

klaviyo<sup>®</sup>

**LAST-MINUTE TIPS  
→ AND TRICKS FOR  
BLACK FRIDAY**





As Black Friday approaches, confirm that you have all the ingredients ready to execute a successful Black Friday strategy. Follow our last-minute tips and tricks throughout the month of November to keep track of what content is ready to go and what's left to prepare.



# IMPROVE YOUR DELIVERABILITY

Black Friday is the only time of year you'll send to your full list, and this requires some serious deliverability preparation.

There are many steps you can take to improve your deliverability. Start by checking your deliverability score in your marketing platform—if you use Klaviyo, check your score in the deliverability hub (for both email and SMS). If your score is poor or fair two weeks out from Black Friday, a full-list send is probably too big of a risk for your brand. Instead, you should probably restrict your send to those who have engaged with your emails in the past 365 days, for example.

Once you've checked your score and decided on a send strategy, read through our list of **6 best practices to improve email deliverability**. We also recommend that you steadily increase your sending volume over the two weeks leading up to Black Friday, following guidance from our course on **landing in the inbox on Black Friday**.





# ALIGN YOUR MESSAGE ACROSS CHANNELS

Don't over-complicate your messaging—this is a noisy time for consumers, and they'll respond best to direct, simple messaging that leans into your brand values.

All of your customer-facing content should center around your core Black Friday deals and calls to action (CTAs). All content should be on-brand, meaning the imagery, tone of voice, and style of each item should feel part of your cohesive brand identity.

Key steps to take:

- Update hero images and Black Friday graphics.

Make sure your website, social media accounts, and any other sales channels that drive traffic for your brand align. You can and should repurpose graphics and keep all fonts, colors, and CTAs consistent.

- Audit all prepared content.

Make sure Black Friday discounts are the same across channels, unless otherwise specified. This includes your paid acquisition channels (e.g., Google ads) and owned marketing channels (e.g., website, emails, texts). Say you offer an exclusive Black Friday deal for VIPs—they should ideally access the same deal via email as they could via an on-site form or Facebook ad, unless you explicitly offer unique incentives for each channel.



# UPDATE AND PREVIEW YOUR SIGN-UP FORMS

Test your sign-up forms, including embeds, ahead of Black Friday to confirm that they function properly and appear in the right spots across your website.

We recommend having at least two sign-up forms live on your site, including an embedded form and a pop-up form with a teaser.

You may choose to collect additional information during Black Friday, including content preferences or additional marketing consent. If you have the extra time, employ the following sign-up form strategies:

- Clone your primary sign-up form to create a Black Friday-specific variation, perhaps with a countdown timer.
- Create a new form to collect SMS consent. If you're a Klaviyo user, you can use [SMS Smart Opt-in](#).
- Enable SMS consent at check-out on your website.

Looking for additional list growth strategies ahead of Black Friday?  
Read [10 list growth best practices](#) from a Klaviyo Community Champion.





# MAKE FINAL EDITS TO YOUR FLOWS

Preview your flows to make sure they are working properly ahead of Black Friday, when traffic to your site may increase substantially.

We recommend cloning your existing flows, pausing them, and creating Black Friday versions with updated design and copy to reflect your promotions.

The following flows are particularly important to have live, as they bring new customers into your marketing funnel and boost sales:

- **Welcome series:** to welcome new Black Friday subscribers
- **Abandoned cart** and **browse abandonment:** to recover otherwise lost sales
- **Post-purchase:** to build rapport and supply relevant follow-up information
- **Back in stock:** if you're worried about lost sales due to an inventory shortage
- **Price drop:** to let your subscribers know the products they've had their eye on are on sale

If you use Klaviyo, turn **Smart Sending** off for these flows in the lead-up to Black Friday, and consider shortening time delays so that messages can be sent within a shorter timespan while your sales are still running.

For additional details, take our course on [preparing your flows for Black Friday](#).



# BUILD YOUR BLACK FRIDAY COUPONS

When establishing coupon codes for Black Friday, follow best practices to create an optimal experience for customers:

- Establish an expiration date for your coupon codes to end when Black Friday is over.
- Make sure your coupon code is front and center within any relevant messages.
- Preview messages that contain coupon codes to confirm that they appear properly.
- If you use static coupon codes, build a code using Black Friday-related terms (e.g., BF10 for 10% off).
- If you use dynamic codes, upload enough codes for the number of people you plan to send them to. In Klaviyo, you'll see a warning if there aren't enough codes available when scheduling your campaign.
- If you have a brick-and-mortar store, create a barcode for your coupon, sent via email, that in-store shoppers can use at check-out.

Learn more about [getting started with coupon codes](#) in Klaviyo.





# SCHEDULE YOUR BLACK FRIDAY CONTENT

If you use Klaviyo, you can create and schedule your campaign content before Black Friday so that it's ready to go. And don't go quiet ahead of Black Friday—consistency is key to maintaining good deliverability and staying top of mind.

Before scheduling your campaigns, make sure you have your key segments built and ready to go. If you're short on time and still need to build your segments, use these step-by-step instructions on how to build the following key segments in Klaviyo:

- **Engaged subscribers**: those who actively interact with your messages
- **Window shoppers**: those who recently browsed your site but have not purchased
- **VIP customers**: those who shop often or spend the most on your brand

If you have a bit more time to prep, you'll find even more segments to build in our course on [winning segmentation strategies for Black Friday](#).

In general, the main sales that many brands prioritise for Black Friday occur in the following order:

- Week(s) before Black Friday: pre-sale build-up and countdowns
- Day(s) before Black Friday: early access deals sent to VIPs
- On Black Friday: first major sale launch, including an in-store focus (if applicable)
- Before Cyber Monday: teasers for Cyber Monday sales
- Cyber Monday: second major sale launch, primarily focusing on online deals
- Giving Tuesday: last chance to save on Black Friday discounts and/or promote giving back initiatives (e.g., 15% off today's proceeds go to a specific charity)

Need additional inspiration for when and what to send?

- If you use Klaviyo, toggle on the [Black Friday content calendar](#) directly in your account.
- Follow along with our recommended [Black Friday content planner](#).



# IN CLOSING

Don't stop here! Continue reviewing key Black Friday resources to set you up for success during this key shopping season. Here are a few we recommend taking a look at:

- The [Black Friday Toolkit](#)
- [Black Friday email marketing examples](#)
- [Black Friday tactics](#) consumers love
- Expert-tested [Black Friday best practices](#)
- [Black Friday SMS marketing guide](#)
- [Black Friday reporting best practices](#)





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