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Justin Woll Presents: A <u>Proven</u>, and <u>Consistent</u> BFCM Strategy for YOU TO USE! - EARLY 2024 BFCM INTENSIVE

Sunday, the 24th (The first day of pushing your offer)

Offer: 25-40% OFF BFCM BLOWOUT!!! (This has to be something so good, you've never done it before, but you still have room to profit.)

- **_RETARGETING:_** Launch a new BFCM focused retargeting campaign + 2-3 BFCM Image Creatives, (BFCM Copy & verbiage for headline & ad copy) ($5 per ad set if new campaign)

  Headline & Copy should resemble ~ "Private Access to our Black Friday BLOWOUT SALE"

  Audiences: All remarketing audiences available (P, ATC, IC, VV, etc.)

  Goal: Have our consumers enjoy, and rush to buy our BFCM **"40% OFF"** deal EARLY, before we sell out on Friday, and give access to the public

- **_COLD TRAFFIC:_** Launch a new Cold Traffic BFCM Focused Big Bang (or Algorithmic targeting campaign if you are not at BB yet) ($5 each ad set) (BFCM Copy & verbiage focused for headline & ad copy) (Refer to University/Dropbox Folder to see Big Bang/Algo training)

  For Big Bang: Treat this the same as a proper big bang in terms of trimming fat, and cutting poor audiences, we want to see this running all the way to Cyber Monday.

- _For those starting to test/testing: (Using the likeness and shine of BFCM along with the buying intent increase, makes this time a PRIMAL time to test/enter the market for the first time.)_

  Only launch: Algorithmic Targeting - Follow 3-day testing rule as normal (We will using BFCM copy & verbiage, as shown on next slides.)

- **_EMAIL/LISTS:_** Write/prepare/project manage a 1 a day, daily, email sequence, pushing toward "private, early bird offer access" up until black friday

Monday, the 25th

- Retargeting: Slow cook for the next 5 days

    - Increase audience budget with a ROAS above BER, up by 50% continually each day as ad set deems profitable. (RT is the secret weapon on these BFCM deals)

- Cold Traffic: Big Bang

    - Slow Cook: Observe audiences, don't be aggressive with turning off here, ad sets still are optimizing and searching for proper pockets

- Algorithmic Targeting:

    - Follow 3 day testing rule as normal (Were using verbiage of BFCM to our advantage, specifically inside our ad copy & landing pages)

- Email/SMS: Send out a new email (each day,) with a unique, "holiday themed" message to continue to remind, and push toward THE EARLY BIRD PRIVATE SALE all the way up until friday.

    NOTE: ONLY THE RETARGETING AUDIENCES, BFCM BIG BANG (Or Algo), & EMAIL/SMS LISTS WILL HAVE ACCESS TO THE EARLY BIRD BFCM DISCOUNT, NOT THE TRUE PUBLIC! (You will have a duplicate landing page/link made with the respective deal you're giving out, this is to showcase "exclusivity" to our consumer.)

    ON BLACK FRIDAY ITSELF, THE ENTIRE SITE WILL GO ON BLOWOUT SALE, WITH AN AUTO APPLY DISCOUNT CODE - THE GOAL IS TO GET OUR BB (or Algo), RT, & EMAIL/SMS PROSPECTS AN OPPORTUNITY TO GRAB IT EARLY BEFORE IT SELLS OUT IN ONE DAY ON FRIDAY!

    Make sure you make it evident that the Black Friday discount will be ending at midnight on black friday.

Tuesday, the 26th

- Retargeting:

    - Continue slow cook & increase profitable ad set budgets by 50% (the goal is to spend more than you usually would this week) (12AM YOUR AD ACC TIME ZONE)

- Cold Traffic: Big Bang

    - Begin to take note of drastic under-performers to trim fat, and diversify budget back into performing audiences, we want to be spending 20-50% more than usual a day in your business.

- Algorithmic Targeting:

    - Follow the 5x Duplication rule as we always would…

- Email/SMS: Continue to send out a new email (each day,) with a unique, "holiday themed" message to continue to remind, and push toward THE EARLY BIRD PRIVATE SALE all the way up until friday. - Remember you'll have a private landing page access link to push all of these people to!

Wednesday, the 27th

- Retargeting: Slow cook for the next 5 days

    - Increase audience budget with a ROAS above BER, up by 50% continually each day as ad set deems profitable

        LAUNCH LAST CHANCE COPY for RT - YOU MAY EDIT EXISTING COPY (Let the people know the deal will *end at midnight on black friday* to draw urgency) Theyre just getting first dibs if they buy now, without having to worry about stock sellout.

- Cold Traffic: Big Bang

    - Slow Cook: Observe audiences, don't be aggressive with turning off here, ad sets still are optimizing and searching for proper pockets

        NO LAST CHANCE COPY, NOT AS RELEVANT FOR COLD TRAFFIC YET

- Algorithmic Targeting:

    - Continue 5x Duplication & take note of audiences with high ROAS (2.0+ AKA PROFITABLE) (According to your BER) & prepare to vertically edit and increase them starting tomorrow.

- Email/SMS: Send out a new email (each day,) with a unique, "holiday themed" message to continue to remind, and push toward THE EARLY BIRD PRIVATE SALE all the way up until friday.

    SEND OUT LAST CHANCE EMAIL/SMS COPY (Let the people know the deal will end at midnight on black friday to draw urgency)

    NOTE: Have last chance copy LIVE on ads going into BF!

Thursday, the 28th

- Retargeting: Increase profitable budgets by 50% AGAIN + MODIFY COPY A BIT BEFORE MIDNIGHT (TO ENSURE APPROVAL) TO BE *LAST CHANCE, TODAY ONLY BLACK FRIDAY FOCUSED*

Cold Traffic: Big Bang

Scale, and edit the budgets of the 5-8 highest performers, straight from $5 to $50

+ MODIFY COPY TO BE *TODAY ONLY BLACK FRIDAY FOCUSED (Today only urgency is worth the edit)*

Algorithmic Targeting:

Scale profitable audiences from $5 to $50, by editing at midnight

Clearly, we are prepping for a higher spend BFCM with these budget increases!

- Email/SMS: Send out enticing Black Friday BLOW OUT IS HERE email, pushing the fact that the deal is so good, we may very well sell out of stock. - So be sure to grab the offer before it's too late. - As you won't see this deal pretty much ever again, or until next BFCM.

Black Friday, the 29th

SITE WIDE BLOWOUT! - The whole site is on SALE.

- Entire site (not just exclusive access landing page) is primed & branded with your offer, in my case (40% OFF)
- AUTO APPLY THE DISCOUNT on THIS DAY for the entire site!!!!
- Have ALL DAY CHAT SUPPORT on store, have someone always available by phone and message.
- Be sure the website is branded for holidays/BFCM (This should be done on the first day of your promo series, Sunday the 19th..
- Let your ads do their thing!

- Email/SMS: Send out enticing Black Friday BLOW OUT IS HERE (ENDS TONIGHT)

Saturday, the 30th

- Turn off ANY NEWLY CREATED BFCM audiences that are unprofitable for last 3 days, and still running.

- Edit ALL copy of our BFCM campaigns that we created, to be CYBER MONDAY FOCUSED. (Pretty much the exact same verbiage, the site will now have auto discounts applied all the way to Monday in honor of Cyber Monday and anyone who missed the Black Friday deal) (Deal ends monday at midnight)

- Make sure all edits are reviewed and approved by Sunday Morning in facebook

- Slow cook into Sunday

Sunday, Dec 1st

- Retargeting:

    - Continue slow cook & increase profitable ad sets budgets from last 3 days by 20%

- ***Cold Traffic: Big Bang & Algo:***

    - Slow cook into Cyber Monday (you already will have several increased audiences from Black Friday scale)

- Email/SMS: Send out "absolute last chance email" and prepare them for the deal to disappear after midnight on Cyber Monday

Cyber Monday, Dec 2nd

Slow cook scaled audiences, and send out one FINAL email blast in the early afternoon, letting the people know that the deal is DONE, when the clock strikes 12!!! - Let ads & email do their thing today!

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LET'S WIN THIS BFCM.

(Review this several times over, and start getting your assets ready early.)