



The Klaviyo BFCM Playbook

By Perry Sheraw, CEO at Duma, LLC

Your inbox doesn't have to scream "SALE!" to make money – but it does have to be smart.

If you're running Klaviyo for BFCM, this isn't your first rodeo – and yet, every year, something feels a little... different. Inbox competition gets louder. Attention spans get shorter. Margins get tighter.

That's why this year's playbook isn't about doing *more* – it's about doing what *works*. Strategic segmentation, campaign timing, and messaging that doesn't just convert, it keeps your brand respected *after* the sale.

So, grab your coffee, open Klaviyo, and let's map out how to make your BFCM not just busy, but brilliant.

1. Start Early, Stay Smart

The biggest BFCM wins don't happen on Friday or Monday. They happen *now*.

Your pre-BFCM prep should focus on:

- *List hygiene*: Clear out the dead weight (hello, "no-opens-since-2023"). You can't afford deliverability drama.
- *Segment testing*: Identify your VIPs, deal-seekers, and fence-sitters. They all need different love languages.
- *Offer clarity*: One core offer beats five confusing ones. Don't make your customer do algebra to check out.

Remember: the goal isn't to shout louder. It's to show up smarter.

2. Segment Like a Scientist (But Make It Sexy)

Klaviyo's superpower is personalization, and BFCM is where that pays off big. Here's how I'd build it:

- *VIPs*: Early access + exclusive perk. Let them feel like insiders, because they are.
- *Deal Hunters*: Straightforward discount, strong urgency, simple CTA.



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- *Browsers (Yes, revisit them!):* “Hey, you left this behind” with product-specific reminders.
 - *Lapsed Customers:* “We’ve missed you” (keep it warm, not desperate - reduce the churn!).

Pro tip: Don’t over-email your cold segments. They’ll drag your open rate – and your sender reputation – down faster than a doorbuster at 6 a.m. ([Contact me](#) for hygiene options that don’t start with suppression).

3. Map the Flow – Before the Frenzy

A strong BFCM plan is 40% strategy, 40% timing, and 20% caffeine.

Here’s the bare minimum lineup you should have firing in Klaviyo:

- *VIP Early Access Flow:* Reward loyalty before the crowd arrives.
- *Abandoned Cart Flow:* Shorter delays, clearer urgency, dynamic product blocks.
- *Browse Abandonment Flow:* Remind them what they want, not what’s on sale.
- *Post-Purchase Flow:* Turn buyers into repeat customers with smart cross-sells.

And yes, test everything *now*, not on Thanksgiving morning. Monitor realtime results and adjust as needed - new subject lines, different CTAs - don’t stop now, this is crunch time!

4. The BFCM Campaign Rhythm (A 5-Day Sprint)

- *Thursday (Pre-Launch):* VIPs first. Get that early wave of sales.
- *Friday (Black Friday):* Go big. Simple headline, bold button, clean layout.
- *Saturday–Sunday:* Keep it social-proof heavy – “Everyone’s loving this!” energy.
- *Monday (Cyber Monday):* Refresh the offer, new creative, same urgency.
- *Tuesday (Aftermath):* “Missed it? Here’s what’s next.” (A non-discount retention play.)

And please, no “we extended the sale” unless you absolutely must (or if past data bears it out). Scarcity works if you respect it.



5. Make Creative That Converts (and Doesn't Look Like Everyone Else's)

- *Subject line formulas:*
 - “VIP doors open: your 24-hour head start.”
 - “Black Friday, but make it stress-free.”
 - “Your cart called – it’s running out of patience.”
 - *Body copy rule:* Lead with *benefit*, follow with *offer*, close with *action*.
 (“Better sleep tonight. 30% off ends at midnight. Shop now.”)
 - *Visual tip:* Feature people using your product, not just products floating on white. Connection > clutter.
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6. Email + SMS = Power Couple

Your BFCM success isn't about choosing one. It's about letting them play well together.

- Email sells, SMS nudges.
 - Email is the stage, SMS is the spotlight.
 - Use SMS for urgency (“2 hours left”), not full paragraphs.
 - Keep your tone consistent across both. Customers don't switch brains when they switch channels.
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7. After the Sale: Retain or Retrain

Once the dust settles and the carts are empty, don't ghost your customers. Your *post-BFCM flows* are where your lifetime value compounds.

- *For first-time buyers:* Introduce your brand story, product education, and easy wins.
- *For repeat buyers:* Early access to holiday drops or loyalty rewards.
- *For non-buyers who opened:* Gentle re-engagement, not guilt trips.

The brands that win Q4 aren't the loudest – they're the ones still in the inbox in January.



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BFCM isn't a guessing game. It's a strategy you can systemize, measure, and scale – and Klaviyo gives you the data to do it.

So, instead of copying what every other brand is doing, run your own play. A clear offer, clean segments, well-timed flows, and creativity that feels human – that's how you win the inbox war.

And, if you're ready to go from "we hope this works" to "we know it will," you already know where to find me. 😊



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