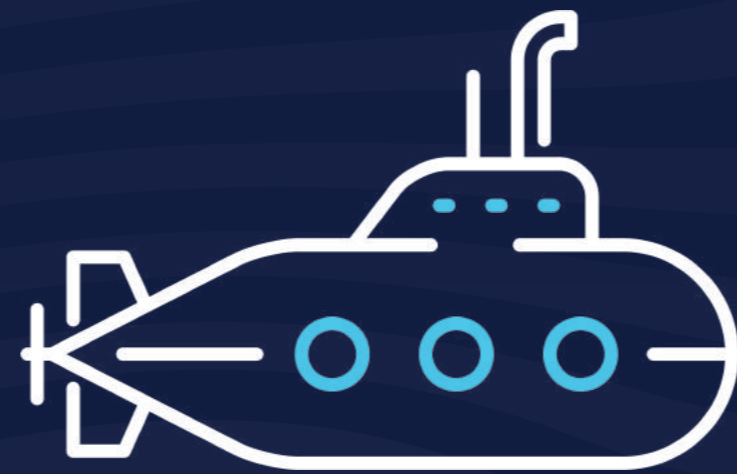


Black Friday Cyber Monday SMS Deep Dive



SMS Optimization for Holiday Success



Curated By



Black Friday Cyber Monday (BFCM) is a critical time for eCommerce brands.

Brands looking to deliver personalized customer experiences and cut through the noise during the crowded holiday bustle can discover how to maximize the efficacy of their SMS marketing with this guide.

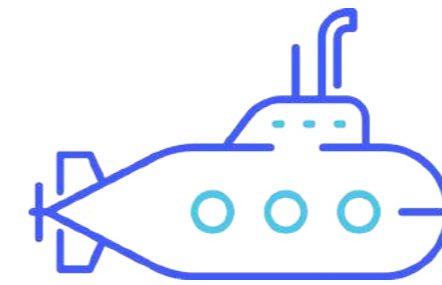


Charting the SMS Waters During the Holidays

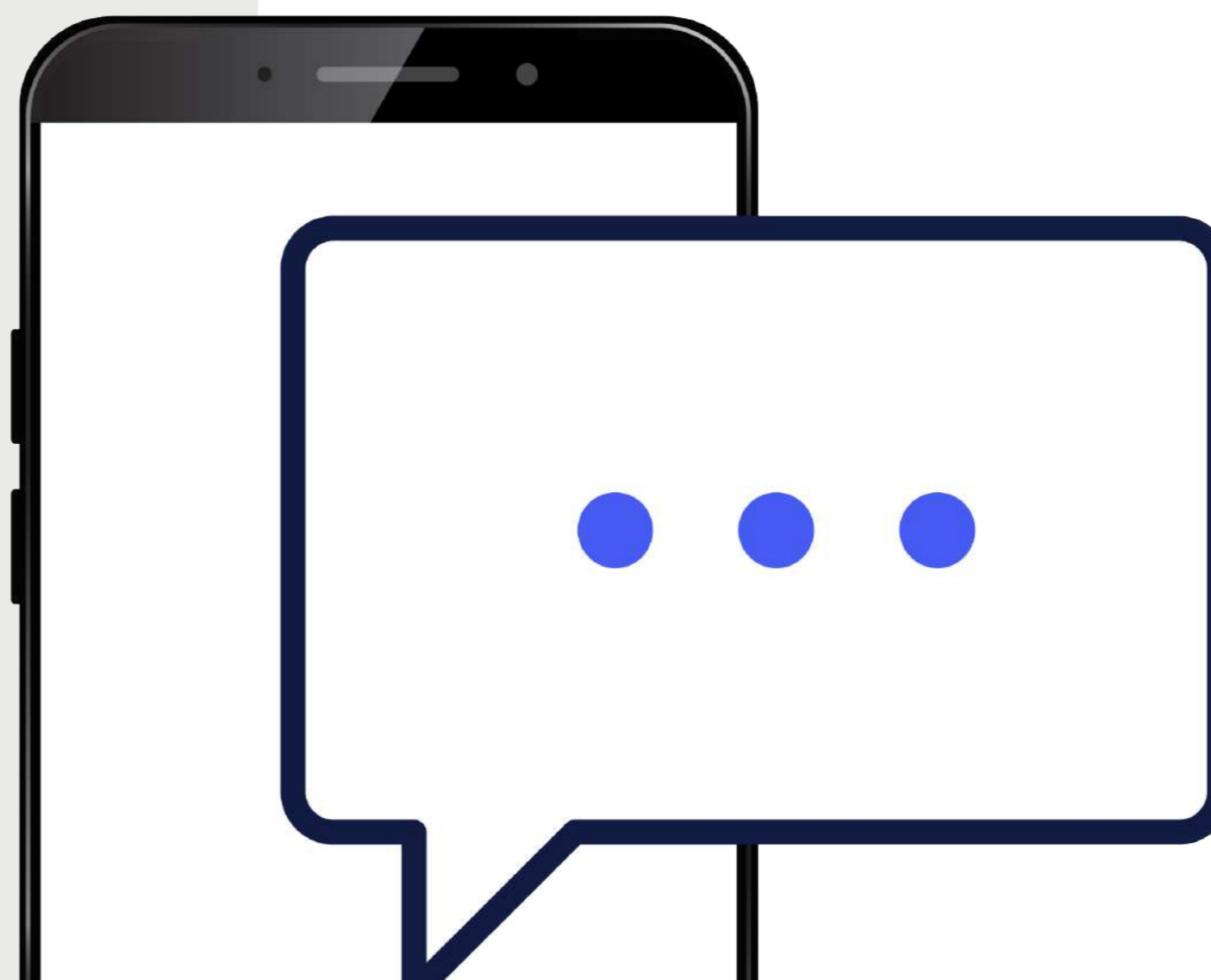
Take a long view for BFCM

SMS marketing can be an untapped opportunity to cultivate long term customer delight, with up to **20% growth** in SMS spending across industries in 2020. Consumer expectations are shifting, and SMS provides a highly-intimate marketing channel with opportunities for personalization and customization.

With SMS's emergence, the importance of *quality* engagement in this vertical is growing as well. We'll explore some trends in the SMS landscape, and effective strategies for getting the most out of your text marketing promotions and engagements.



- SMS CTRs are highest in the weeks leading up to Black Friday
- SMS Conversions are highest in the ten days surrounding Black Friday
- Translation: To secure SMS growth this BFCM, solid strategy & execution are key



Trends: More Ships at Sea

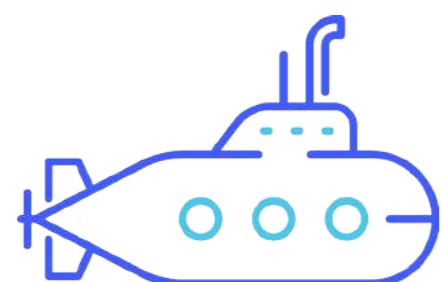
Sail ahead of the competition with campaign thoughtfulness

Global messaging traffic experienced a **10% YOY increase** from 2019 to 2020. Retail marketers are taking notice; **56%** have increased (or are planning to increase) their SMS investment in 2021.

The intimacy of the SMS vertical is worth noting; consumers will receive your company's promotions next to messages from their family, friends, and loved ones. As marketers, give deep consideration to how you're approaching customers in the middle of their day, on a channel that's more personal and "sacred" than email.

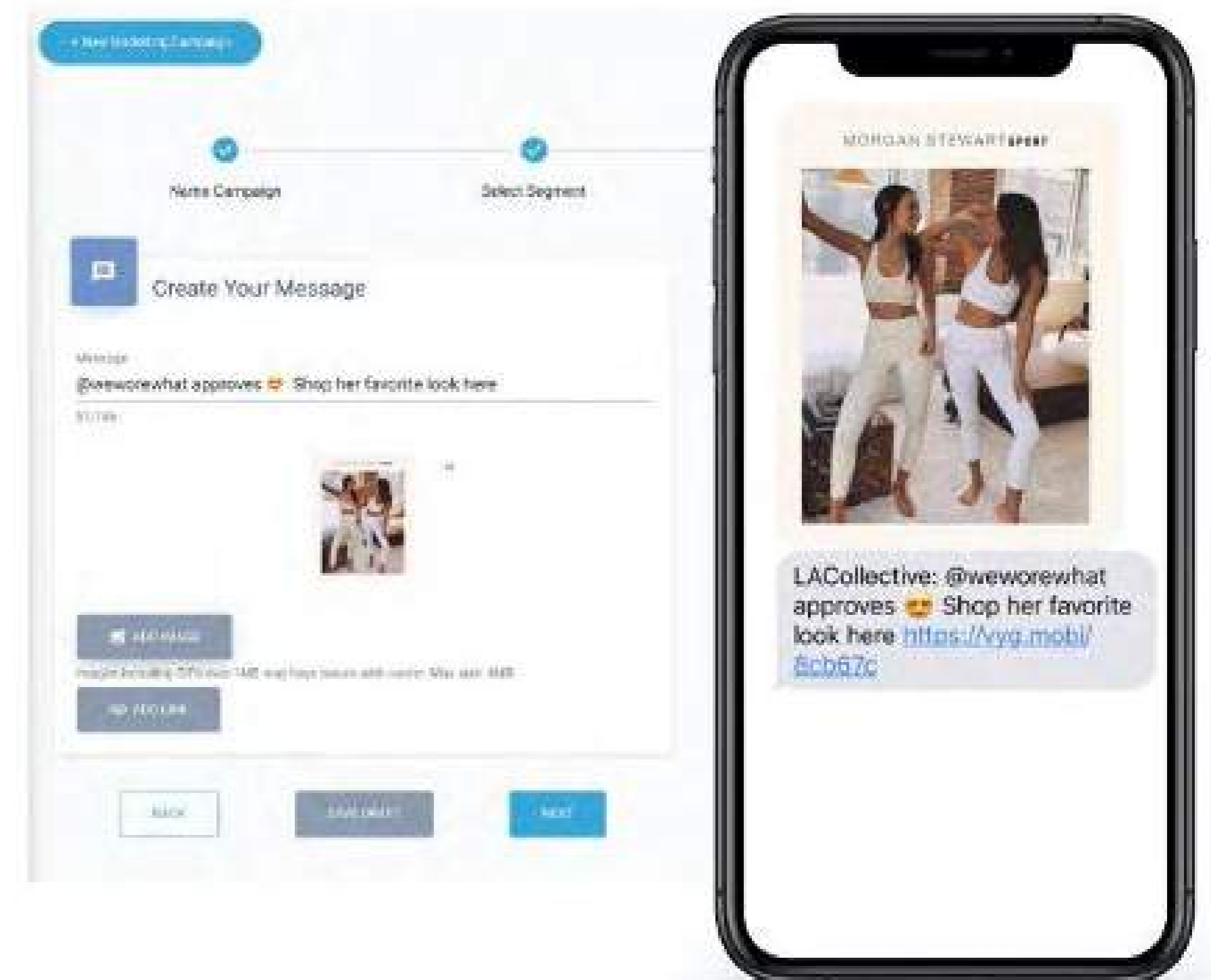
With **18.9%** of total holiday sales projected to come through e-commerce in 2021, an effective SMS strategy is a must-have.

We'll show you how top Voyage brands used our platform to stand above the rest in 2020. Emulate these strategies for maximum SMS impact.



Trends: Big Squall for BFCM

SMS marketing is no longer a secret. Qualitatively better SMS campaigns will win in 2021 and beyond. Better content and better execution will squeeze out more conversions.



Best Practices: List Building

Audit your playbook

List building is a fundamental of SMS marketing. We liken it to checking your lines and knots before setting off on your SMS Voyage, whether with your first campaign or your 1000th.

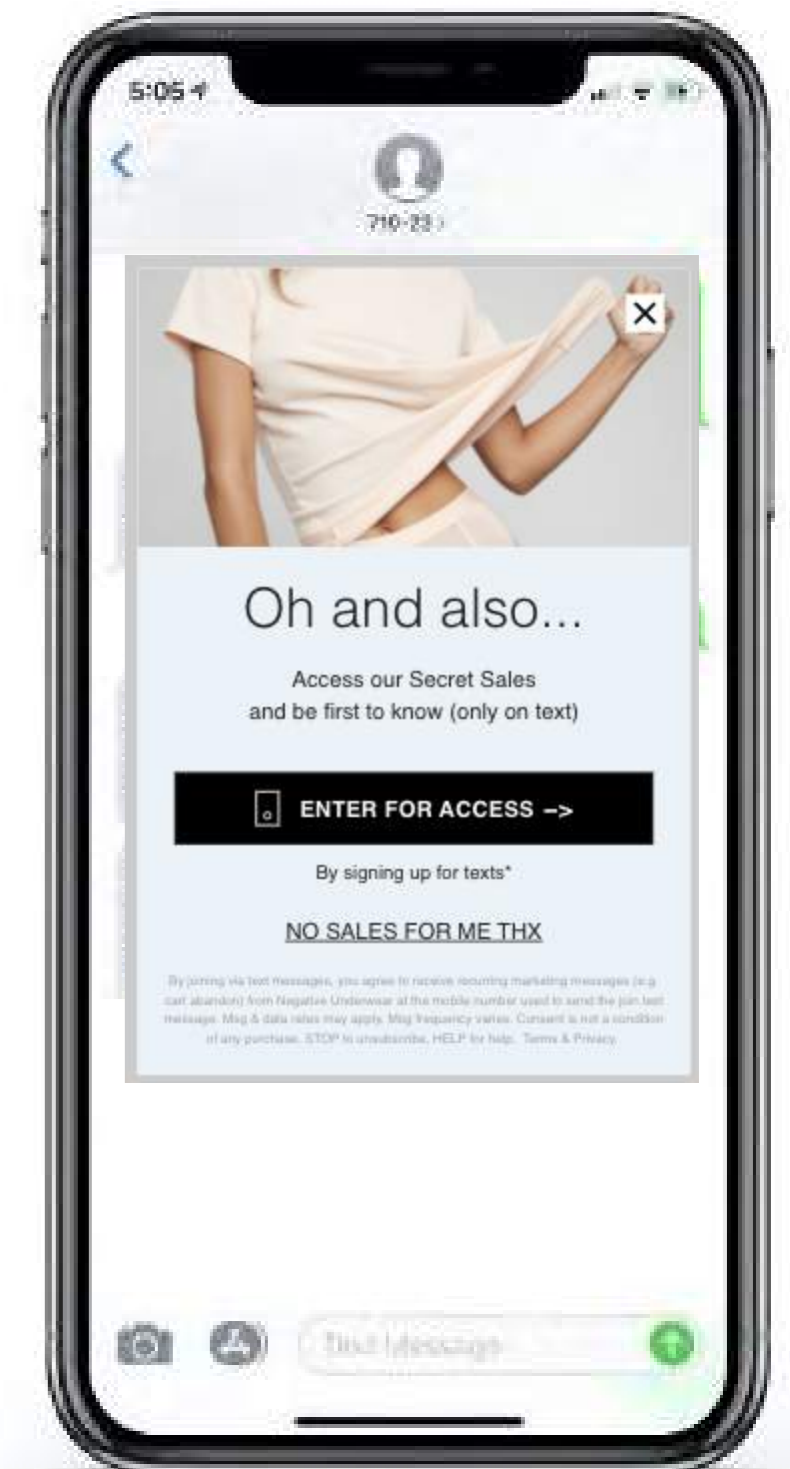
- BFCM is a great opportunity to incorporate refreshed or new assets into your SMS strategy. Many brands like yours may have refreshed their sites or branding in the summer or fall, giving great fuel for new promotional SMS campaigns.
- BFCM extends well beyond a single weekend. Retail marketers should be proactive in the Fall, leveraging keyword campaigns, bubble modals, exclusive email campaigns, and any other tools at their disposal to keep the funnel open and capture as many SMS subscribers as they can prior to BFCM. SMS BFCM exclusive promotions can begin as early as the first week of November.

Voyage Industry Benchmarks to Track Your Success

LIST BUILDING	CTR	CVR	ROAS	LIST BUILDING	CTR	CVR	ROAS
Average across all verticals	30%	6%	300x	Modals	32%	8%	448x
Fashion/apparel	26%	7%	628x	Voyage Two-Tap Anywhere (formerly Embeddable Button)	30%	8%	330x
Food/beverage	28%	6%	140.8x	Food/beverage	19%	2%	92x
Health/beauty	38%	11%	276x	Health/beauty	9%	0.2%	5x
Home goods	35%	6%	563x				
Pet care	12%	2%	61x				

These numbers can vary based on campaign type, as well as by industry, but provide a general baseline to track your success metrics against and help set realistic goals.

Make BFCM your own. One Voyage company in the health/beauty industry renamed their BFCM campaign as “Pink Friday” to promote a new color of eyeliner. Consumers can get deals anywhere in this time frame, so amplify an authentic, creative message that applies to your product or service.

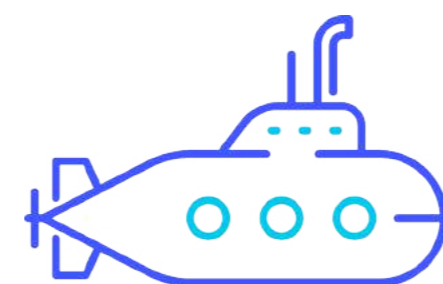


Top Performers: List Building

Secret sales can perform well for home goods and fashion brands

Everyone likes to feel important, and your consumers are no different. "Secret sale" promotions perform well, especially for home goods and fashion/apparel brands. Voyage's keyword analysis shows that attaching words like "secret", "mystery", and "exclusive" increase customer engagement.

Our research also shows that on mobile devices, embeddable button code (aka "two-tap") produces an outstanding 30% opt-in rate. The lesson here is simple: the easier you make it for your customers to opt-in, the more conversions you'll capture.



Best Practices: Messages

Optimize through planning and better assets

A thoughtful approach is key to any effective SMS strategy. It's important to map out a content calendar, just as you would for email and social promotions.

- Think about the **style of content** you're sending to your customer's inbox.
- Don't hesitate to **recycle and refresh** copy and imagery from high-performing email or social content; you want to use what works and tweak it as you go.
- Shorter messages can increase CTR by up to 50%, so **get to the point**.
- Make your copy **enticing and easy to read** and react to.

Recommendation: A/B test different styles of vertical spacing, breaking up chunks of text into smaller bites to increase readability. Be thoughtful when testing scroll depth and clickability.

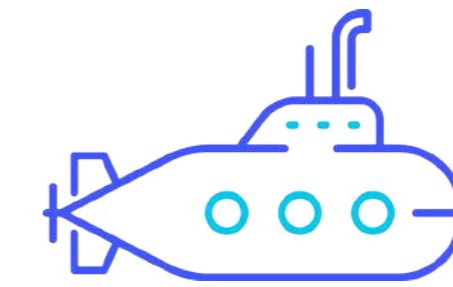
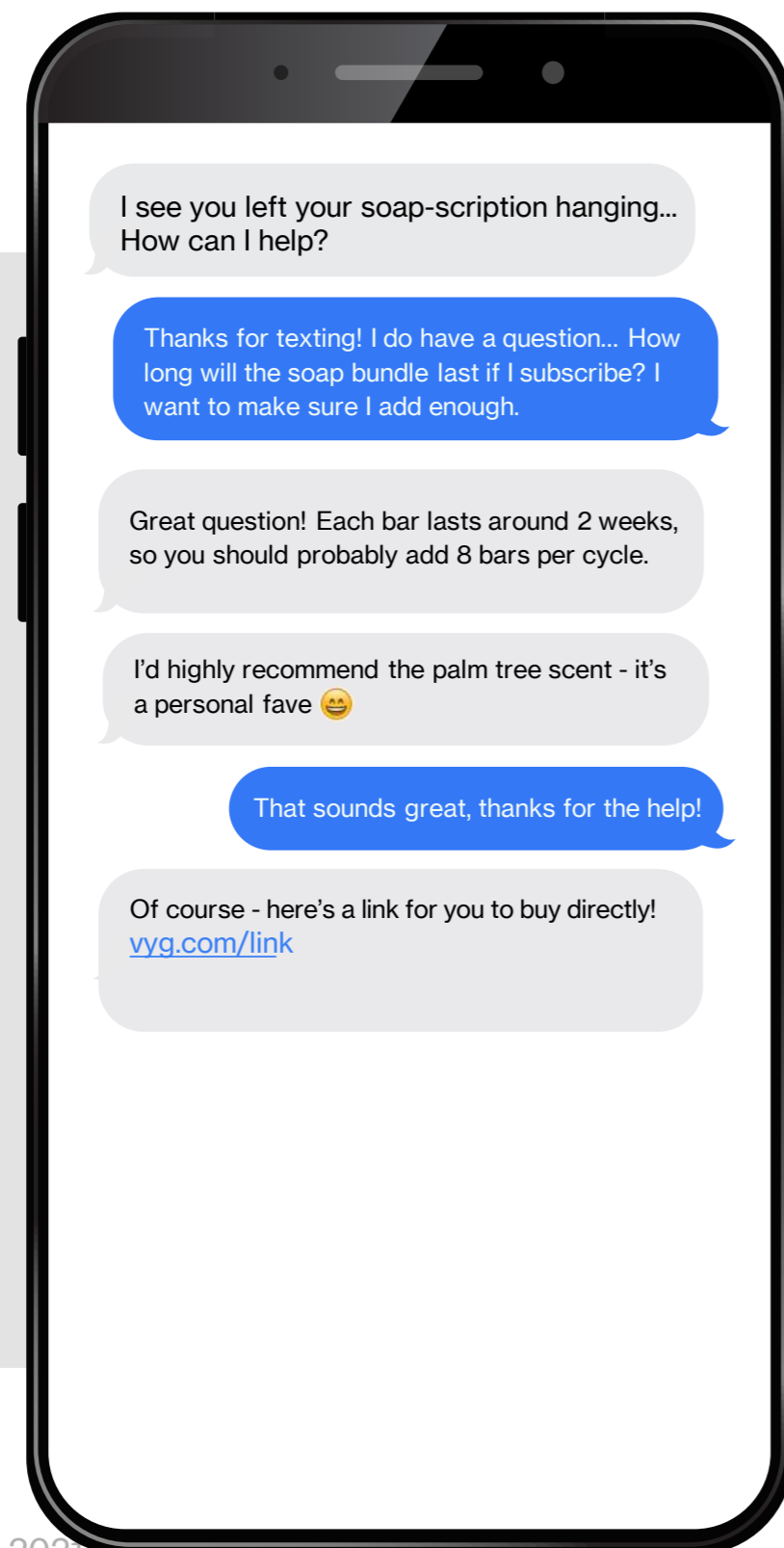


Best Practices: Messages

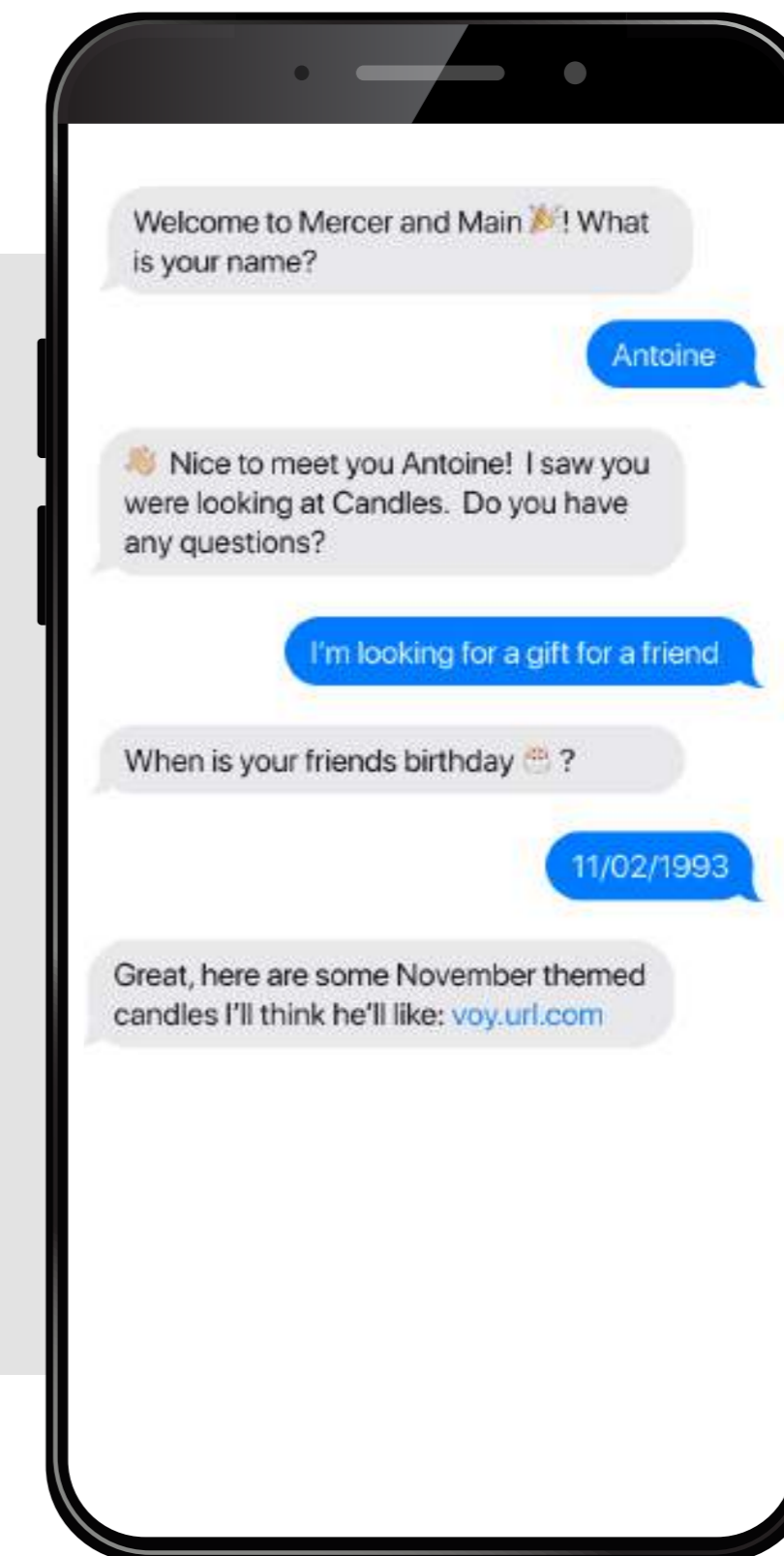
Style examples by vertical

Certain products and services benefit from longer messaging, but the majority of marketers will find success with visually stimulating content like shorter messages, graphics, and emojis.

Some industries convert better with shorter messages, like **health and beauty (200-150 chars)** and **home goods (150-100 chars)**. Make them count!



Fashion/apparel brands that generate more campaigns can benefit for vertical spacing.



Best Practices: Campaign

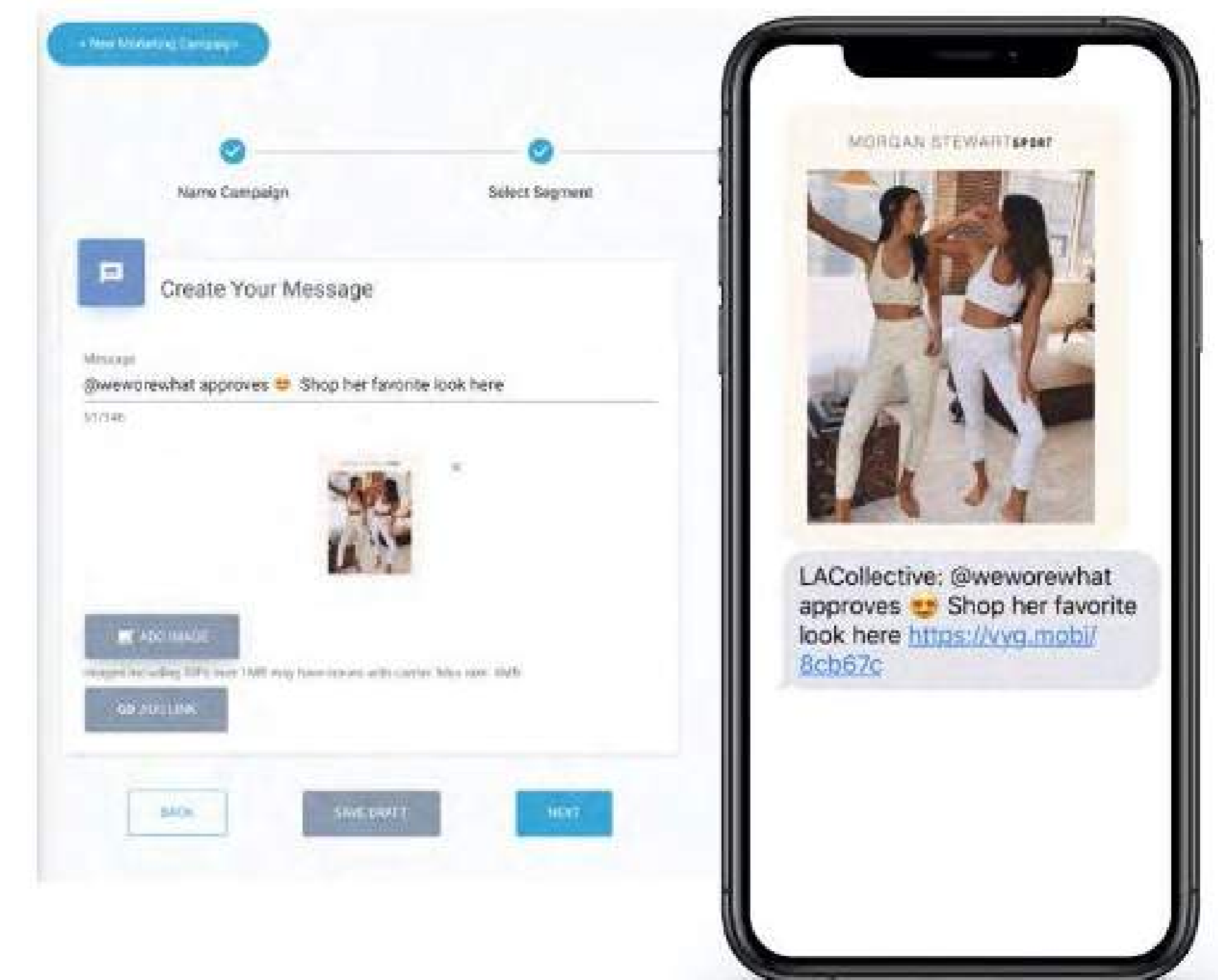
Refine your value prop

It's a rule from Marketing 101, but it bears repeating; be clear about what you want your customer to do once they read your text.

- Clear CTAs are important: Use this code, Follow this link, etc.
- How you describe discounts matters, as well. Data shows that telling customers they'll "save 10%" is more effective than saying "10% off."
- Subscribers are also often more likely to make purchases if your promotion includes images, GIFs, and other types of graphics.

Single Send Text Campaign Performance Trends By Industry

ONE-TIME CAMPAIGNS	CTR	CVR	ROAS
Average across all verticals	4%	0.2%	10x
Fashion/apparel	6%	0.2%	13x
Food/beverage	8%	0.2%	4x
Health/beauty	7%	0.6%	12x
Home goods	5%	0.2%	16x
Pet care	4%	0.1%	1x



2021 BFCM SMS Campaign Calendar

Clickthrough rates for SMS were highest in the weeks leading up to BFCM in both 2019 and 2020, but conversions were highest for brands who continued to message throughout the Cyber 10*.

MORNING
9 AM - 11 AM

MIDDAY
11 AM - 2 PM

EVENING
3 PM - 6 PM

11/1 - 11/24

THANKSGIVING

BLACK FRIDAY

Early Access and Exclusives AND/OR **Save the Date or Sneak Peak (Popular Items)**

Segment: VIP - Purchased 2X or more over last 90 days

Segment: All Subscribers

Black Friday Offer

Segment: All Subscribers

BFCM Launch Reminders

Segment: All Subscribers. Tip: Use MMS to prime later engagement

Reminder to Purchase

Segment: Clicked on Campaign but did not purchase

* Cyber 10: The Sunday before Thanksgiving through the Tuesday after

2021 BFCM SMS Campaign Calendar

MORNING
9 AM - 11 AM

SMALL BIZ SATURDAY

Small Biz Saturday Offer

Segment: All Subscribers

CYBER MONDAY

Cyber Monday Offer

Segment: All Subscribers

TEXT TUESDAY

Text Tuesday Automated Drip

MIDDAY
11 AM - 2 PM

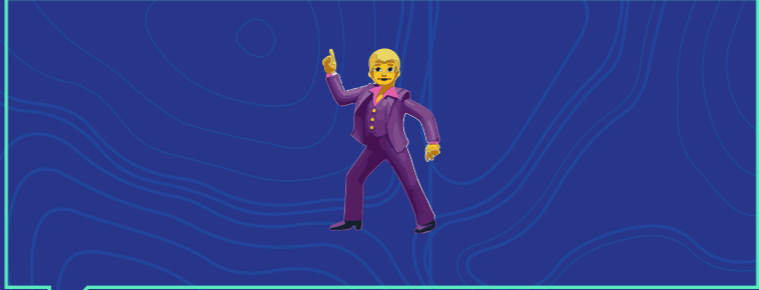
Reminder to Use Offer(s)

Segment: No purchase last 48 hrs

Cyber Monday Ending Soon

Segment: Clicked on Campaign but did not purchase

EVENING
3 PM - 6 PM



Last Chance

Segment: No purchase last 24 hrs

Segment: Abandoned Cart or Abandoned Browse from previous campaign(s)

Tip: Use MMS to close the deal

Best Practice: Automated Drips

Sophisticated marketing made simpler

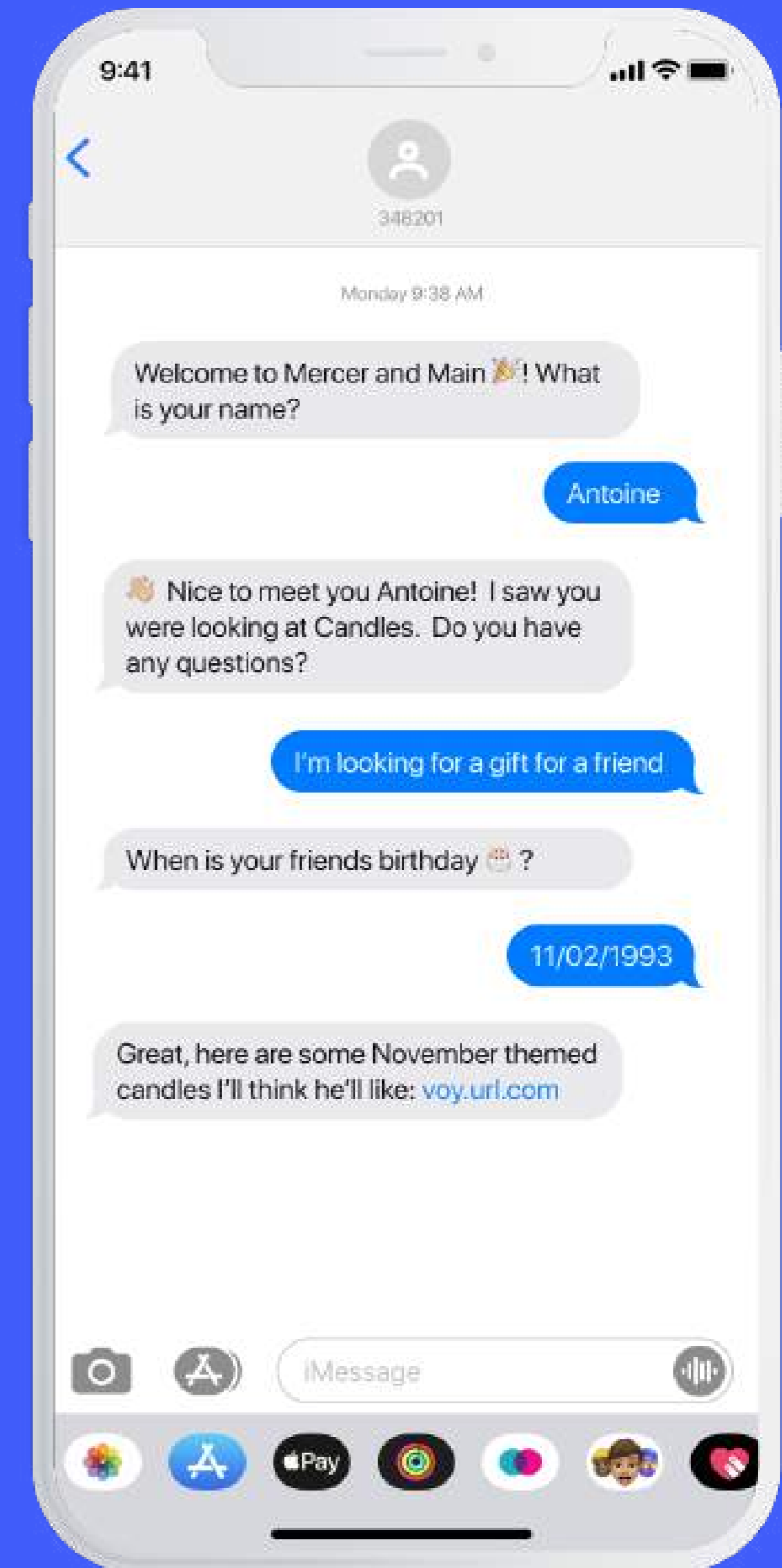
When executed correctly, Automated Drip SMS campaigns are a “set it and forget it” success.

- Classic drip campaigns associated with Abandoned Cart, Abandoned Browse, and Abandoned Checkout are great to close sales that were left open by email and other channels.
- Compliance Alert: One message for Abandonment Campaigns

There’s so much more that can be done. Voyage can help with trigger level filters, custom event triggers, and even help you integrate with other apps like Shopify, Recharge, and Klaviyo. Overall, we see an ROI of up to \$97 per \$1 spent on drips and an average ROAS of 46X (all-time, all clients).

Automated Drip Text Campaign Performance Trends By Industry

DRIPS	CTR	CVR	ROAS
Average across all verticals	10%	1.0%	40x
Fashion/apparel	17%	0.8%	49x
Food/beverage	14%	0.9%	56x
Health/beauty	9%	0.9%	35x
Home goods	7%	0.6%	42x
Pet care	22%	1.0%	46x

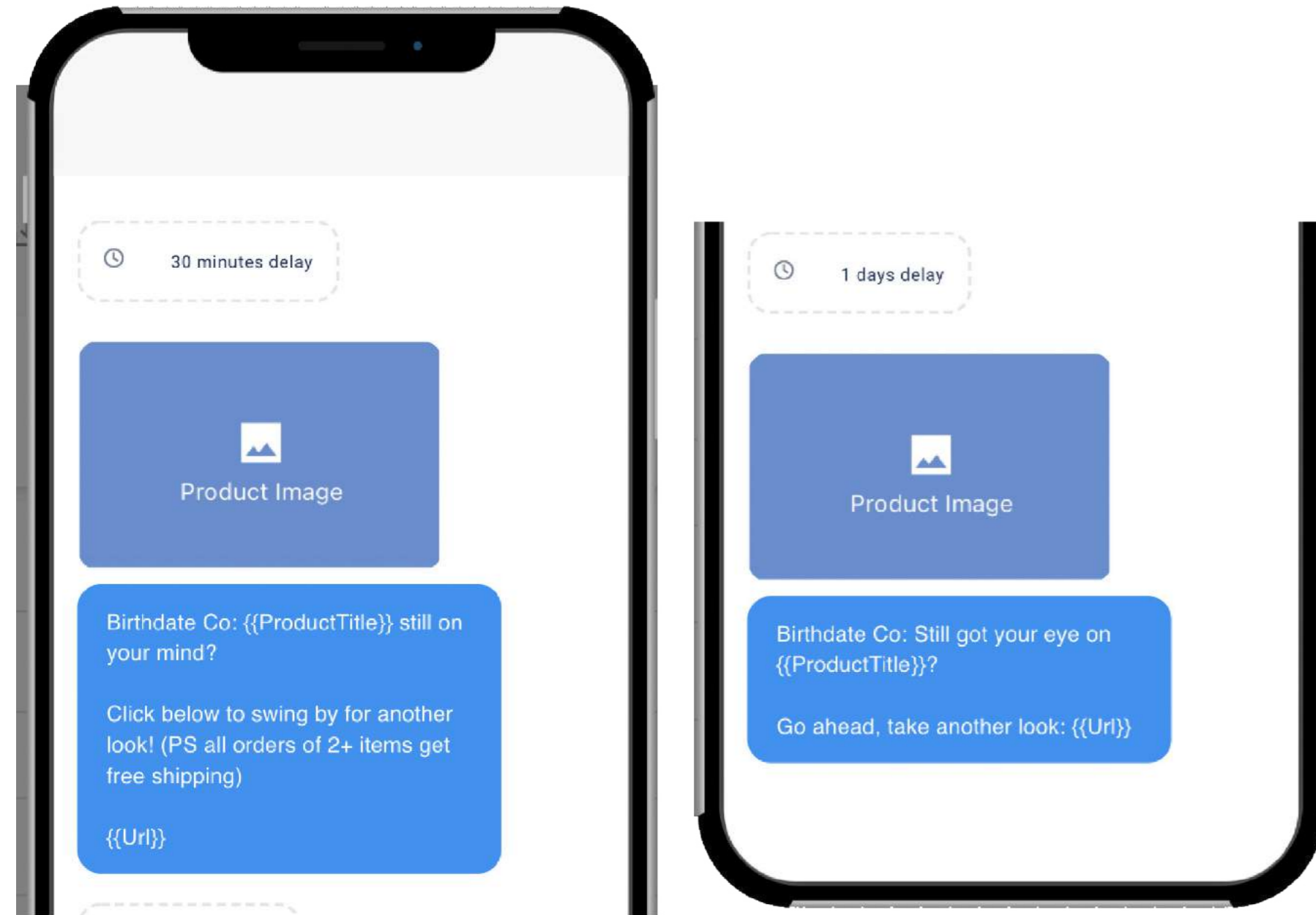


Top Performers: Automated Drips

Abandoned Checkout with discount deadline, reorder discount

Automated Drip campaigns are table stakes in the retail marketing world, and Voyage partners have seen great success with their thoughtful drip strategies.

Keeping in mind that these campaigns have been in place for over a year, you may not see an instant hit rate quite as high as these top performers, but you can start building your campaigns for success starting today.



Birthdate co.

[Browse Abandonment \(viewed\)](#)

18.6% CVR
7.66% CTR
48.4X ROAS

Timing Your Voyage(s)

Optimal send times

When you send your SMS promotions also matters. Across verticals, Wednesdays represent the day with the highest average CTR. Tuesdays and Thursdays are the biggest days for conversions.

During weekdays, you want to catch your customers with messages in the early morning, and at lunch time. On weekends, late mornings and early afternoons are preferable.

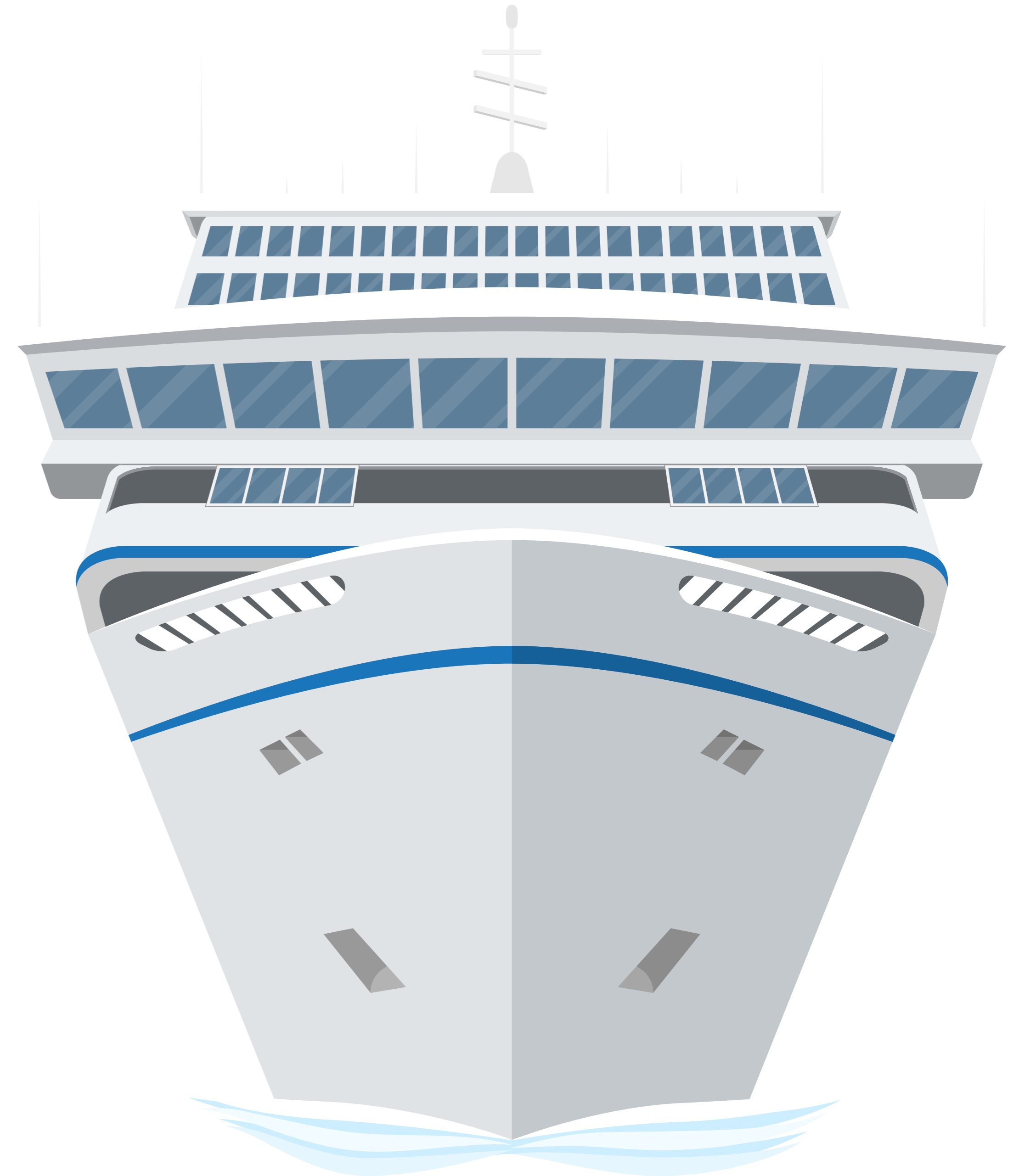
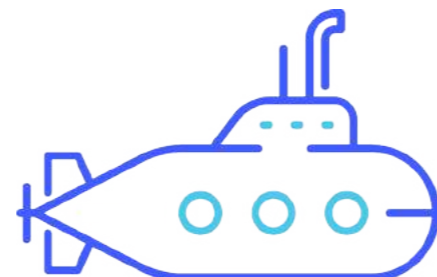
Certain verticals have different tendencies, as well. Health and beauty brands have higher CTR on Saturdays and higher CVR on Mondays. Home goods brands see spikes in CTR on Thursdays, and better CVR on Saturdays. Fashion and apparel brands see the most success in both metrics on Thursdays.

Wednesday: Highest CTR

Tuesday and Thursday: Highest CVR

Weekdays: Early AM and Lunchtime

Weekends: Late Morning through Early Afternoon

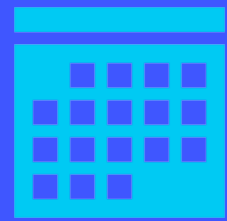


Preparing Your Voyage

Sample SMS summary flow

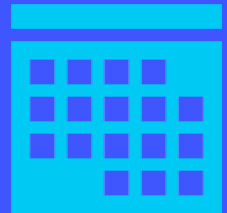
BFCM execution begins well before the opening hours of Black Friday. You'll be putting in the work in the months prior to build your funnel and lay the groundwork for holiday conversions. If it's already close to BFCM as you're reading this, know that you can quickly 80/20 much of the required prep and testing in the weeks leading up to your holiday campaigns.

2-3 MONTHS BEFORE



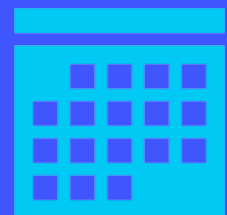
- Modal A/B Testing, Coupon Code(s) for List building
- Copy, creative, and flow logic configuration for drips
- Schedule campaigns

1 MONTH BEFORE



- Tease new products, promotions, creatives
- Focus on listing building and segmentation, harnessing quiz or survey data

BFCM GO-TIME



- Execute campaigns and drips
- Monitor and measure
- Reward high-converting customers

The months and weeks preceding BFCM can be used to create copy, graphical assets, and logic flow for your promotions. Take this time to A/B test different campaigns, discount offers, and messaging.

Using Voyage's campaign calendar can help with scheduling. **Sending 4-8 SMS messages per month is the optimal range.**

- Fewer than four means you're not giving the consumer the engagement and attention they signed up for.
- More than eight often spurs the dreaded "spamming" label.

Of course, carefully segmenting your audience is crucial, so that your promotions resonate.

- Narrow your audience down through drips as you go along, to make sure you're giving the right information to your specifically-receptive audience.
- Take time before BFCM to tease new products, gather sign-ups for exclusive sales, and engage in creative list building and segmentation.

Once BFCM hits, your strategy should be focused around executing campaigns and drips, monitoring and measuring your conversions, and rewarding your high-converting customers.

NOTE: You can likely increase your SMS output during the BFCM period because customers are expecting it.

The Power of Personalization

Live Conversions can enable greater engagement

The Live Conversions feature on Voyage allows for one-on-one engagement with your high-LTV customers.

One Voyage client saw a **238% increase** in responsiveness using Live Conversions.

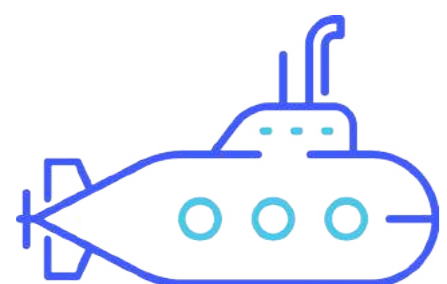
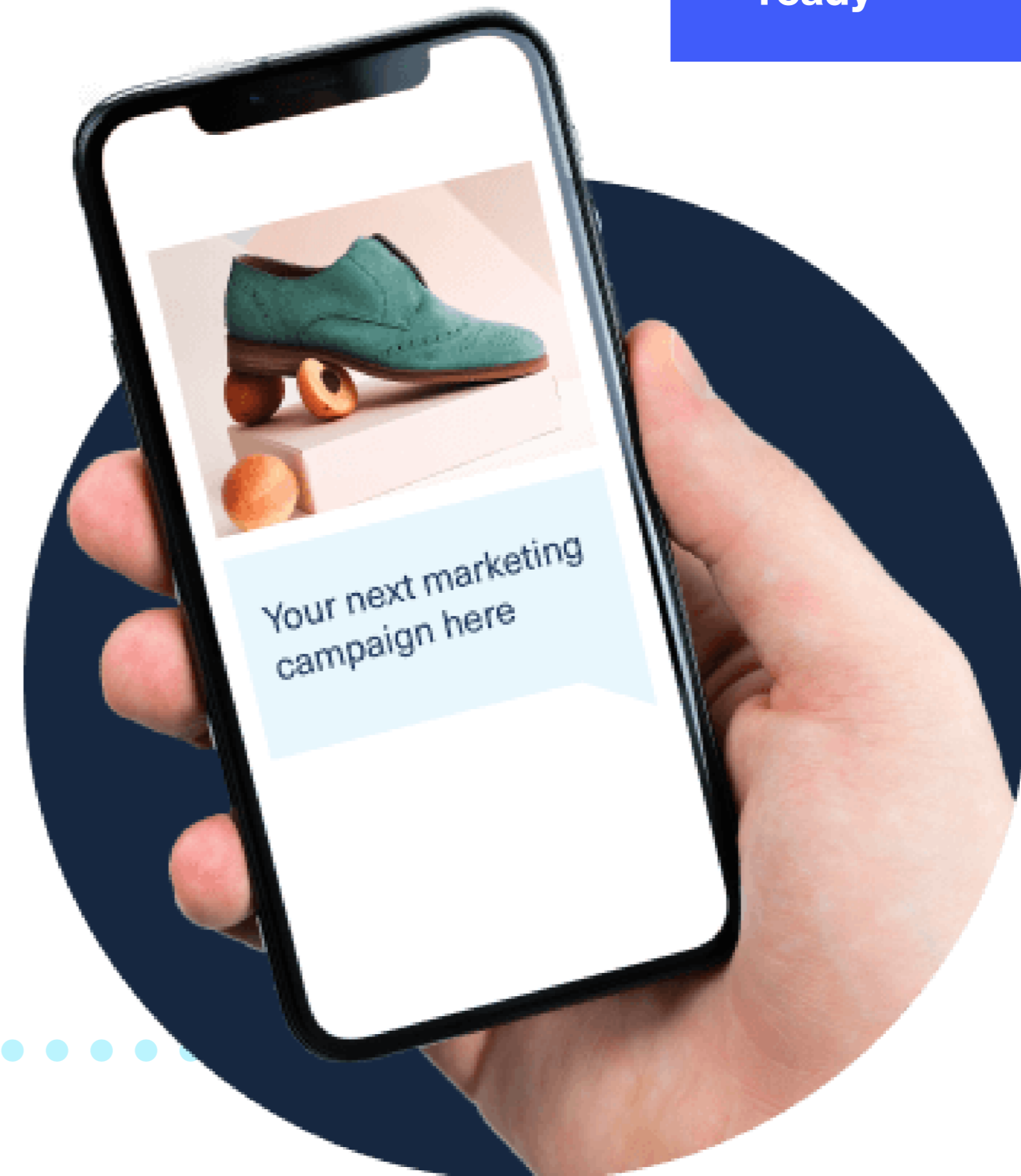
Voyage's powerful data segmentation can help you produce lists of high-LTV customers and customers that have engaged more readily with your SMS promotions.

Live Conversions enables a live chat with such customers, so have those Click-to-Buy links ready! It's a simple, creative way to foster interaction.

From a resource standpoint, it can be hard to imagine scaling Live Conversions without expanding your team. The feature can be useful from a case-study perspective, providing some personalized, qualitative feedback from your high-LTV customers.

Prepare to Personalize

- Segment high-LTV customers and do that little extra
- What simple/creative way can you foster interaction?
- Have your Click-to-Buy link(s) ready



Creative Counter-Programming

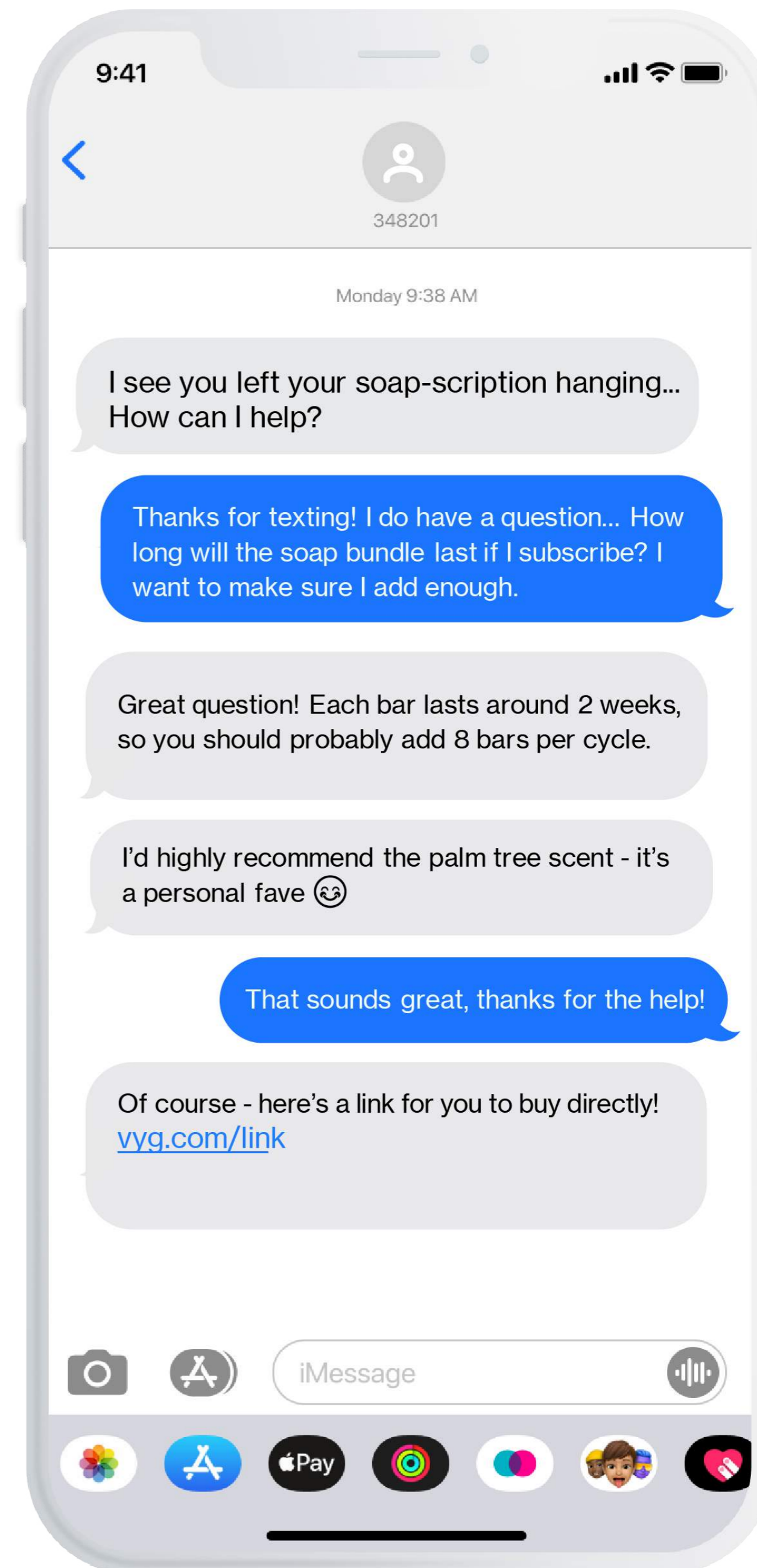
Close the deal(s)

Consumers sometimes push back against all of the noise associated with BFCM. **Consider counter-programming or planned Automated Drips to high-intent customers, to make sure your messaging breaks through.**

If you can make BFCM your own, customers will appreciate it. Be creative with your branding, naming, messaging, offers and timing.

Your vertical, product, or service might not seem perfectly tailored for an SMS-heavy approach. That's okay! Starting small and incorporating SMS into your overall marketing strategy will help you A/B test and find what does work for your business.

**“This Text
Tuesday, we’ve
brought the
sale to you.”**





Santa Monica, CA | (281) 795-7516

voyagesms.com