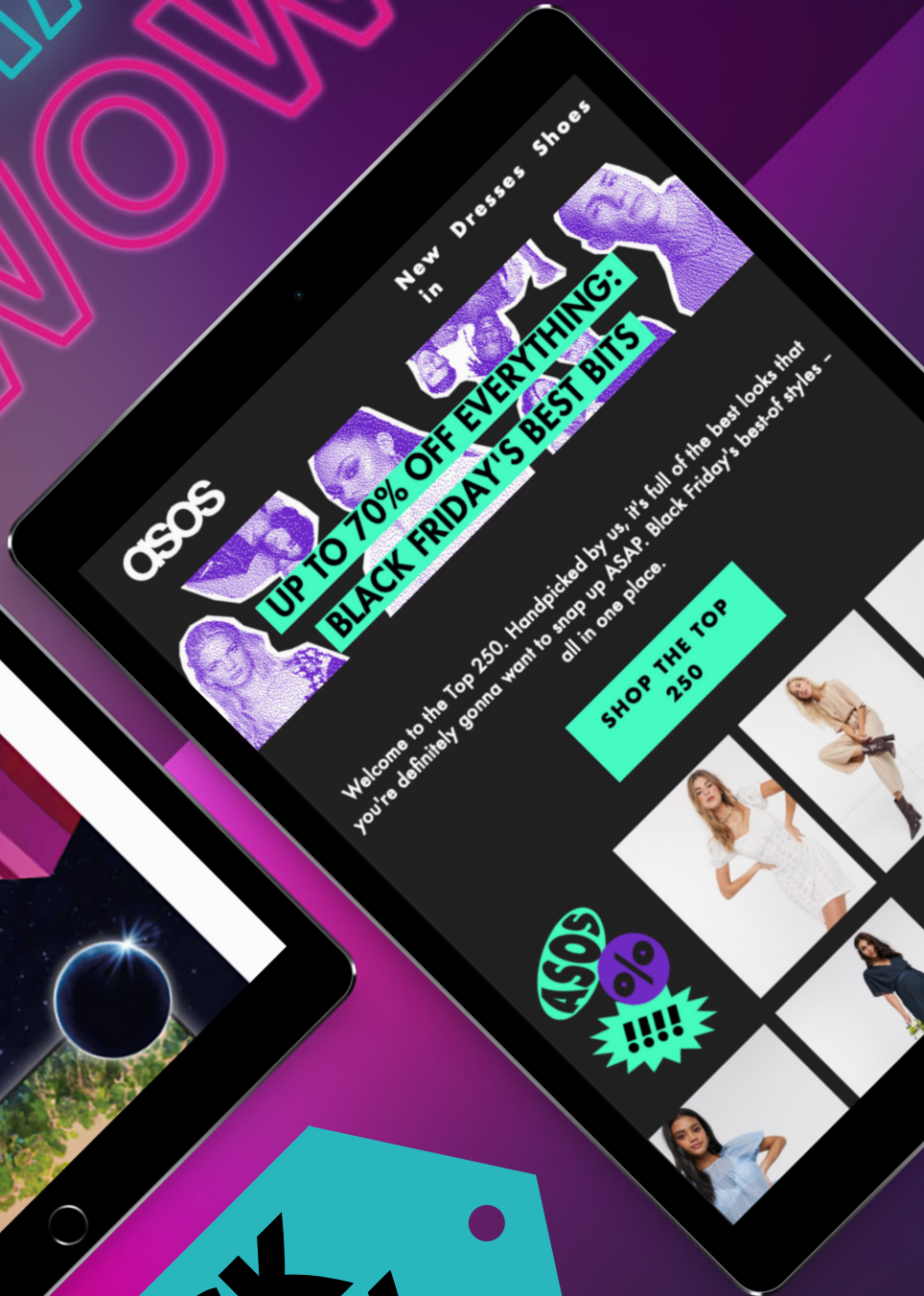
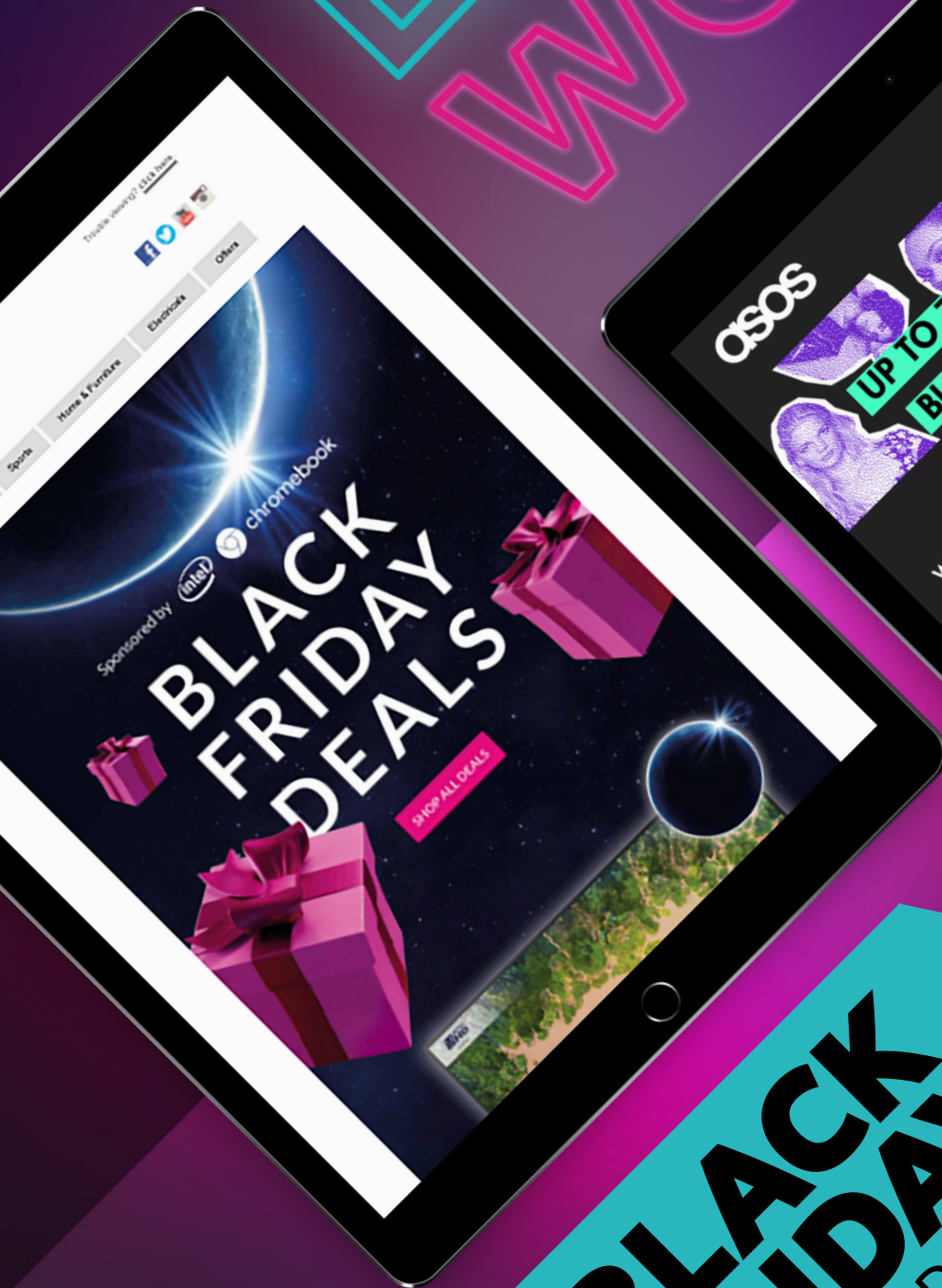


EMAIL WOW



**BLACK
FRIDAY**
SPECIAL EDITION

Where do you stand on Black Friday?

For some marketers, these events are an opportunity to bring in new customers and drive sales in the run up to Christmas.

For others, they're needless price-cuts for customers who would have bought anyway, or a prospect who will never buy again unless there's a discount to be had.

Whatever side of the fence you sit on, it's clear Black Friday is big business.

For many retailers, it's the biggest pre-Christmas online sales day. And it's likely to be an even bigger deal this year.

COVID-19 restrictions mean there will be far fewer people able or willing to visit a bricks and mortar store to bag themselves a bargain. That means competition in the inbox will be fierce.

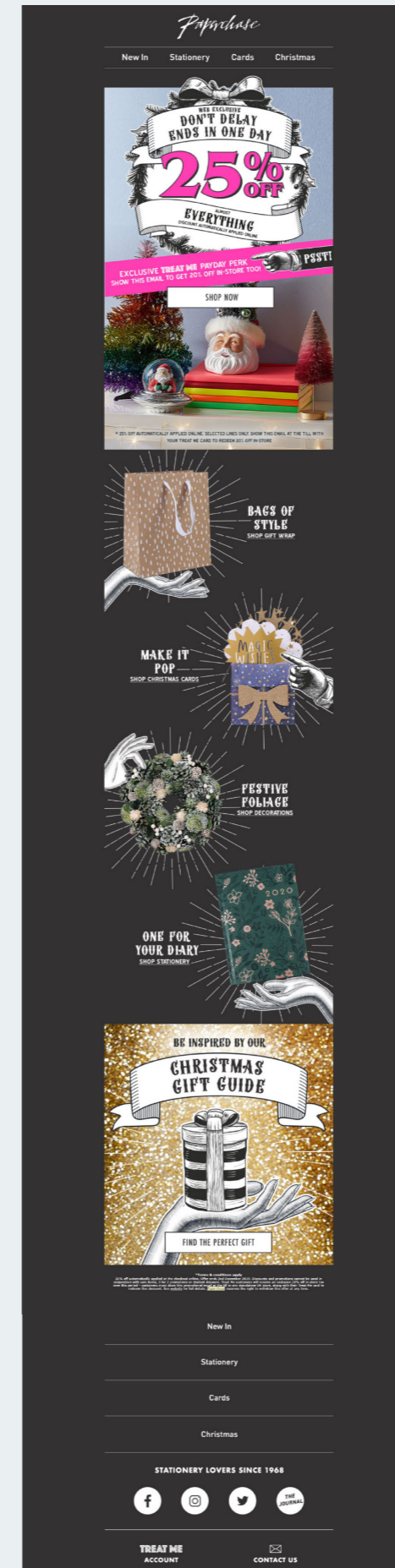
So, if you'll be emailing your customers with news of a great deal, what can you do to get your message heard and acted upon?

That's where this latest edition of our Email WOW Book comes in. We've raided our archives and pulled out some exceptional examples of Black Friday emails from the past few years.

Read on and we'll reveal the tips and techniques you can use to get your Black Friday emails opened and actioned.



Steve White
Managing Director



BRAND: Paperchase

SUBJECT LINE: Jem, you're on the nice list
– 25% OFF for you

“Black Friday emails can often feel a bit cheap, which isn't a great look if you consider yourself to be a premium brand. This Paperchase email stood out to me.

It cleverly manages to walk the tightrope between bargain and beautiful.

The design guides the eye down the email, making it easy to scan at-a-glance and using irregular shapes to highlight key messages. I quite liked how it doesn't try to sell specific products. Instead, the buttons direct the reader to shop a category collection.

When you're planning your autumn season campaign toolkit, it's a good idea to consider how you'll adapt the look and feel for promotional events like Black Friday and Christmas. That way you can capture all those bargain hunters without cheapening the brand.”



Jemma Connor
Account Director

BRAND: ASOS
SUBJECT LINE: The best 250 styles of Black Friday

“Online retailer, ASOS, are always pulling cool and edgy emails out of the bag. So, it was no surprise when this sleek Black Friday ‘digital postcard’ landed in my inbox. I thought the lookbook vibe worked brilliantly here.

Let’s be honest, no one wants to read reams of copy.

Just tell me what’s on sale and how much I’m going to save... am I right?

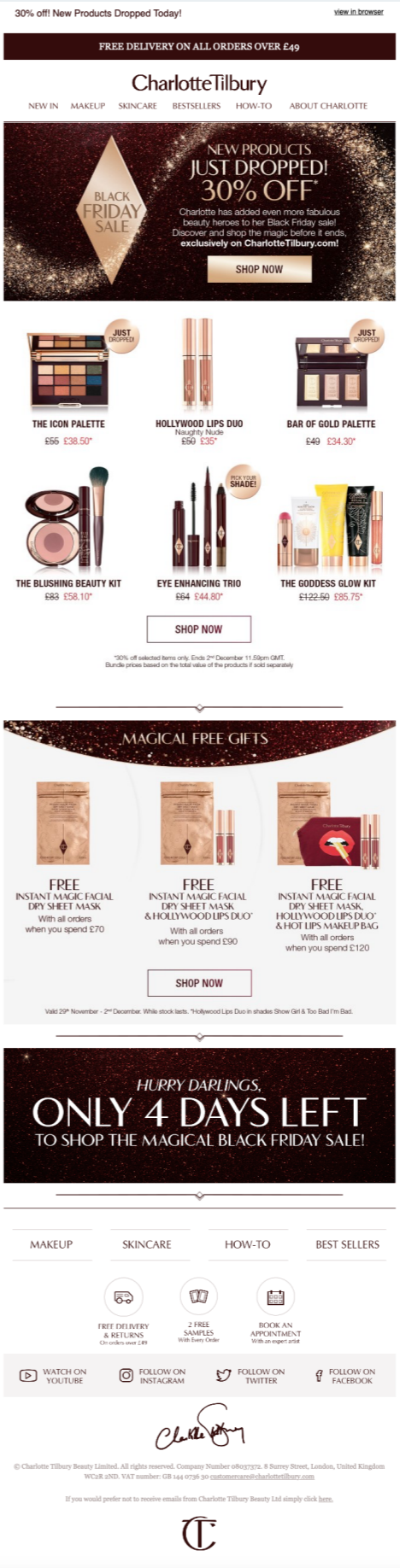
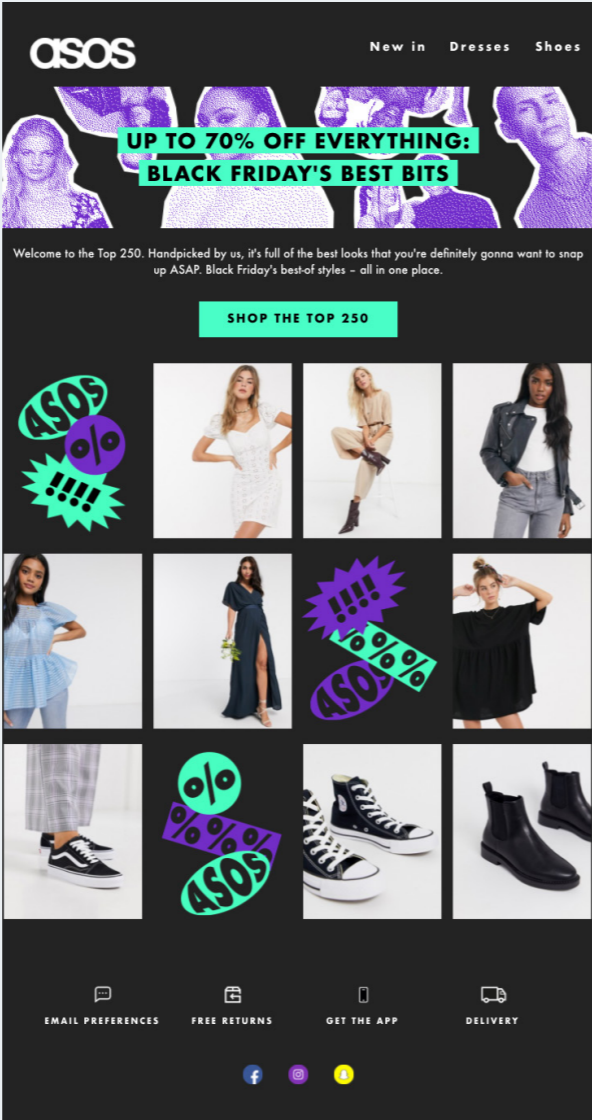
The offer didn’t disappoint either. ASOS went for a hot list of 250 products, handpicked by their style experts especially for Black Friday. This is great for two reasons:

- 1. Whittling down the number of products on offer saved me hours (and I mean hours!) of scrolling and looking for a deal.
- 2. The fact the products were ‘handpicked’ made it feel much more personal and exclusive.

Overall, a simple yet effective email that successfully persuaded me to make a purchase.”



Jacina Ryan
Account Executive



BRAND: Charlotte Tilbury
SUBJECT LINE: 30% Off Online Exclusives! Go GO GO! ✨

“This was a great example of a Black Friday email series. Over the weekend, I received 3 emails from the beauty brand. The first announced the exclusive offer: “30% off & free gifts”. Followed by two further emails that reminded me to act and created a sense of urgency.

The trickiest thing to achieve with a series of emails is to differentiate one from the other, so they don’t become too repetitive. Charlotte Tilbury did this well. Each email was distinctive, and I especially liked the email you see here.

The price points were clear and there was a strong CTA.

The overall design was also purposely light and glittery, in keeping with the company’s well-known branding.”



Shitha Bharucha
Account Director

BRAND: Scenic
SUBJECT LINE: Ending Soon | Don't miss out on our Black Friday Discounts

“You tend to associate Black Friday with high-street retailers rather than travel brands. But actually, the end of the year is often when travel brands are at their busiest, as customers start planning next year’s holiday.

This is an email from Scenic that looks and feels high-class rather than ‘bargain’.

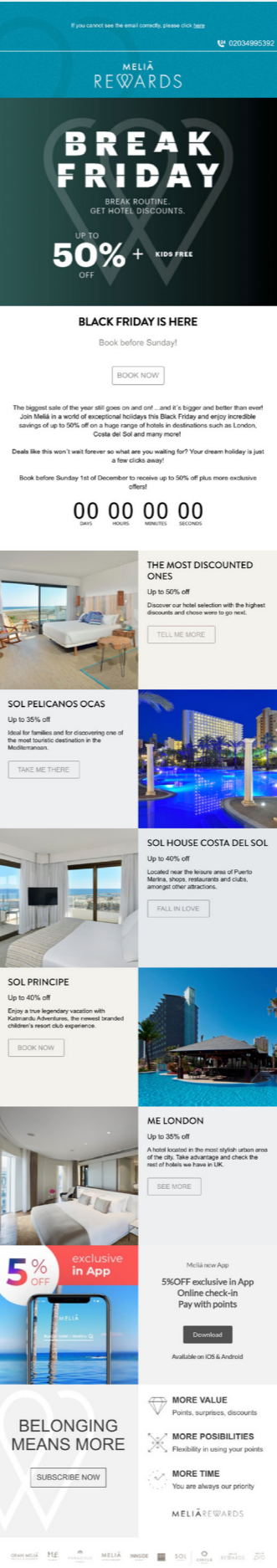
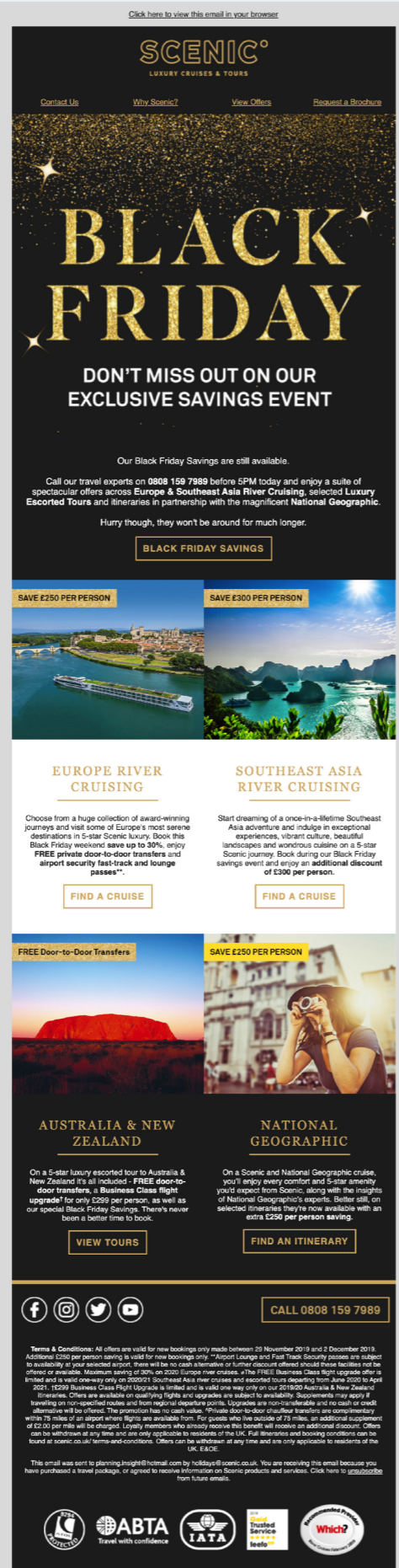
When selling a holiday, Scenic is great at helping the reader get a feel for the place being promoted. My favourite line is:

“Start dreaming of a once-in-a-lifetime Southeast Asia adventure and indulge in exceptional experiences, vibrant culture and wondrous cuisine.”

The copy kicks off with a very specific call-to-action, which includes a deadline to get the customer to act now. They're not afraid to name drop, either, referencing the partnership with world-renowned National Geographic to help seal the deal."



Sam Matthew
Account Executive



BRAND: MeliáRewards
SUBJECT LINE: DON'T MISS OUT: BLACK FRIDAY SALE

“The Meliá Hotels international loyalty program nailed the use of personalisation in their Black Friday email. We all know that using personalised data is a great way to engage with your readers. We’re all drawn to our own name or personal info, like card numbers and points.

I was also impressed with the design of the email. It wasn't loud or in your face, the overall look was consistent with their calm, relaxing branding. A refreshing change on Black Friday!

The email included lots of fun elements, which grabbed my attention.

Plus, the hero gif was pretty cool and played on the design of an airport board, not to mention the countdown clock that created a sense of urgency."



Abi Hall
Email Developer



Stuart Clark
Head of Copy

3 ways to make your Black Friday emails work harder

Black Friday only happens once a year. So, if you're planning on emailing your customers, you've got to make it count. With that in mind, here are three tips for making your promotional emails pack a real punch.

1 Make it sell

BRAND: Lakeland

SUBJECT LINE: Black Friday BESTSELLERS – Don't miss out 🏃♂️💨

There are so many things to admire about this email. Firstly, Lakeland understands that there's more to great value than just the price you pay for something. You have to believe you're getting something of good quality.

So, the brand isn't afraid to make their emails super-long and to really sell each product within it, using strong product descriptions and bullets to bring out the benefits.

Keep in mind too that this is a list of 'bestsellers'. In other words, these are the items that are proving popular, another clever nudge to get the reader interested – if lots of people are buying, it must be good.

And finally, a tip of the hat to the subject line. We often get asked about using emojis in subject lines. In our experience, it's best to use them in such a way that the reader has to work out what's being said... as in this example. If you want Lakeland's deals, you'd better run like the wind!

3 Make it fun

BRAND: Giraffe World Kitchen

SUBJECT LINE: Kids eat free for Black Friday Weekend

There's more to Black Friday than just buying stuff. Often people will make a day of it, enjoying a meal out after all that shopping.

Clearly that was the thinking behind this cute email from Giraffe. You don't necessarily expect a restaurant to cut their prices over Black Friday. After all, it's not like they've got a warehouse to clear. So, the idea must have been to give parents a decent reason to drag their kids round the shops.

The offer is strong so they do the smart thing by putting it at the front of the subject line. The design uses a fun animation to 'reveal' the deal... as well as a bonus deal beneath it, which seems to target people who have had enough of the shops but are still in the mood for splashing out a bit.

2 Make it urgent

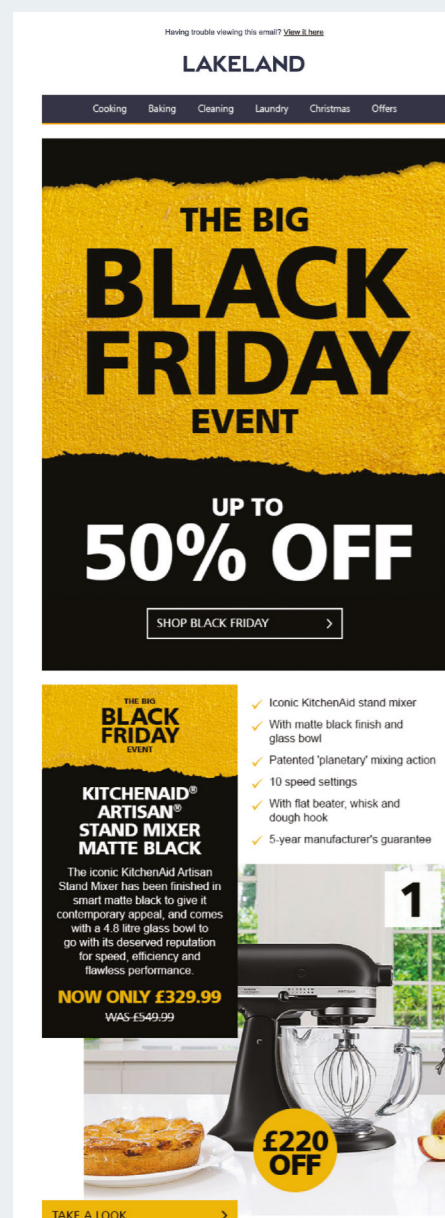
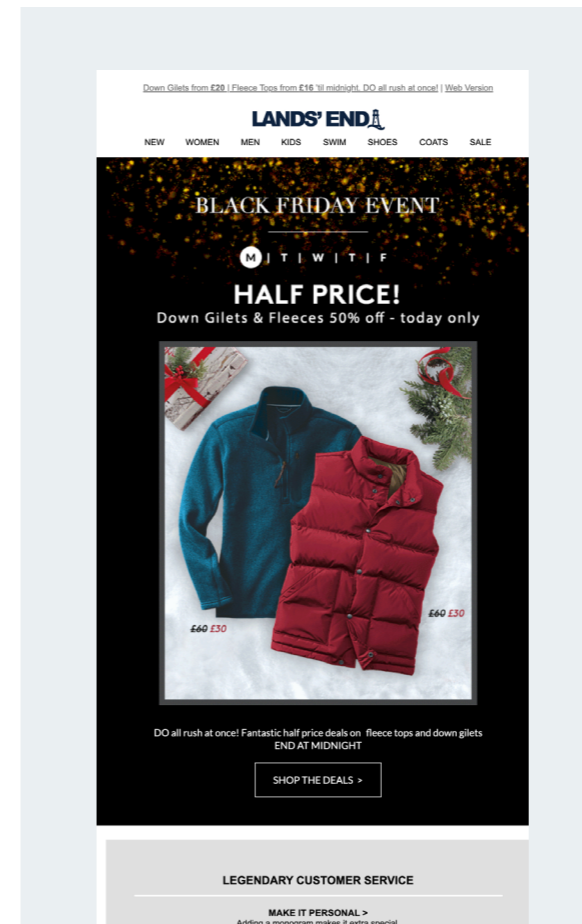
BRAND: Lands' End

SUBJECT LINE: Pre-Black Friday HALF-PRICE deal – today only!

Perhaps the most potent motivator for any deal or offer is the fear of missing out. What made Black Friday so successful so quickly was that it offered great deals for one day only – act now or regret it.

One approach that works well is to pepper your Black Friday event with flash deals. Lands' End do it to good effect here, offering a whopping 50% OFF both gilets and fleeces – two products that are often bought together.

Notice how the subject line UPPER-CASES the discount and the body copy uses the same technique to emphasise the time limit. If you're running a really strong offer, it always pays to give the reader just a short window of opportunity – it helps overcome buyer inertia.



BRAND: Innocent
SUBJECT LINE: If you go down to the shops today

“This cheeky newsletter that I received from the drinks company, Innocent, provided some light relief in a sea of promo heavy emails.

Innocent products don’t exactly fall into the mad rush of Black Friday, so they had to work a little harder and do something a bit different to gain the recipient’s attention.

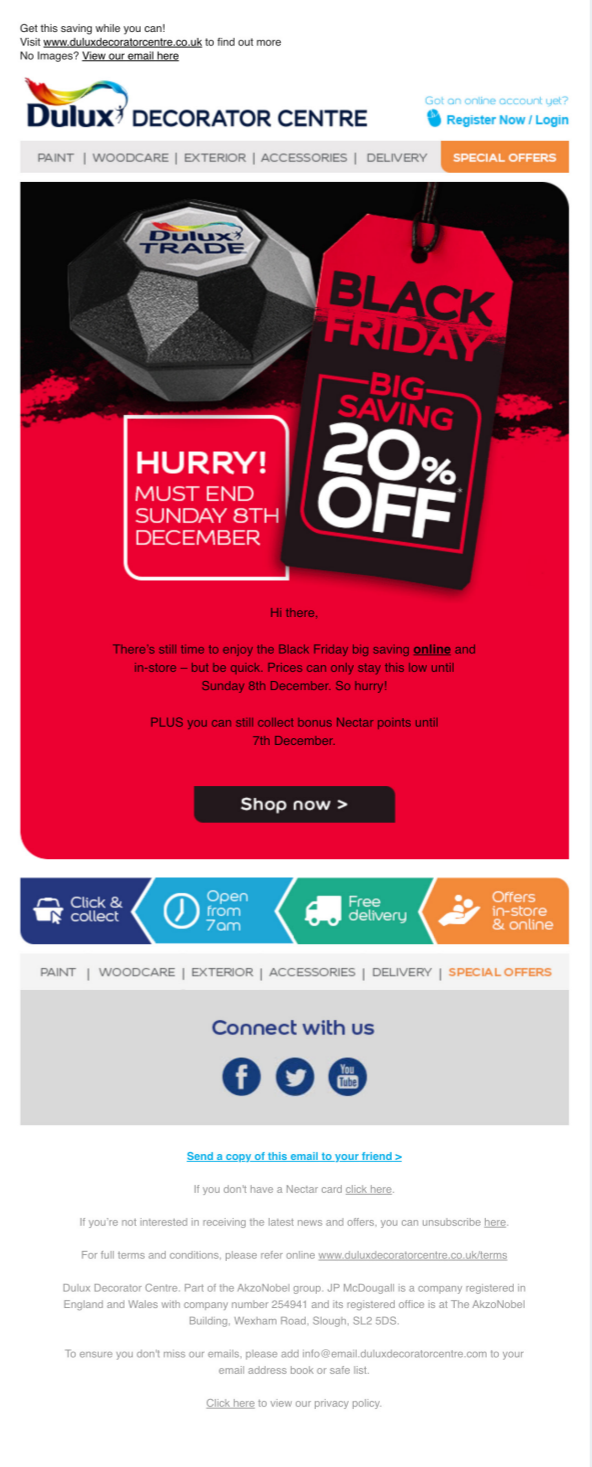
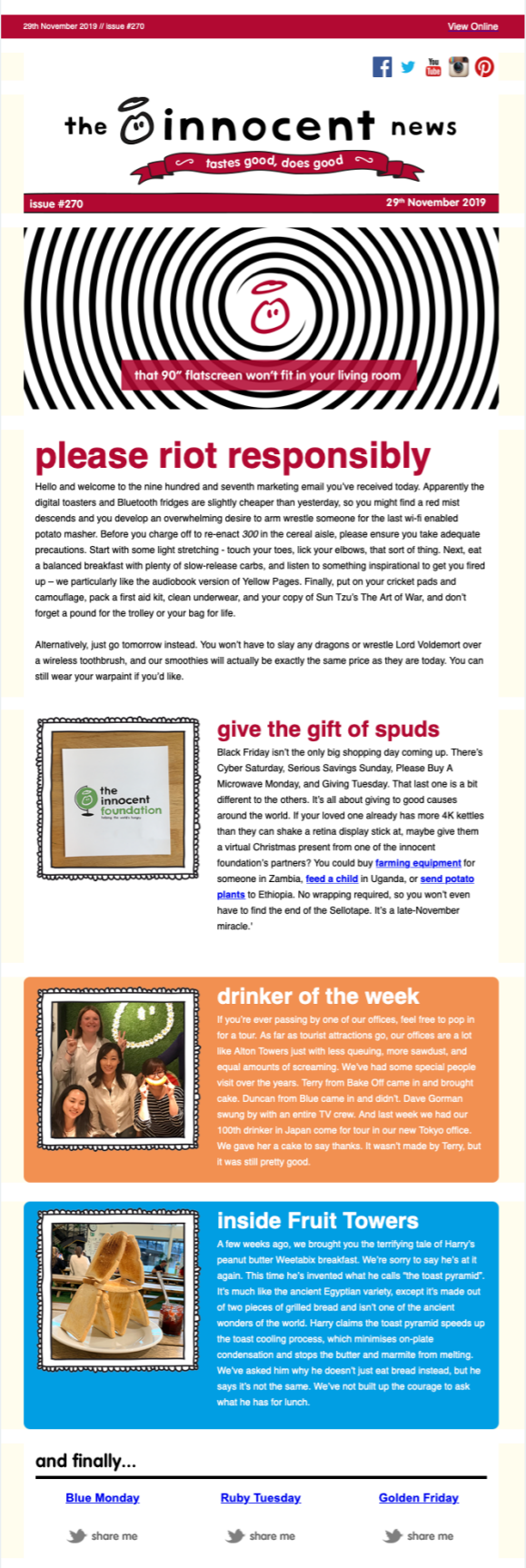
What stood out to me was the email copy.

As you can see, there’s a lot of words here. And usually we’d say keep your copy short and sweet, however when it’s as witty and well written as this, all is forgiven. One of my favourite lines was:

...just go tomorrow instead. You won’t have to slay any dragons or wrestle Lord Voldemort over a wireless toothbrush.”



Katharine Mitchell
Strategy Director



BRAND: Dulux Decorator Centre
SUBJECT LINE: Hurry! Our Black Friday deal ends Sunday

“Sometimes, it’s possible to use the popularity of Black Friday to your advantage. That was the case in 2019, when Dulux Decorator Centre wanted to raise awareness of their innovative Colour Sensor tool. This pocket-size device helps decorators to instantly and accurately find the closest colour match.

With Black Friday on the horizon, Red C created an ‘event’ email offering a one-off 20% discount on the Colour Sensor. We designed a striking red and black price-tag and used it across both email and social to widen the reach of the offer.

This particular email outperformed all other activity in November.

Why? Because we gave the offer a specific timescale. By making it part of Black Friday, we positioned it as a one-off, which boosts the desirability. We then drove this home with a ‘must-end’ message in the follow-up email.”



Betty McMahon
Senior Account Manager

BRAND: Very
SUBJECT LINE: Invitation enclosed | Here it is - Black Friday Electrical deals continue

“Everyone knows that Black Friday is the day to grab the best electrical deals. Online retailer, Very, made sure they took full advantage with this impactful email featuring the year’s top tech.

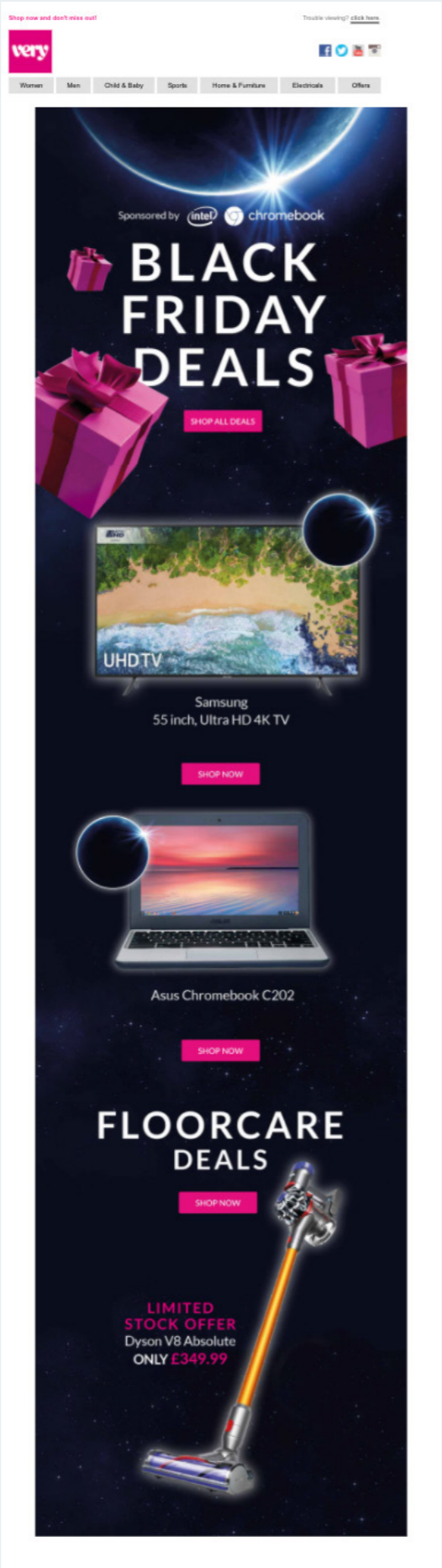
The first thing that stood out to me was the dark, outer space themed creative, alluding to the idea that the offers are out of this world!

I also appreciated that Very didn’t cram in loads of products.

This can be off putting and deter customers from clicking through. There’s also little copy in the email, but I think this approach works well for sales events. Most people, myself included, don’t want to read. So, this product focused email is perfect for letting the reader quickly scan and see what’s on offer.”



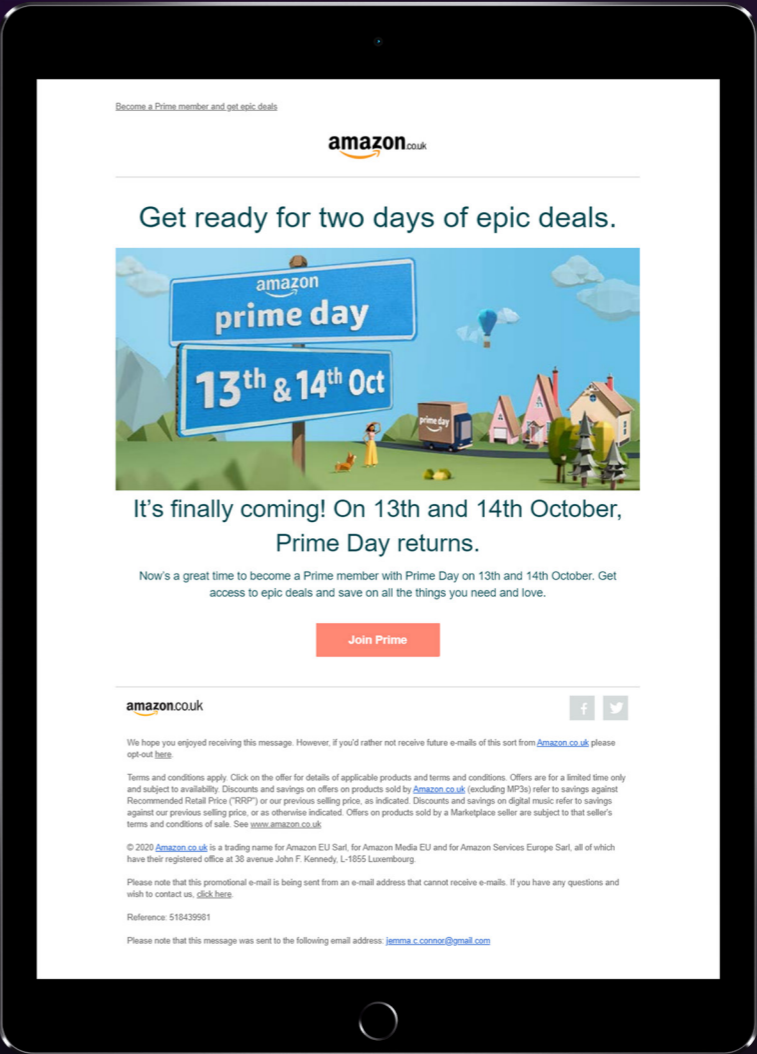
Dawn Greaves
Studio Manager



BRAND: Amazon
SUBJECT LINE: Prime Day is coming! Mark 13th and 14th October in your calendar

AMAZON AHEAD OF THE GAME

Prime Day takes place over a couple of days in mid-October, a good 6 weeks before Black Friday. The event is available exclusively to Amazon Prime members.



This email is the invitation to sign up, which cleverly uses a ‘save the date’ style subject line, to fix the event in the reader’s mind.

They usually send another a week or so beforehand, offering a sneak preview of some of the deals and discounts on offer.

It’s clever in two ways. Firstly, it allows Amazon to steal a march on their competitors’ Black Friday deals,

by tempting shoppers to shop with Amazon earlier instead. Secondly, because it’s an exclusive offer, it acts as a tempting incentive to hook customers into the Amazon experience.

Amazon’s end-game is repeat purchases and that’s what they get. Because once you’ve signed up for Prime, you rarely shop anywhere else – for just about anything.

BRAND: Swarovski
SUBJECT LINE: Exclusive: Black Friday has come early for you

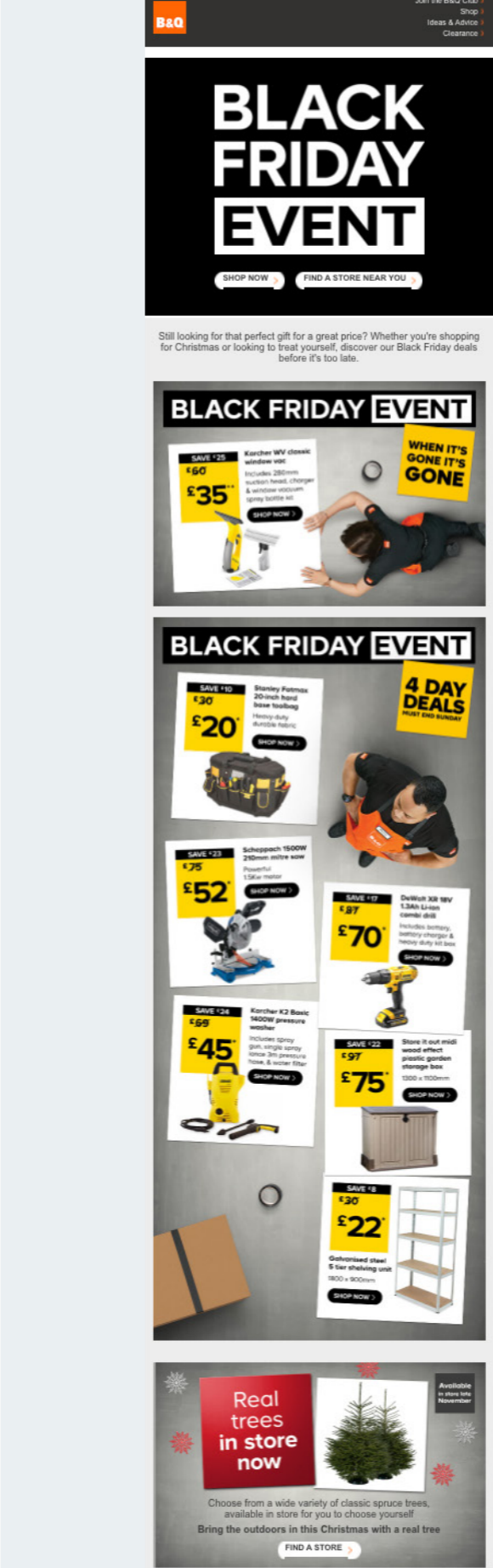
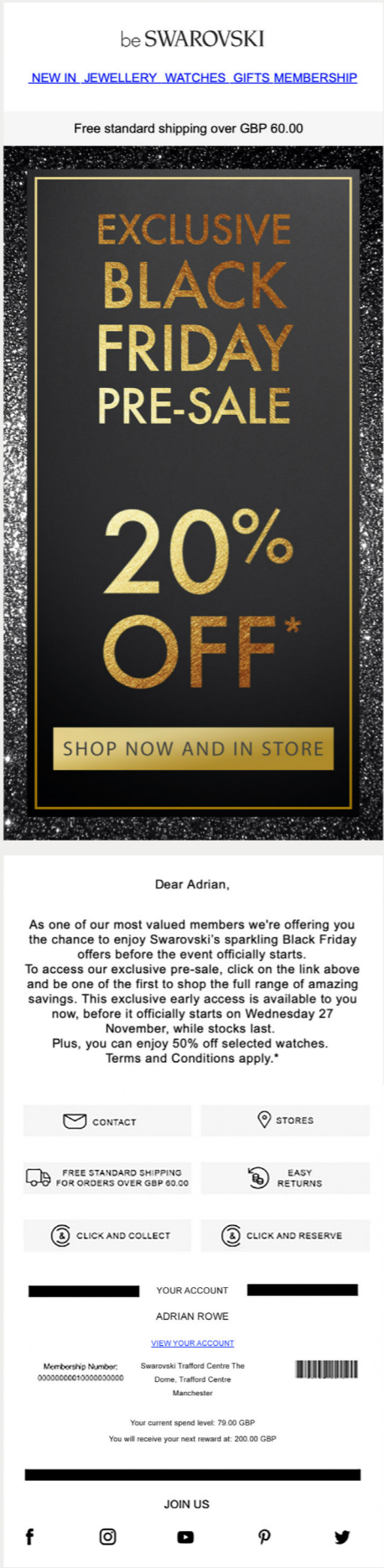
“When Swarovski’s VIP members were given an exclusive chance to get their hands on the Black Friday offers two days ahead of the official release, the jewellery brand sent out this simple but elegant email to let them know.

It’s a highly effective ‘digital postcard’.

It has a strong, single-minded message on the appropriately sparkly opening graphic. The use of personalisation, plus a reminder of my account details, also created an understated urgency that is bang on brand.”



Adrian Rowe
Chairman



BRAND: B&Q
SUBJECT LINE: Black Friday Deals: Including offers from Karcher, DeWalt and Stanley FatMax

“B&Q did a great job with their Black Friday email. At first glance, it looks like your bog-standard promo newsletter. But, if you scroll a little further, you’ll spot something different with the creative.

The images look as if they were shot from above with the idea that staff are laying out the deals, just like they’d stock shelves in-store.

Images create a nice level of interactivity and work seamlessly as you scroll down the email.

Not to mention, the price points are prominent throughout, so the reader can easily see how much they’d save. B&Q also used the opportunity to upsell a new product – real Christmas trees in-store. This is a nice add-on that appeals to a wider audience, if they’re not interested in power tools!”



Nick Jones
Head of Design

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