



ANATOMY OF A WINNING EMAIL

HOW SHOULD MY EMAILS LOOK FOR BFCM?

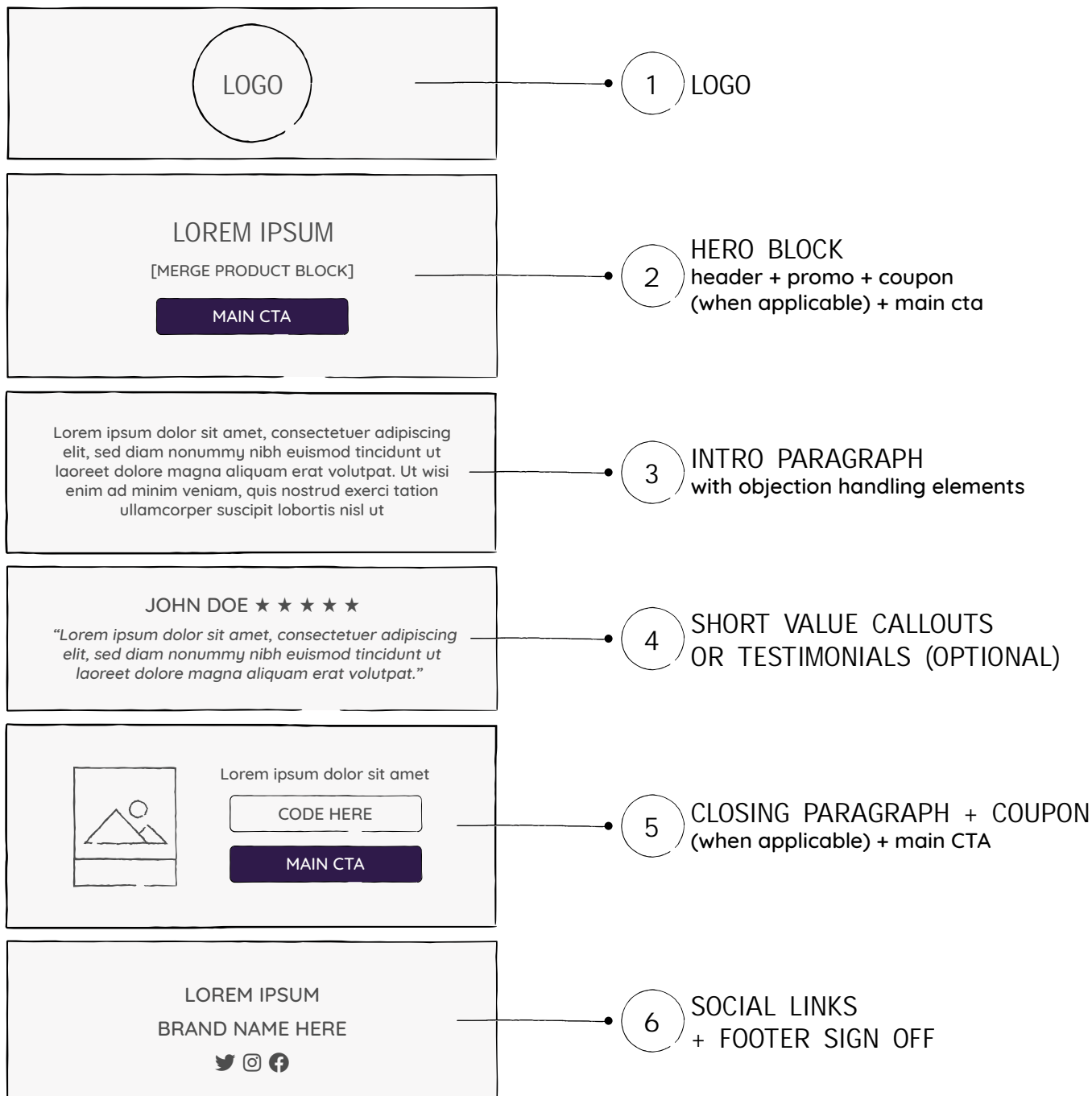


When it comes to planning your Black Friday and Cyber Monday promotions, one of the major challenges is competing with dozens of similar emails and standing out in your customers' inboxes.

Here are some of the most efficient Black Friday and Cyber Monday email templates you can adapt to your own BFCM campaigns to ensure your promo emails get opened and read. They are easy to implement in Klaviyo which will allow you to save your valuable time and focus on your BFCM strategies.

HOW A WINNING EMAIL SHOULD LOOK:

FRAMEWORK



A highly converting email is one that's dressed to kill. Make sure your emails have all the right elements to perform their best during BFCM. Use our guide to get you started!