It takes five ingredients to make your campaign successfully reach your subscribers and boost your sales. Good preparation, a clever strategy, appealing and relevant content (text and images), optimal scheduling and a smooth sending process.

We have not only thought about how to simplify your working routine but also taking over some of your to dos, so you have the time to focus on other tasks.

The Black Friday and Cyber Monday automation workflows serve as a possible campaign you can individually edit, shorten, extend or customize to your needs.

If you don’t know how to build up an automated workflow, that’s no problem at all. We’ll give you step-by-step instructions.

**Your Black Friday and Cyber Monday Campaign**

**Tip:**
In case this is your first automation workflow, start with steps A-E. If you’re an automation professional, just jump directly to step 1.
Before you start building your Automation Workflow:

You have created a CleverReach® account for your Email Marketing and logged in successfully? Perfect. 😊 Grab yourself a cup of coffee and a snack, before going through the next steps (A-E) to start building your automation workflow right away.

A. Select Automation THEA from the menu bar on the left.

B. In case this is your first automation workflow, your screen should look like this. Now click on “New Automation Workflow“.
C. Click on „Extended Workflow“ in the upper right corner. Only two more steps to go before you can start building your automation workflow.

D. Finally, select "Blank Template" from the top row on the left.
E. Now it’s time to name your (first) automation workflow.

Tip: It is best to choose a name that clearly describes the topic of your automation so you can quickly find it again at any time.

Time to start building your automation workflow. 😊 Let’s get started!

„The sooner, the better“ – that’s the motto we think is best when it comes to the most strong-selling event of the year – your Black Friday campaign.

So why not already start November 1? That’s how you can increase the anticipation of your subscribers with a first discount campaign and give them a first taste of what’s about to come on Black Friday.

Step 1

Select „List of Days“ at the top. Then select the time and date (November 1, 2019) of your first newsletter you want to send via the calendar icon.
As mentioned above, this is only a proposal. If you want to start your campaign later, then only select a different date.

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**Step 2**

In the next step, you select the recipient list you want to send your Black Friday campaign to. Use the green icon “Load recipient list“ and select the respective list via the edit pen. Now connect.

**Step 3**

November 1. Start your Black Friday Campaign with an appealing newsletter and attractive discount. Select your first newsletter (which you have already prepared) with the mail icon or create a new one and add a crisp subject line to it. And don’t forget to hit the “Save” button. ;-

The subject lines we provided in the example are there to support your inspiration. Feel free to invent your very own subject line. Arouse curiosity and place the message of your email at the beginning of our subject line.
Create a new email

Select a template

My templates
Categories

Create a new email

Please enter a subject line, a name for your mailing and your sender information.

Subject
Only today 20% anticipation discount on Black Friday

Campaign name
Only today 20% anticipation discount on Black Friday

For internal use only

Sender name
Patricia Müller

email
mr@cleverreach.com
Step 4

November 4. That’s the one for the non-openers. The orange filter icon (heart symbol) is a great feature for contacting your non-openers again e.g. after 3 days. Since the condition “has opened” was not fulfilled and is therefore false, connect the newsletter to the non-openers at that point.
Step 5

As you can see in the automation workflow shown above, there’s a delay time of 4 days until the next email goes out. Use the hourglass icon for this. The next newsletter goes out to all your recipients – openers and non-openers. (use arrows, if necessary)

Step 6

November 8. Add another email icon. Use your next email to point out to your subscribers that their favorite products might get sold out quickly on Black Friday or even the weeks before that. Your subscribers then have the chance to make an early purchase and make sure they get the products they want.

Step 7

It’s completely up to you if you want to wait more, less or exactly 7 days until you send your next email. We’ve set our hourglass icon to 7 days. Since we want to address male and female subscribers with different products in our next email, we now use the filter feature.

Step 8

You have possibly named the data field differently that collect details on the gender of your subscriber. This image only is an example. Please use the filter only if you have the corresponding data of your subscribers (m/f)! If not, please leave out the filter and send the next newsletter to the entire recipient list.
In our example we filter by female subscribers. If this detail is not correct (i.e. false), the subscribers who have not chosen female as their preferred salutation will receive a newsletter tailored to the male target group.

Step 9

November 15. Today we’re sending out two different newsletters. One version with content (images, text, color selection etc.) that attracts the female target group and another one that addresses your male target group. In this case, we’ve only phrased our subject lines a little different. Decide for yourself how different or similar you want your subject lines to be.

Step 10

Use the hourglass icon like you did earlier and set a delay time of e.g. 4 days. We’ve decided to set 4 days as you can then start a countdown of 10 days until Black Friday in your next email.
**Step 11**

In this newsletter, you direct your subscribers to a countdown landing page with a CTA (call-to-action) button on which your subscribers can discover great offers every day. The countdown has started, prices are falling.

You have the possibility to either reduce more and more products or to lower prices for selected products. As the prices fall, the excitement grows.

**Step 12**

November 29. Finally, after ten days it’s time for your Black Friday newsletter. If you think 10 days are too long, you can send more newsletters in the meantime. As usual, simply select your pre-designed newsletter. Let the shopping begin!

**Step 13**

Now insert the last hourglass icon. Wait three days, until Cyber Monday, to delight your subscribers with the latest offers on Cyber Monday. Decide for yourself if you want to send the Cyber Monday Newsletter only to the non-openers (email from November 29.) or to all your recipients. If you want to filter for openers and non-openers, proceed as described in step 4.
Step 14

December 2. Insert the green mail icon as usual and select your prepared newsletter for Cyber Monday and connect it to the hourglass. Your subscribers have the last chance to get mega cyber discounts and a cyber coupon.

Step 15

At the latest now we use the filter for openers and non-openers and use the next newsletter to put off all those who missed Black Friday. We have set a delay time of only 1 day to make sure subscribers can still fill their wish lists before our Pre-Christmas sale starts on December 6.

Step 16

Now comes the last newsletter of your Black Friday and Cyber Monday campaign. Since you already know the mail icon and you’re probably already familiar with how to proceed, I don’t think we need to say many words at this point.

Our special tip:
If you don’t just want to reach the non-openers, you can also send a newsletter to the openers with the announcement of a thank you discount for Christmas. Or you just thank for their purchases at Black Friday. This is entirely up to you.

Congratulations. You did it!!
All you have to do is save your automation workflow and then relax and put your feet up. Now your automation workflow should look something like this.