



How to make your tech stack work harder for you during BFCM

Black Friday is one of the most important events for retail marketers, with countless opportunities to boost sales, attract new customers, and strengthen brand loyalty in the run up to the holidays.

As BFCM approaches in 2023, it's crucial for retailers to develop a solid plan to stand out from their competitors.

We spoke to Amber Fallon, a Sales Engineer at Ometria, to uncover 7 ways marketers can use their tech stack to prepare for Black Friday this year.

01

'Look-back' analysis & reporting

One crucial beginning phase of Black Friday prep is the 'look back and learn phase'. And if your data is easily accessible and all in one place, like it is in a Customer Data and Experience Platform, then this process is easier and quicker. Start by analyzing and leveraging data from previous years that can indicate focus areas for growth.

Learning from what went wrong is one of the best ways to ensure a smooth run this time around. Using your tech- stack to automate as much as possible will help you save time during the prep phase.

Use your tech-stack to understand:

- Customer behavior and predictive trends
- Popular products in the run up to Black Friday
- Key demographics
- RFM modelling

Marketers can then make informed decisions for their upcoming communication strategy. Start by analyzing historical data such as peak shopping hours, customer patterns and preferences, then find strategic segments to solidify during the summer months, instead of the peak season.

02

Strategic segmentation

Use predictive segmentation to prep automation journeys ahead of time. If you're going to have a big sale on shoes for example, you can use predictive segmentation to pick out the customers who have shown an affinity to footwear.

This affinity model within the predictive segmentation looks at interest and engagement as well as previous purchases. Customers with a high affinity to shoes might be those who have bought them, but also those who have browsed them for an extended period of time, looking at multiple products in that category. This segment is an ideal audience for a personalized campaign.

Your CDXP is the lifeblood for strategic segments. Let your platform get into the weeds for you by organising data on other areas such as key demographics, predictive insights, and purchasing patterns. For retailers wanting to create engaging campaigns, the true value lies in the niches not the masses - even during BFCM.

Key segments:

- High-value customers
- Repeat buyers
- At risk customers
- Those regular coupon users vs those who never shop with coupons

03

Automation

AI Copy Creator & AI Subject Line Generator

Lean into automation during your copy creation to save time - even if it's just a starting point - while ensuring your messaging stays relevant and engaging. This will give you the ability to rework copy; adding variations as appropriate without the creative freeze.

Predictive Next Order

Identify those customer cohorts who are regular shoppers and whose predicted next order is due to fall around Black Friday. This is the time to proactively target them while they are entering a conversion mindset and engage with a low-hanging segment.

04

Relevance and personalization

One of the main drivers for BFCM success is the allure of the exclusive deal. For those retail winners, steering clear of blanket offers is the first port of call.

Equally, with every discount eating into margins, it's important to use them thoughtfully - even during a peak discounting period.

Each exclusive offer, as far as possible, should be centred around celebrating the customer for who they are. What do they like? What's important for them, and how do they like to be communicated with?

The most compelling promotions aren't discounts for discount's sake. They offer genuine value to individual customers.

How can marketers do this in practice?

- Consider offering limited-time discounts based on data from your single customer view
- Offer bundled deals incentivizing multiple purchases
- Use a multi-channel approach with consistent time sensitive messaging
- Leverage influencers to promote your exclusive offers and increase reach across social

VIPs

Black Friday is the perfect opportunity to reward your VIPs and target the people who spend the most money with you throughout the year. Segment out your prized, high-spending customers and offer them early access, free shipping, "buy this, get that" offers with a 'just for you' look and feel.

Offering exclusive early access to your loyal customers helps to drive engagement and increase brand loyalty just in time for the festive period.

05

Building Anticipation

With BFCM being such a big part of retailers' calendars, building anticipation for upcoming campaigns is a great way to generate engagement ahead of time.

Wishlists

Encouraging customers to get their wishlists updated is one of the best ways to build the hype this year. Tease upcoming deals and new product releases before peak hits, letting your customers know what will be on sale so they can update their wishlists ahead of the rush.

This gives your customers an active CTA, drives traffic to your website and builds excitement for the upcoming sale period. It's also one of the best ways to help your brand prevent their customers from panic-buying last minute, increasing the likelihood of returns.

Give your customers the best experience to build loyalty in every communication.

Brand energy

Your customers aren't the only ones who will benefit from anticipation and excitement during the build up to Black Friday. This is your time to build hype for your team and the overall business. Use your CDXP's real-time dashboard to track live sales performance.

When your influencers post your Black Friday sales, what's better than watching the ripple effect on orders in real time?!

This is also a chance to spot popular products and purchasing trends so you can stay agile with your strategy.

06

Cross-channel wins

Using a multi-channel approach can increase urgency and keep Black Friday top of mind in a saturated market. Retarget customers with ad campaigns or SMS messaging within your automation campaigns. It's important to reach people on a variety of channels, especially when email engagement has been steadily declining. This year it's more than just email campaigns.

You can watch retail marketing experts from Steve Madden, Fred Perry and Hotel Chocolat giving their top tricks and advice on how to combat the dip in email engagement [here](#).

07

Post-Purchase Analysis and Customer Feedback

After Black Friday, it's never too early to start analyzing the results while gathering customer feedback in time for the holidays. A CDXP provides valuable insights into post-purchase behavior and customer satisfaction, as well as overall deliverability with regard to campaigns.

Analyze purchase patterns, average order values, and customer feedback via preference centres to evaluate the success of your Black Friday campaigns.

Use this information to refine your strategy ready for the holidays and January sales in order to create the best customer experience for your next big campaign season.

Preparing for Black Friday always requires careful planning and thorough data analysis for the smoothest delivery. By leveraging insights from previous years, optimizing your digital presence, creating relevant promotions, building anticipation, and providing consistent cross-channel experiences, retail marketers can set themselves up for success during this crucial sales period.

For information on how to ensure your emails hit the inbox this year, check out our [deliverability guide](#).