

MAKE **2X** MORE FROM

FESTIVE

FLASH SALES

AND KEEP THOSE
USERS FOREVER!

New Year
HAPPY



9:41 Mon 22 January



**FLASH
SALES**

BUY NOW

EXCLUSIVE DEALS

WebEngage



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Why Do Flash Sales Work?

Do you know how the Amazons and the Best Buys of the world make billions during festive sales? Of course, luring customers with attractive discounts is one thing, but the bigger picture at play is their customer acquisition and retention strategy.

A **majority of online shoppers** during the festive season purchase first and justify their purchases later. The challenge for you as a marketer is to provide a nudge to your customers to **buy goods that they've been eyeing on for over a month** but didn't buy because they've been waiting for the opportune moment. Read on to find out why flash sales work!

1 in 3

purchases are made on impulse during the holiday season.

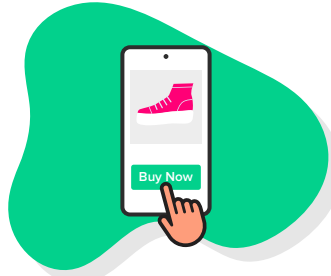
Source: Google Consumer Insights



For a brand, Festive Flash Sales are an amazing way of:



Motivating
Impulse Buyers



Converting more
passive users into
first-time customers



Bringing a sudden
spike to your
bottom-line figures

For any successful festive flash sale, most brands focus on customer acquisition and use this opportunity to grow their user base. Where most strategies fail is when brands are unable to convert these users into paying customers.

Flash sales are an amazing way for you to sell your unsold inventory, or uplift your brand's top-of-the-mind recall. However, your focus should purely be on how many users purchased products from you.

Planning and executing a festive sale at scale can be a tedious task especially if you are working with lesser hands on deck and a tighter budget. That is where marketing automation comes at play.

Key Performance Indicators for Successful Festive Flash Sales

Number of New Users who
download your app or
sign-up on your website



Number of Users who transact
during the festive flash sale
(from your total pool of users)



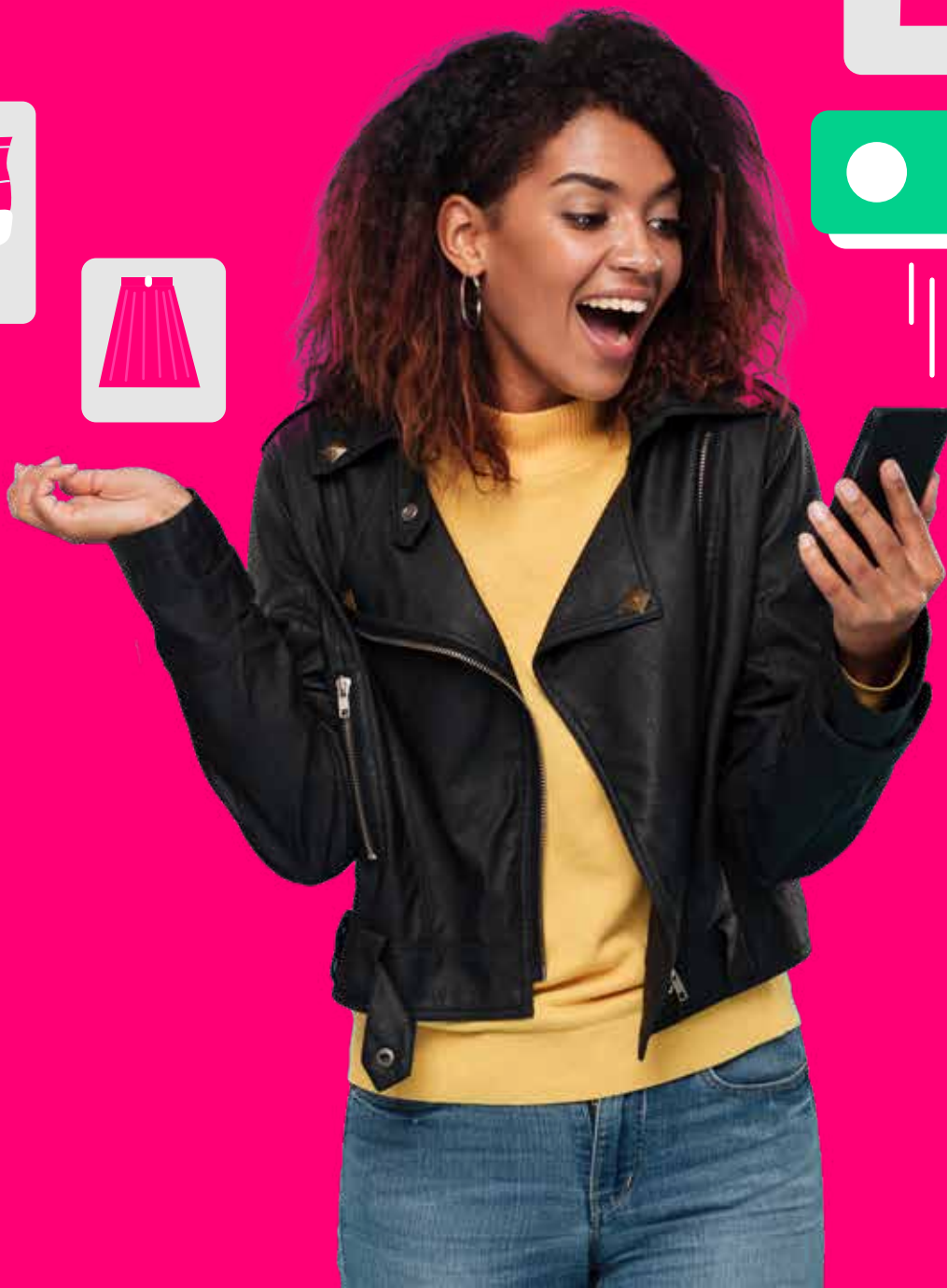
Number of users who
re-transact within 30-days
after the festive flash sale

— Impulse Purchases represent

40%

of all money spent on
E-Commerce.

Source: [invespcro.com](https://www.invespcro.com)



Should you jump on the bandwagon?

Although ‘flash sales’ were started by E-commerce companies, it is however, not just restricted to that particular industry. **‘Flash Sales’ should be used by all online businesses irrespective of their category, geography or size.**

So, here’s a simple answer to a not so simple question – Yes, you should run festive flash sales.

If you have excess inventory that you wish to get rid of, wish to hack your organic growth, or simply want to spike your bottom-line figures, then we suggest you definitely should.

A successful festive flash sale can help you create exposure, grow your user list, and make you money. What’s not to love about that?

However, just make sure you spread your flash sales throughout the year with enough gaps to avoid flash sale fatigue. Yes, that’s a thing! If you run too many promotions back-to-back, you inevitably end up training your customers to ignore your promotions and kill the sense of urgency you are trying to create.

Read on to explore our step-by-step guide on how you can boost your festive sales using powerful multi channel user engagement strategies.

Overall, Flash Sales Generate a

35%

Lift In Transaction Rates

Flash sale user engagement strategy for 2x conversions: A snapshot!



But before you get started with the implementation, here are **5 Pro-Tips you SHOULD keep in mind** while designing your festive flash sale campaigns:



Strategies for the **Pre-Sale Phase**



30-days (4 weeks) before the sale

For any successful flash sale, it is important to have a massive pool of users on your platform. Logic states that the more users you have on your website or app, the higher the profits generated from flash sales. Of course it is also dependent on the deals, products, and a lot of other factors, but having a high number of signed-up users helps in reducing the overall cost of acquisition during the sale.

While you acquire new users you also need to hype the expectations of your existing users. Educate your existing users about the sale and motivate them to spread the word.

Step 1:

Create hyper-personalized App and Web Landing Pages

Step 2:

Create a hype using In-App and Onsite notifications

Step 3:

Create lookalike audiences and target using paid ads

Step 4:

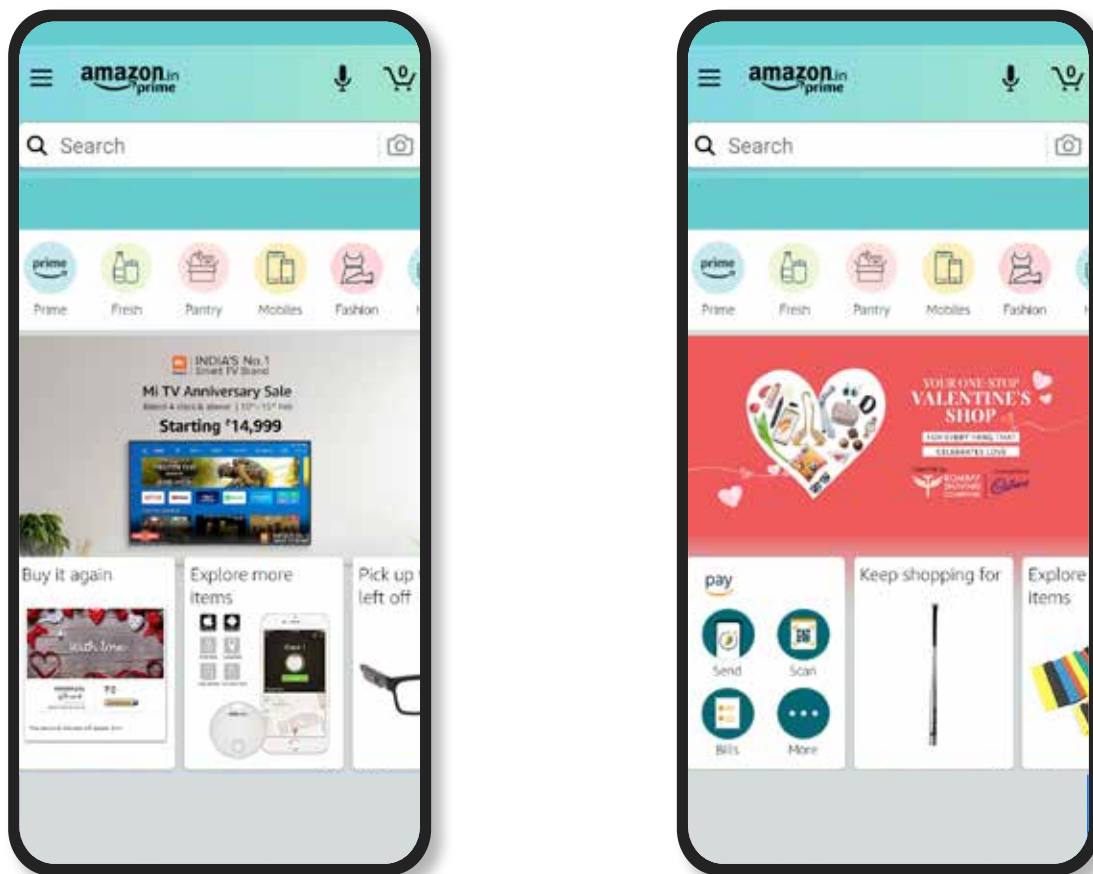
Revive Dormant Users using Email – SMS – Email – SMS

Step 1: Create hyper-personalized App and Web Landing Pages

For every user on your platform, you already have information about their browsing history, purchases they've made in the past, and items in their wish-list. **You can use this information to create dynamic flash-sale optimal screens on your app and website.**

For example, users who've purchased electronics from your website in the past, show them tech deals. For someone who's shopped for clothes and/or footwear in the past, show them all fashion related deals.

Showcasing products that your customers best relate to, shows higher conversion rates over generic landing pages.



(Deals as seen by two different users on the same platform, on the same day.)

Step 2: Create a hype using In-App and Onsite notifications

You need to let your existing users know that there is a flash sale coming up. **Hype their expectations and get them excited about the sale.** You can use in-app and onsite notifications to tease upcoming deals.

The objective of this campaign is to encourage your users to add products to their wish-list. You can notify them of deals on those specific products once the sale starts. This dramatically increases conversion rates. You can use both in-app and onsite notifications to promote your sale. **Keep the expectations high and frequency low.** Promoting your upcoming flash sale **once every 3 days for the next 3 weeks is a good-enough cadence to hype the sale.**

Pro-tip: Request reminder opt-ins through WhatsApp.



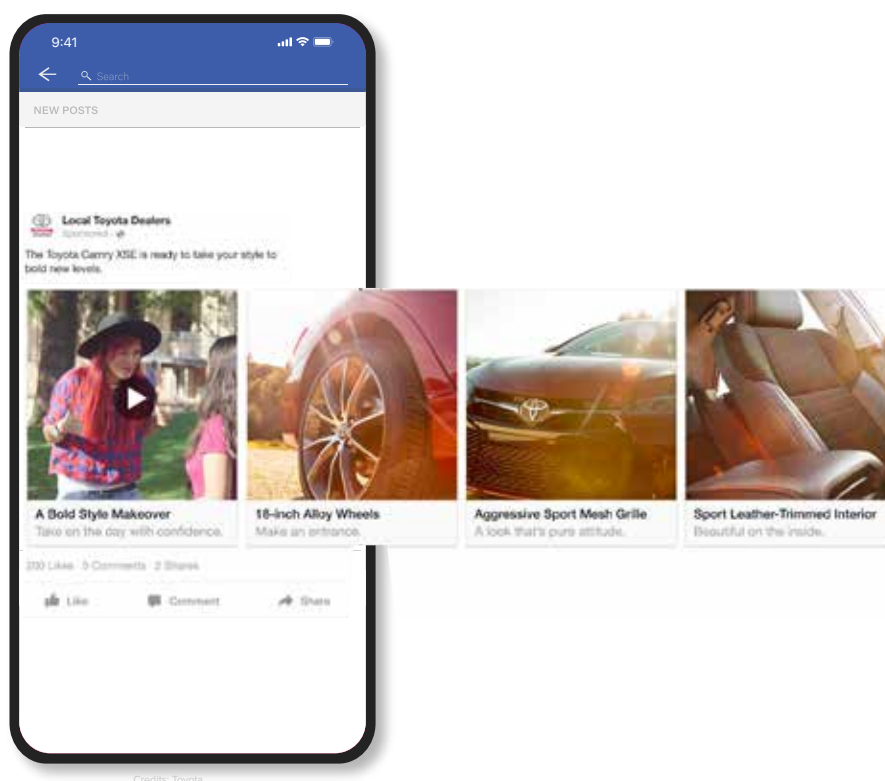
Step 3: Create lookalike audiences and target using paid ads

Paid advertising is an excellent way to attract new users to your platform. Promoting your app through the Facebook network can help you reach millions of potential customers.

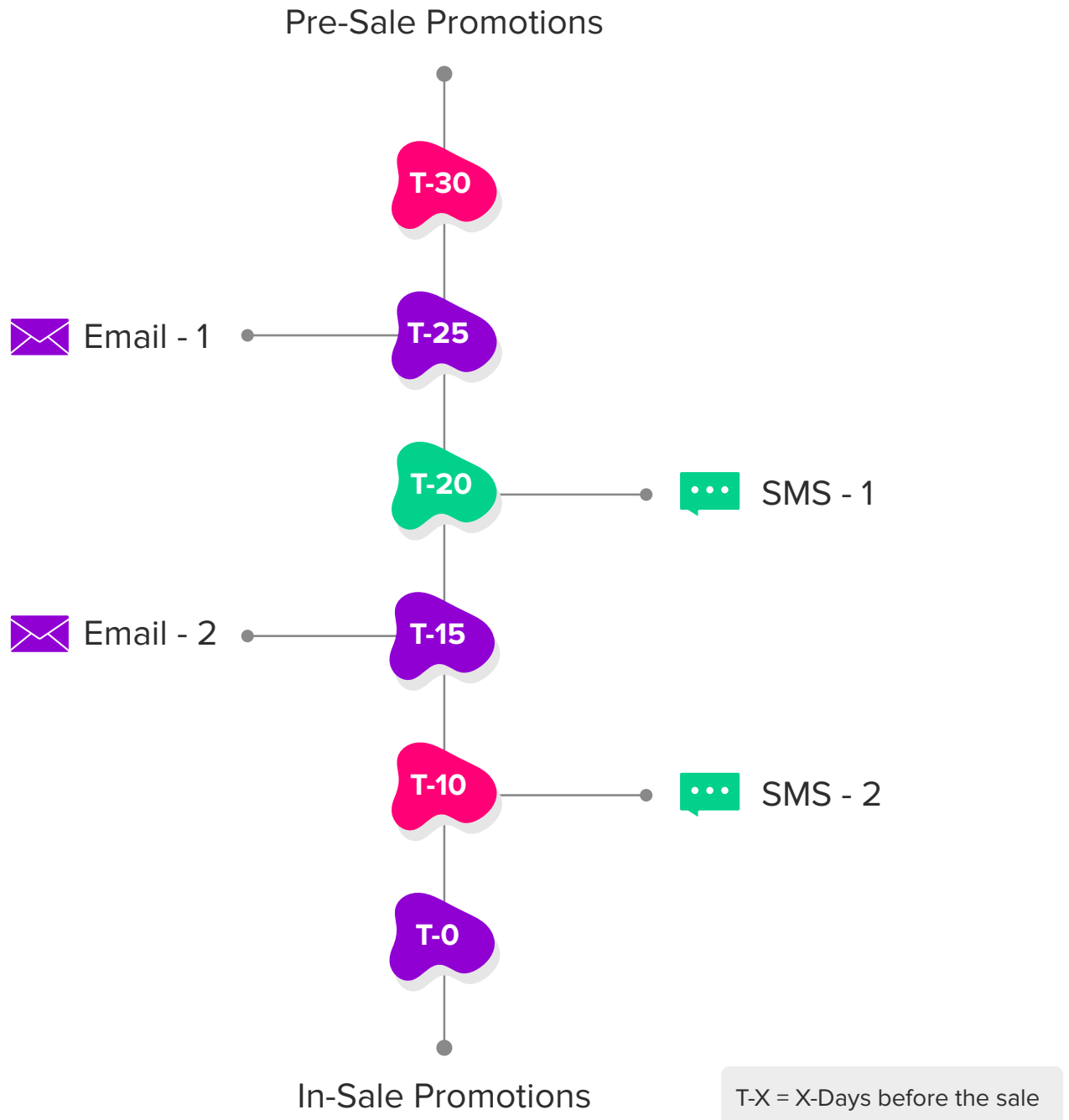
This is the stage where you start acquiring new customers. Based on your existing customer profiles, create lookalike audiences that can be retargeted using Facebook, Instagram, and Google display network. However, doing this task manually can be taxing. **A marketing automation tool can let you export segments to create lookalike audiences directly within the Google and Facebook ad setup.**

Using these targeted ads, you can invite people to download your app or create an account and get an instant 20% discount on their purchase during the festive sale.

Drive traffic to your website and capture customer data - that should be your goal with step 3!

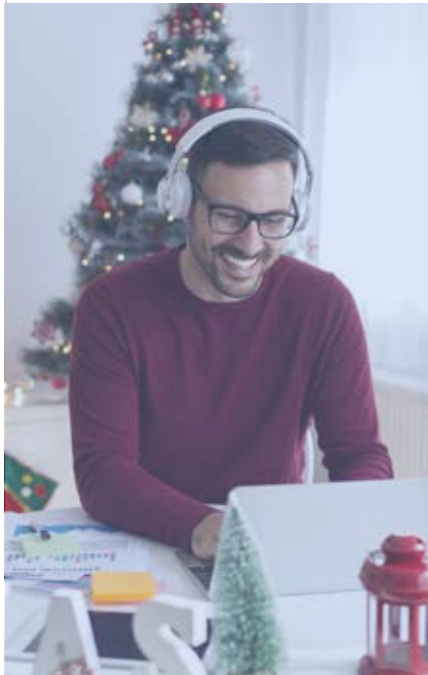


Step 4: Revive dormant users using Email – SMS – Email – SMS



Despite showing in-app and onsite notifications, you may still have some dormant customers who do not access your website or app within these 30 days. To re-engage such users, you can use a mix of Email and SMS as a part of your engagement strategy. **Send them an Email followed by an SMS every 5 days from the day you start promoting your sale**

Email campaign - 1



Hi **Sam**,

We miss seeing you around! We've got the best selection of products hand-picked for you here: <https://samplelandingpage.com/>

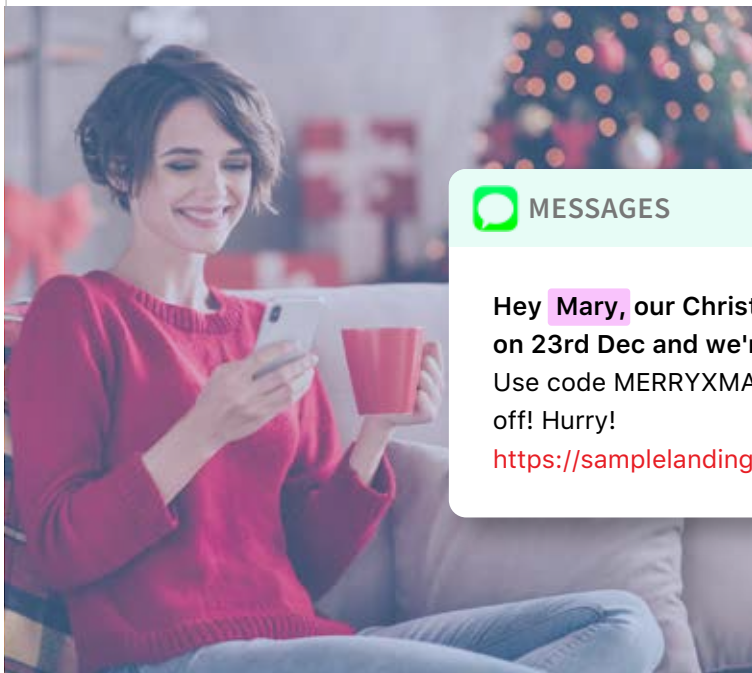
On a side note, we're feeling generous this Christmas and all our products are on

SALE
Starting
23rd December!

To top it off, as a reward for your loyalty use code: **MERRYXMAS** on checkout to get an **additional 20% off!**

[Copy Code](#)

SMS campaign - 1



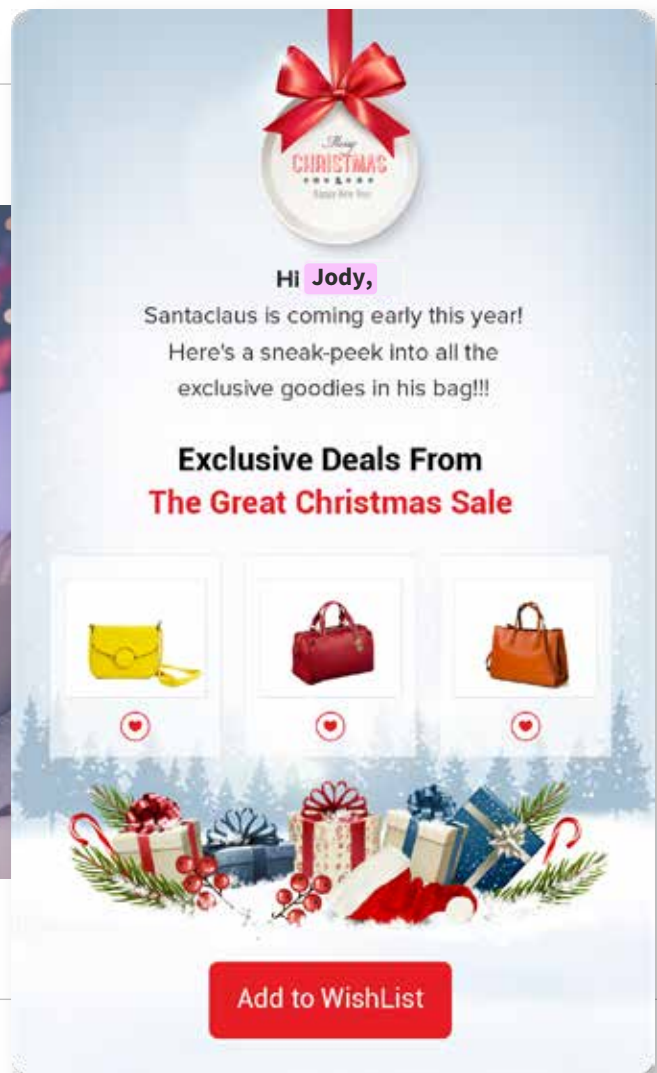
MESSAGES

11:50 AM

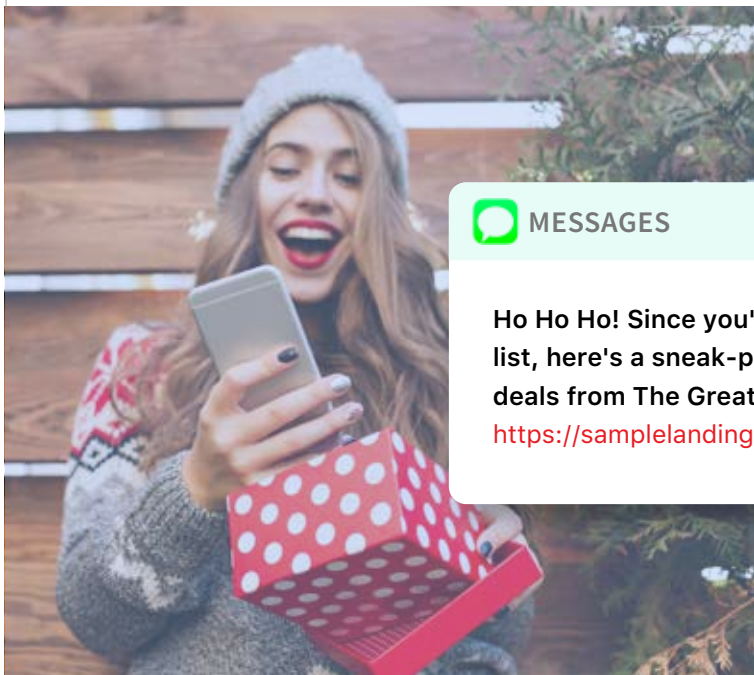
Hey **Mary**, our Christmas sale goes live on 23rd Dec and we're feeling generous! Use code MERRYXMAS and get flat 20% off! Hurry!

<https://samplelandingpage.com/>

Email campaign - 2



SMS campaign - 2



MESSAGES

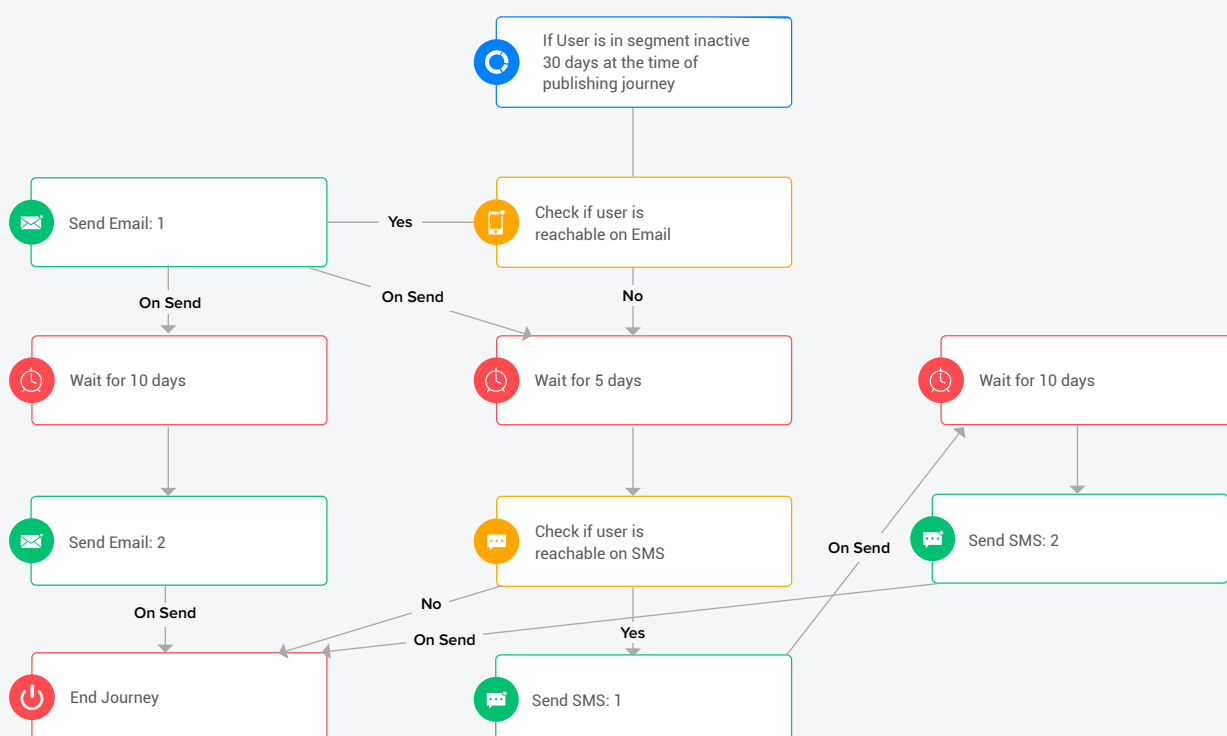
11:50 AM

Ho Ho Ho! Since you've been on our 'Nice' list, here's a sneak-peek into the exclusive deals from The Great Christmas Sale:

<https://samplelandingpage.com/>

A marketing automation tool will let you create a workflow (user journey) where you can set these rules and send the communication on the pre-defined dates. The automation tool will make sure that the campaigns go live on a specific date and also end on a pre-set date. This way you can set it up once and forget about it.

Here's how a sample automation journey for the above strategy would look like on the WebEngage dashboard:



The 30-days before the sale should be utilized efficiently to **1. Increase the user base** and **2. Create a buzz around the festive flash sale**. Bring traffic and users to your platform. Make them signup and incentivize them to stay with you.

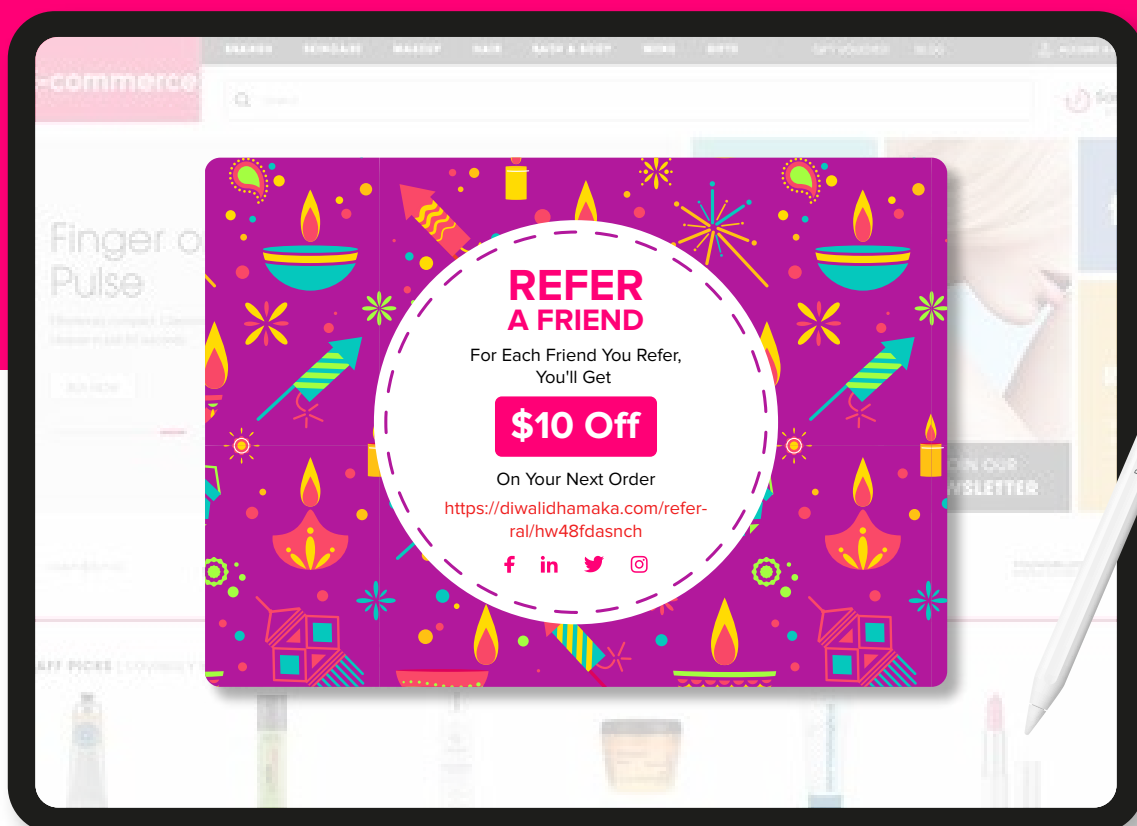
Set a benchmark for yourself in terms of onboarding new users and allocate resources accordingly. Start with low budget allocation towards ad spends and keep increasing them as you reach closer to the sale. For example: **Utilize 10% of your advertising budget in week 1, 20% in week 2, 30% in week 3, and 40% in week 4.**

Learn more about how you can automate user engagement using WebEngage's Journey Designer.

7-days (1 week) before the sale

You are just 7 days away from your go-live date. Now is the time to put yourself in the 5th gear and aggressively start promoting your sale. Increase your ad-budget and expand your target audience to reach more people.

Parallely, it is time for your customers to spread the message that your platform has a sale. But why would they do that? Simple, because you are now gamifying the process and rewarding them for their loyalty. For every new customer they bring in using their personal referral codes, they get flat X% off on their purchase.



Here's how MyGlamm uses WebEngage to boost customer referrals.

Here's a one-week user engagement plan template for an effective flash sale season

Objective: Introduce the advocacy program & send a countdown message.

T-7

Channels: Email, In-App, and Onsite Notifications. Web/App Push Notifications for Countdown messages

Channels: Email, SMS, In-App, Onsite, and Web/App Push Notifications

T-6

Objective: Run an engagement campaign around the products on sale. Create a lucky draw for all participants. Specify the date on which the winners will be announced.

Objective: Create a landing page for gifting ideas and let your users browse through various product categories based on broad user personas. Promote this to all your users.

T-5

Channels: Email, SMS, In-App, Onsite, Web/App Push Notifications, Facebook/Google paid promotions, and WhatsApp messages.

Channels: Email, In-App, Onsite, Web/App Push Notifications.

T-4

Objective: Remind your users to add products to their wish-list so they do not miss out on the most relevant deals.

Objective: Exclusive sneak-peek on deals from the top 2 product categories on your platform. Give teasers for the most-awaited products, exclusive launches, and timeout deals.

T-3

Channels: Email, Web/App push Notifications

Channels: Email, SMS, In-App, Onsite, Web/App Push Notifications, and WhatsApp messages

T-2

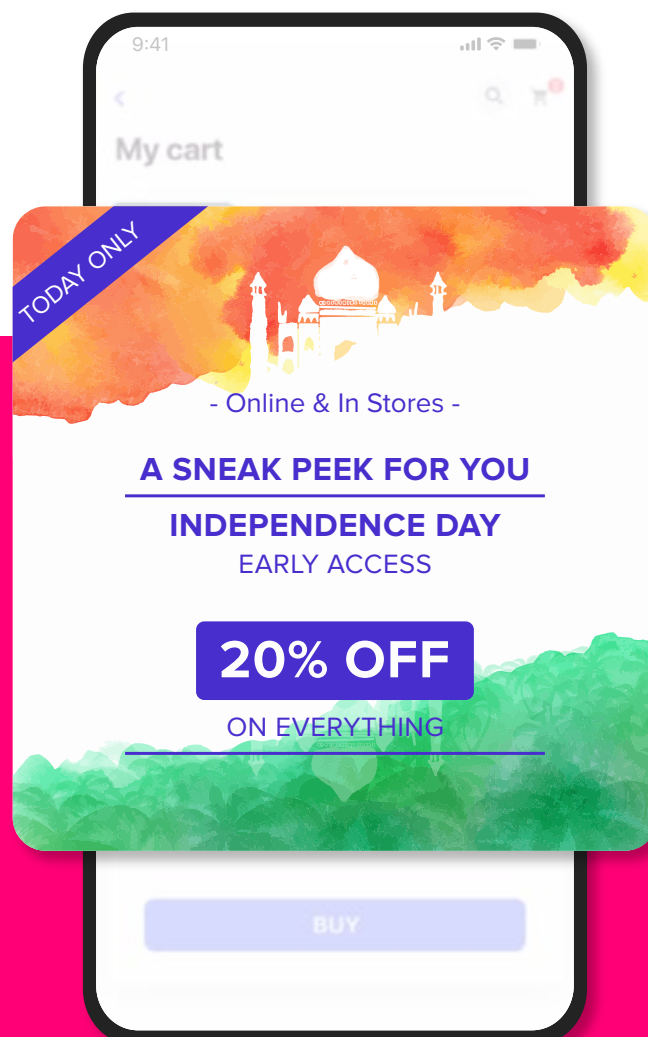
Objective: Teasers across all product categories and early previews for top-tier customers.

1-day before the sale

The day before the sale is when you go all guns blazing on your channels and focus your messaging on reminders and exclusive access deals.

Do not create a user bias while spending resources. Treat every user as an equally potential customer. **Personalize your communication with specific products and deals they can expect once the sale is live.** Leave no user behind.

If your users have added products to their Wishlist, suggest products that they may also like and add to their list. **“Consumers with similar interests also added the following products to their Wishlist...”**

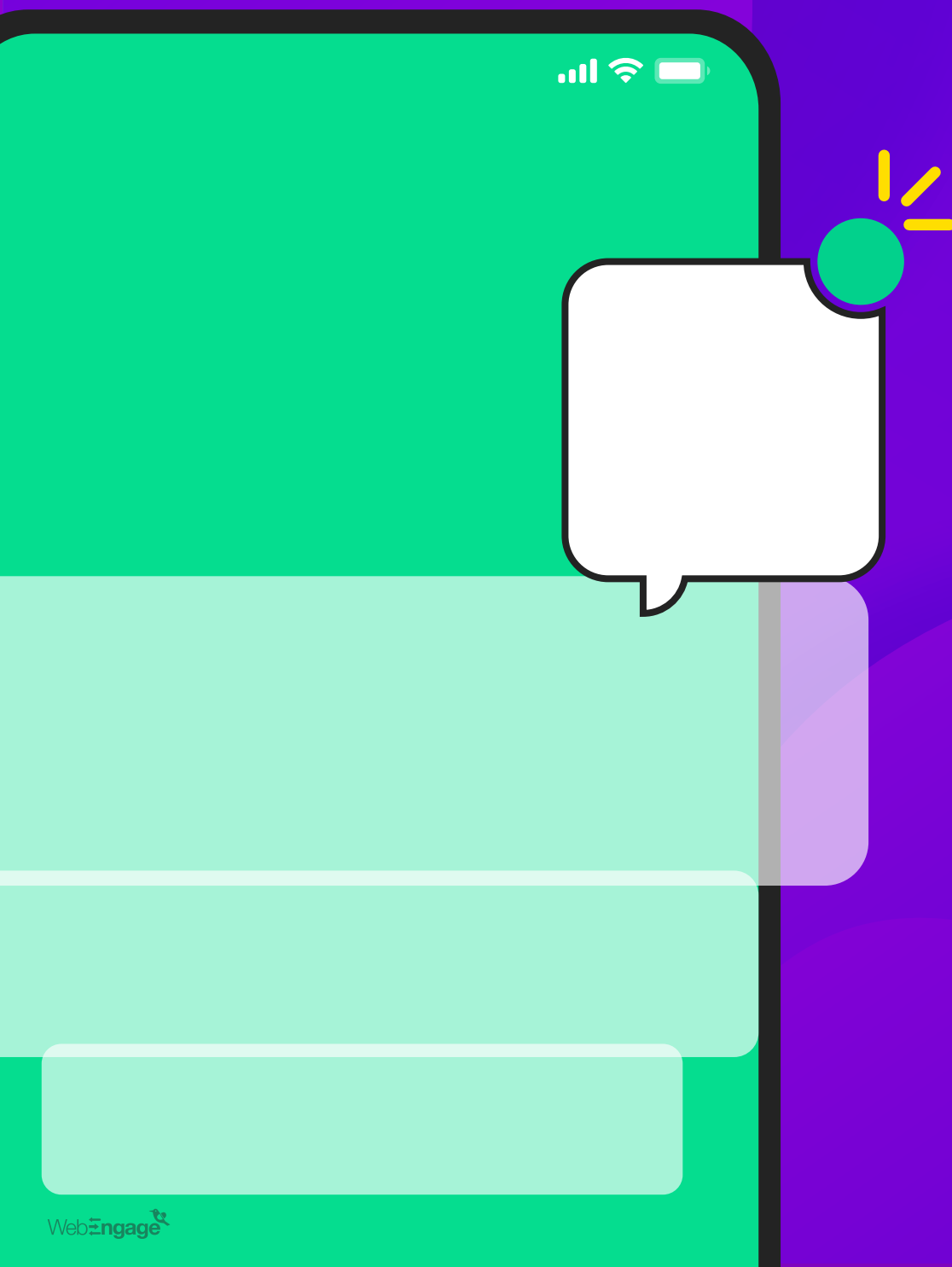


While you remind your users about the upcoming sale, you should also place timers on your webpage (in the form of sticky banners, hero banners, side-bars, etc.) and exit-intent web pop-ups.



Countdown timers help in creating a sense of urgency. Studies show a positive correlation between countdown timers and their impact on conversions. A countdown timer creates a sub-conscious reminder in the minds of the users to come back and check out the page in the remaining number of hours they see on the timer.

Strategies for the In-Sale Phase



When The Sale Begins!

In the 'Presale' stage, you've acquired a lot of new users and created a major hype around the sale. Now, it's time for you to live up to the hype and make sure your users convert. **Flash sales work effectively for business because a vast majority of your users make impulse purchases due to FOMO (the fear of missing out).** During the 'In-Sale' stage, this is exactly the emotion you need to amplify. And you will need a lot of automation to do that.

You'll need to send well-planned yet non-intrusive personalized notifications and focus on the micro-segmentation of users. Your messaging has to be hyper-personalized with recommendations, product-specific details, and user behavior related information.

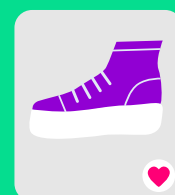
But first, you need to let your users know that your sale is now live. This communication should go to all your users as soon as the sale goes live (not during the DND hours). **Prioritizing channels of communications is very important here.** If your user has opted in for a WhatsApp reminder, do not send an SMS unless the user is not available through WhatsApp or has not opted for a reminder here.



Only 4 left



Only 1 left



Only 2 left



Choosing the multi-channel route for effective user engagement



Email – Not more than 3 emails a day. If you've chosen email as a channel for other transactional messages, you can skip this. If not, go for it!



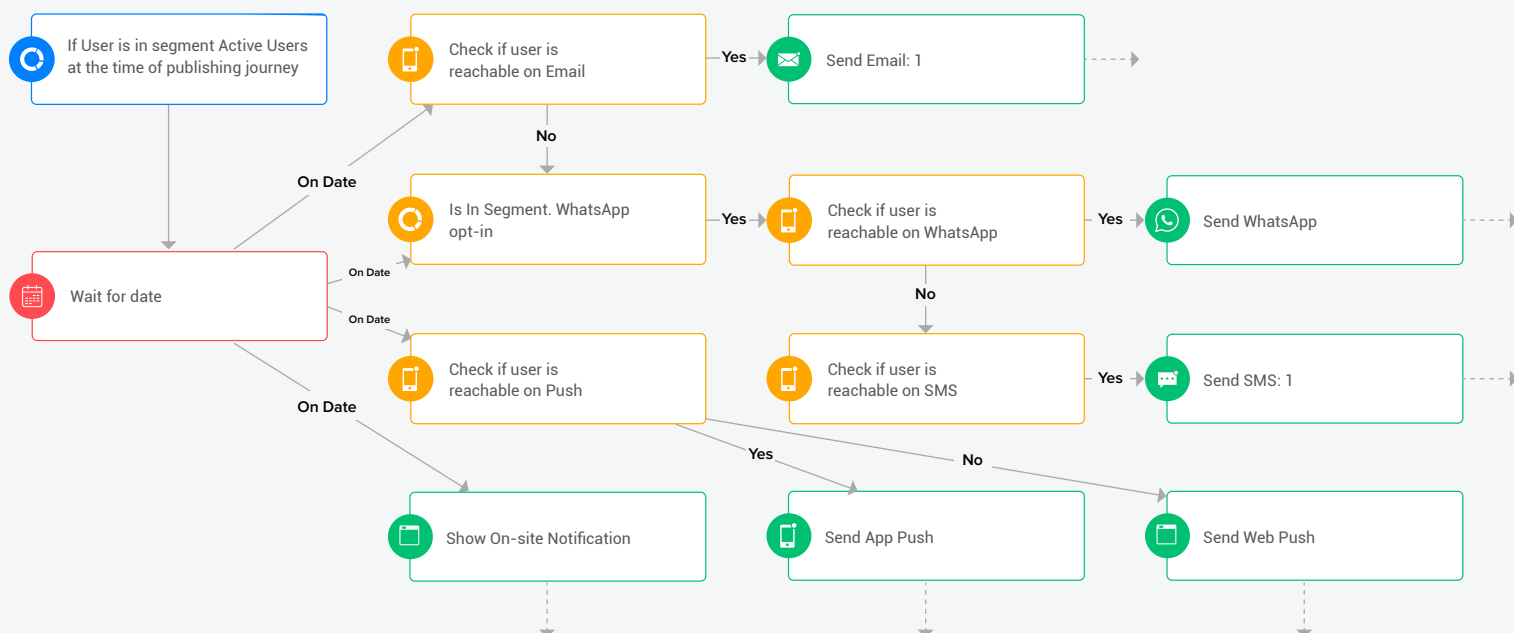
If the user has not registered for a WhatsApp reminder or is not reachable through WhatsApp, try sending them an SMS instead.



If the user does not have your app installed and/or is not reachable through App Push notifications, try sending them a Web Push notification.



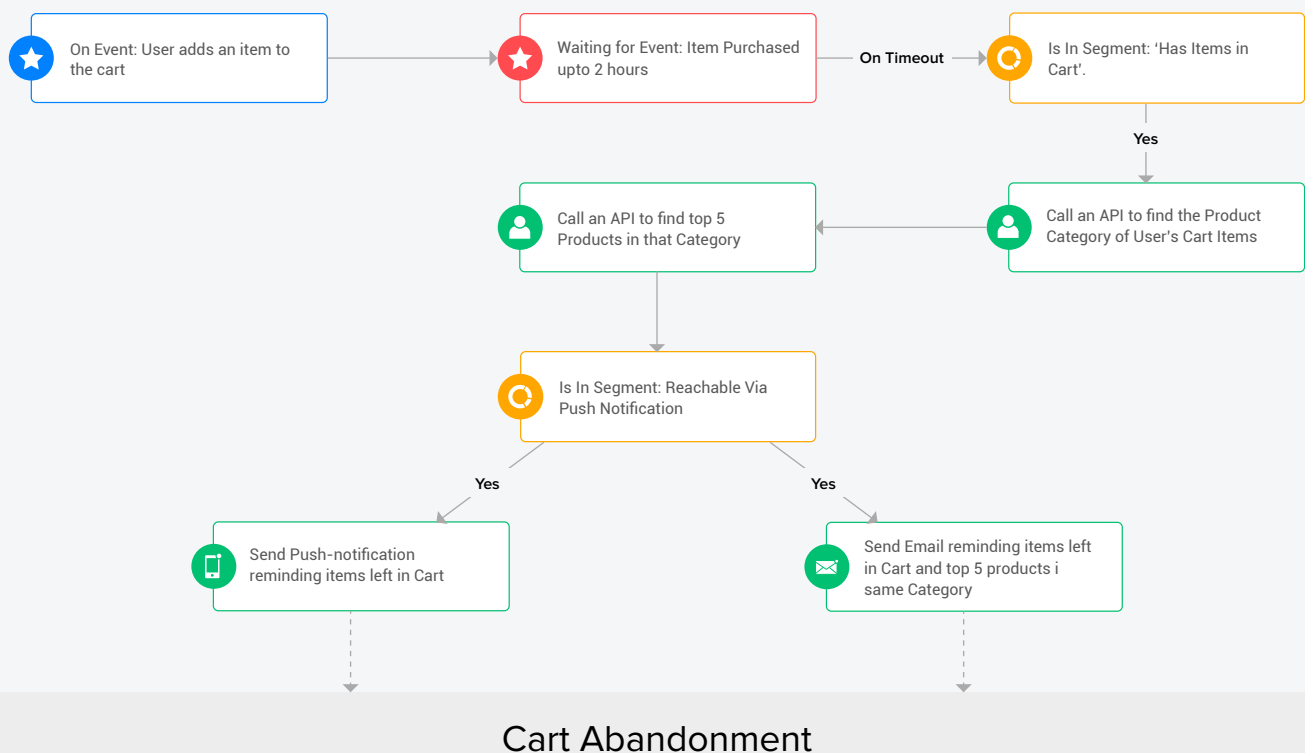
In-app and Onsite Notifications are a must. Unless your users have clicked and come through notifications from any of the above channels.



A sample user engagement journey on the WebEngage dashboard

Users who abandon their carts!

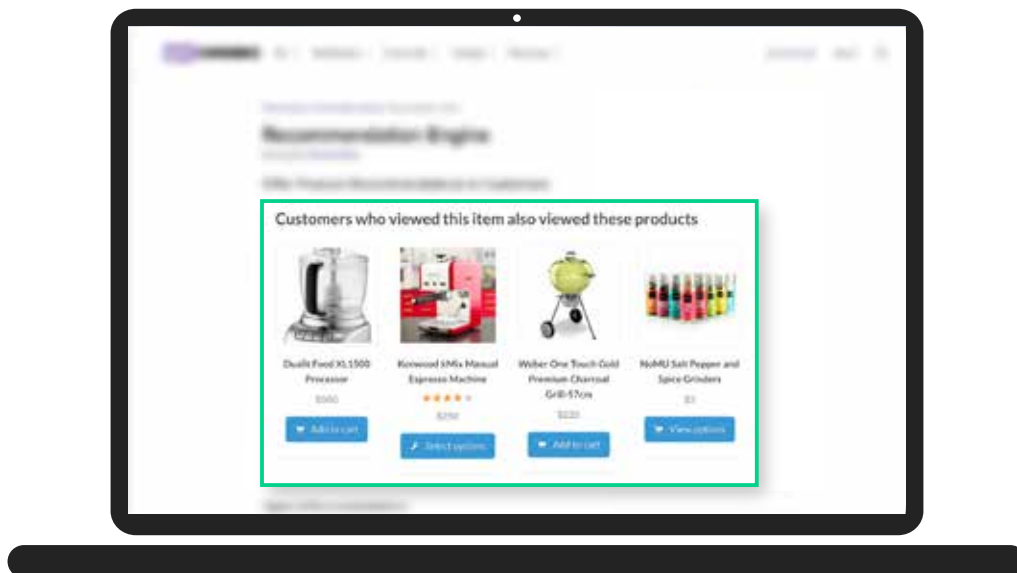
This is a very common phenomenon during festive sales. A vast majority of your users will add products to their carts and abandon them. **In March 2020, nearly 88% of online shopping orders were abandoned.** (Source: Statista) You can compel them to complete the transaction by simply nudging them with a sense of urgency.



Every time a user adds a product to the cart and exits the website or mobile application without completing the transaction, you can send them a notification saying that **you've reserved the product for them and that only X number of products are left in stock.** Or that they have only 15 minutes more to avail the discount before the product goes back to its original price.

Digital Window Shoppers

A lot of curious users would want to come onto your platform to explore the offers and check prices and discounts on products they've been eyeing on for a long time. These are users who are indecisive and prefer comparing prices and products before making a decision. **You can urge them by sending a communication about products related to the items they viewed previously. Commonly known as the “People also viewed...” section on product pages.**



Here the channel selection needs to be more subtle. An email and a web push notification are enough.

You can also couple this with retargeting ads on Google and Facebook. Google shopping often annotates product listings with massive price drops that have happened in a 90-day timeframe. **You can retarget your existing users using search ads for products on sale!**

Strategies for the **Post-Sale Phase**



What to do after the sale is over?

Finally, your sale has ended (phew!) and you were able to get a lot of people interested in your platform and the products you have to offer. So, what's next? Now is the time to increase the lifetime value of your customers (CLV).



Capture feedback from every customer that purchased from you, about their shopping experience



Customers who purchased from your website or mobile app need to be converted into repeat customers



Customers who were interested in your products but did not purchase can be brought back with extended deals



And every user who transacted during the sale needs to be thanked for being a part of the big day.

We still have a lot of work to do!

Once the sale is over, you need to be cautious of the channels you'll be choosing going forward. You don't want the customers you've attracted during the sale to get upset and leave due to over-communication.

Request Customer Feedback

An important component of customer retention is optimizing your customers' experience by collecting and acting on the feedback of your customers. Close-looping with your customers through feedback and the steps you've taken to address their concerns makes them feel valued and appreciated.

Net Promoter Score is an amazing measure of how well did you live up to your customers' expectations. You can ask them to rate your platform on the likelihood of them recommending your business to their friends and family. If they rate you a **9 or a 10**, they are your brands **promoters** and are more likely to help you with word-of-mouth marketing. For someone who rates you a **7 or an 8**, they are **passives** and the overall experience for them has been average. They expect more from your brand and believe that there is a scope for improvement. However, customers that rate you between a **0 to 6** are your brands **detractors** and are very unhappy with their experience with you. **These customers are highly likely to churn.**



Alternatively, you can also use metrics such as customer satisfaction, customer effort score, happiness quotient, etc. to capture customer feedback.

How to Design A Feedback Questionnaire?

The image shows four mobile app screens illustrating a feedback questionnaire flow:

- Screen 1:** Asks "How likely are you to recommend shopperfest.com to your family & friends?" with an 11-point scale (1-10) and a "Next" button.
- Screen 2:** Asks "On a scale of 1 to 5 how would you rate the following?" with three categories: Product Information, On-time Delivery, and Customer Support, each with a 5-point scale and a "Next" button.
- Screen 3:** Asks "Anything else you would like to add:" with a text input field and a "Submit" button.
- Screen 4:** Says "Thank you for your valuable feedback!" and displays a code "ABC 123" to get 10% off on the next purchase.

The process of designing a feedback questionnaire is fairly simple:

Screen 1 - Question related to the metric. For example: How likely are you to recommend <brand_name> to your family and friends? This followed by an 11-point scale.

Screen 2 - Reason for their rating. This includes individual parameters like knowledge of the support staff, the behavior of the delivery person, information on the product page, and so on.

Screen 3 - Open-ended feedback. Ask your customers if they would like to highlight an issue in particular or if they have feedback about parameters not mentioned in screen 2.

Screen 4 - A personalized 'Thank You' note with an offer to incentivize them for the feedback.

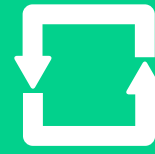
You can use a mix of the following channels while capturing feedback: Email (redirection or in-email feedback), Onsite web pop-ups, SMS, WhatsApp (if opted-in), In-App and Push notifications.

Sending a reminder to your users for feedback can improve the response rate multi-fold.

Here's a list of touchpoints you can use to capture customer feedback:



**Website
Experience**



**Transaction
Experience**



**Delivery
Experience**



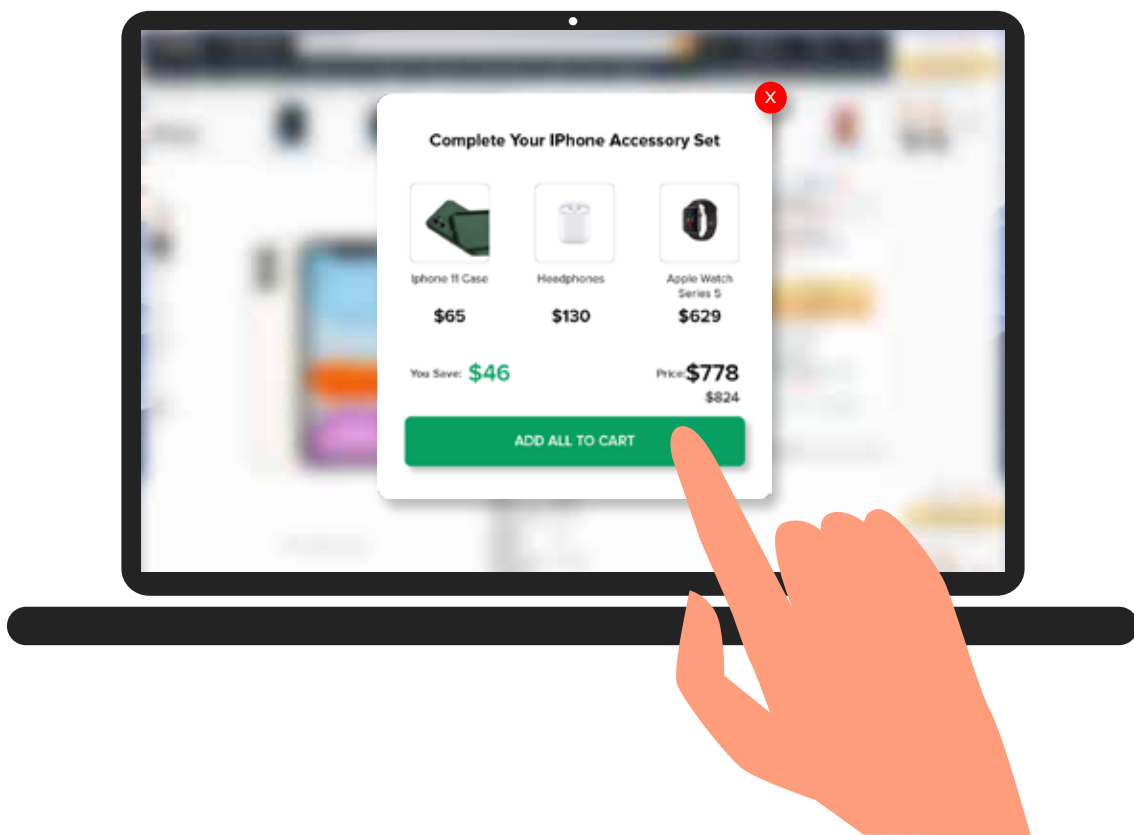
**Usage
Experience**



**Customer Support
Experience**

Increasing CLTV through Repeat Purchases

Suggesting complementary products is a great way to influence repeat purchases. **Every user who has purchased a product during the sale can be shown recommendations of products they are most likely to buy using the recommendation engine.** A smartphone buyer is more likely to buy a screen protector, a gaming console buyer is more likely to buy extra controllers, and so on.

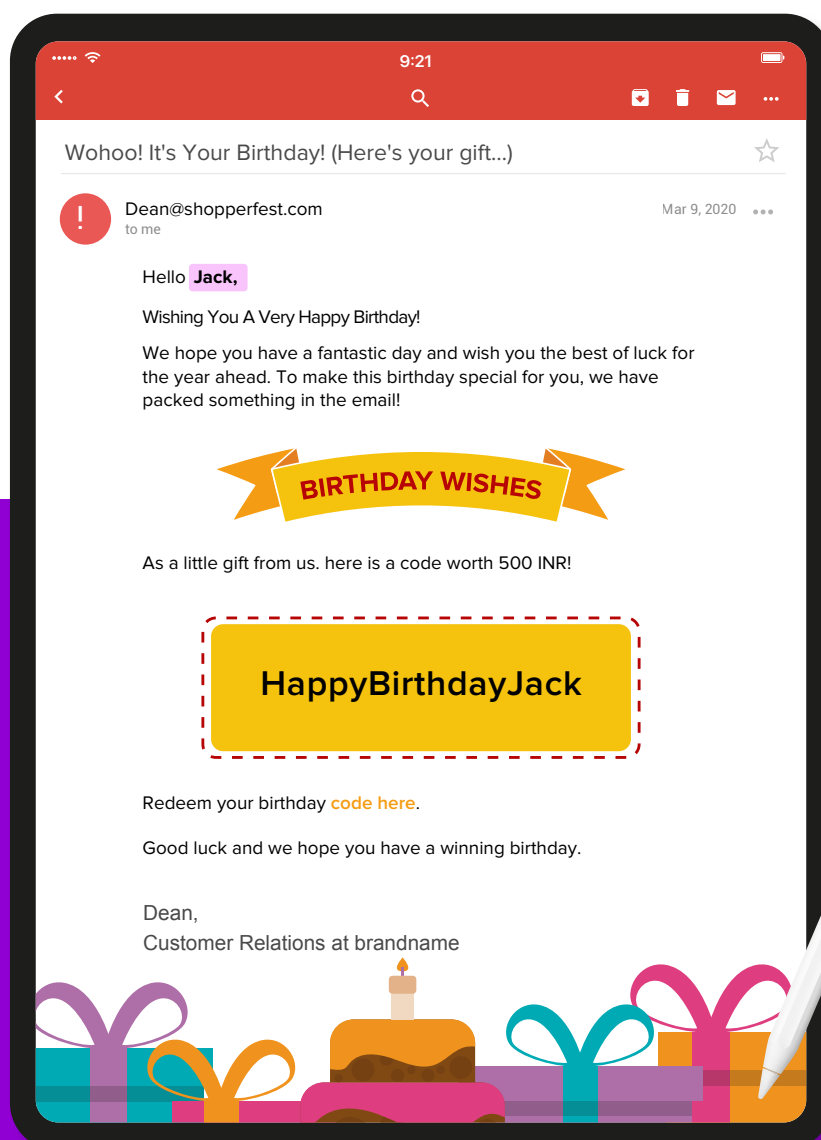


By using automation, you can send product recommendations using the best channel on which your customer is available. You first check if they are reachable through Push Notifications. If no, you then check if they are reachable through Email. If not, you end the Journey here. However, if either of them is yes, you show them products suggested by your recommendation engine. **Parallely, you can also start retargeting these users across Facebook and Google's display networks.**

Increasing CLTV through Couponization

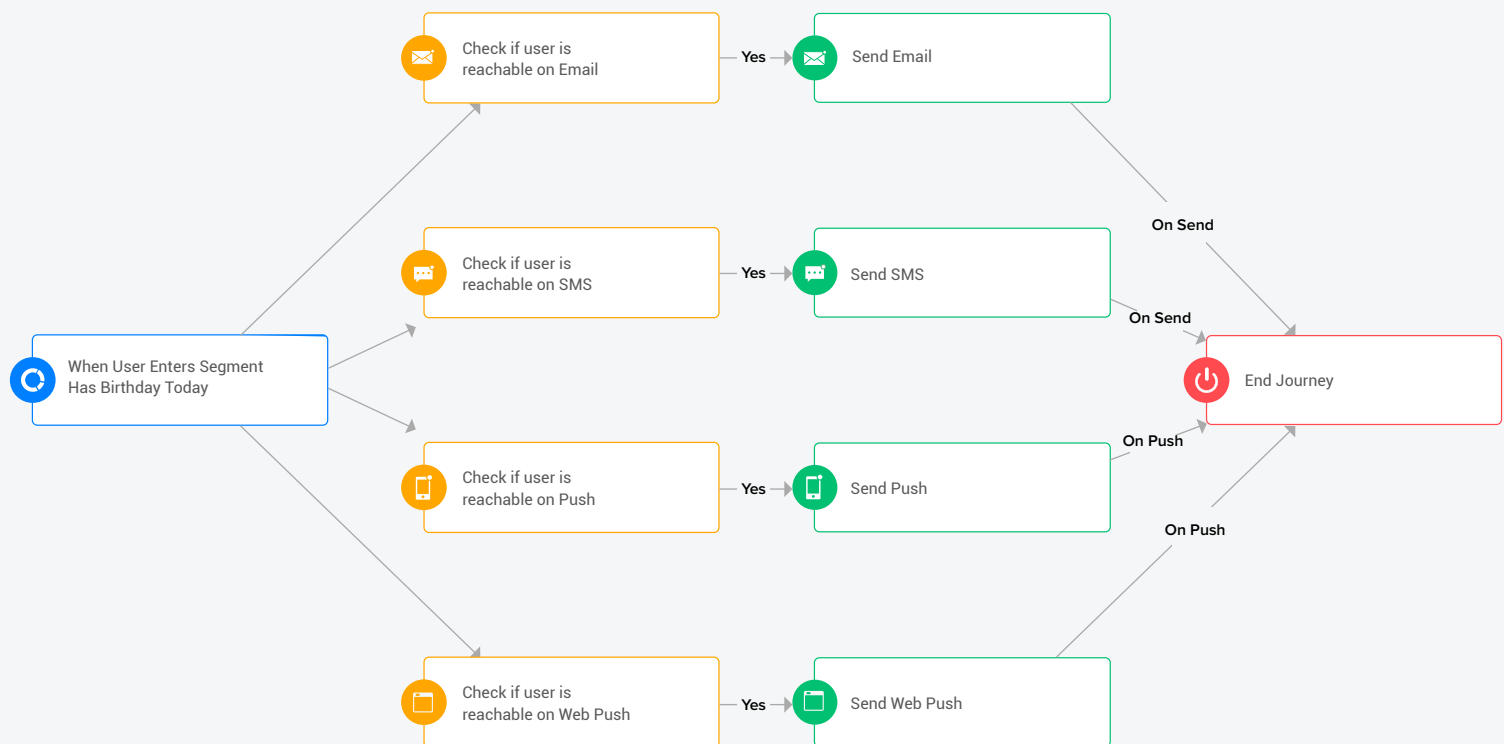
Another way of influencing repeat purchases is through couponization. This is rather long-term as compared to suggesting complementary products, but **this is an excellent way of building brand loyalty.**

To thank your customers for being a part of your big day, you can send them gift coupons/discount codes for their birthdays, anniversaries, festivals, etc. **This has two benefits: 1. You capture more information about your customers and 2. You create an automated contextual campaign that you can run through the year.**



Here's an example of how Couponization works:

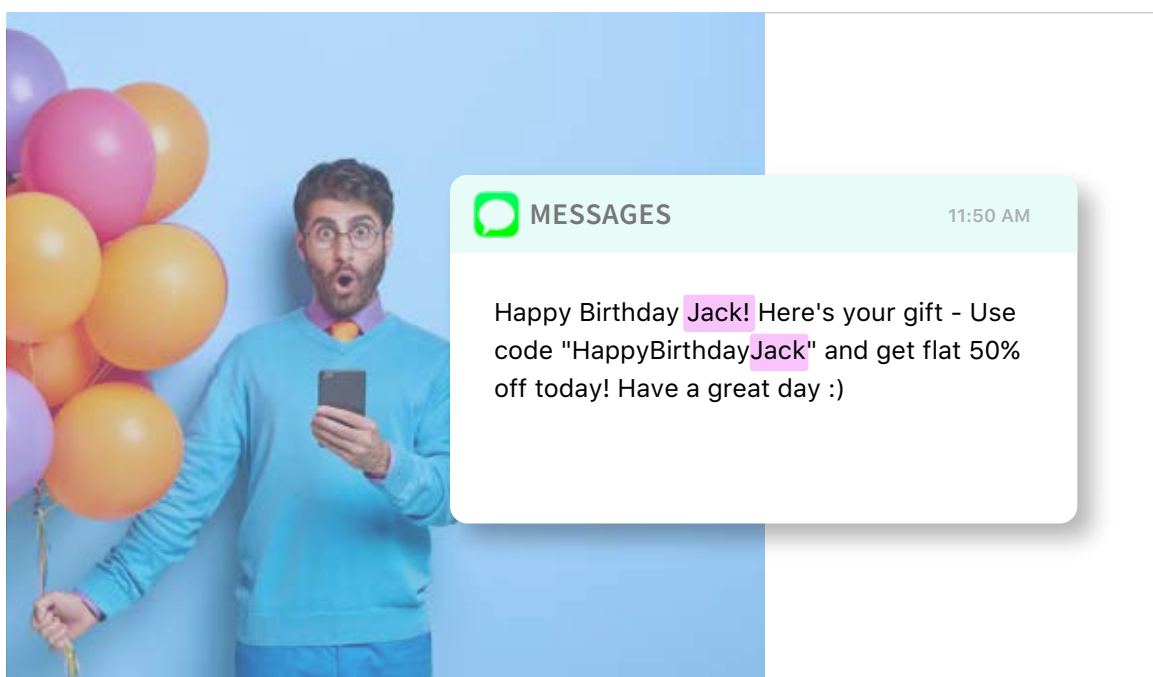
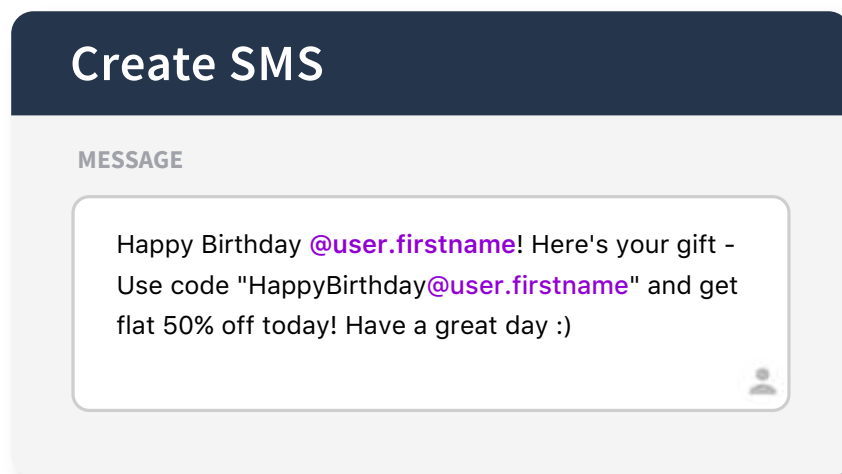
Once the sale ends, you send your users a 'Thank You' note asking them for their date of birth. You promise to surprise them with a 'Special gift' on their special day. As a user, it feels great when a brand remembers your birthday and wishes you with a special discount code.



A sample Couponization journey on the WebEngage dashboard

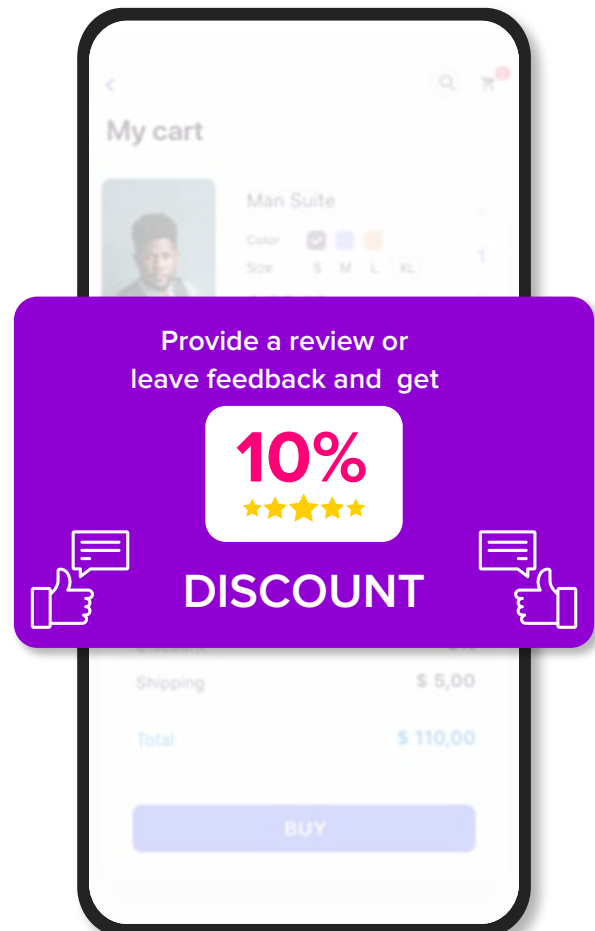
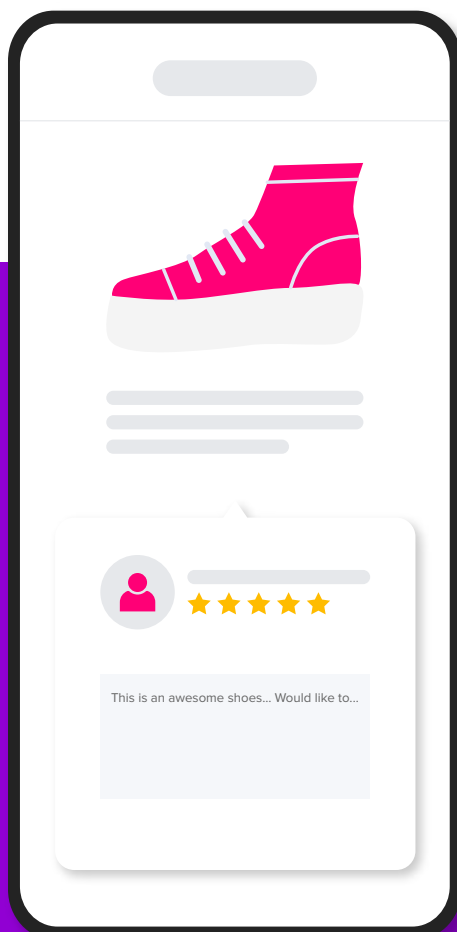
Here's how Clovia uses dynamic birthday discount codes to reward customers.

Once you've captured your users' birthday/anniversary details, you can set an automated workflow that will send your users their personalized coupon codes on their birthday every year. In the example above, we've created a dynamic segment of users whose birthdays are "today". This segment gets updated daily. For all the users in this segment, we send them coupon codes across 4 different channels after checking for their reachability: Email, SMS, Mobile Push, and Web Push.



Increasing CLTV through Reviews & Rewards

Customers who've purchased products from you can be asked to leave reviews on the products they've purchased. You can show these reviews on the product page for potential buyers. In return for this review, you can incentivize them with a discount code on their next purchase.



Motivating customer reviews has 2 benefits:

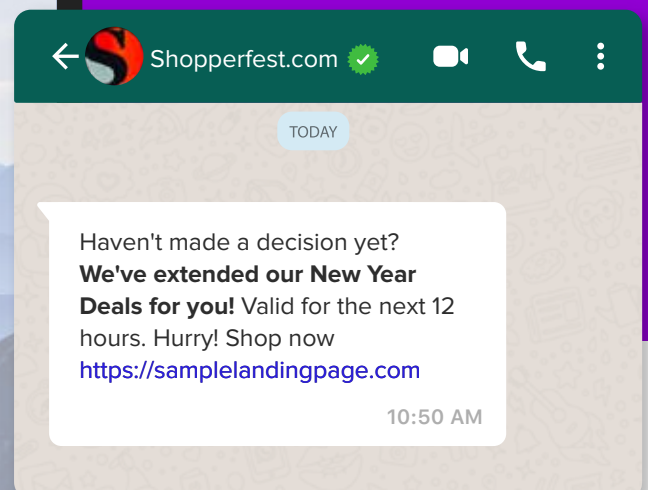
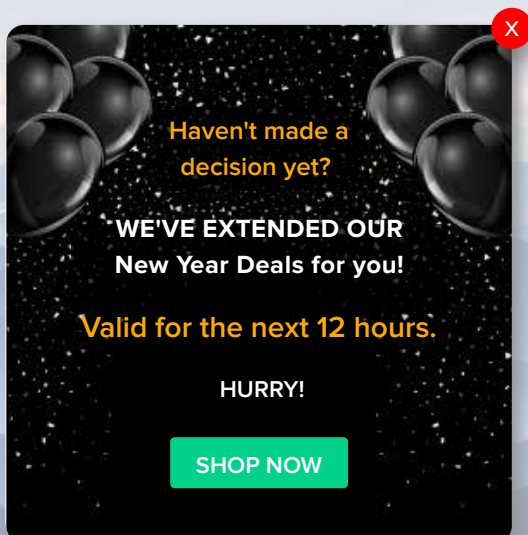
- You incentivize your existing customers with a discount code encouraging them to re-purchase from your platform
- Influencing potential customers with real-reviews, helping them make an informed decision. This way you not only increase first-time conversions but also increase the overall CLTV

Extended Deals

For every user who added a product to the cart but did not proceed to checkout or complete the transaction, you can show them extended deal notifications.

Once the sale is over, we wait for 2 days for the user to complete their transaction. If the user fails to complete the transaction in these 2 days he/she will receive an SMS and an email saying that they have products in their carts and they have extended deals on those products. They can still avail of the offers for the next 24 hours and proceed with the checkout.

If the user has opted-in for WhatsApp reminders, you can also include WhatsApp in the post-sale user engagement mix.



**Want to Run A Festive Flash Sale That'll Make You Billions?
We've Got All the Tools You'll Need!**

CREATE ENGAGING CUSTOMER EXPERIENCES THAT MATTER

Get a free product walkthrough. Talk to our automation experts for custom solutions.

Schedule my free demo



WebEngage is a customer data platform and marketing automation suite that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

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