, it's time to nail down how and when to promote them on each marketing channel—email, SMS, paid advertising, organic social media, etc.

In some cases, it's totally fine to promote the same deal on different channels simultaneously. For example, you might launch an Instagram story announcing your Black Friday sale on the same day you send out your email announcement.

In other situations, though, it's important to think about timing. Going back to the VIP discount example, you probably don't want to hit email and SMS subscribers with similar messaging around the same deal on the same day. In fact, you may want to make certain VIP offers SMS-exclusive to reinforce the value of being an SMS subscriber.

With all of these things in mind, create a calendar to help you stagger your promotional schedule through the rest of the year.

Assign Segments for SMS Campaigns

Remember all those subscriber segments you created in September? It's time to put them to good use!

Looking at your planned sends, which segment(s) are best aligned to each message? Going through this exercise also gives you a chance to see if you missed anything. For example, is there an opportunity for a keyword-specific campaign offering certain segments of subscribers a deal on a particular product? If you're dropping a new product as part of your BFCM promos, could you create a special cross-sell campaign for past purchasers of a related product?

Keep in mind that while targeted sends often perform better, you don't want to sacrifice sales opportunities by over-segmenting. If ever there were a time to leverage full-list campaign sends, BFCM is it! Make sure you're letting everyone know what big deals you have going—most likely over the course of multiple sends so your brand stays top of mind amid the flurry of BFCM messages.

Learn more BFCM segmentation best practices in [this help center article](#).

Double-Check Automations

If you're following this guide, it's been several months since you set up your key automations (welcome series, abandoned cart, and browse abandonment). This is your friendly reminder to check in on those, see how they're performing, and make adjustments as needed. (To get a rough idea of where you should be, [check out this SMS benchmarks report](#).)

You might even want to give them a seasonal update during the holidays, whether that means tweaking the copy or swapping in a different image. Just be sure to set a reminder to change them back once the holidays are over.

If you're joining this plan late, now's the time to set those automations up! You definitely don't want to head into the busiest SMS season in ecommerce without having such crucial follow-ups in place.

Check out [this help center article](#) to learn more about setting up key automations in Postscript.

October Campaign Task Details

Start Producing Creative Assets

You've finalized your BFCM offers, designated which segments should receive each one, and scheduled out their promotion across channels. Now for the fun part: creative!

The biggest benefit to planning out your copy and design needs in advance is that you can likely reuse and repurpose quite a bit between channels. For example, you could use the same image for an MMS campaign that you use for an Instagram post—or vice versa.

Come up with a few concepts and space out their use for each channel to keep things fresh with all your different audiences.

Keep in mind that for SMS, specifically, your brand voice matters a lot. Pure text messages are just that—text. So put some extra effort into crafting each one in a way that makes your brand stand out. (Need some inspo? Download 16 super-creative text message examples here.)

One thing to remember with regard to MMS, specifically, is that these messages are especially prone to sending delays during high-traffic periods like BFCM. That's doubly true if your brand uses a toll-free number (TFN) rather than a dedicated short code (DSC). So if you're planning to send any texts with media files like images and GIFs, just know that Cyber Weekend traffic spikes could delay their arrival several minutes to several hours.

Thus, a safer strategy is sticking to SMS during peak times and saving your media assets for email or social media instead.

Learn more strategies for avoiding [send delays over BFCM here](#).

Send Out a Conversational Halloween Text

Halloween is supposed to be fun, which makes it the perfect occasion to make your subscribers smile. Take advantage of the tricks, treats, and all around merriment that this holiday provides by texting your subscriber base something that'll light up their inner child. Here are a few quick ideas:

- Ask for costume photos and send gift cards to the winning look.
- Poll subscribers to find out which candy reigns supreme.
- Quiz their movie knowledge and drop some iconic quotes from classic Halloween flicks.

Learn how to [create a Halloween campaign in Postscript here](#).



BUB SAYS: TIME FOR AN INSPIRATION BREAK

Halloween Campaign

BubSnax: Hi {first_name}! We're handing out BUBSNAX to treat-or-treaters tonight, but we still want to know which Halloween candy reigns supreme. Text us back with your favorite, and we'll share the results at midnight. Muahahaha! 🐱

- A) Reese's Peanut Butter Cups
- B) Snickers
- C) Twix
- D) Starburst
- E) Skittles
- F) M&M's
- G) Other

If you only do 1 thing in October:

Finalize a multichannel strategy. BFCM is your biggest selling season—but it's also when inboxes everywhere are cluttered with promotions. Come up with a game plan now that you can execute come November. Trust us, your future less-stressed self will thank you.

Campaign tasks for NOVEMBER

Monday	Tuesday	Wednesday	Thursday	Friday
	1 TUE Send holiday opt-out campaign	2 WED	3 THU	4 FRI Launch gift guide to VIPs
7 MON	8 TUE Send VIP personal shopper campaign	9 WED	10 THU Launch gift guide to full list	11 FRI
14 MON	15 TUE Send VIP early access teaser	16 WED	17 THU Send VIP early access campaign	18 FRI
21 MON	22 TUE Send pre-BFCM campaign	23 WED	24 THU Send Thanksgiving campaign	25 FRI Send AM Black Friday campaign Send PM Black Friday campaign Schedule Small Business Saturday campaign
28 MON Send AM Cyber Monday campaign Send PM Cyber Monday campaign	29 TUE Send Giving Tuesday campaign	30 WED Send BFCM last chance campaign		

November Campaign Task Details

Send Holiday Opt-Out Campaign

Merchants send a lot of texts during November. Send out a campaign to your full list and ask subscribers to respond with a keyword if they don't want to receive holiday marketing messages. Create a "Non-Holiday Promotions" segment and make sure to exclude that segment from all of your holiday-related texts.

Have fun with this and let the opt-out message convey your brand voice. For example:

We'll be sending out holiday flash sales all month long. If you'd like to pass on these messages, just let us know by responding with the keyword NAUGHTY, and we'll spare your inbox.

Or:

Our holiday gift guides are about to go live, along with a month of flash sales. Want to opt out of these messages? Simply respond with GRINCH and we'll leave you alone until Christmas.

You could also be empathetic, acknowledging that the holiday season isn't holly and jolly for everyone. For example:

We know that for some people, the holidays are hard. If you'd like to opt out of our holiday campaigns, we completely understand. Simply respond with the keyword PAUSE and we'll be back in touch in the new year. Sending you lots of love either way!

Or, just keep it simple and straightforward if that's your M.O. For example:

The holiday season is drawing near, and that means a lot of holiday deal campaigns. If you'd like to opt out of those messages, we totally understand. Just reply NOHOLIDAYS and we'll take you off the holiday message list.

Read [this help center](#) article for step-by-step instructions on creating a paused subscriber segment in Postscript.

Launch Gift Guide to VIPs

Now's the time that folks start making their holiday gift lists, and coming up with a good idea for every single recipient can be challenging. Help your subscribers out by serving up a curated gift guide with suggestions for every person on their list. (We recommend starting with your VIPs, as they'll be the most interested in this sort of content.)

You could spread out a campaign over the course of a week to target different personas with different messages (e.g., "Gifts for Dad," "Gifts for Mom," "Gifts for Grandpa," etc.).

Or, you could offer suggestions based on personal interests—"Gifts for the Foodie," "Gifts for the Bookworm," or "Gifts for the Musician," for example. These can be curated based on your brand's audience as well as your product offerings.

Consumers also love to shop by price, and if your customers are particularly cost-conscious, this might be a smart way to approach your gifting suggestions. Send a "Splurge - Gifts

Over \$100" campaign or a "Stocking Stuffers Under \$20" campaign.

Don't forget the power of keywords here. For example, you could ask subscribers who they're shopping for and have them reply with DAD, MOM, SIGOTHER, FRIEND—whoever is on their list—and have automations with hand-picked recommendations for each recipient set up to fire immediately.

Gift guides are meant to inspire joy and shopping, so have fun with these!



November Campaign Task Details

Send VIP Personal Shopper Campaign

As a follow-up to your VIP gift guide campaign, reach out to your VIP segment again and offer up your gifting expertise. Recruit your service and support team to help these shoppers find the perfect gift for everyone on their list via a conversational campaign inviting subscribers to respond with any gifting questions.

You could even invent and introduce a holiday shopping elf for your brand by sending a message like:

Have you met Elsa the Elf yet? Elsa loves candy canes, sleigh rides, and pointed shoes. She also can't be stumped when it comes to gift ideas. Send Elsa a text requesting ideas for someone who is notoriously hard to shop for, and she'll get back to you within 24 hours with her personal recommendations!

Include a photo or other image to make it extra engaging and memorable.

The holiday season is a great time to roll out the red carpet with truly personalized customer service interactions that will build loyalty long after the holidays are over.

See [this help center article](#) for more tips on building non-transactional campaigns in Postscript.

Launch Gift Guide to Full List

Now that you've had time to focus on making the holiday shopping experience extra special for your VIPs, it's time to roll out your gifting advice to your full list. While you may not include as many messages for your full-list gift guide campaign flow (or follow up with the personal shopping offer), it's worth at least promoting some of your most relevant or enticing recommendations.

Remember, finding the perfect gift for every person on your list is tough, so your subscribers are hungry for recommendations that might make that task a little easier. Even if they don't end up buying now, they'll appreciate the effort you made—and will be more likely to remember your brand later.



Send VIP Early Access Teaser

Whatever deals you're running for BFCM, make sure you give your VIPs first dibs. We'd even recommend creating a special offer just for them.

A couple days before you announce it, send a teaser to warm them up and get them primed to take action as soon as they get the offer. This could be as simple as something like:

Psssst. A special holiday deal is coming your way in the next couple of days. Keep your eyes peeled for this exclusive, VIP-only announcement, because you definitely don't want to miss out!

Send VIP Early Access Campaign

Okay, now it's go time! Launch your BFCM offer to your VIPs and make sure they know they're getting access before anyone else.

Create a sense of urgency by reminding them of your limited quantities or reinforcing just how rare this type of deal is for your brand. This might look something like:

Ready, set, go! Your VIP-exclusive early access to our biggest sale is here. We're talking up to 50% off site-wide. Seriously, we only do this once per year—and these items are going fast! Get 'em before everyone else catches wind.

November Campaign Task Details

Send Pre-BFCM Campaign

While you definitely want to focus a lot of your BFCM efforts on your VIPs, you certainly don't want to neglect the rest of your list. Everyone is in a shopping state of mind this time of year, so it just might be the time you finally get those no-purchase subscribers over the finish line.

Similar to your VIP teaser campaign, this message should warm up your subscribers and get them into the purchasing mindset before you launch your big sale (or whatever offer you plan to promote over BFCM). That way, when the announcement goes out, they'll be ready to take action right away.

Send Thanksgiving Campaign

This one is optional, but many brands launch their Black Friday deals—or even promote a separate deal—later in the day on Thanksgiving. After all, people are bound to be sitting around and scrolling their phones as their turkey dinner digests—so why not give them something productive to do (i.e., knock out some holiday shopping)?

Send AM Black Friday Campaign

The big day has arrived! **Our data shows that the most successful merchants send at least two campaigns on Black Friday and Cyber Monday—one in the morning and one in the evening.** So, cue up your morning send to hype your deal

and reinforce the urgency of purchasing ASAP before supplies run out.

If you're running a promotion that lasts multiple days, use a campaign flow to schedule all your sends. Subscribers who purchase at some point during the flow will not receive the rest of the texts in that flow, so you don't have to worry about urging folks to buy when they already did.

Check out [this help center article](#) for instructions on setting up campaign flows in Postscript.

Send PM Black Friday Campaign

Fire off an afternoon or evening campaign to remind subscribers that time is running out on your Black Friday deal—so they've gotta act before midnight to lock in their savings. Add to the urgency by letting them know inventory is running low! It's time to blow up those phones.

Send Small Business Saturday Campaign

This is an excellent opportunity for smaller merchants to remind subscribers of why they should "shop small" this holiday season. Whether or not you offer a discount, send subscribers a personal message from the founder explaining the history of the business or detailing the ways your store supports the local community or a particular charitable cause.



BUB SAYS: TIME FOR AN INSPIRATION BREAK

BFCM Teaser

BubSnax: OKAY, VIPs! We're about to enter Santa mode. We've got snacks for all your holiday munching needs. Holiday party? Check. Stocking stuffer? Check, check. Yankee swap? Checkity, check mate. Early access starts this WEDNESDAY. Here's a sneak peek: bubsnax.pstscr.pt/1a2b3C

BFCM Early Access

BubSnax: You're a VIP, and you shall be treated as such. Early access to our VIP-only Black Friday deals start now! Use code SANTASNAX for free shipping on all orders over \$50: bubsnax.pstscr.pt/1a2b3C

November Campaign Task Details

Send AM Cyber Monday Campaign

The biggest day in ecommerce is here! Can you believe we made it? Similar to your Black Friday strategy, we recommend doubling down on your Cyber Monday efforts with a morning text and an evening text. Your AM send should hype your offer and entice subscribers to take action before your goods are good and gone.

Send PM Cyber Monday Campaign

The clock is ticking down on Cyber Monday—so subscribers must shop now to lock in their savings! Remind them that your deal ends at midnight and add to the urgency by emphasizing that supplies are almost out.

Send Giving Tuesday Campaign

We strongly encourage your brand to participate in Giving Tuesday in some capacity. It's a natural fit for brands that already have ties to a particular cause or charitable organization. But even if that's not the case, consider choosing one and donating a portion of the day's sales. Or, simply feature your chosen organization and encourage subscribers to pledge their support directly. This is a fantastic way to humanize your brand and deepen your connection with subscribers.

Send BFCM Last Chance Campaign

This is your final opportunity to text subscribers who haven't converted from any of your previous messages. Give them one last chance to save by shopping your biggest deals of the season before they're really, really gone.

Check out [this help article](#) for more BFCM campaign ideas and best practices.

TICK-TOCK, TICK-TOCK...



If you only do 1 thing in November:

Schedule a campaign flow over BFCM. For best results, make sure you schedule AM and PM messages on both Black Friday and Cyber Monday.



BONUS

Last-Minute Guide to BFCM: 60-Minute Strategy for Ecommerce Brands

This one's for the SMS slackers and late-comers! Check these items off the list, and you'll be in a great position to grow your list—and your business—over Cyber Weekend, even if it's the eleventh hour.

Bonus: Last-Minute Strategy



✓ Capture Phone Numbers at Checkout

Did you know 60% of numbers are collected at checkout? You do not want to forget to set this up in time for BFCM.

You can enable collection at checkout on both Shopify and Shopify Plus—and it couldn't be easier. Hop into your Shopify dashboard right now and [follow these steps](#).

Time Required: **3–5 Minutes** (Plus merchants [can set this up using the SDK](#), which captures opt-in sooner but can take a little longer to configure!)

✓ Set Up an Abandoned Cart Flow

Set it and forget it—and let this automation capture BFCM customers who added items to their cart but never actually checked out.

If you use our [Abandoned Cart template](#) (located under “Automations” in your Postscript dashboard), it'll only take a few minutes to set up.

Incentivize shoppers to come back with a holiday-specific discount code or a free shipping offer—or remind them to check out before the item in their cart goes out of stock. But again, make sure your abandoned cart offer isn't less valuable than other promotions you're running for the holidays.

Personalization can go a long way with this type of automation, so if possible, include your customer's name and a visual of the item left behind. Create a sense of urgency (e.g., “This item is selling fast!”) to optimize those clicks. This is especially effective during the holiday season.

Time Required: **5 Minutes**

✓ Launch an SMS Popup

Create a pop-up that incentivizes visitors to opt into your SMS marketing by offering a coupon. For example, you could provide an instant 10% discount for new subscribers or tease a mystery offer.

Note: If you decide to advertise a discount in your pop-up, make sure it isn't smaller than any other promotions you're currently running. This is especially important during the holiday season, as many stores are offering additional deals. (And why would someone give you their number for 10% off when you're currently offering 40% off site-wide?)

Keep in mind that Postscript hard-codes compliance language into your popups so you can rest easy knowing that you're collecting numbers the right (read: legal) way.

Time Required: **15 minutes**

Bonus: Last-Minute Strategy

✓ Set Up Browse Abandon

This [Postscript feature](#) is another automation that can have a big impact during peak traffic days.

Send automated texts to subscribers who visited your store and looked around—but never started the checkout process. Give 'em a little push or incentive to get them over the finish line.

Within Postscript, you can choose to direct customers back to the first item they browsed or the last item they browsed. You can also include dynamic product photos.

Time Required: **5 minutes**

✓ Send an SMS Campaign Flow

Have zero clue what to send? Create an SMS campaign flow that mirrors the BFCM messaging in your emails, social media posts, or homepage. A campaign flow will let you schedule your messages with a time delay. That way, if a subscriber makes a purchase from the first message, they'll be automatically dropped from receiving the second one—and so forth.

Send your first message on Black Friday, and consider additional time-delayed messages to:

- remind subscribers that the sale is still going strong, and
- warn them that the sale is about to end.

Then, follow up with a Cyber Monday campaign flow, too.

Need a refresher on [how to build a campaign flow](#)? Go [here](#).

Time Required: **20 Minutes**

✓ Start a Conversation

Not sure what type of holiday promotion to run? Send a conversational text instead. This is a fantastic way to show your brand's human side.

For example, you could ask customers to weigh in on a timely topic—whether it's sharing their favorite holiday dessert or providing suggestions on products they'd like to see you carry.

[Consumers are 4.5 times more likely](#) to respond to texts versus emails, so don't be afraid to poll your list for feedback—or to simply check in with them.

Time Required: **5 Minutes**

If you don't already have an SMS plan for BFCM, you may be tempted to sit back and stay the course. Don't! Giving even one hour of effort could drastically increase your revenue and even combat some post-holiday sales fatigue. You can do it!



Part 3

FOLLOW-UP

With BFCM in the rearview mirror, you may be tempted to take your foot off the gas pedal. But December and January offer plenty more opportunities to not only generate additional SMS revenue, but also nurture your newly acquired subscribers to make sure they stick with you for the long haul—rather than bailing when their holiday shopping is done.

With that in mind, here's your plan to close out the year strong—and kick off the new year right!

Follow-up tasks for DECEMBER

Monday	Tuesday	Wednesday	Thursday	Friday
			1 THU Build shipping deadline campaign flow	2 FRI
5 MON	6 TUE Send holiday sale campaign	7 WED	8 THU Send stocking stuffer campaign	9 FRI
12 MON Send reminder to double-check gift list	13 TUE	14 WED	15 THU	16 FRI
19 MON Send gift card campaign	20 TUE	21 WED	22 THU	23 FRI Send holiday greetings
26 MON Send UGC campaign	27 TUE	28 WED	28 THU	28 FRI

December Follow-up Task Details

Build Shipping Deadline Campaign Flow

The vast majority of holiday shoppers are still crossing recipients off their list in December. So, it's important to stay in touch with your subscribers and their holiday gifting needs throughout this month. A series of messages reminding them of your shipping deadlines can be especially effective. (As a reminder, you can **build all of these messages as part of the same campaign flow using [Postscript's Flow Builder tool](#)**.)

These campaigns should cover any of your store's relevant shipping dates. For example:

- Last chance for free standard shipping
- Last chance for two-day shipping (or other quick-ship options)
- Last chance for expedited shipping

The idea is to let them know they better ho-ho-hurry to get those gifts under the tree in time! (Feel free to use that line, by the way.)

Send Holiday Sale Campaign

If you plan to offer any deals in the days and weeks leading up to December 25, make sure you build them into your SMS campaign plan now. Similar to BFCM, you may consider giving your VIPs special offers or early access to general offers.

Need ideas for December promotions you can run? Check out [this blog post](#) for a roundup of our top picks—including free gifts, BOGO, and free shipping.

Send Stocking Stuffer Campaign

Even if they've already purchased their main gifts, many folks neglect stocking stuffers until the last minute. Help them out with a campaign highlighting some popular stocking-size products you offer.

This would be a great opportunity to send an MMS with a GIF rotating through product images. Bonus points if you create a special stocking stuffers collection to make browsing and shopping even easier for your subscribers. Extra bonus points if you create recipient-specific stocking stuffer collections and serve them up to subscribers based on keyword replies (FOODIE, BEAUTY, KIDDOS, etc.).

See [this help article](#) for details about using images and GIFs in your MMS campaigns within Postscript.

Send Reminder to Double-Check Gift List

Everyone has that moment of panic when they receive a holiday gift from someone they did not remember to buy for.

Have fun with your gift-giving campaigns and remind subscribers to stock up on gifts to avoid these cringey moments. (Plenty of opportunities for humor here!)

Be sure to remind them about the often-forgotten folks who deserve to be recognized during the holidays—the neighborhood postal worker, your favorite barista, and your kids' teachers, to name a few. This is also a great time to promote gift cards and other small items as shipping deadlines loom.



BUB SAYS: TIME FOR AN INSPIRATION BREAK

Gift Guide Campaign

BubSnax: Our Gift Guide is live!

Here's what you'll find:

-  Against the Grain Gifts for gluten-free fiends
 -  Kind of a Big Dill suggestions for pickle fans
 -  Choco-Lot Love for someone with a sweet tooth
 -  Shell-abrate Good Times for nut lovers
- ...and so much more. Rejoice, snackers!
SHOP NOW: bubsnax.pstscr.pt/1a2b3C

Gift Card Campaign

BubSnax: You didn't think Uncle Eddie was going to get you something, did you? No worries. Send him a digital gift card now (and we're adding an extra \$5 to every gift card over \$20 from now until December 20): bubsnax.pstscr.pt/1a2b3C

December Follow-up Task Details

Send Gift Card Campaign

Speaking of gift cards: Not only are physical gift cards lightweight and faster to ship, but super-procrastinators can also purchase digital gift cards up until the morning of Christmas (or any holiday). That means your store can promote gift cards until the literal eleventh hour.

Consider running a gift card promotion to get in on some of the late holiday shopping action (e.g., for every \$100 spent on gift cards, include an additional \$10 gift card). You could also provide gift cards to VIP customers in order to encourage additional holiday spending.

Or, offer gift-card buyers a promo code they can use on future purchases.

Most people like receiving gift cards. Plus, they're a perfectly sized stocking stuffer and—when used strategically by merchants—a great way to encourage customers to come back and shop.

Check out [this help center article](#) to learn how to set up gift cards within Postscript.

Send Holiday Greetings

Every once in a while, it's nice to just give subscribers all the feels. The holiday season is a great time to establish emotional connections with your customers and heck, even get a little mushy.

After all, if you can't say it at Christmas, when can you? Holiday greetings campaigns should be written in earnest—even if it's a simple message letting customers know you're thinking about them and wishing them a happy holiday season. You could even have your founder record a short video and then link to it from your text message.

Your message should align closely with your brand, whether it's thoughtful and sentimental—or hilariously witty.

Send UGC Campaign

With lots of people giving and receiving wares from your store, the holidays are the perfect time for consumers to show the brands they support a little bit of love.

Send a campaign right after Christmas and ask subscribers who have purchased in the last 30 days (details on [how to create that segment in Postscript here](#)) to reply with a photo of them enjoying their gift. Let them know that every entry received will be eligible to win a gift card.

You could also send out a text asking customers who have recently purchased to share their photos on their favorite social channel. If you're super savvy, try creating a custom hashtag. Or, add some UGC opportunities to your “order delivered” automation, requesting photos from customers as they receive their gifts.

Already use a reviews or loyalty platform to collect UGC? [Learn about the ones Postscript integrates with here.](#)

REAL FRIENDS SEND GIFT CARDS



If you only do 1 thing in December:

Promote your gift cards! These are great for all the last-minute shoppers out there (and trust us—we know a few).

Follow-up tasks for JANUARY

Monday	Tuesday	Wednesday	Thursday	Friday
2 MON Send New Year campaign	3 TUE	4 WED	5 THU Send VIP loyalty campaign	6 FRI
9 MON	10 TUE Send holiday winback campaign	11 WED	12 THU	13 FRI Send subscriber survey campaign
16 MON	17 TUE	18 WED Run an SMS contest	19 THU	20 FRI
23 MON Send winter sale campaign	24 TUE	25 WED	26 THU Launch Valentine's Day promotion	27 FRI
30 MON	31 TUE			

January Follow-up Task Details

Send New Year Campaign

When peak gifting season is over, many consumers turn their attention to themselves—investing in beauty potions, health tonics, and new workout regimens.

Capitalize on the reset mindset with campaigns that resonate with the desire for a fresh start. For example, you could jumpstart the new year with a big sale on top-selling products. Deep discounts can be really effective after the holidays (e.g., 30% off or more, a BOGO special, or a free gift).

This is also a key opportunity for subscription-based services. Consumers hoping to start the new year off on the right foot will be more willing to sign up for a subscription in the health and wellness space.

For those subscribers who do purchase, create a segment targeting them with health and wellness check-ins through the coming months.

Don't have a product to promote? Consider running a new year challenge via SMS to help subscribers stay on track with their resolutions. Here are some ideas by industry:

- **Health/Fitness:** Invite subscribers to a workout challenge. Have them opt-in with a keyword to receive tips along the way.

- **Beauty:** Create a “better skin” or “better hair” campaign featuring your best-selling products. Have subscribers respond with a keyword reflecting their biggest skin or hair challenge, and then follow up with suggested products to give them a glow-up.
- **Fashion:** Kick off a capsule challenge. Ask customers to send photos of an item of clothing or an accessory from your brand and all the ways they wear it within a 30-day period. Incentivize participation with the promise of a hefty gift card for the top submissions.
- **Home + Lifestyle:** Encourage subscribers to get organized in the new year—whether that means cleaning out their closet, paring down their pantry, or decluttering their computer desktop. Even if you don't peddle organizational products, it's a great reason to provide content (e.g., a watch party for Home Edit season two) or converse with customers on a topic at the top of everyone's mind in the new year.
- **Food + Beverage:** Everyone wants to dive into better eating habits this time of year! Do you sell healthy beverages? Do a 30-day soda swap challenge. More of a sweets brand? No worries. Remind them that Valentine's Day is right around the corner instead.

Whether it comes in the form of education or engagement, delivering added value to your subscribers is a fantastic way to build community and brand loyalty so that when it is time to buy, they'll come back.

Learn more best practices for using Postscript to create campaigns without sales-focused CTAs in [this help center article](#).

Send VIP Loyalty Campaign

Loyalty programs offer a powerful way to keep customers engaged and turn them into brand evangelists.

Set up loyalty automations reminding your VIPs to redeem their points before they expire—and nudging them to use referral codes in order to earn even more rewards.

Sending campaigns tailored to your different loyalty tiers with pre-access to events or product sneak peeks is another way to reward and engage your biggest fans.

Check out all of Postscript's [loyalty program integrations here](#), or learn how to [create a loyalty offer automation in Postscript here](#).



January Follow-up Task Details

Send Holiday Winback Campaign

Don't book that winter vacation yet. January doesn't have to be a slow sales month!

You converted a lot of new customers during the holiday season. Don't let that list growth go stale; fire off a January win-back message to keep them engaged.

Create a segment of new subscribers who purchased during the months of November and December—but haven't bought anything from you since then. Send them a quick "we miss you" campaign with a discount code—or even a link to new products you've added since the last time they purchased.

Want to try something a little more creative? Ask subscribers to respond to a campaign in order to receive a prize or discount code. The highest-intent subscribers are the most likely to respond, which means you'll net an even higher ROI.

Review [this help center article](#) to refresh your memory on creating subscriber segments in Postscript.

Send Subscriber Survey Campaign

The start of a new year is a perfect time to ask your customers to weigh in on what they want from you, whether you're requesting feedback on products, YouTube channel topics, or anything else you want their thoughts on. And SMS is the perfect channel to do it.

Keep it short and sweet—and if you really want people to participate, incentivize submissions with a discount code or prize.

Run an SMS Contest

You've probably run contests on social media. This is similar. Simply ask subscribers to respond to the campaign with a particular keyword to gain entry. Make sure you follow up with everyone who enters—even those who don't win the big prize. Consider offering a special promo code to all participants.

Review [this help center article](#) for a quick refresher on using keyword replies to create subscriber segments.

Send Winter Sale Campaign

Assess your inventory levels and mark down overstocks or items that sold slower during the holiday season. A post-holiday sale most certainly doesn't apply for every brand—not everyone has the bandwidth or the inventory to manage markdowns this early in the year.

But if you do run a winter sale, make sure it takes place during a limited timeframe to encourage subscribers to act—and remind them that the discounted inventory will go quickly!

Launch Valentine's Day Promotion

Shipping deadlines for Valentine's Day will come sooner than you think. So whatever offer you plan to promote, make sure you roll it out before February so subscribers can be sure their gifts will arrive on time. This is a great opportunity to engage with those who purchased gifts from you in November and December, because if the recipient loved what they got, there's a solid chance the gifter will come back for more!

Check out [this help center article](#) to learn how to create a Valentine's Day campaign in Postscript. For creative V-Day campaign ideas, scroll through [this blog post](#).



Postscript

ABOUT US

Trusted by more than 7,000 Shopify and Shopify Plus stores—like Brooklinen, Kopari, Native, and OLIPOP—Postscript gives ecommerce brands the tools they need to run a world-class SMS marketing program. Within minutes, shops can sync data, start collecting subscribers compliantly, have two-way conversations, and enable deeply targeted text marketing campaigns.

We're on a mission to make SMS the number-one revenue channel for ecommerce merchants by delivering an easy-to-use platform where they can grow their subscriber list, develop and test their messaging strategy, deliver excellent customer service, and drive sales and loyalty—all in one place. **We believe SMS is the most important marketing and sales channel of the decade, and that vision drives everything we do.**

Postscript was founded in 2018 as a 100% remote organization. With more than 230 employees (and counting!), we're backed by Greylock, Y Combinator, and other top investors.

Ready to make SMS your #1 revenue channel?

[Start your free 30-day trial](#) of Postscript now, or [schedule a demo](#) with our texperts and explore all the ways Postscript can help your specific brand get the most out of SMS.