

Holiday Texting Planner

How to text customers this holiday season

Every retailer knows that the weeks from Black Friday to Christmas are crazy—but we're here to help. Use the guide below to plan how and when to text your subscribers this holiday season.




From November to January, Deloitte forecasts that holiday retail sales are expected to increase between 7% and 9%. Overall holiday sales will total \$1.28 to 1.30 trillion. And consumers are actively planning to spend more, and earlier, than last year.

By planning in advance, capitalizing on this increase can be easy and manageable for a team of any size. To get started:

- Determine the promotions you want to run and messages you want to send
- Select any pictures or graphics you want to use
- Make a plan with your team for who will respond when customers text you back. You're sure to get some responses. (That's good!).

The sooner you can perform these steps the better prepared you'll be when the time comes to click send.

 **Pro Tip: Using an SMS marketing solution will allow you to schedule messages ahead of time so you don't have to spend your holidays writing text campaigns.**

When to text your customers for increased engagement



BFCM Weekend: Black Friday, Small Business Saturday, and Cyber Monday

2 Weeks ahead (Friday, November 12):

Two weeks before the Black Friday/Cyber Monday weekend, send a text to inform your customers about the major holiday promos you have planned. Tell them to keep an eye out for your upcoming messages, which may include text-only promos.

Hey Alex, this is Logan from Modern Furnishings! Our Black Friday Sale starts at 7AM on 11/26! ✨ EVERY ITEM will be on sale! Keep an eye on your texts—we'll send you sneak peeks of our deals in the coming weeks! www.pdm.shop



Pro tip: Include a link to your SMS sign-up page that customers can share with friends and family.

1 Week ahead (Friday, November 19):

Give your customers a bit more detail about the sales you have planned for Black Friday, Small Business Saturday, or Cyber Monday. Feature popular products and when/where they can expect to find them.

Hi Taylor, Black Friday weekend is a week away! We will have special promos for Black Friday, Small Business Saturday, AND Cyber Monday! Doors open at 7AM on 11/26. Check out our deals here: www.pdm.shop



**2 days before Black Friday
(Wednesday, November 24):**

Provide concrete details about when Black Friday Sales will start and how to access them online and in-store.

Hi Sam, it's Jordan at Valley Bikes. Black Friday is 2 days away! Starting Friday, we're offering 10% off all bikes AND a free helmet with a bike purchase. 🚲 Check out our inventory here: www.pdm.shop

Black Friday (Friday, November 26):

Morning (8AM):

Now is the time to convert your shoppers into paying customers by getting them to your website or store. Send a text that highlights your best promo with a link to access it via web.

Hi Kyle, it's Drew at The Sleep Shop. Our Black Friday sale is going on NOW! All mattresses 20% off! 🛏️ Inventory is selling quickly—come in today or shop online: www.pdm.shop

Hi Mia, it's Tim at TechMax! Tomorrow only we're offering our members free gift-wrapping for in-store purchases. Delight your loved ones with a gift they'll remember 🎁!

Evening (8PM): Shoppers are still hunting for deals—keep them excited by highlighting a special deal for Small Business Saturday. This is your time to shine!

**1 day before Cyber Monday
(Sunday, November 28):**

Shoppers now expect to find a good deal or two on Cyber Monday, so you can stay top of mind by offering them one. Try highlighting a product that fits with a trend—like the couch that's TikTok famous.

Hey Seth! The Caruso sleeper is sold out everywhere else—but we've got a few left. Yes, we're magic. ✨ Order with 10% off this Mon! www.pdm.shop



Year-End Holidays: Christmas, Hanukkah, and Kwanzaa

2 weeks ahead (Saturday, Dec 11):

With only two weeks to go until Christmas and other year-end holidays, shoppers may be feeling the squeeze to find the perfect gift quickly. Highlight a promo that they can take advantage of immediately with in-store pickup.

Hi Austin, need a last-minute gift? Get 20% off a new 70" plasma smart TV. Purchase by clicking this link-to-pay www.pdm.shop and pick up in-store today! 🛒

✦ **Pro tip: Allow customers to purchase within your text conversation by providing a payment link attached to your marketing message.**

1 week ahead (Saturday, Dec 18):

It's crunch time for Christmas shopping. Send customers relevant offers with promos for same-day pickup, links to a last-minute gift guide, or services like free gift wrapping.

It's crunchtime, Ali! But it's not too late to pick up your new Beauty Blender gift set today! Use this link to buy, and collect 4 hours later, guaranteed. www.pdm.shop



Need more inspiration for what to send?

Check out *10 text campaigns to send this holiday season* [here!](#)

Learn more about text message marketing:

[2021 Local Business Messaging Trends](#)

[SMS Marketing 101](#)

[The Ultimate Guide to SMS Marketing](#)

