



YOUR BLACK FRIDAY AND CYBER MONDAY NEWSLETTER CAMPAIGN

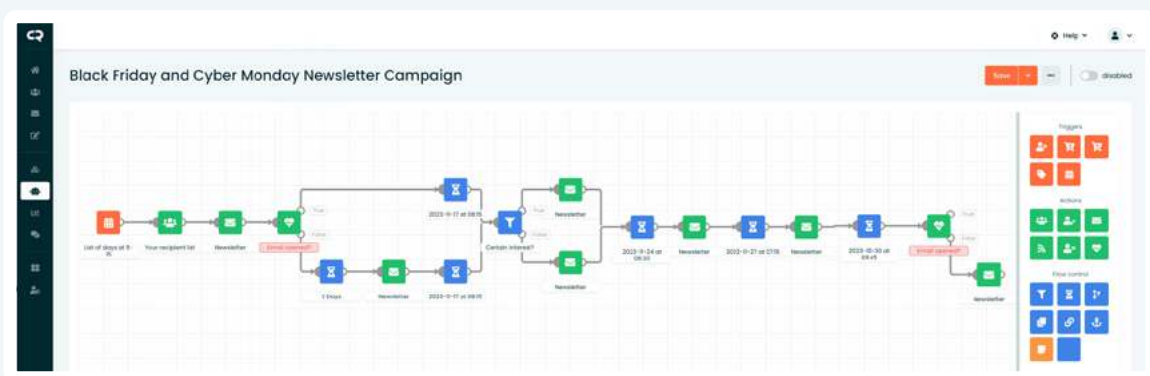
with the CleverReach
Email Automation Template



BLACK FRIDAY AUTOMATION TEMPLATE

Black Friday tends to be one of the biggest selling days of the year, especially for ecommerce companies. Of course, many consumers have already marked this special Friday at the end of November in red on their calendars – and, like everyone else, are happy to receive a reminder in advance via newsletter. Even more so if they get already informed about the best offers.

Get ready for Black Friday and Cyber Monday with automated email marketing!



To make it as easy as possible for you to create your Black Friday campaign, we have already provided you with an automation template right in our tool. You can find it by navigating to “Automation THEA” > “New workflow” > “Advanced workflow”.

All you have to do is fill the individual elements of the automation with your content. Then you can use them right away. The automation workflow serves as an inspiration for your Black Weekend campaign and can be tailored to your individual needs by either shortening or extending it.

The following pages will give you an idea of how to fill the individual elements of your automation workflow to bring your campaign to life.

You don't have a CleverReach account yet?

Sign up for free and give it a try – for as long as you want.

[Try now for free!](#)

Step 1: Prepare Newsletters

We recommend starting with creating all the emails you need first to add them to your automation campaign. You can add content to these emails and optimize them later before you actually activate the automation workflow.

If you implement the Black Friday automation exactly as shown in the template, you will need the following emails:

1. Announcement
2. Final Call
3. Black Friday
4. Cyber Monday

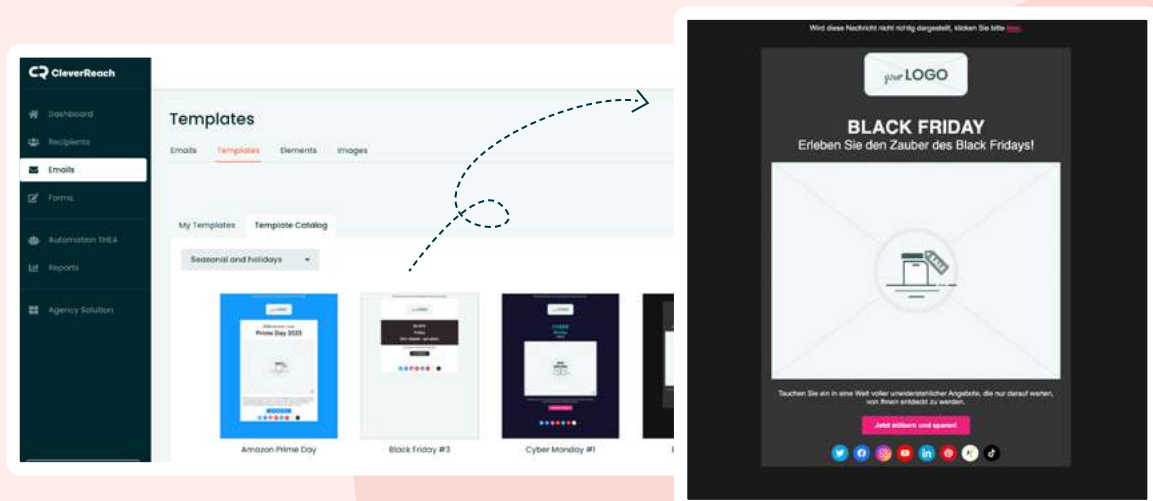
Make sure to create your newsletters as automation emails.

Tip: Use our free Black Friday and Cyber Monday newsletter templates.

Free Black Friday & Cyber Monday Email Templates

Good to know: Based on the CleverReach template technology, many **free newsletter templates** are available, which already have the right layout for different communication occasions.

You can find all templates in your CleverReach account by navigating to the “Template Catalog” under the menu item “Emails”. For an easier search you can filter the templates by occasions: you can find Black Friday and Cyber Monday in the “Seasonal and holidays” section.



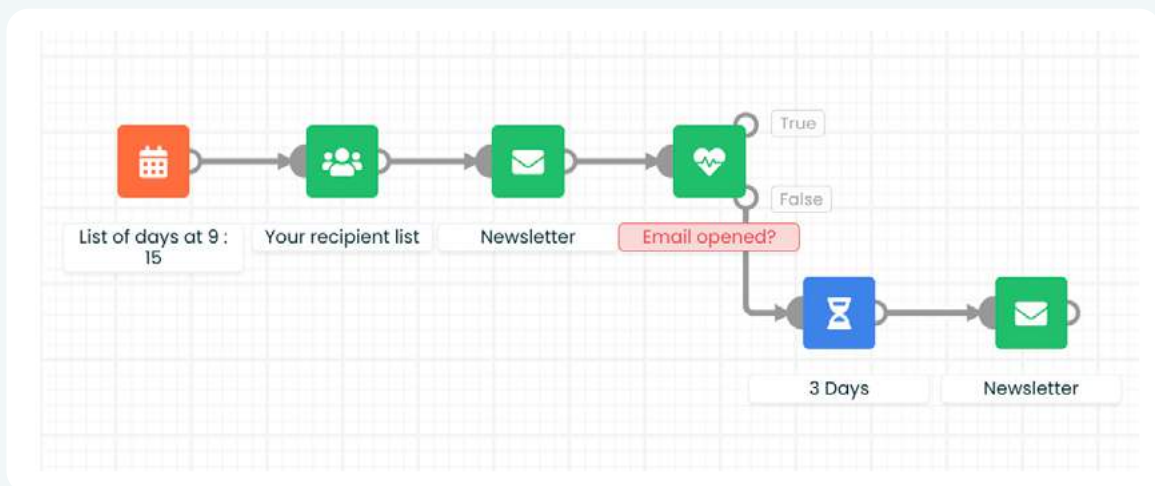
Step 2: Announcement

We've determined the starting point for the automation workflow to be the beginning of November. To change the date, use the pencil icon in edit mode on the calendar event to select a different date. You can also customize the time to send out your Black Friday announcement email. Keep in mind: If you change the start date of your automation, the following timestamps in the automation must also be adjusted.

In the next step, select the recipient list you want to send your Black Weekend campaign to. To do this, use the green „Load Recipient List“ icon and then use the edit pencil to select the right list (and a specific segment, if necessary).

Kick off your Black Weekend campaign with an eye-catching newsletter and an attractive discount promotion. Add the prepared newsletter for the announcement email to the first email icon.

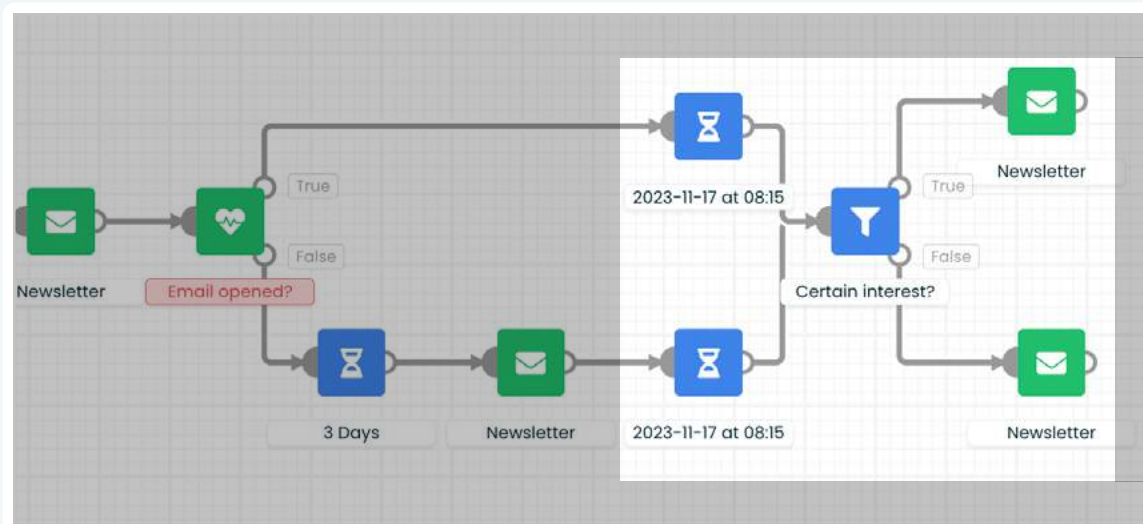
Next, schedule a follow-up email to all those who did not open the first newsletter. To filter, use the green heart icon. Distinguish between “has opened” and “has not opened” You can simply use the same announcement email, as the follow-up email after three days will only be sent to non-openers; openers will not receive an email.



Step 3: Final Call

The next newsletter will be sent to all: openers and non-openers, after another 4 days. This „waiting time“ is set by an hourglass icon and can be adjusted to your needs.

At this point we have added a filter. This will cause your recipients to receive different newsletters according to defined criteria. For example, you can distinguish between different interest groups: e.g. summer vacationers vs. winter vacationers. If you do not need this subdivision, you can simply remove the element from the automation workflow and reconnect the previous element to the next.



Use the mail icons to select your prepared newsletters again. Our suggestions for newsletter content:

1. Get your favorite items before they sell out

Let your subscribers know that the items they want may be out of stock during the Black Weekend. They may want to consider purchasing early to ensure they get the items they want. In many cases, the absolute must-have items end up in the shopping cart right away!

2. Better not place your order this weekend

Instead of launching a pre-Black Friday sale, you can encourage your customers to delay their purchases until the sale. Advising customers not to shop before Black Friday may seem risky at first.

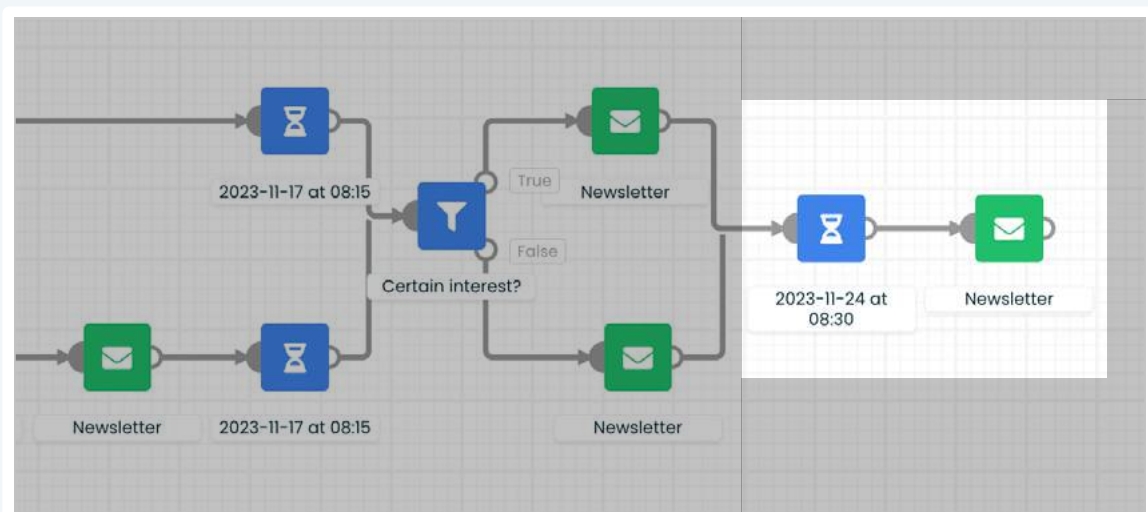
But especially in high-priced markets, this strategy can build customer loyalty. Even a modest 10% discount on expensive products is appreciated by customers – especially if you, as the retailer, are kind enough to share this „insider tip“ with them beforehand.

Step 4: Black Friday is here!

The next newsletter will be sent out on Black Friday. If that seems like a long time, you can always send more newsletters in the meantime to remind people of your deals.

In this newsletter, it's best to direct your subscribers to a special Black Friday landing page with a CTA button. Our suggestion: Create a page where your subscribers can discover great deals every day. True to the motto: „Black Weekend begins, prices tumble!“

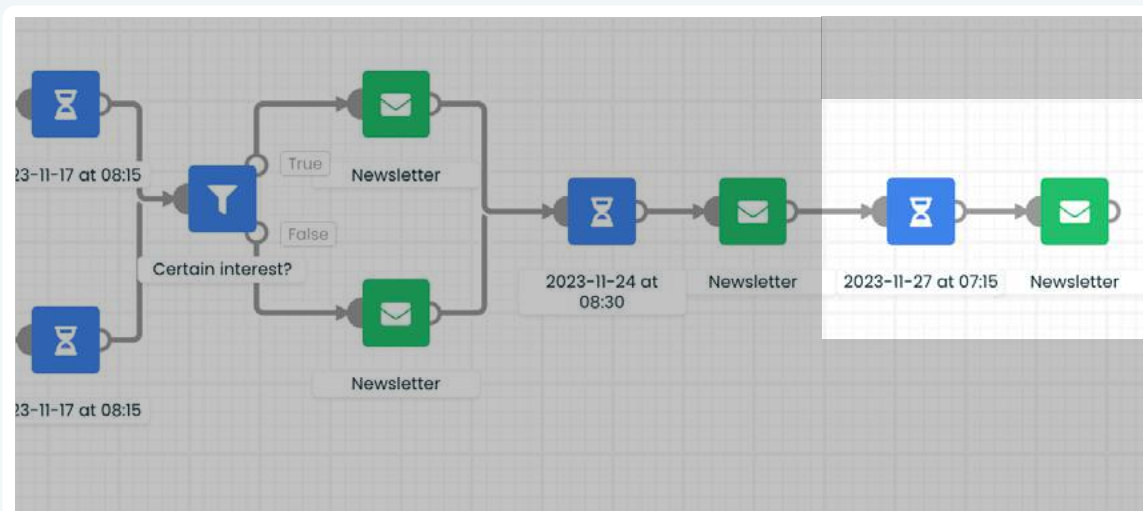
You can also consider reducing different products every day or offering individual items at a reduced price in limited quantities. As prices drop, the excitement builds.



Step 5: Don't miss Cyber Monday sale!

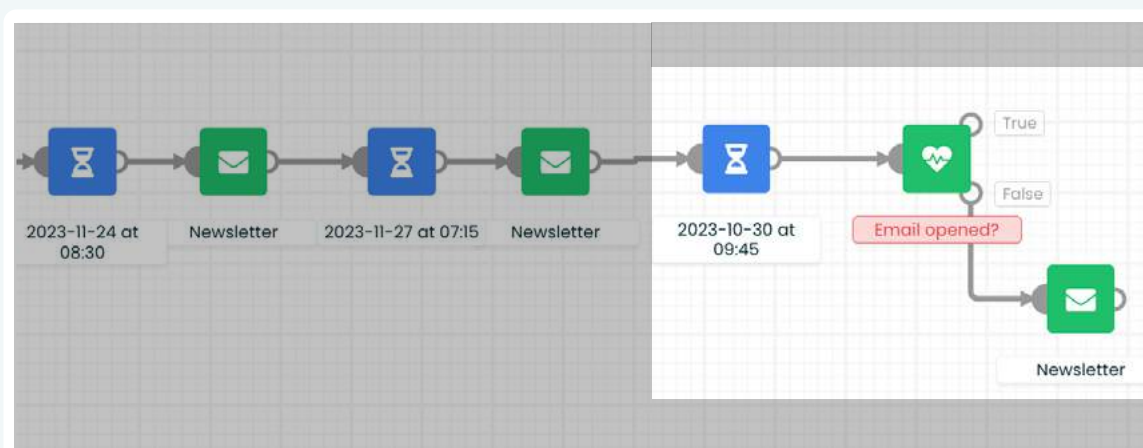
Now follows another hourglass icon with a 3-day wait - Cyber Monday!

To send your Cyber Monday newsletter, drop off your prepared newsletter via the green mail icon as usual. Remind your subscribers that today is their last chance to take advantage of Black Weekend discounts. Alternatively, you can promote new promotions specifically for Cyber Monday.



Step 6: Second chance for non-openers

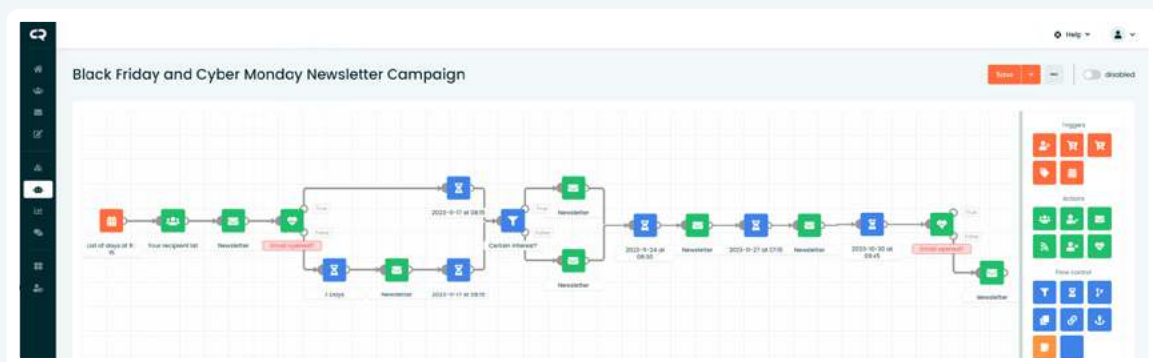
This is the last newsletter of your Black Friday and Cyber Monday campaign. Those who did not open the last email will receive a newsletter, informing them of the missed opportunity - but at the same time giving them a (smaller) discount code for the upcoming holiday shopping season.



Step 7: Check & activate campaign

Your BFCM automation workflow is now complete – now there are two important steps: save your automation and fill your prepared emails (if you haven't done so already) with appropriate content.

Once everything is set up, all you have to do is activate your Black Friday automation. Now you can relax and focus on your core business because your newsletters will be sent automatically!



Have fun creating your
Black Friday and
Cyber Monday automation!



Need a little inspiration for your newsletter copy?

If you still need ideas and inspiration for your Black Friday newsletters, our AI-powered [email Content Generator](#) is here to help.

Similar to ChatGPT, the AI generates customized text for your newsletters based on the commands and contextual information you enter, which you can further customize according to your preferences.

It will save you valuable time and give you new ideas for creative Black Friday newsletters.