



BLACK FRIDAY TRIFECTA MADNESS

PRO TIPS FOR PROFITABLE
PROMOTIONS



THE WORKBOOK



BLACK FRIDAY TRIFECTA MADNESS: WORKBOOK

Pro Tips Profitable Promotions

Thanks for joining me! The Black Friday Weekend is one of the most important selling weekends for the holidays.

The key to success with your BF Trifecta promotion is all about thinking it through and planning your success. You are ahead of the game. Now is the time to make this thing Happen!

Regardless if you decide to promote over BF weekend or not, these tips are useful in helping you map out profitable promotions moving forward.

This workbook is designed to help you think about how you will promote and help you plan it out in advance.

Enjoy!

xo, Tracy

This presentation was created especially for our [Diamond Insider's Club](#). We love you. xx





NOTES





NOTES





YOUR PROMOTION

Your promotion plan starts with mapping out which days you'll be promoting. Will you be hosting an offer before Black Friday? Or will you run your offer all weekend? Will you have different offers each day?

If it's your first time out of the gate, you might consider keeping it simple with 1 offer for the entire weekend.

When will you be promoting?

- Before Black Friday Weekend
- Black Friday
- Small Biz Saturday
- Cyber Monday
- The Entire Weekend

Other things to consider:

- Will you have the same offer for the entire weekend
- Will you have different offers each day
- What are you planning Pre or Post Sale
- Do you want to make items Limited Editions
- Do you want to have Limited Quantities

What promotion plan works best for you? Brainstorm ideas below:



YOUR OFFER

Creating a compelling offer is FUN! And you should think of this as an exercise in creating offers that you can reuse for other promotions in your business.

The Keys to creating a successful offer are to make the offer time sensitive and build a sense of scarcity. Is there a limited number available? Is there a limited time that it's available?

Here are some ideas to build you offer:

Bundles or Tiered Offers

Package two best sellers together. For instance you might have a necklace for \$50 and a pair of Earrings for \$25 where if they were purchased individually cost \$75. You can “bundle” them together and offer a special price of \$65.

You can also create tiers for your offer and create tiered pricing. The Tiered Pricing can include 1 piece for \$60, 2 pieces for \$75 and 3 pieces for \$85 as an example.

If you use shopify, there's an app for that: <https://apps.shopify.com/product-bundles>

Bundle or Tier 1	Bundle or Tier 2	Bundle or Tier 3

Gift with Purchase

The makeup industry has done this really well. Gifts with purchase with a high perceived value can drive tons of traffic. This is also a great opportunity to get





rid of extra inventory that is not moving. Have a box of earrings that didn't sell? Well, it's now your gift with purchase.

You want to make sure the perceived value is there. Spent \$100 and get the Lola Earrings (Valued at \$75).

If you use shopify, there's an app for that: <https://apps.shopify.com/the-motivator>

Offer	Gift wit Purchase (Item and Value)

Gift Boxes

Creating an unboxing experience for your customers is a wonderful way to get your Clients in the gift purchasing mood. Consider creating gift boxes that are beautifully wrapped and full of goodies for a special price. Your gift ox can include not only your jewelry but a candle or candies or something that goes along with the holiday theme. The Boxes are only available for a limited time and once they are gone they're gone.

Gift Box Theme: _____

Price Point and Value: _____

Gift Item #1	Gift Item #2	Gift Item #3





Buy One (Three) Get One Free

BOGO is another way to unload extra inventory. You can give your customers incentive to buy volume and get a piece for free.

If you use shopify, there's an app for that: <https://apps.shopify.com/buy-x-get-one>

Offer	Gift with Purchase (Item and Value)

Storewide Sale/Discount

Discounts aren't my favorite because people get used to buying things from you on sale instead of buying at full price. We want to train those customers right!

If you decide to do this, keep it for a super limited time.

Discount % _____

Discount Code: _____

Minimum Order Amount: _____

If you use shopify, there's an app for that:
<https://apps.shopify.com/product-discount>





Special Item

This takes a little planning but you can also create a special item that is designed specifically for the trifacta weekend and only available during that time.

Special Item Offer	Timeline



NINJA TACTICS TO UPLEVEL SUCCESS

❑ Abandoned Cart Email Sequence

Distractions! Think about how many times you've jumped ship when shopping online. It happens! Some of those might be serious shoppers while others might be lookey loos. However, you have to at least give it a shot to capture those prospects who really want to shop.

Here's where in abandoned cart sequence comes into play. Your buyer leaves their cart full of items they want to buy and you sent an email to them reminding them about it!

Your abandoned cart sequence can even a visual reminder of what they left. Include 1-6 emails in the sequence.

The trick is to have a fun headline so that your buyers open the email. You can test different headlines in the emails that go out.

Email #1:

Email #2:

Email #3:

Email #4:

Email #5:

Email #6:

If you use shopify, there's an app for that:

<https://apps.shopify.com/recover-my-cart>

Here is a great abandoned cart and retargeting solution all in one:

<https://carts.guru/en>





For inspiration, here is a blog post with some fun abandoned cart email sequences.

<https://www.shopify.com/blog/12522201-13-amazing-abandoned-cart-emails-and-what-you-can-learn-from-them>

Upsell and Cross Sell

Upsells and Cross Sells can be a huge sales builder especially when you have tech involved that can help you out. Your shopping cart will automatically suggest other products to go with your inventory.

You can also setup something manual on the back end after checkout for a 1 click upsell.

Do you want to pick specific items to upsell? Or many. You can list your upsell or cross sell ideas here.

Upsell or Cross Sell #1	Upsell or Cross Sell #2	Upsell or Cross Sell #3

If you use shopify, there's an app for that:

<https://apps.shopify.com/product-upsell> or <https://apps.shopify.com/cross-sell>

Retargeting/ Advertising

Retargeting is the best form of advertising because it brings buyers back to your site who were already there. You can retarget on Facebook and all over the internet and it's an easy proven way for your buyers to come back to your site.

You can use a Service like AdRoll.com or plug an app into your website using something for your shopify platform.





Retargeting Ads

Yes

No

Daily Budget: _____

If you use shopify, there's an app for that:

<https://apps.shopify.com/retargetapp-facebook-retargeting> or this all inclusive app <https://carts.guru/en>

Downsell

Downsells are a bit more advanced because it assumes that someone didn't buy. You can offer a downsell in an abandoned cart sequence or you can offer a downsell in an email sequence post your "event."

For instance, you could send an email along with this sentiment.

"Sorry you missed this (enter offer). We're all sold out but I didn't want to leave you hanging. So I wanted to offer you this (enter almost as great offer here) instead."

Other tips:

- Get another item for lower price (bundled with more)
- Abandoned cart sequence
- Different offer later for those who didn't buy

Downsell Offer	When Offered	How Promoted (email, etc.)

You can use your abandoned cart sequence app most likely for a downsell or just email your entire list.



☐ Alternate Cross Sell ideas

Partnering with others in a similar space is a great way to cross sell each other's products and make your promotions a success.

For instance, partner with a candle maker or a handbag designer. Promote to each of your audiences for maximum exposure.

Give incentives for referrals from friends. Create a loyalty program or incentive.

Cross sell partnership brainstorm: List some potential partners you'd like to reach out to.

Referral or Loyalty Program Ideas: How will you reward referrals? With commission, or credits in your store?





NICE ADDITIONS

Special Packaging

Will you offer special packaging for your promotion? If so what?

Handwritten Thank you note

A handwritten thank you note is a great touch. If you don't have time to do it yourself, you can hire a service like one of these.

<http://mashable.com/2015/03/02/handwritten-notes-online/#qVW3KPQbqkqQ>

Gift Card (for the person receiving the gift)

Make it easy to gift and offer a gift card with the purchase!





EMAIL SEQUENCES -- PREPARE AND AUTOMATE

Your post purchase sequence can be automated at the back end of your E-Commerce or CRM system depending on how it's set up.

Post Purchase Email Sequence can be up to 8 emails or more. All emails can be highly visual and remember the headlines are key to get those emails opened.

Thank you + Call to Action to share

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

Your Order is shipping

Headline Ideas:

Email Body Ideas:





Call to Action (next step):

- How do you like your piece? Request a review, testimonial or social share.

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

- You might also like Email

Headline Ideas:

Email Body Ideas:





Call to Action (next step):

Something helpful

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

Here's some styling advice (and additional pieces to create that style)

Headline Ideas:

Email Body Ideas:





Call to Action (next step):

We love your style (social share)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

Special offer or gift card for purchase again.

Headline Ideas:

Email Body Ideas:





Call to Action (next step):

Other ideas

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

Other ideas

Headline Ideas:

Email Body Ideas:

Call to Action (next step):





NON PURCHASE EMAIL SEQUENCE

The downsell is more of an advanced move but you can set up a sequence in your CRM or abandoned cart sequence. We talked about them earlier but here is where you can map out your emails.

- Downsell offer #1, #2, #3 (up to 3 emails)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

- Why didn't you buy? (request for feedback)

Headline Ideas:

Email Body Ideas:





Call to Action (next step):

- Nurture sequence to get them to buy down the road
 - Styling tips
 - Helpful advice
 - Gift card

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

Additional notes:





HOW TO TURN YOUR PROMO IDEA INTO A PROFITABLE PROMOTION

The most important thing you can do for yourself is set up a calendar specifically for your promotion. You'll start backing things out today onto the calendar and adding tasks for each of these variables to be completed on time and scheduled.

Tips:

Work Backwards to create a plan. Map out important dates.

- Emails and blogs written by x date
- Timing of emails and blogs and SM posts
- What is the content?

Here's an example...

GMT-05	Sun 11/20	Mon 11/21	Tue 11/22	Wed 11/23	Thu 11/24	Fri 11/25	Sat 11/26
7am						7 - 8 Offer Email Day One #1	
8am	8 - Instagram Post Sc	8 - Instagram Post Sc	8 - Instagram Post Sc	8 - Instagram Post Sc	8 - Instagram Post Sc	8 - Instagram Post Sc	8 - Instagram Post Sc
9am		9 - 10 Gift Guide Blog Post Live		9 - Teaser email-Wha			
10am						10 - 11:30 Facebook Live Announcing Offer	10 - 11 Offer Email Day #2 Email #3
11am		11 - 12p Teaser Email #2 Sent Out			11 - Happy Thanksgiv		
12pm	12p - Social Media Pc	12p - Social Media Pc	12p - 1p Teaser Email to Unopens	12p - Social Media Pc	12p - Social Media Pc	12p - Social Media Pc	12p - Social Media Pc
1pm							
2pm							
3pm							
4pm						4p - 5p Offer Email Day One Email #2 Offer	
5pm	5:30p - Social Media f	5:30p - Social Media f	5:30p - Social Media f	5:30p - Social Media f	5:30p - Social Media f	5:30p - Social Media f	5:30p - Social Media f
6pm							





Here's what needs to be mapped out:

Promotional Emails

Teasers (timeline)

1-2 weeks before (share it now)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

5 days before (entire leads list)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):





3 days before (entire leads list minus those who clicked)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

Thanksgiving day (Happy Thanksgiving and it's happening tomorrow)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):





Promotional Emails

- 2 emails each day of the promotion (1 to everyone and 1 for hot leads)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):

- Email the day after (a downsell offer)

(see previous)

Headline Ideas:

Email Body Ideas:

Call to Action (next step):





Social Media and Content Sharing

- Social
 - Pinterest
 - Instagram
 - Facebook
 - Other

Ideas for Pinterest:

Ideas for Instagram:

Ideas for Facebook:

Other Social Ideas:





- Blog
 - Teasing the Offer Post
 - Post About How to Wear
 - Gift Guide
 - Polyvore Style Post
 - Offer, etc

Blog Content Ideas and Timeline:

First Week:

Second Week:

Third Week:

Post offer:





Advertising

Budget: _____

Retargeting

- Facebook
- Instagram
- Adroll
- Other remarketing platforms

Short Lead/PR

Create a Dream list of short lead PR, influencers and bloggers to target

Local Publications to Target:

Bloggers to Target:

Promotional Partners to Target:

Influencers (Pinterest Boards, IG influencers, Celebs, Influential personalities):





THE FINAL DETAILS YOU NEED TO THINK ABOUT ASAP

Don't forget about beautiful images. Images are just as important as the offer itself. Make sure you have amazing images to help support this promotion.

- Graphics
 - Social media (Instagram, FB, etc)
 - Blog
 - Email
 - Pinterest
- Postcards
- Hand-Written Thank You Cards (do yourself or hire a service Bond.co, Felt app,etc)

Image ideas:

Images to shoot:

Graphic Inspiration: