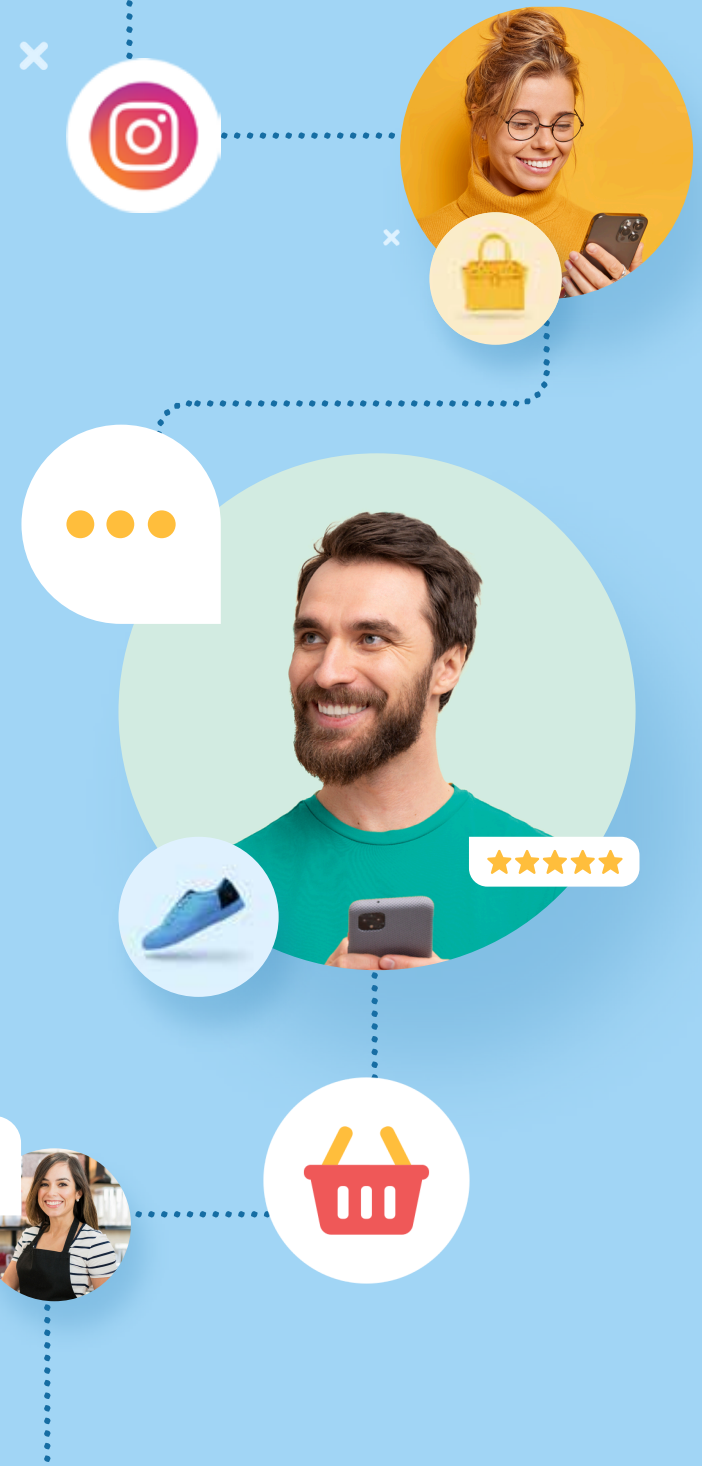
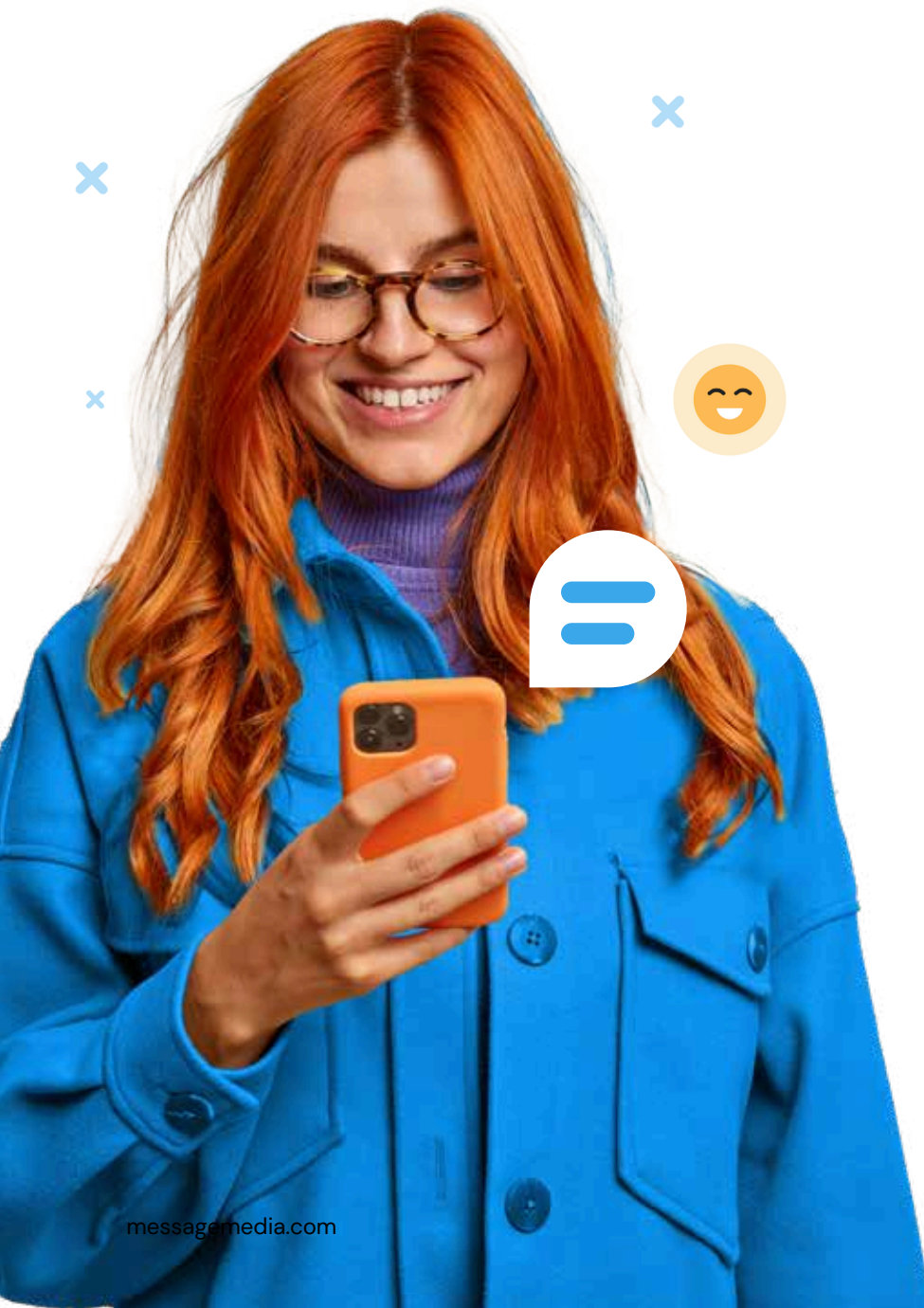


RETAIL GUIDE

# Your plan for a successful Black Friday season.

Thanks for your  
purchase, Ben.





# What's inside.

|  |    |   |
|--|----|---|
| Introduction   | 3  | ➔ |
| Before you get started...                                    | 5  | ➔ |
| PART 1:<br>Spread the word – to the right customers.         | 7  | ➔ |
| PART 2:<br>Connecting in the right place, at the right time. | 11 | ➔ |
| PART 3:<br>Provide exceptional customer experience, always.  | 16 | ➔ |
| It doesn't end on Cyber Monday.                              | 21 | ➔ |



## BFCM – it only gets busier for Aussie retailers.

Hold the line. Are we talking about Black Friday Cyber Monday (BFCM) already?

Yes, and here's why: your customers have started planning their shopping lists. And you'd better get cracking too, before you're too busy to think about it and *before* your customers jump into a competitor's queue.

So, how do you prep for one of the biggest sale events of the year and use it as an opportunity to keep connecting with your customers?



# Nail your communication.

Customers want more than just a good deal. They want to communicate with you how and when they choose.



Social media (65%) and SMS (61%) are the most common reasons people use their phones.<sup>1</sup>



SMS (40%) now rivals phone calls (50%) as an expected part of a business communication strategy.<sup>1</sup>



67% of people subscribed to business SMS in 2022.<sup>1</sup>



For most customers, that choice is SMS and social media.<sup>1</sup>

**60%+** check their phones more than 6 times daily.

**65%** open an SMS within 5 mins of receiving one.

**75%** reply to an SMS within 10 mins of opening one.



# Hold up!

## Before you get started...



## ... Are your systems talking?

So, you're ready to up your BFCM messaging game. Great idea!

But before you go diving into conversations with your customers, you must look at whether the messaging tool you choose can integrate with your other systems – like Shopify, HubSpot, NetSuite, Zoho, BigCommerce, or Salesforce.

Why? Lots of reasons. Integrated systems:

- Have automated workflows so you can allocate staff resources to more critical tasks.
- Share information and data in real-time to provide customers with an omnichannel shopping experience.
- Allow you to pre-plan and send integrated SMS and email campaigns, even in the thick of sale season.
- Let you provide updates, such as delivery notifications, in real-time to give customers reassurance (and a great experience with your brand).

Start sending integrated marketing campaigns. Your customers will love you for it.



Communicating clearly and consistently across different channels reinforces your message – keeping you top of mind when a customer is ready to purchase.



You can repurpose the same content and imagery across multiple channels and increase your brand awareness and reach.



Integrated, consistent messaging builds trust. Once you've got a customer's trust, they're more likely to click on the enticing link you've sent them.



## PART 1

# Spread the word – to the right customers.

You've set yourself some aspirational BFCM sales targets. You need ways to broadcast the news quickly to as many interested customers as possible.



# Hello, blast marketing. We thought you were dead.

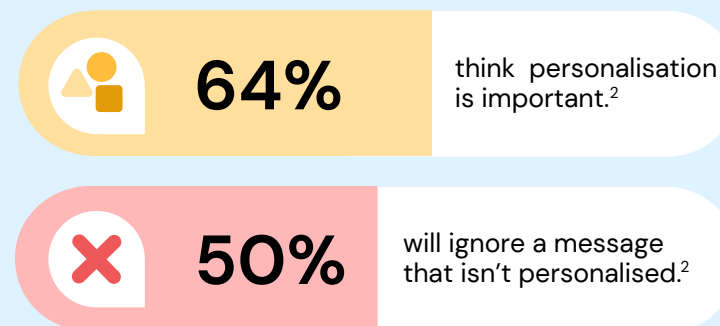
You've cracked it. Why not send a blast promotional campaign? You can send hundreds – even thousands! – of messages all at once to a long list of recipients. Sweeeet.

But as the BFCM ball starts rolling, it's hard to resist the temptation to send shouty blast messages with a gazillion offers. But that's... pretty spammy. Not nice.

In fact, 64% have unsubscribed from business SMS because messages were too frequent or irrelevant.<sup>1</sup>

So, how do you send bulk messages without customers blacklisting you? Psst, over here. 👉

How do you keep every customer happy? Pay attention to their messaging preferences.



These days, customers expect that personal touch. Start with a friendly greeting and using their first name, and take that up a notch with a dedicated mobile number to initiate conversational messaging. Customers can save your number and look back on the thread – just like they would a friend.

And that's just the beginning (say hello to segmentation).

# Some common ways Australian retailers are personalising and segmenting.

## Where are you?

Segment your customers based on their location and encourage them to drop by your closest store for exclusive in-store deals.

## You're an OG follower.

Share an Instagram story encouraging followers to reply for a limited-time coupon code.

## New bike, new helmet?

Dig into your customers' previous purchases and send them relevant offers on complementary products.

## Free item or discount code?

Some people won't hit buy now without a discount code. Others can't resist a freebie. Find out what your customers like and send them similar offers.

## Thanks for coming.

Tag contacts who have attended past brand or in-store events and send them a follow-up message with a special discount code.

## We see you browsing.

Organise your customers based on useful information about their shopping behaviour and how they interact with your online store.



# Go hyper – and pack an even bigger punch.

Hyper-segmentation is all the rage in retail – and for good reason. While you might end up with smaller contact lists, the engagement will be sky-high. If you know a customer is near a particular store, has previously purchased a specific brand, and loves a 30%-off promo, you can craft a perfectly personalised message.

The proof is in the SMS pudding.

According to our research, 81% of people who received a business SMS visited that business online or in person afterwards.

Aaaannd 68% purchased after receiving a voucher or discount via SMS.<sup>1</sup>

## How deep does your ecommerce platform go?

Review your ecommerce platform and its segmentation capabilities. Then, think about ways to use that information to personalise your engagement and offers.



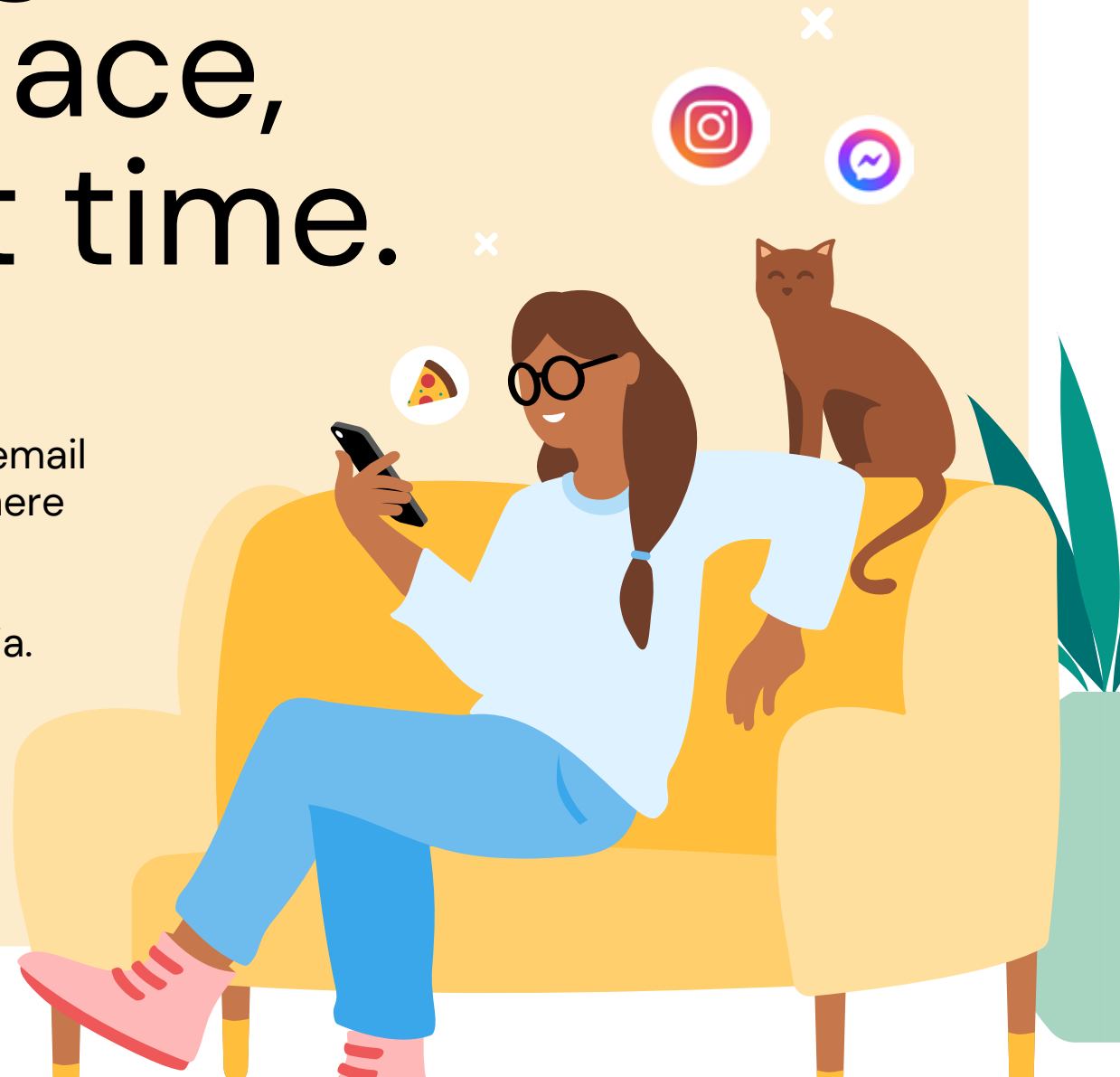


PART 2

# Connecting in the right place, at the right time.

You might have an epic store, a great website, a chat function, and five-star email support, but people will look for you where they *expect* to find you.

Uh-huh, we're talking about social media.



# From social channels to shopping carts.

Throughout the chaos of BFCM, one thing's for sure: customers will go looking for you on Instagram. They'll be on the hunt for the best deals, and when they find them, they'll want to shop straight from social. But beware, they'll also complain about slow customer service and delayed deliveries.



Almost 40% of consumers expect businesses to engage with them on social media.<sup>2</sup>



Gen Z makes up 25% of the world's population and 30% of the buying power in retail.<sup>3</sup>



40% of 18–24 year-olds use social media as their primary search engines.<sup>4</sup>



# Turn followers into customers with keyword automation.

Integrating Instagram with your other systems helps automate the engagement process, so it's easier for your customers to find and buy what they need.

## Share your story.

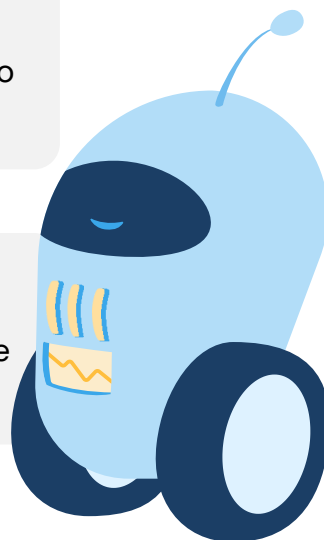
Publish your Instagram story and encourage followers to DM you a keyword to qualify for a discount code.

## Automate your replies.

That keyword will trigger a reply and send visitors to a mobile landing page with their discount code.

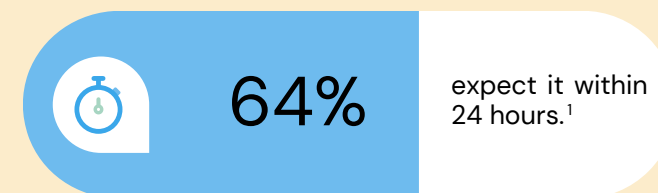
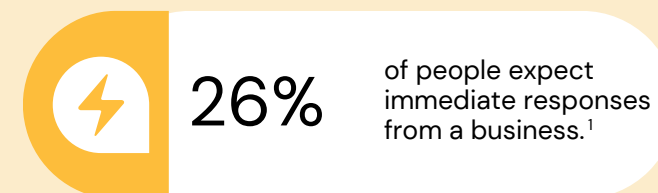
## Seamless shopping.

Include a product link on your landing page to make it as easy as possible to convert your sales.



## People want conversational messaging and fast responses.

Don't forget to monitor your channels for opportunities to start a conversation. When a customer reaches out to you, you should be ready to turn that into an awesome experience for them.



The only way to effectively meet these expectations is by messaging people where they are (on their phones).

# Almost 70% of carts are abandoned. 🤔

Shoppers love a good deal, but even the allure of 30% off can't change the fact that 70% of shoppers abandon their carts.<sup>5</sup> For a retailer turning over \$15,000 monthly in online revenue, that's potentially over \$120k in lost sales per year. Yikes!

But don't give up hope just yet. A quick text message – with an irresistible discount code – could help you win them back. Our research tells us that 39% of people make a purchase directly after receiving an abandoned cart SMS reminder.<sup>1</sup>



## It pays to get in quick.

Timing is everything with abandoned carts. Getting the right message at the right time is essential to recovering those bad boys. So, what are the most effective times to send an SMS after a cart is abandoned?

|    | TOP 3 HIGHEST PERFORMING | AVERAGE RESULTS CTR | AVERAGE CLICK TO ORDER | WITH EACH 100 SMS SENDS, AVERAGE RESULTING ORDERS WOULD BE |
|----|--------------------------|---------------------|------------------------|--|
| 1. | 60 mins                  | 41%                 | 41%                    | 16.4   |
| 2. | 10 mins                  | 25%                 | 64%                    | 16.3   |
| 3. | 2 hrs                    | 27%                 | 61%                    | 16.0   |

## Don't give up after one text.

Sending multiple messages is more effective than sending one. Try building a mini abandoned cart journey to push customers towards a purchase.

Here's what that might look like 👉

### SMS 1

#### First reminder.

Shortly after a cart is abandoned, send a reminder to close the deal.

### SMS 2

#### Offer a discount.

If the customer doesn't respond to the first SMS, follow up with a discount code.

### SMS 3

#### Final incentive.

Send a reminder to those who haven't used the discount code.



## Ok, you got our attention!

When you craft and send a winning SMS, that's when you'll get huge engagement, too – like a 65% response rate within five minutes type of engagement.<sup>2</sup>

### Need some SMS inspo? Here's what good looks like:

#### YOU FORGOT SOMETHING.

Hey [Name], you forgot something! Your items are still waiting in your cart – right here. [Link to cart]. Text STOP to opt out.

#### OFFER EXTRA SUPPORT.

[Name!] We noticed you left something in your cart. Want to finish the purchase? Click here [Link]. Or call [Number] if you have any questions. Text STOP to opt out.

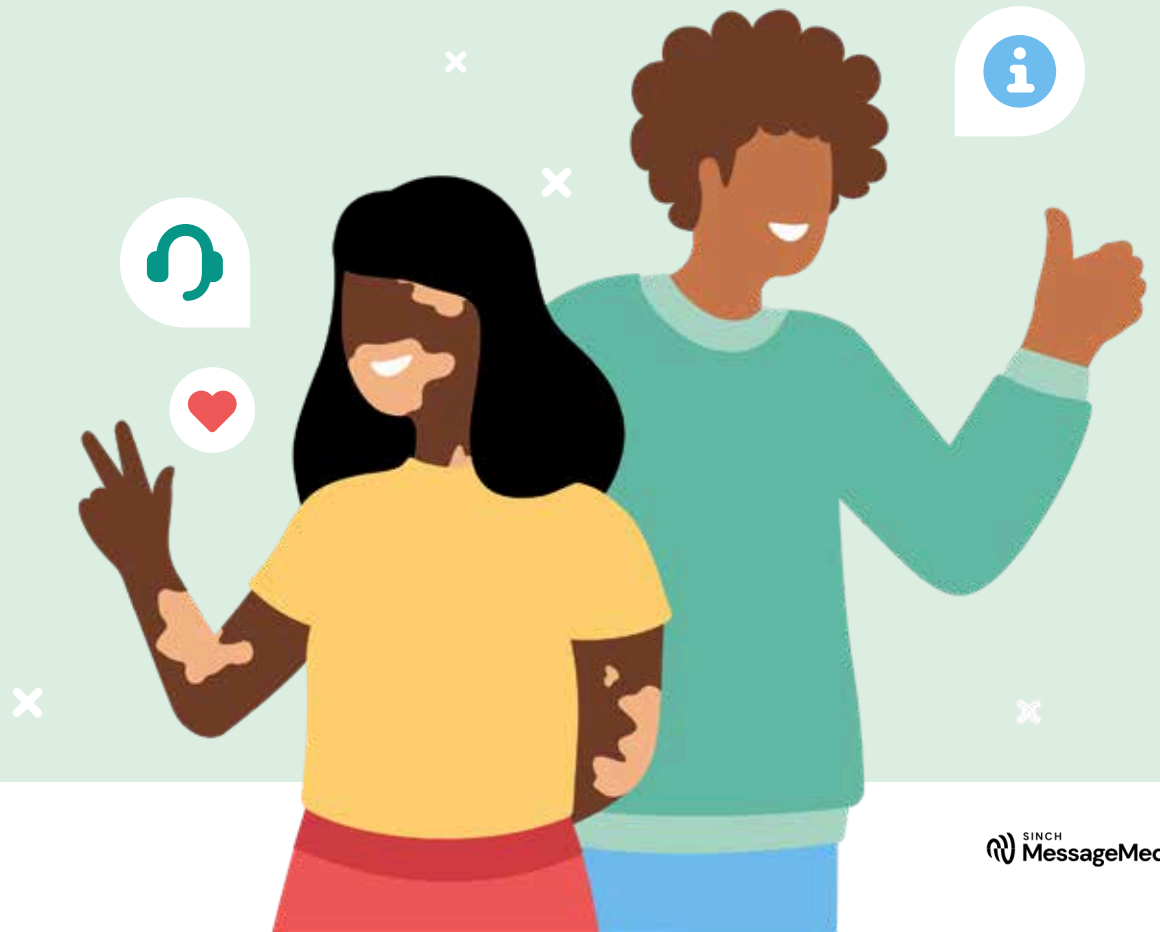
#### SURPRISE!

Hi [Name], we noticed you left something in your cart. Good news! We've added an automatic 15% discount to help you finish the job. Keep shopping here [Link]. Text STOP to opt out.

## PART 3

# Provide exceptional customer experience, always.

You can spend all the marketing money gaining a customer's trust, but put one 'customer experience' foot wrong, and you've likely lost them – for good.





# A great customer experience beyond the point of purchase is crucial.

That's where engaging with them post-purchase comes in.



Loyal customers spend approximately 67% more than new customers.



Increasing customer retention by 5% directly increases profit by 25%.<sup>4</sup>

Consumers want to engage in two-way conversations across the entire customer journey. What are the top 3 topics they want to chat about?<sup>1</sup>

Customer service

63%

Shipment tracking

56%

Appointment / reservation reminders

51%

# Thank you for your order. It's on its way.

One of the easiest ways to show your customers that you care is by sending important reminders, alerts, or confirmations using automated text messages.



How to provide gold-standard confirmation and delivery:

## Go paperless.

Your customers will appreciate receiving a receipt by text. They're better for the environment too.

## Thanks for shopping with us.

Even during busy times, 90% of customers expect a response within 24 hours. Automate order confirmations so your customers know their purchases have gone through.<sup>2</sup>

## Your package is out for delivery.

Let your customers know their orders are on the way. This will help reduce customer queries about order status.

## Check in after they receive their order.

Time to take those connections to the next level. Want to send a survey? A new product alert? Or maybe promote a sale event? This is your chance.

# Your Click and Collect order is ready.

Customers love Click and Collect. They get the convenience of shopping online and can choose when and where to pick up their items. It's also an easy way for brands to boost in-store foot traffic and reduce returns.

Here's what else happens when you add Click and Collect as a delivery option to your online store:

## Fewer missed deliveries.

No more 'Sorry we missed you' cards in the letterbox – customers can pick up their purchases.



## More sales.

You'll get more loyal customers, more referrals, and the potential for more sales when they arrive in store to pick up their purchase.



## Save on shipping costs.

Whether you shoulder the shipping cost or pass it on to your customers, Click and Collect helps eliminate this thorny issue.

But Click and Collect only works when it's backed by great communication.

You need to let customers know when their parcels are ready for collection. If there are any delays, you need to notify them. If they forget to collect their purchases, you need to send them reminders.



# Here's how you can use automated SMS workflows to make Click and Collect even better for your customers:

## DELIVERY ESTIMATION.

Hi [NAME], thanks for your order. It should be ready on [DATE] from [LOCATION]. We'll send you an email and SMS as soon as it is. Thanks again.

## OUT OF STOCK ALERT.

Hi [NAME], unfortunately, we couldn't locate some items in your order [ORDER]. We can: (1) find a substitute or (2) refund you. Reply 1 or 2 to proceed.

## SHIPPING UPDATE.

Hi [NAME], we're so sorry but part of your order [ORDER] has been delayed. We've sent you an email with further details, or you can call us on [PHONE NUMBER].

## THANKS FOR COLLECTING.

Hi [NAME], thanks for collecting your order [ORDER] from [COMPANY]. Have a great day.

## ORDER IS READY.

Hi [NAME], your order [ORDER] is now ready. Click here to book a time for collection: [URL]

## COLLECTION REMINDER.

Hi [NAME], a friendly reminder that your order [ORDER] is ready to be collected from [ADDRESS]. Thanks.





# It doesn't end on Cyber Monday.

So, your customers are shopping up a storm. Nice work! But remember, while seasonal sales are great, customer experience doesn't have an expiry date. Happy customers are loyal customers, so don't be that (uncool) brand that only talks to them when a sale is on.

BFCM is chaos – we don't deny that. But those brands who prep early and

approach the silly season as an opportunity to keep connecting with their customers will do more than just smash their targets – they'll build customer loyalty like no other.

And, with Sinch MessageMedia, you can do all of that (and more 😊) using the systems you already have (thanks to our many, *many* integrations).

Cut through the chaos and have genuine, two-way conversations with your customers at the right time.







# Things are noisy. Here's how to cut through.

Whether you want to quickly add text message automation inside your existing CRM, ERP or marketing automation platform or get expert help, there's a solution.

Sinch MessageMedia is a global messaging provider helping businesses of all sizes cut through the noise. With over 70,000 customers worldwide and over 20 years in business, we can be trusted to help you easily and effectively connect with your customers.

**Try SMS for free**



## Best-in-class platform.

- ✓ Easy-to-use web portal.
- ✓ No software to install.
- ✓ Tier 1 security features.



## The numbers stack up.

- ✓ 20+ years of industry experience.
- ✓ 650+ million messages sent monthly.
- ✓ Over 70,000+ global customers (across all brands).



## Seriously connected.

- ✓ 85+ third-party integrations.
- ✓ Direct carrier connections.
- ✓ On-shore delivery.



## Exceptional support.

- ✓ 24/7 live chat and email support.
- ✓ Free phone support, 5 days until late.
- ✓ Local customer service.

<sup>1</sup>SOURCE, Sinch MessageMedia, Consumer Sentiment Survey 2022.

<sup>2</sup>SOURCE, Sinch MessageMedia Trends Playbook 2023.

<sup>3</sup>SOURCE, Oliver Wyman Forum, A Gen Z Report 2023.

<sup>4</sup>SOURCE, Sinch MessageMedia, Beautiful Connections Playbook 2023.

<sup>5</sup>SOURCE, SimpleTexting, Texting & SMS Marketing Statistics 2022.