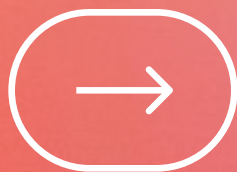




10



OMNICHANNEL



TACTICS PROVEN

TO DRIVE

BFCM sales

Inboxes are never more crowded than during BFCM. One way to make sure you don't get lost in the noise is to optimize across channels. An all-in-one platform like Klaviyo helps you reach your customers exactly where and when they want to hear from you.

Grow your lists, expand channel adoption, and segment according to engagement to make every message count this BFCM.

## Tactic

### Hone your email savvy by improving segmentation efficiency

Email is the base of the vertically integrated stack. It paves the way for bite-size convos (SMS) and influencers (reviews).

The inbox is a highly competitive place, especially during BFCM season.

Duplicate (or worse, misaligned) messages sent via email, SMS, and [push notifications](#)—which can happen when you're sending across channels—can frustrate customers: 33% of them find duplicate messages repetitive.

Your segmentation strategy makes you stand out in the crowd.

## Klaviyo tips + best practices

- Monitor segment overlap and set parameters for which messages go through which channels
- Make sure you have [segments](#) set up based on engagement, [browsing](#), and purchase behavior
- Use simple descriptions to build complex segments in seconds with [Klaviyo AI](#)
- Personalize the entire customer journey to make all messages across channels more effective. Use [Klaviyo's BFCM calendar](#) to plan your sends.
- Use Klaviyo's "integrations" column on the "Lists & Segments" page to easily see which segments are synced with which ad platform and manage integrations for that group
- Use engagement based data (opens, clicks) to determine [how often to send](#) to each group. More engaged = more sends and less engaged = less sends.

### Grow your list using social

If you already have a big following on social, it's easy to [guide those followers](#) to your owned channels of email and SMS, which give you more control.

- Use Klaviyo's [Lookalike Audience Builder for social ads](#) to connect Klaviyo with your social accounts to fuel faster list growth
- Use your strongest content to generate leads through paid social ads. Once the user is on your site, create forms and landing pages that speak directly to the audience you're attracting.

### Invest in paid ads well ahead of BFCM

Leads get more expensive the closer you get to BFCM, so it's worth spending more on paid ads earlier.

- Optimize for cost per lead, not only return on ad spend. The new subscriber might not become a shopper until BFCM, but if you get them into your funnel, it's worth it.

### Optimize your sign-up forms

[Sign-ups](#) can make or break your holiday email and SMS program. Having a best-in-class sign-up process before Q4 will ensure you finish the year strong.

- Use Klaviyo's [Smart Opt-in](#) to collect and verify [SMS consent](#) from website visitors—without making them leave your site
- Have at least 3 forms set up (desktop, mobile and teaser)
- Take your current form as your baseline and think of how it can be improved. Have you used the same offer for a long time? Is your offer appealing? How does percentage off compare to dollar amount off? Do you show the form on the homepage, category, product detail page—or all? When does the form appear?
- Use Klaviyo AI to test multiple versions of your form and find the highest-converting display time
- Wrap up A/B testing by the end of August, and then use your top performers for BFCM

## Tactic

### Expand channel adoption

## Why you should do it

[SMS speeds time-to-purchase](#), and 30% of US consumers say SMS is their preferred communication channel with brands.

## Klaviyo tips + best practices

- Build phone number collection into your forms to grow your list, but don't overlook your email list for SMS growth. Use your email list to encourage folks to subscribe to your SMS message for exclusive discounts, products, or personalized offers.
- Use Klaviyo's Smart Opt-in to collect SMS consent in sign-up forms
- Use your email list to [grow your SMS subscriber list](#) by building hype for exclusive [SMS BFCM](#) offers
- Make certain discounts only available to SMS subscribers
- Make certain products only available in your app and share special offers via push notifications
- Read [Klaviyo's 2024 Global Texting Takeaway Report](#) to see how consumers around the world interact with branded texts—including what makes them subscribe and buy

### Personalize across channels

During [BFCM 2023](#), messages sent through Klaviyo that were personalized with dynamic content earned 17% higher average click rates and 40% higher average order conversion rates than non-personalized messages.

- Personalization goes beyond first name in a subject line. Customize even your segmented messages so that each customer gets specific messaging.
- Use Klaviyo AI to deliver personalized, suggested product recommendations in content blocks
- Remind them of their loyalty points available

### Integrate social proof

Incorporating [social proof](#) into email and SMS messages does more than just build trust to create a sale. By incorporating social proof at the start of a relationship with a buyer, you make reviews and community a cornerstone element in the buying process. It's a virtuous cycle that then increases the likelihood of new buyers leaving a positive review.

- Promote the highest rated products from "buyers like me" via SMS to generate excitement
- Segment those who regularly submit glowing reviews into brand enthusiasts
- Reward frequent reviewers with discounts and incentives that motivate them to buy and review even more items—and do it via SMS to create urgency
- Use quotes from your biggest fans in email, SMS, and elsewhere to highlight the value of your product or a specific feature
- Sync reviews to Google for more reach
- Use the Klaviyo Reviews [analytics dashboard](#) to track what's working

## Tactic

### Optimize the post-purchase journey

## Why you should do it

Every touchpoint is an opportunity to connect, build trust, and deepen your relationship with your subscribers. **Post-purchase messages** are often-overlooked, but can accomplish a lot.

The holidays usually have high returns, so putting in the work during post-purchase can not only help you avoid returns but drive even more purchases after the holidays.

## Klaviyo tips + best practices

- Consider opportunities across channels when sending post-purchase messages
- Consider adding quick links to the footers of your post-purchase emails to drive more attention to relevant product and sale pages
- Use the message to share your gratitude for purchasing with you during this competitive season
- Try to upsell with a limited-time promotion
- Request a review or **UGC**
- Set up virtual contact cards in your welcome flow so your customers can save your contact on their phone
- Integrate product recommendations into existing post-purchase emails and SMS flows (e.g. you may also like). Don't make this the star of a thank you message but it should be a part of your post-purchase strategy.

### Determine channel preference

Depending on age, gender, lifestyle, and other factors, certain subscribers may convert off of one channel but rarely engage on another.

Tracking who is purchasing from a certain channel—email, SMS, push notifications, etc.— can help you refine your messaging strategy and save money.

Track which subscribers are converting from certain channels and base your segmentation strategy on those preferences:

- Use keyword response, preferences pages and surveys to let your subscribers tell you how frequently and on which channels they want to hear from you
- Use Klaviyo's analytics dashboard to learn which channels are contributing the most revenue
- Use Klaviyo's Segments AI feature to build segments using "purchased more than 0 times" from an attributed flow channel = SMS and other channels

### Always be testing

The months leading up to BFCM are a great time to test your **send times**, **subject lines**, message length, number and placement of CTAs, and segmentation strategies. Having a clear idea of which strategies are working well ahead of BFCM will save you money and time and set you up for a stronger, more profitable season.

You can A/B test both email and SMS campaigns in Klaviyo. A few clicks allow you to test different subject lines, content blocks, and send times.

- Key items to test:
  - The types of offers
  - Sign up form
  - Sending frequency
  - Personalization
  - Creative layouts
  - Time of day
  - SMS + email or SMS only/email only
  - MMS vs. SMS
- Use holidays like **Labor Day**, **Halloween** and even Amazon's **Prime Day** to test BFCM theories