

Black Friday

Step 1 - Collecting Subscribers

Your burning questions answered.



FORM TESTING AND OPTIMIZATION

What is a good timeframe to test popups during Black Friday?

Testing popups for at least a few weeks before Black Friday is recommended to gather sufficient data and analyze their performance before making any changes.

This timeframe allows you to assess their effectiveness and make informed decisions to optimize conversion rates.

Should I include additional fields like name and birthday date in popups to attract more subscribers?

In most cases, a simple email gathering form tends to have higher conversion rates. By minimizing the number of form fields, you reduce friction and increase the likelihood of sign-ups.

For gathering more info, we recommend using our [multi-step forms](#) to break down the process for your customers.

Can I customize popups specifically for mobile devices during Black Friday sales?

Yes, you can customize and optimize the sizing and design of your popups specifically for mobile devices to ensure a seamless user experience during Black Friday sales.

By making them mobile-responsive, you can enhance the mobile browsing and sign-up experience for your customers, increasing the chances of conversion. You can preview all pre-designed mobile form templates in Form Library → sort by type: Mobile only.

How can I A/B test one-step versus two-step sign-up forms?

A/B testing one-step and two-step sign-up forms can provide valuable insights into which approach works best for your audience.

To A/B test your newsletter sign-up forms:

- Create two versions of your form;
- Define testing parameters (sample size, duration, metrics);
- Test forms during different time periods;
- Monitor results (signups, conversion rates);
- Analyze results to determine the better-performing form and optimize future forms.

Take a look at our blog article for more helpful information [here](#).



PUSH AND SMS CHANNELS ENHANCEMENT

How can I effectively utilize push notifications during Black Friday?

To effectively utilize push notifications during Black Friday, focus on sending timely and personalized messages about limited-time offers, restocked items, flash sales, or exclusive deals.

Craft compelling and attention-grabbing notifications that create a sense of urgency and prompt customers to take immediate action.

Are there any tips on running successful SMS campaigns for Black Friday?

When running SMS campaigns for Black Friday, ensure your messages are concise, attention-grabbing, and offer clear value.

Consider incorporating exclusive discounts, limited-time offers, and special promotions. Also, use strong calls to action to encourage immediate engagement and purchases from your customers.

Consider crafting messages like:

- "Black Friday is here! Get 30% off storewide until midnight. Shop now and save big!"
- "Limited time alert: First 50 customers receive a free gift with their Black Friday purchase. Claim yours now!"



TARGETING THE AUDIENCE

Can I set up separate popups to target specific audience segments?

Absolutely! Omnisend allows you to create and customize multiple popups, enabling you to target specific audience segments with tailored messaging and offers.

If you want to have a segment where all the customers who subscribe via a specific sign-up form go, you can add a unique tag to all the contacts that fill out this specific form (open form Builder → Behaviour Settings → Audience management → Add a tag).

Later if you decide to remove that unique tag from any contact for some reason, those contacts will exit the segment. [Learn more here](#).

By delivering more personalized experiences to different segments of your audience, you can improve engagement and conversion rates.

How can I target cart value promotions to encourage customers to increase their purchase value?

To target cart value promotions, track customers who have items in their carts but still need to check out. Tailor messages based on their cart value (use the Total Price filter under trigger filters) to inform them about unlocking special offers like free shipping or discounts.

Use personalized emails to remind customers about their carts, suggest additional products, and create a sense of urgency to encourage them to increase their purchase value.



EMAIL LIST GROWTH STRATEGIES

What strategies can I use to grow my email list during Black Friday?

To grow your email list during Black Friday, consider implementing strategies such as offering exclusive discounts or early access in exchange for sign-ups, creating engaging content, and utilizing social media and website placements to promote your email sign-up form.

Check our extensive use-cases guide [here](#).

How can I leverage automation after capturing sign-ups for Black Friday sales?

Make sure to set up automated email sequences that welcome new subscribers, deliver personalized offers, and provide valuable content to guide them through the buying journey during this busy sales period.

We offer an extensive list of automations presets that you can use in your Omnisend account. Learn more about them in [our guide](#).



Resources:

- [Academy](#)
- [Help Centre](#)
- [Blog](#)
- [Workshop recordings](#)



Contact us:

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