






PREP PLAN BLACK FRIDAY 2025

-  WEEK BY WEEK
-  TIPS & TRICKS
-  RCS MESSAGING

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WEEK-BY-WEEK

Black Friday 2025



Why prep?

Black Friday is one of the most significant events of the year for e-tailers. **It is a day when customers are ready to shop and expect great deals.** Therefore, it is crucial to plan your strategy and marketing well in advance.

By preparing well, companies can both **attract and retain customers, increase sales and maximize their profitability** during this high-intensity shopping period.

Ensuring that the website is fast and stable, that the inventory balance is sufficient and that the marketing campaigns are well thought out, are just some of the all important aspects for a successful Black Friday period. **We go through the rest here!**

From one day to a whole period

Black Friday has its roots in the United States and began as a day of great shopping activity the day after Thanksgiving. It was traditionally the starting point for Christmas shopping. **Over time, Black Friday has evolved into an entire shopping period** that encompasses not just that day but the entire week, with "Black Week" and "Cyber Monday" following. That's why it's extra important to make sure you get the most out of this shopping period - **planning is essential.**



EARLY BIRD

2 months before

1

Set clear goals

It's important to **define your goals** ahead of Black Friday. For example, it could be to increase website traffic, increase sales or expand your customer base/email list.



2

Segmentation

Make sure you know your different target groups. In Rule, you can **segment** based on previous purchasing behavior, preferences and demographics, among other things.



3

Campaign strategy

Create an overall campaign strategy. **Which products or services should be marketed?** Which target groups should you target? What offers should you have? **It's planned here!**



4

Integrations

Set up the integrations that you need to have in place. By integrating various systems such as payment solutions and marketing tools, you can automate and streamline several processes.



BUZZ TIME

1 month before

1

Countdowns

Start engaging your target audience in time with **enticing teasers and countdowns**, via email and on your social channels. It is important to create a feeling of excitement and anticipation!



2

Build your email list

Black Week is a prime time to **collect** new email addresses and phone numbers. Use **lead generation forms and Lead ads** in Rule to grow your email list before Black Friday.



3

Automation flows

Set up automation flows to **automatically send targeted offers** to your customers. It increases the likelihood of increased sales and a smoother buying experience.



4

Scheduling

The Black Friday period is stressful as it is. **Save time by scheduling your campaigns** and ensure you have everything in place, at the right time. You can easily do that inside Rule.



THE WEEK BEFORE

The week before Black Friday

1

E-mail marketing

Send out a **BF series with emails** to your segmented audience and highlight **upcoming discounts, exclusive offers** and a clear call to action.



2

Website optimization

Make sure your website is mobile friendly, loads fast and has clear navigation to accommodate increased traffic. It's important to remember that **more than half shop via mobile**.



3

Remarketing

In Rule, you can create remarketing campaigns to **re-engage with visitors** who, for example, have left items in their shopping cart. By following them up, you **increase the chance of a purchase**.



4

Customer support

Expect increased pressure in your support. **Consider implementing live chat support** on your website to effectively assist customers with questions and concerns.



BLACK FRIDAY

The big day

1

Real-time monitoring

Monitor website traffic, email open rates and ad performance in real time. **Follow how your campaigns are performing live**, in Rule Analytics.



2

Engagement in all channels

Stay active on all your social channels, respond to customer inquiries promptly and **share real-time updates** on offers and limited-time discounts.



3

Reach out with SMS/RCS

Sending SMS/RCS offers during Black Friday is an **effective way to directly reach customers** and remind them of your great discounts, increasing the chance of conversion and purchase.



4

Countdowns

To give sales an extra boost, you can include **countdowns and "urgents"** in your campaigns and on your website. Time-pressed offers tend to generate more, quick purchases.



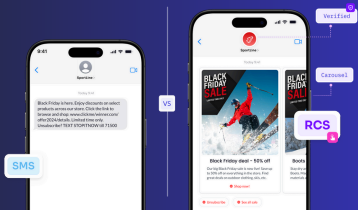
Start free

RULE

RSC MESSAGING

The message of the future is here

Rule is the first to support the new "SMS" format!



Benefits of RCS during Black Friday

- Richer communication: Multimedia and interactive buttons.
- Personalization: Tailored messages and instant purchases.
- Higher conversion: Purchase and engagement directly in the message.
- Brand safety: Verified senders, reduced spam risk.
- Cross-device: Works on both mobile and desktop.
- Better analytics: Real-time data and optimization.
- Automated Reminders: Drive more purchases with real-time updates.

RCS offers richer communication with images, videos and interactive buttons, increasing engagement and conversion. Send personalized offers and enable direct purchases in messages. With verified senders and real-time updates, customers get a safe and smooth shopping experience. Perfect for creating higher interactivity and quick decisions during Black Friday.

"A picture is worth a thousand words"

POST BLACK FRIDAY

1-2 weeks after

1

Evaluate results

Analyze the data and insights gathered during Black Friday to **understand what worked and what didn't**.



2

Customer follow-up

Send emails after Black Friday to **thank customers for their purchases** and offer them additional incentives for future purchases.



3

Customer clubs

If you have a customer club, you have probably gained **a lot of new members** in it. Of course you want to keep these, so make sure you continue to communicate the benefits of your customer club.



4

Plan for next year

Compile your results and **determine which insights are worth taking further**. Start planning for the next Black Friday period based on the lessons learned from this one.





BLACK FRIDAY CHECKLIST ✓

1

 SET CAMPAIGN STRATEGY

2

 DEFINE GOAL

3

 SEGMENT YOUR AUDIENCE

4

 SECURE INTEGRATIONS

5

 BUILD & GROW LISTS

6

 SCHEDULE & AUTOMATE

7

 OPTIMIZE WEBSITE

8

 ENGAGE CUSTOMERS

9

 MONITOR IN REAL TIME

10

 EVALUATE & FOLLOW UP