

The logo for Talkable, featuring the word "Talkable" in a white sans-serif font with a small orange and red dash-like graphic above the letter 'e'.

Talkable

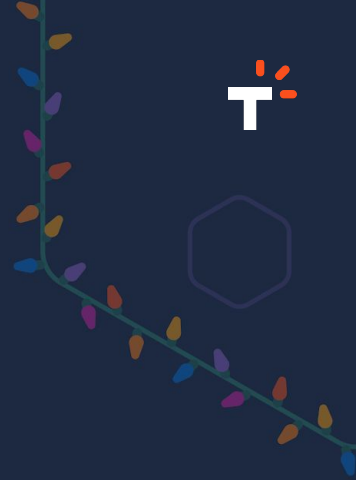
Holiday Planning with Talkable

*Black Friday will be on November 24th this year

The holiday season and Black Friday/Cyber Monday are quickly approaching, and **Talkable** is thrilled to collaborate with you in designing captivating holiday campaigns!

+77% of clients had growth in referral revenue during Black Friday week.

Referral sales remain **twice as high** in the 6-8 weeks following your Black Friday sale.



Key Black Friday trends that will drive the retail industry in 2023:

Early Shopping Habits. In 2022 by mid-October nearly 40% of shoppers had finished 31% of their holiday shopping. We expect the early shopping to continue in 2023.*

→ **Strategy:** *Begin holiday promotions early to become the top holiday shopping destination.*

Personalization. AI usage for product research and holiday planning will impact online sales and ensure that shopping becomes increasingly personalized.

→ **Strategy:** *Personalized marketing is essential for brands during the holiday season.*

Demand for Convenience. Cyber 12, two days pre-Thanksgiving to five days post Cyber Monday saw a 20% Q4 sales surge**. Post-Christmas week is fastest holiday spending growth*.

→ **Strategy:** *Boost sales with countdowns, flash deals, and post-holiday offers throughout the holiday season.*



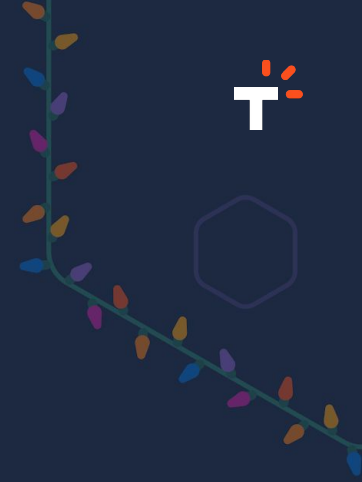


Best Performance

A showcase of the best performing referral campaigns + new suggestions.

SUGGESTIONS #1

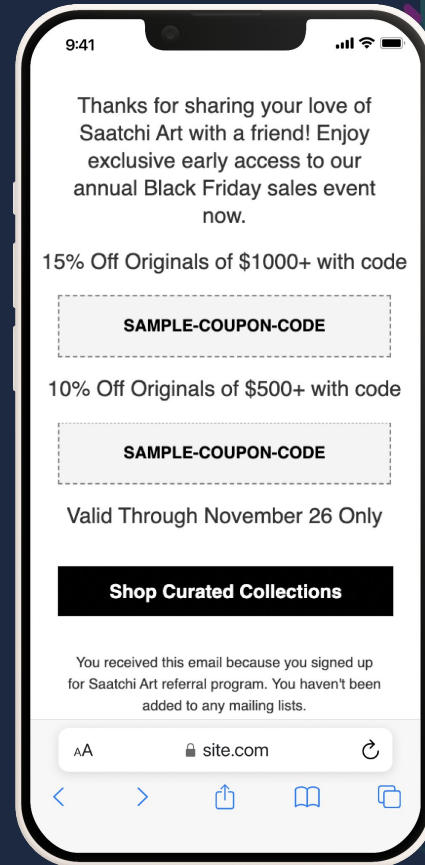
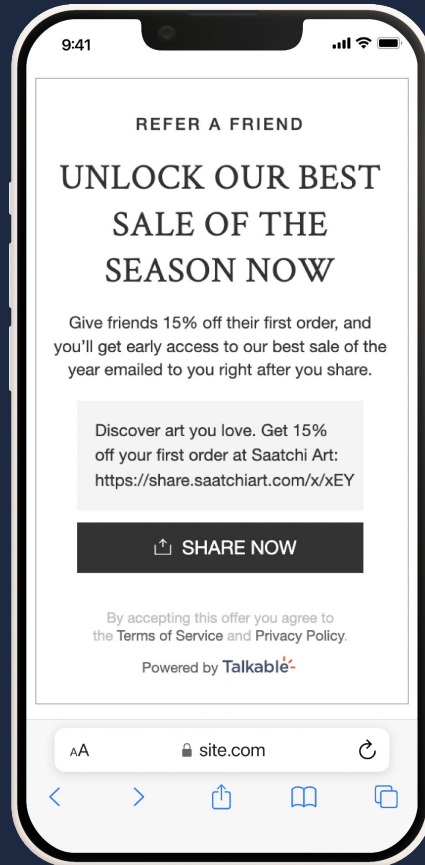
Following this recommendation we recommend kickstarting the holiday promotions before your competitors. With that in mind, we propose initiating your promotion in October through your referral program or by providing an early bird offer specifically tailored for referrers.





OPTION 1.

GIVE YOUR ADVOCATES EARLY ACCESS

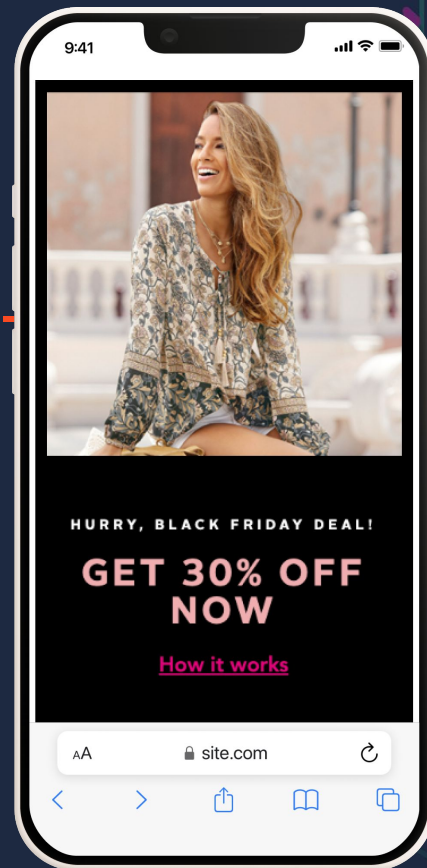
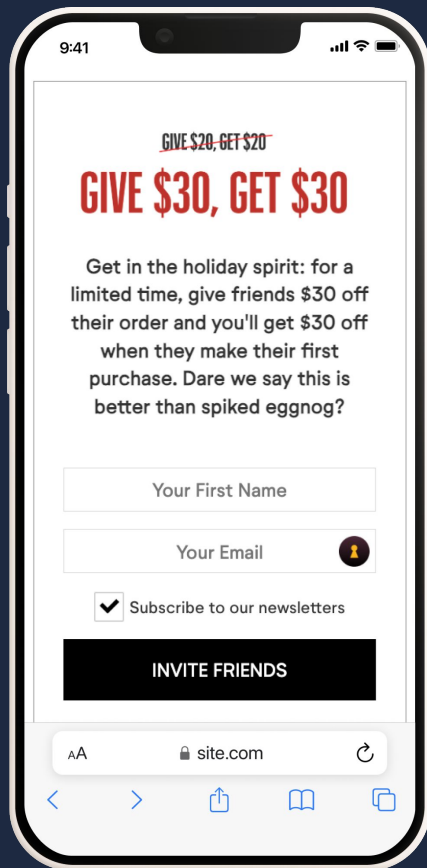




OPTION 2.

INCREASE THE REFERRAL OFFER

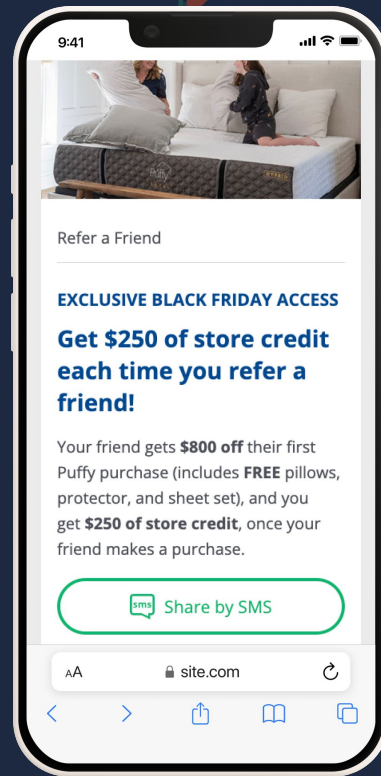
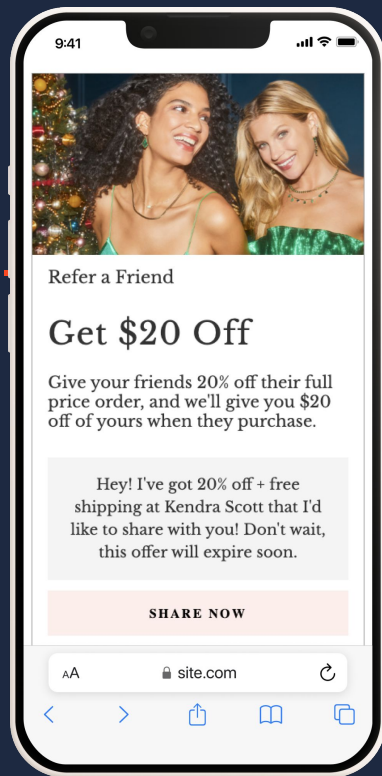
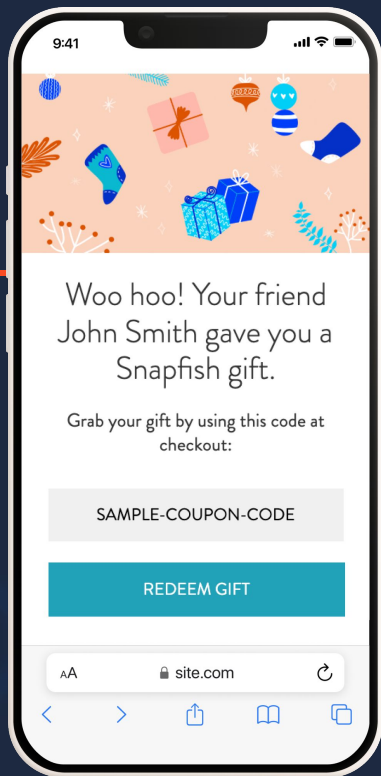
(always have referral be the strongest on site)





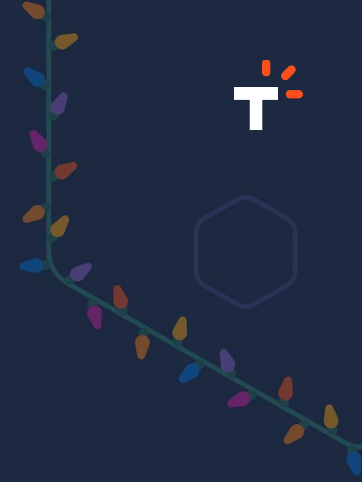
OPTION 3.

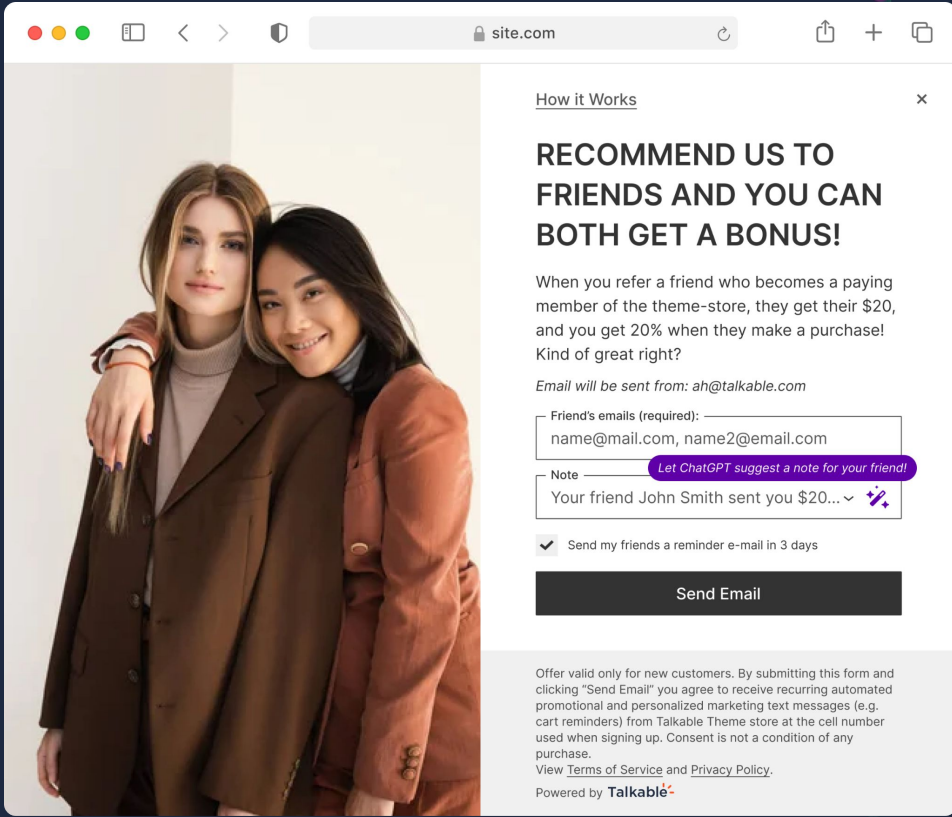
UPDATE YOUR MESSAGING AND CREATIVES



SUGGESTIONS #2

The utilization of AI for product research and holiday planning is expected to have a significant impact on online sales. In light of this, we suggest incorporating AI elements into your referral campaigns or leveling up personalization. These strategies can enhance engagement of your promotional efforts.



OPTION 4.**ADD AI NOTES TO
YOUR CAMPAIGNS**

site.com

How it Works ×


RECOMMEND US TO FRIENDS AND YOU CAN BOTH GET A BONUS!

When you refer a friend who becomes a paying member of the theme-store, they get their \$20, and you get 20% when they make a purchase! Kind of great right?

Email will be sent from: ah@talkable.com

Friend's emails (required):

Note Let ChatGPT suggest a note for your friend!



Send my friends a reminder e-mail in 3 days

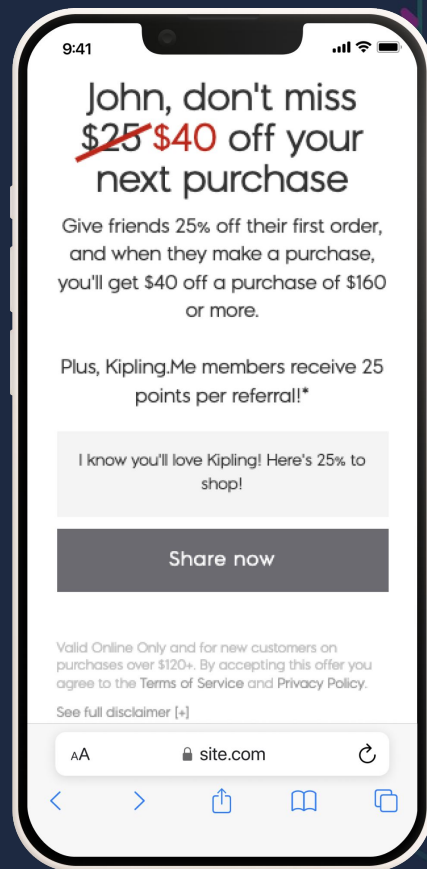
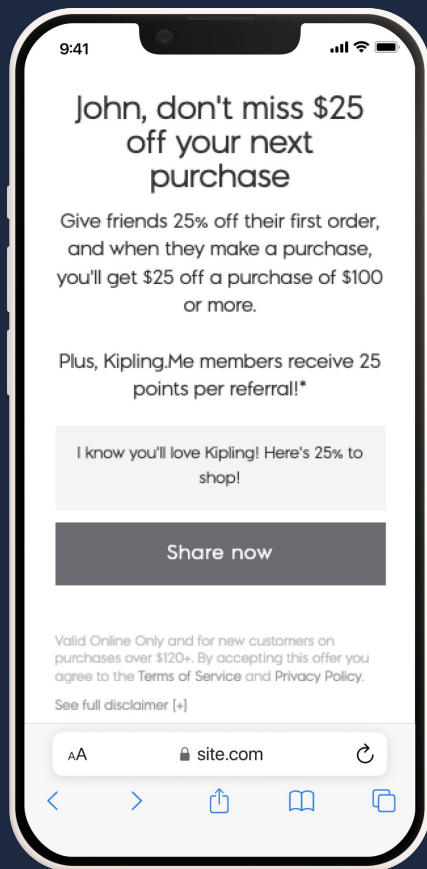
Offer valid only for new customers. By submitting this form and clicking "Send Email" you agree to receive recurring automated promotional and personalized marketing text messages (e.g. cart reminders) from Talkable Theme store at the cell number used when signing up. Consent is not a condition of any purchase.
View [Terms of Service](#) and [Privacy Policy](#).

Powered by **Talkable**



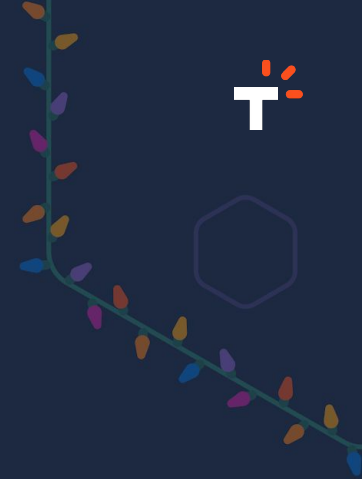
OPTION 5.

**POST PURCHASE
SEGMENTATION -
HIGHER OFFER**



SUGGESTIONS #3

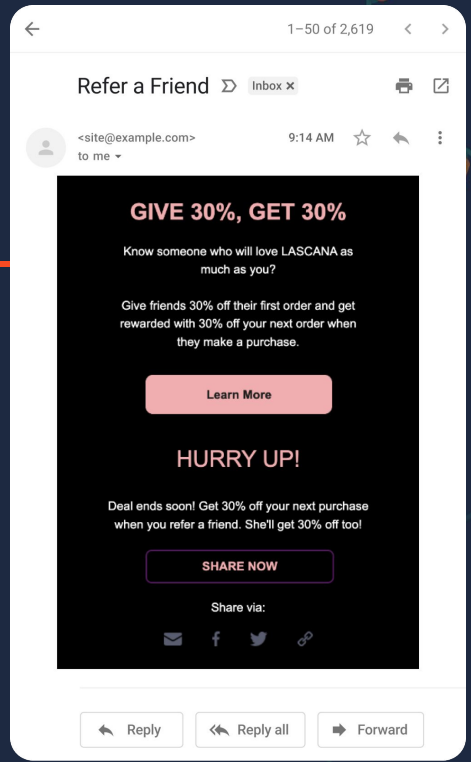
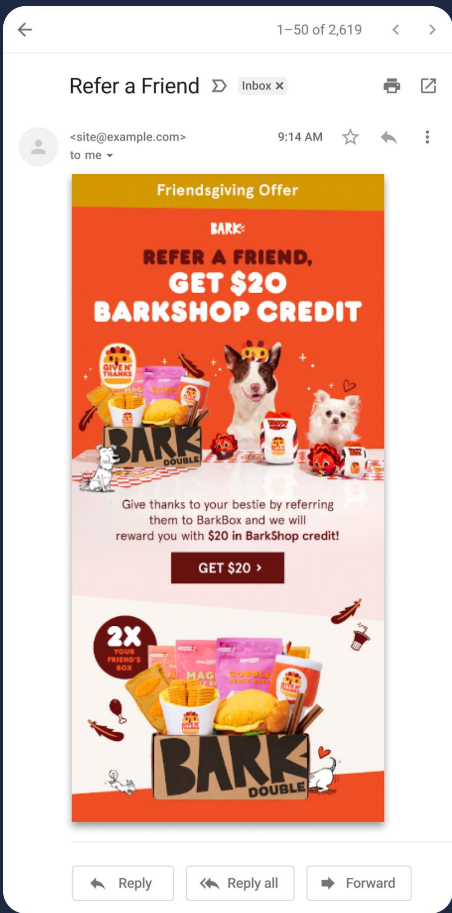
Create a sense of urgency to capture attention. Implement limited-time campaigns with sweepstakes elements or offer additional holiday promos via email/text to customers who missed out on your sale. These tactics not only generate excitement and interest but also encourage immediate action driving conversions and increasing customer acquisition.





OPTION 6.

SEND POST BLACK FRIDAY
EMAIL TO THOSE WHO
MISSED THE SALE

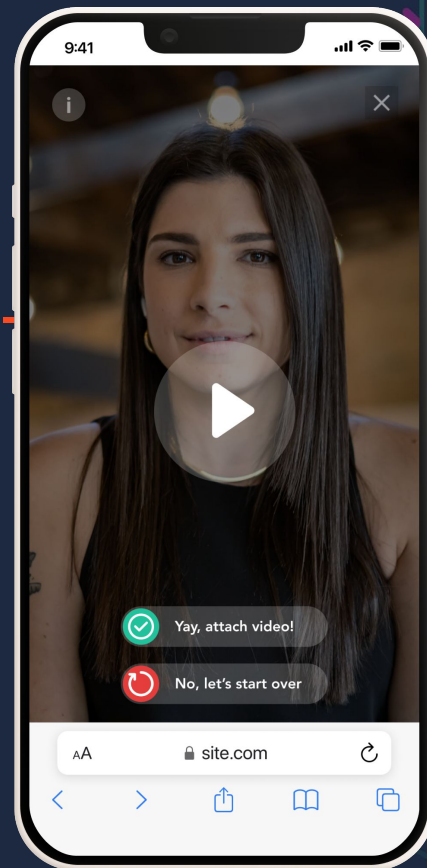
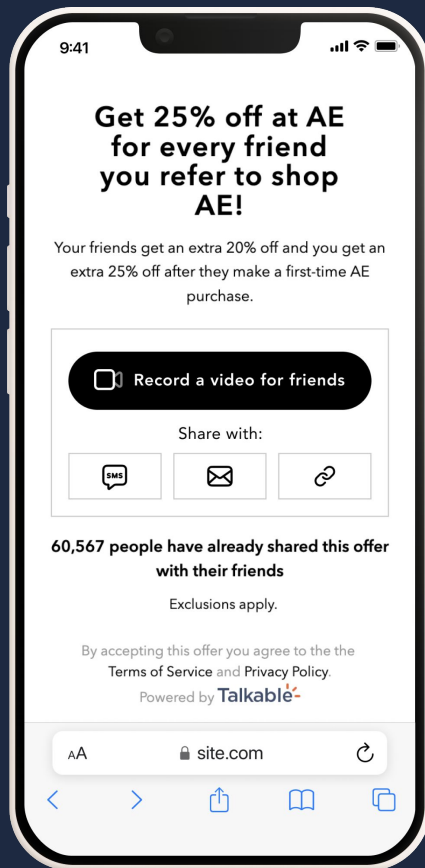




OPTION 7.

ADD ADVOCATES' VIDEO REVIEWS TO YOUR CAMPAIGNS

*(Scoping Required.
In BETA. [More information.](#))*

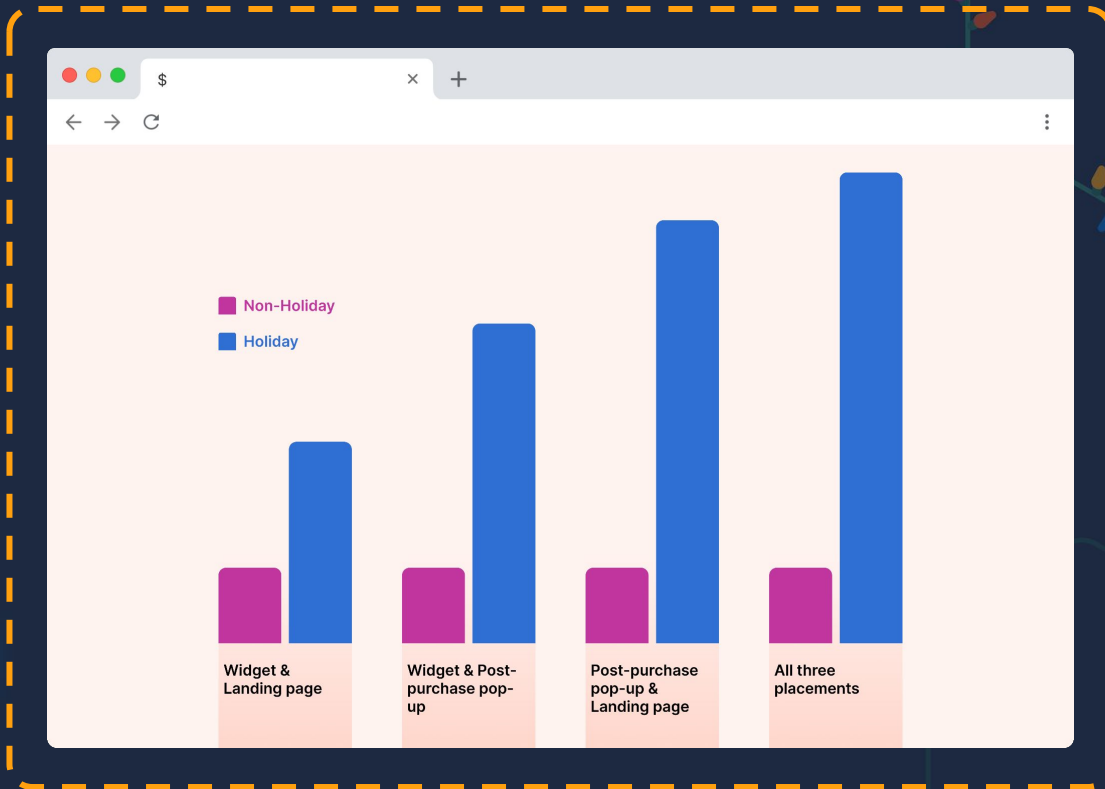




KEEP ALL CAMPAIGNS LIVE.

HOLIDAY \$ revenue distribution by placements

If you have all three placements live, then you'll see a 6x growth in referral revenue during the Black Friday / Cyber Monday time period. We highly recommend keeping all campaigns live to get this increased revenue!



Customers on a managed plan

NEXT STEPS

Take advantage of updated screens for Black Friday and the Holidays with different incentives and messaging included in your contract until **September 30.**

1. Decide which option you want to go with
2. Reach out to Talkable with any questions
3. Provide assets to Talkable by 9/30

Updated incentives, creative, and/or messaging when assets received before:	Pricing
9/30	Included in current contract
10/1-31	\$1,500
11/1-15	\$2,500

STANDARD IMAGE SIZES:

Main Images (lifestyle/product) - 645x645, 645x685, 435x403, 750x375, 612x645

Email Image (branded with logo) - 480x265

Social Share Image (lifestyle/product) - 1200x630

Please check with your Talkable team as image sizes may vary.