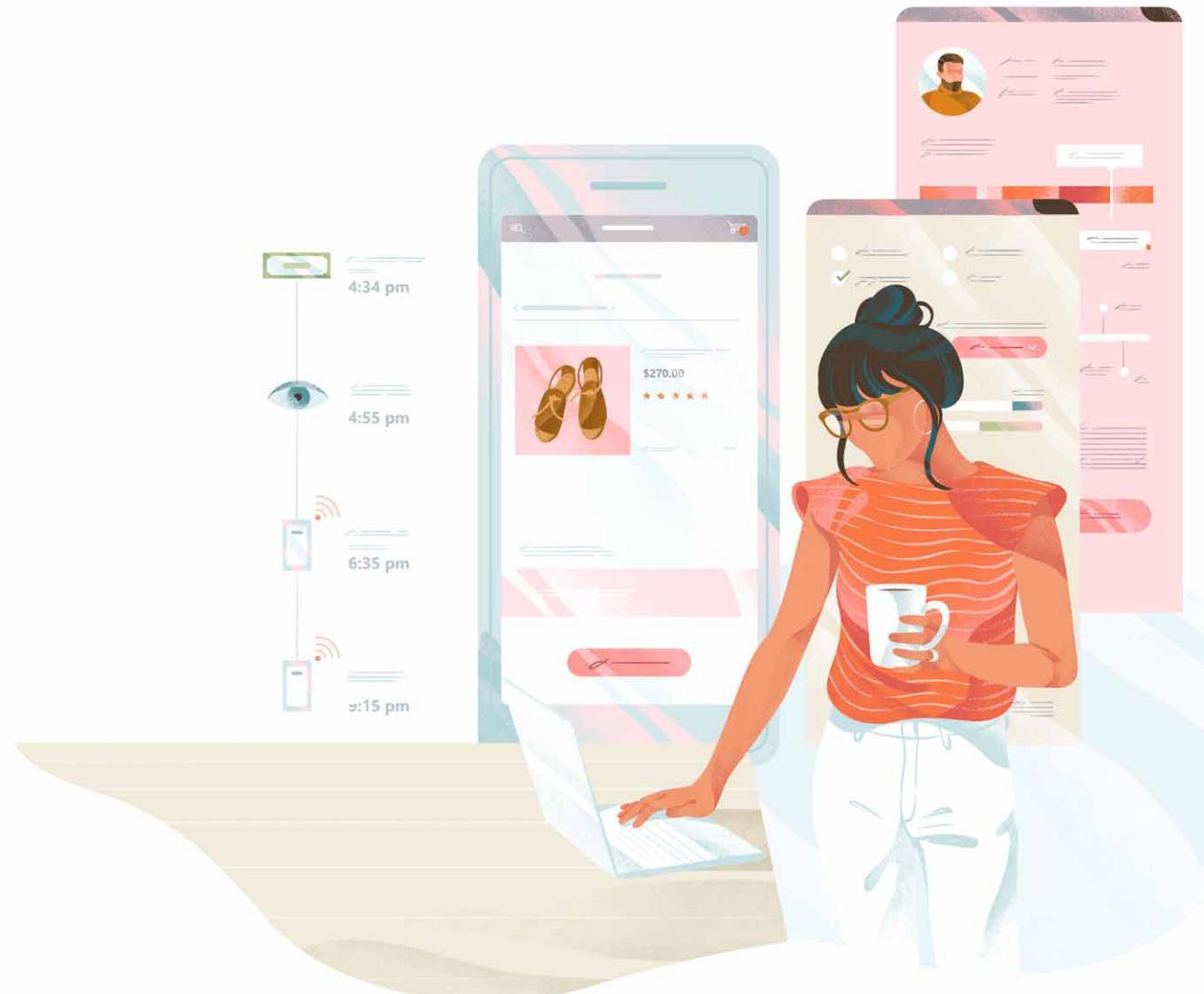




# Black Friday Cyber Monday

ZALA Case Study

**GrowthGurus.**



.....

Black Friday and Cyber Monday are two of the most important days of the ecommerce calendar, falling just after Thanksgiving in November.

.....

RECORD  
BREAKING  
\$9.40b  
ONLINE  
SALES

Known as BFCM weekend, retailers both physical and online run huge discounts. Shoppers often build a wishlist in time for BFCM, so knowing how to communicate your brand's offers is essential.

With a record-breaking \$9.4 billion in online sales during Cyber Monday in 2019, the event continues to grow each year.

The Growth Gurus can help online stores get more customers, bigger orders, & repeat revenues. Our BFCM event with ZALA Hair Extensions was no exception.

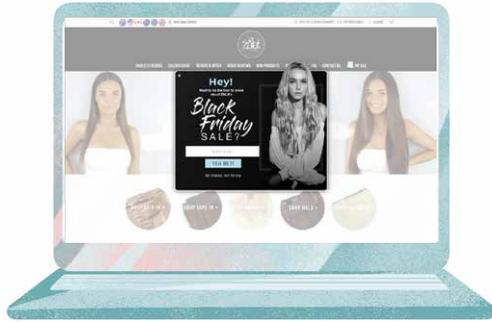
With Black Friday 2019 having fallen on November 29th, we want to walk you through all our promotional efforts that netted ZALA Hair Extensions a tidy sales figure of over \$525,000 for the BFCM period.

### Who are ZALA?

ZALA Hair Extensions is the market leader for Clip-in hair extensions, which are made from the highest grade of Remy hair. With natural-looking extensions that can be applied within a couple of minutes, ZALA is passionate about making people more confident about their hair.



# BFCM ZALA pop-ups



## Pop-up designed to encourage BFCM sign-ups (from November 20th)

Nine days prior to Black Friday, we started to hint at exciting BFCM offers using pop-up content. The goal was to keep ZALA front of mind for BFCM weekend, and gain extra email subscribers for the event.



## More pop-ups to show BFCM offers (from November 22nd)

Using Justuno Black Friday pop-ups, we designed attractive content that clearly communicated ZALA's Black Friday deals. We pay special attention to mobile content - 39% of Black Friday sales were made on mobile devices in 2019. Typically, we go with fly-outs instead of pop-ups on mobile.

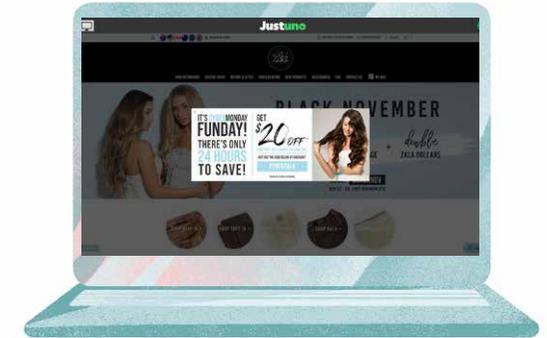
This particular pop-up focused on an exciting giveaway opportunity, as well as a more standard \$20 discount for Black Friday. Users had two chances to interact with the brand.



## Announcement bars to reinforce BFCM offers (from November 22nd)

In case pop-ups were missed or accidentally minimised, we created announcement bars as a permanent fixture for the ZALA website over the BFCM period.

As you can see, users would be able to read the announcement bar at the bottom of the page to get the latest BFCM offers and promo codes from ZALA.



## Cyber Monday pop-up to add urgency (from December 2nd)

As Black Friday drew to a close and Cyber Monday rolled around, we had designed another pop-up to show off ZALA's Cyber Monday deal. The 24-hour timeframe gave us a great chance to add some urgency to the communication.

# ZALA BFCM Email Campaign

As well as on-site pop-ups and announcement bars, carefully crafted email promotions were central to the success of ZALA's BFCM efforts.



48% of 2018 Black Friday revenue came from existing customers, so we had to target ZALA's existing customer base and get them hyped up for BFCM weekend.

**‘Teaser’ email designed to get customers excited for BFCM (from November 21st)**



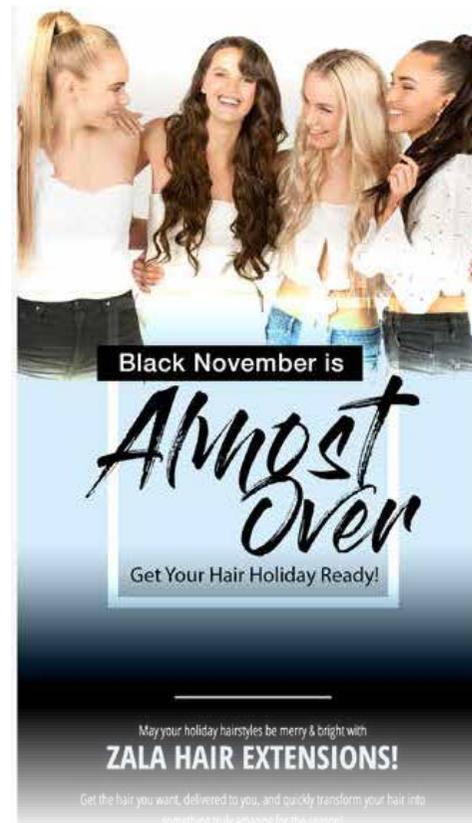
**First email that shows ZALA’s BFCM offers (from November 22nd)**

We wanted to grab the attention of ZALA’s customers at a time of year where there would be plenty of competition. With bold CTAs, big \$300 giveaways and easy-to-use coupon codes.



**Reinforcing the BFCM offers with subsequent emails (November 25th through 30th)**

As Black Friday drew nearer, we could play on the theme of time running out. Each email gave us a new chance to remind customers to purchase with ZALA and treat themselves to beautiful hair during the holiday period.



# ZALA Special BFCM email flow

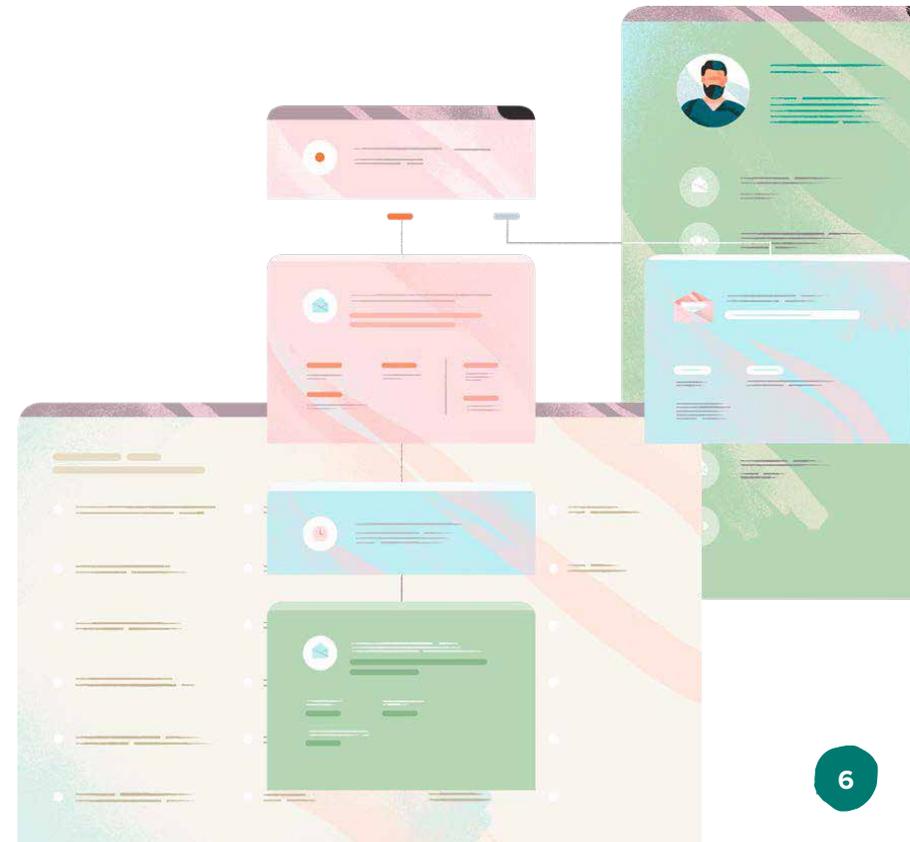


Although existing customers and general promotional emails were key to the success of ZALA's BFCM campaign, it was supplemented by specialised email flows.



## A special BFCM welcome flow for new leads generated by our pop-ups (November 22nd-30th)

Consisting of six emails, we wanted to design a series that targeted the new customers picked up for the BFCM period. Existing customers would already be familiar with ZALA's quality products, and the benefits of buying with them.



# First purchase funnel flow

These new customers needed to learn about ZALA's brand alongside learning about the BFCM offers.



# Abandoned cart flow

## An abandoned cart flow for those who toyed with the idea of purchasing during BFCM (November 22nd-30th)

Depending on the value of the item in the user's cart, abandoned cart emails can be used to offer extra discounts and push a customer across the line of purchase.

In general, ZALA's abandoned cart emails were designed to let customers know that their items had been saved and were still eligible for BFCM discounts.



---

With a blend of Pop-Ups, announcement bars and targeted email campaigns, we were able to make a huge success of ZALA's BFCM marketing efforts.

Overseeing sales of over \$525,000 during the period, the Growth Gurus were thrilled that so many ZALA customers were able to get their high-quality hair extensions in time for the holidays.

---



**Like our approach?  
Let's talk!**

**GrowthGurus.**

**Matt Coleborne**

CEO & Founder

matt@thegrowthgurus.co | +61 410 443 445

**Amy Ashby**

Partnerships Director

amy@thegrowthgurus.co | +61 412 455 117

SYDNEY | LOS ANGELES