

Joss & Main

Cyber 5

Creative Assets

Joss & Main

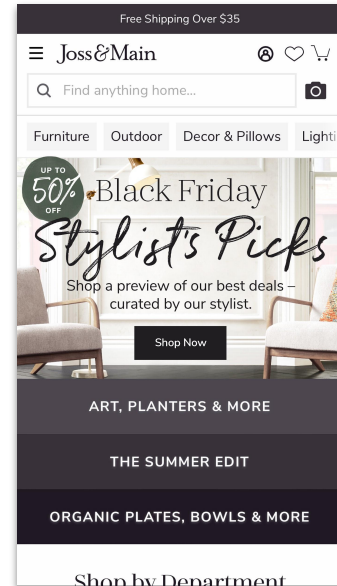
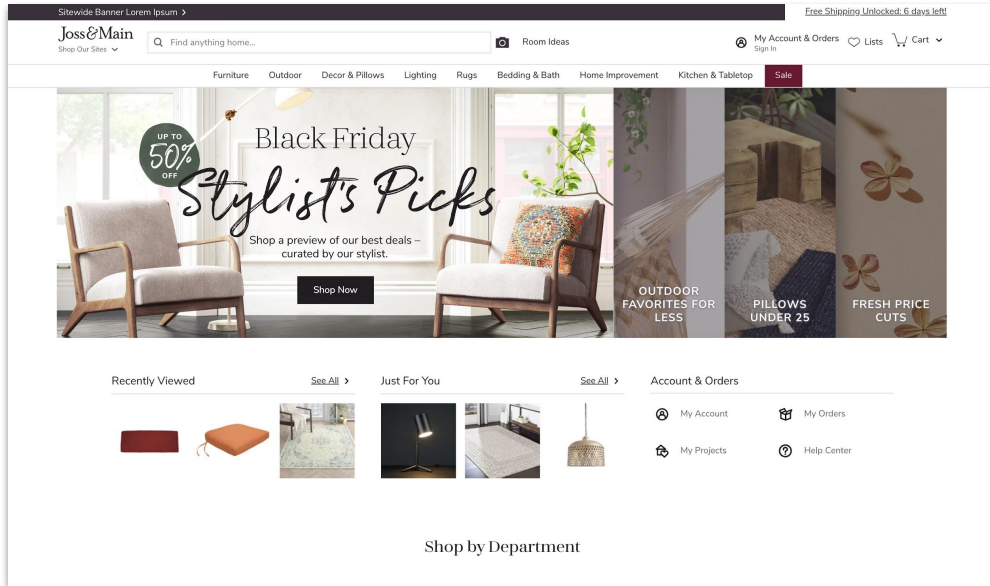
Promo Strategy

Promo Strategy

<p>Targeting different messaging for in-market customers vs. non in-market customers via Mystique personalized heroes for in-market customers, landing on the Black Friday Preview single-class events, and Black Friday Stylist Picks for all non in-market customers, landing on sale interstitial with a multi-class Stylist Picks event</p>	<p>Shop Early Black Friday, featuring typical 'up to 50% off' Black Friday events. Promoted across all marketing channels.</p>	<p>C5 main event, Thanksgiving-Cyber Monday, featuring the same Black Friday 'up to 50% off' events + Extra 25% off with code. We will turn up the dial on messaging through creative adjustments (exploration underway), a site-wide takeover, heightened email/push frequency, and urgency messaging. Promoted across all marketing channels.</p>					<p>Cyber Week, 12/1-12/4, featuring typical Cyber Monday events with 'up to 50% off' Cyber Week messaging (similar to the Black Friday event structure). Promoted across all marketing channels.</p>	
<p>11/13-11/19</p>	<p>11/20-11/25</p>	<p>11/26 - Thanksgiving</p>	<p>11/27 - Black Friday</p>	<p>11/28 - Black Friday Extended</p>	<p>11/29 - Cyber Monday Preview</p>	<p>11/30 - Cyber Monday</p>	<p>12/1 - Cyber Monday Extended</p>	<p>12/1-12/4</p>
<p>Up to 50% Off</p>		<p>- Up to 50% Off + Extra 25% Off Promo Code - Free Shipping - Flash Deals</p>					<p>Up to 50% Off</p>	
<p><i>Pricing strategy TBD</i></p>	<p><i>Pricing strategy TBD</i></p>	<p>25% off code</p>					<p><i>Pricing strategy TBD</i></p>	
<p>High Support: Omni-channel Campaign</p>	<p>High Support: Omni-channel Campaign</p>	<p>Highest Support: Omni-channel, plus multiple email takeovers per day, push notifications per day, organic social pushes, higher bids on SEO terms</p>					<p>Medium Support: Wind down omni-channel, keep on Site, Email, & Push</p>	
<p>Black Friday Stylist's Picks Black Friday Preview, Up to 50% Off [x] Class</p>	<p>Shop Early, Black Friday Up to 50% Off</p>	<p>Black Friday Up to 50% Off + Extra 25% Off Free Shipping Limited Time Flash Deals</p>	<p>Black Friday Extended Up to 50% Off + Extra 25% Off Free Shipping Limited Time Flash Deals</p>	<p>Cyber Monday Preview Up to 50% Off + Extra 25% Off Free Shipping Limited Time Flash Deals</p>	<p>Cyber Monday Up to 50% Off + Extra 25% Off Free Shipping Limited Time Flash Deals</p>	<p>Cyber Monday Extended Up to 50% Off + Extra 25% Off Free Shipping Limited Time Flash Deals</p>	<p>Cyber Monday Extended Up to 50% Off</p>	

Joss & Main

Site Assets




Secondary subcopy on Interstitial



Sitewide Banner Lorem Ipsum > Free Shipping Unlocked: 6 days left!

Joss&Main Room Ideas My Account & Orders Sign In Lists Cart

Furniture Outdoor Decor & Pillows Lighting Rugs Bedding & Bath Home Improvement Kitchen & Tabletop **Sale**



UP TO 50% OFF

BLACK FRIDAY PREVIEW

Accent Chest Sale

Why wait? Shop the sale of the year early.







Shop Now

OUTDOOR FAVORITES FOR LESS

PILLOWS UNDER 25

FRESH PRICE CUTS

Recently Viewed [See All >](#) Just For You [See All >](#) Account & Orders


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- 

- My Account
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- My Projects
- Help Center


Shop by Department

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Furniture Outdoor Decor & Pillows Lighting



UP TO 50% OFF

BLACK FRIDAY PREVIEW

Accent Chest Sale

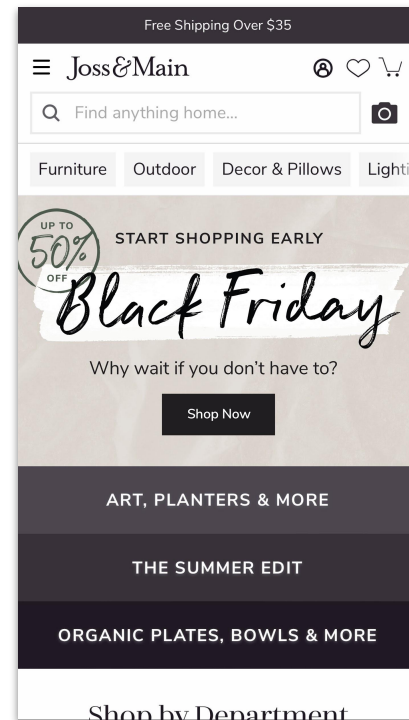
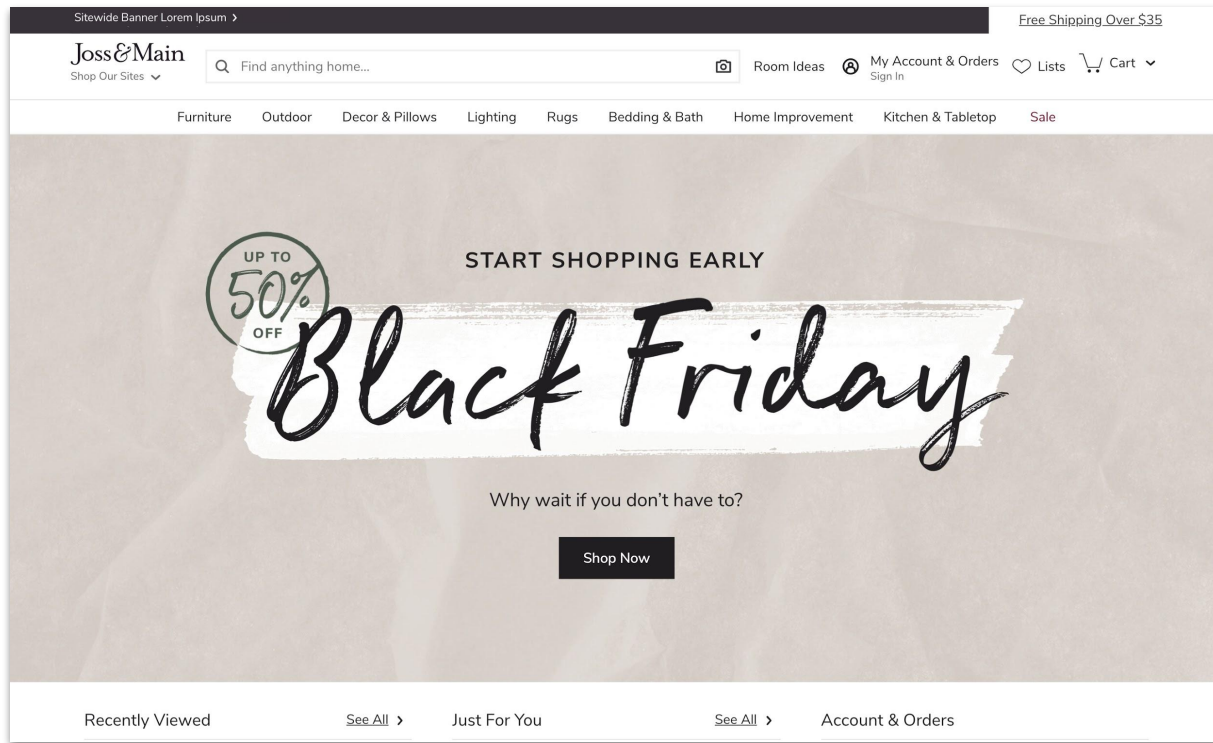
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ART, PLANTERS & MORE

THE SUMMER EDIT





ORGANIC PLATES, BOWLS & MORE

Shop by Department



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Furniture Outdoor Decor & Pillows Lighting Rugs Bedding & Bath Home Improvement Kitchen & Tabletop Sale

BLACK FRIDAY IS ON

Up to 50% Off

Plus an Extra 25% Off*




with code **SAVE25**


[Shop Now](#)

*Select sales only

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Up to 50% Off

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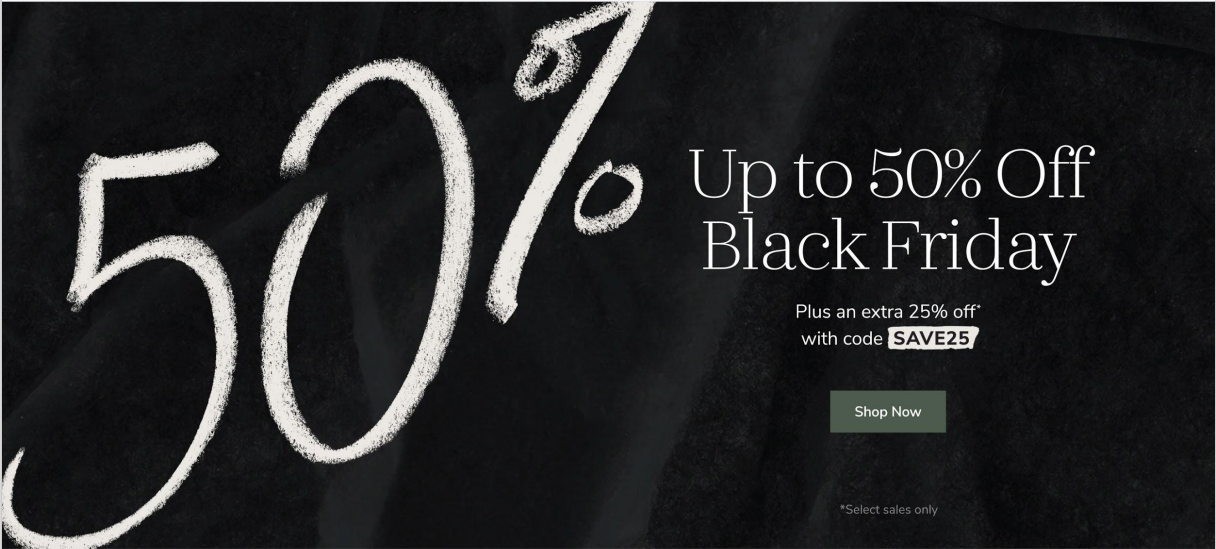
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Furniture Outdoor Decor & Pillows Lighting Rugs Bedding & Bath Home Improvement Kitchen & Tabletop Sale



Up to 50% Off
Black Friday




Plus an extra 25% off* with code **SAVE25**


Shop Now

*Select sales only

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Black Friday
Up to 50% Off

Plus an extra 25% off* with code **SAVE25**

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*Select sales only

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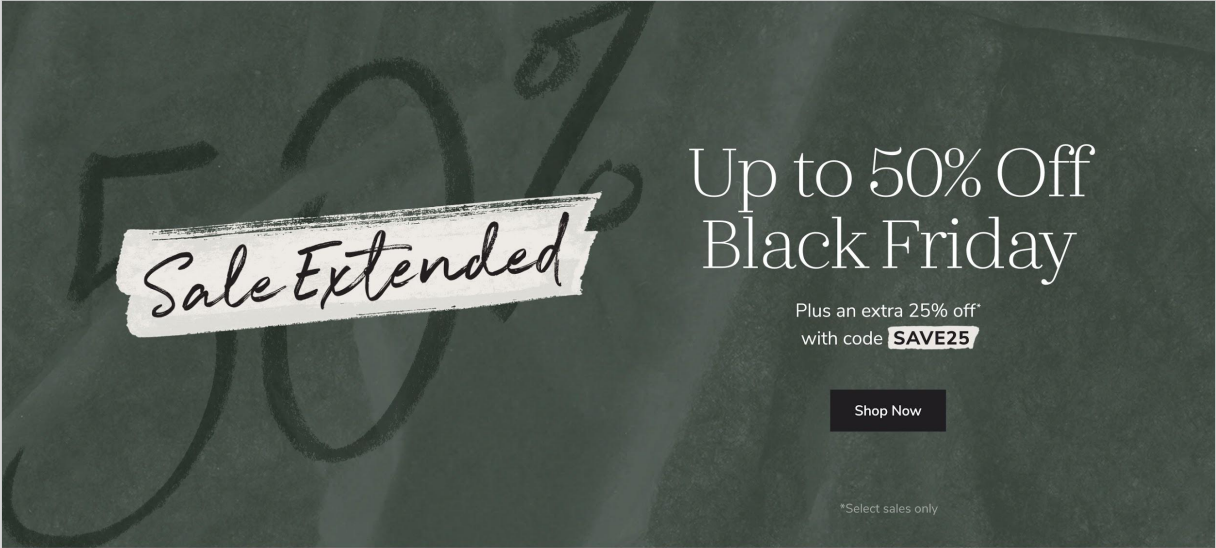
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Furniture Outdoor Decor & Pillows Lighting Rugs Bedding & Bath Home Improvement Kitchen & Tabletop Sale



Up to 50% Off
Black Friday

Sale Extended




Plus an extra 25% off*
with code **SAVE25**


[Shop Now](#)

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Black Friday Extended
Up to 50% Off
Plus an extra 25% off* with code **SAVE25**

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Furniture Outdoor Decor & Pillows Lighting Rugs Bedding & Bath Home Improvement Kitchen & Tabletop Sale

 **START SHOPPING EARLY**
Cyber Monday




Plus an extra 25% off* with code **SAVE25**


[Shop Now](#)

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Cyber Monday

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Furniture Outdoor Decor & Pillows Lighting Rugs Bedding & Bath Home Improvement Kitchen & Tabletop Sale



Up to 50% Off Cyber Monday




Plus an extra 25% off*
with code **SAVE25**


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Cyber Monday

Up to 50% Off

Plus an extra 25% off* with code **SAVE25**

[Shop Now](#)

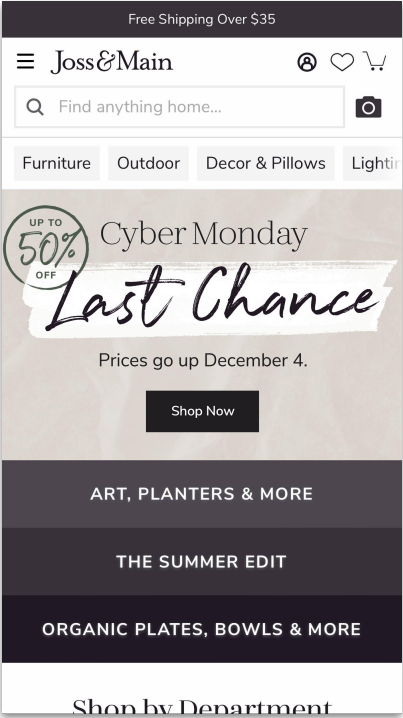
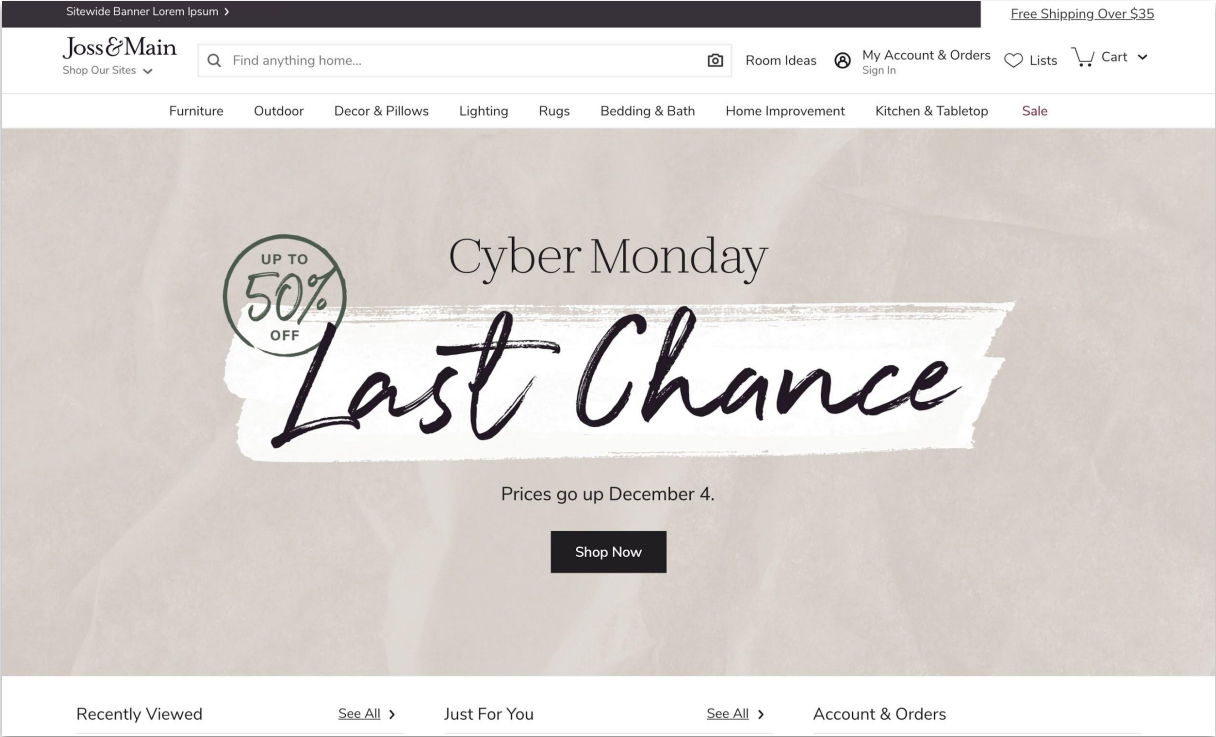
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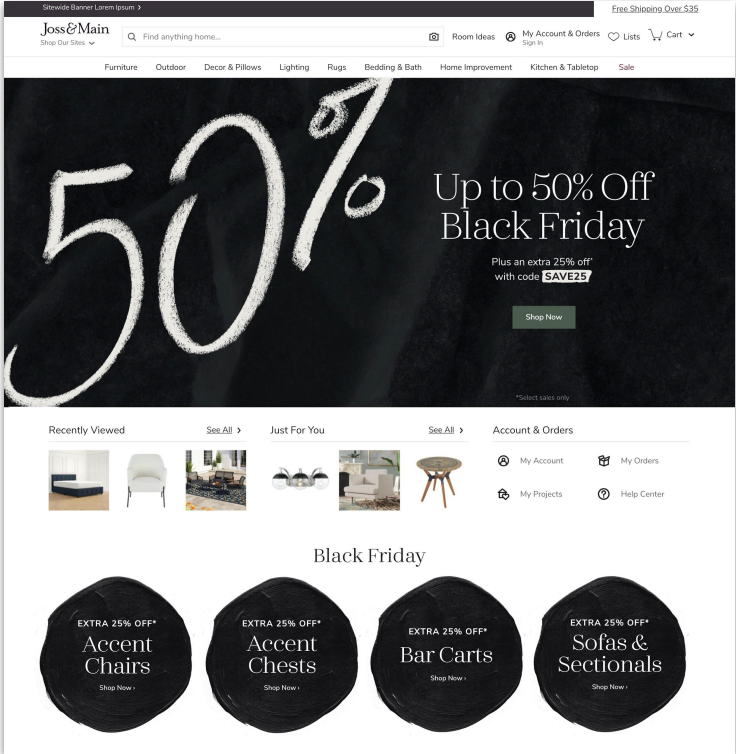
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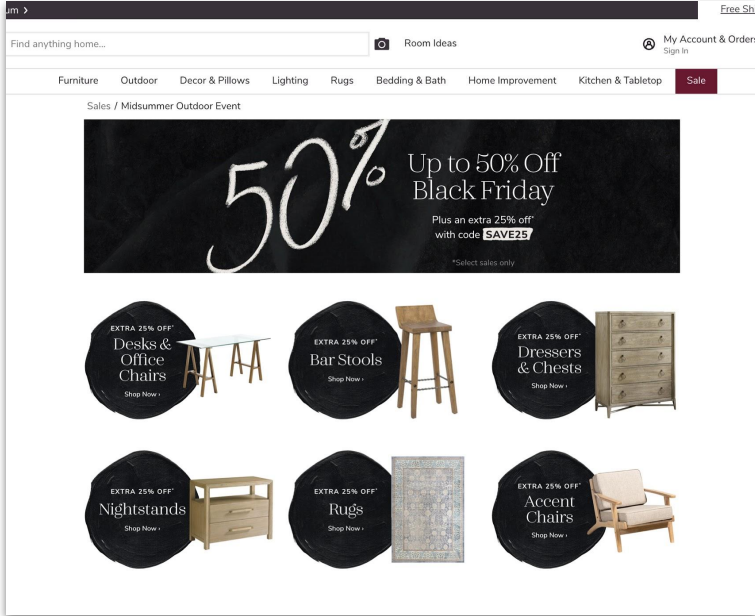


SWB: Copy to come

Featured Promo



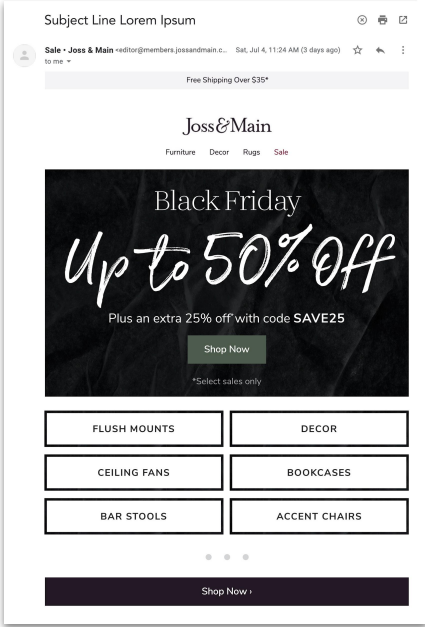
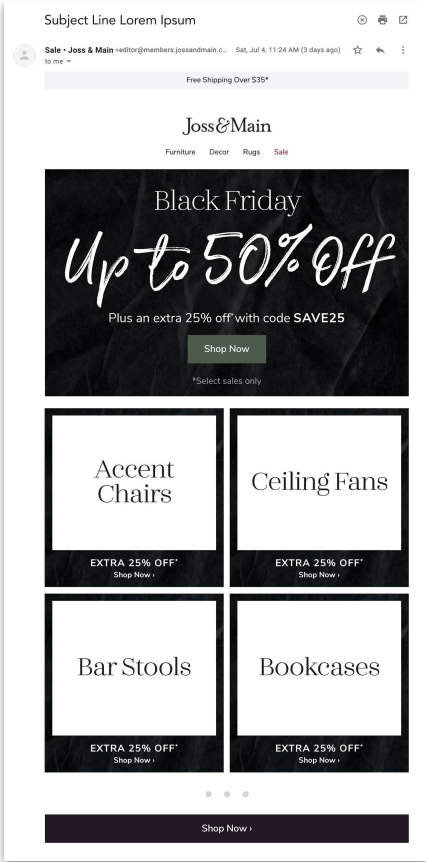
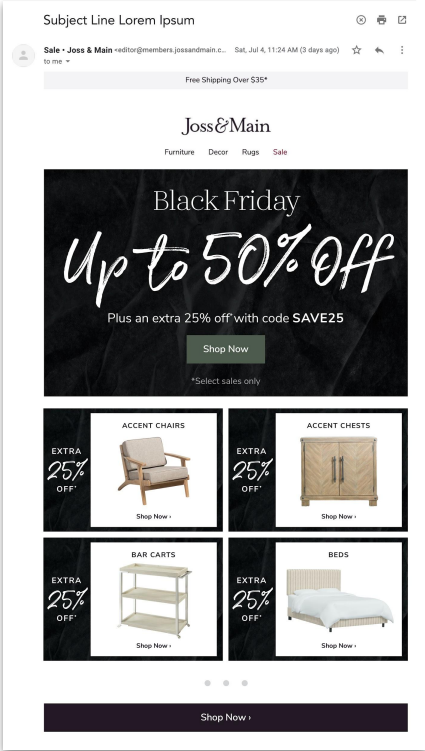
Interstitial



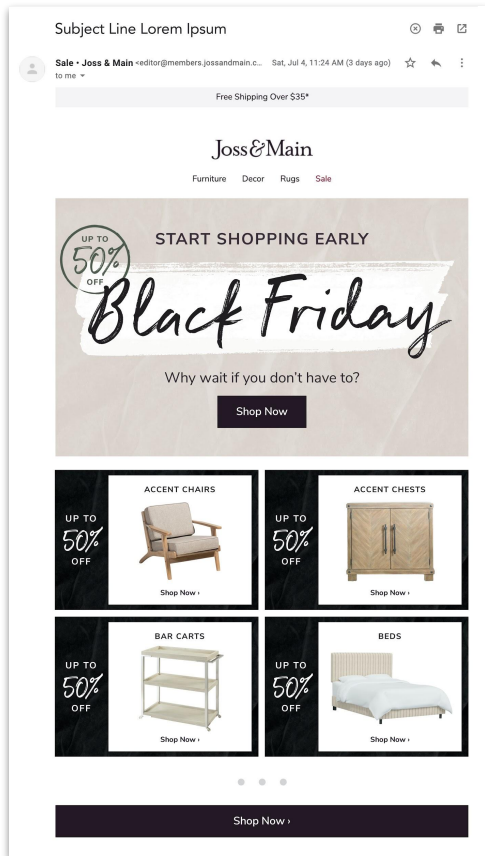
Note: will have "Up to 50% Off" VPs during pre- and post-sale periods

Joss & Main

Email



Note: will have "Up to 50% Off" VPs during pre- and post-sale periods

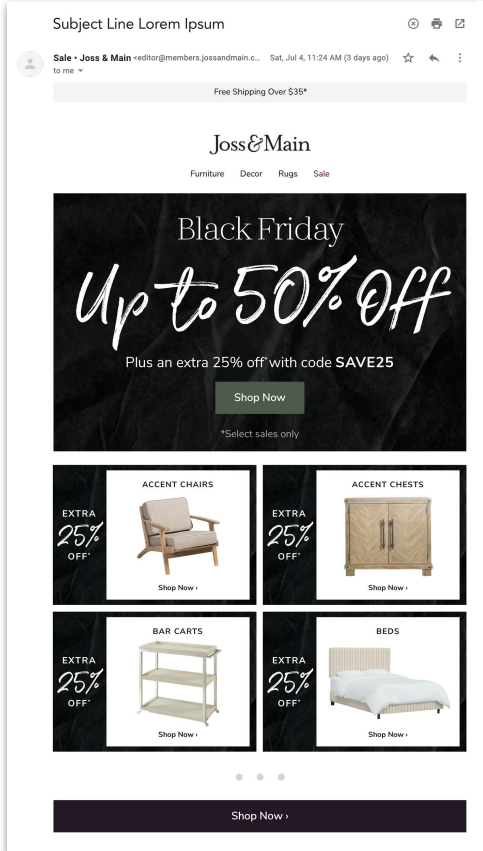


Standard Banners



Skinny Banners

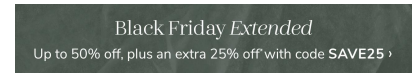
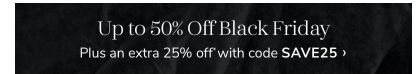




Standard Banners



Skinny Banners







Subject Line Lorem Ipsum

Sale - Joss & Main - editor@members.jossandmain.c... Sat, Jul 4, 11:24 AM (3 days ago)

Free Shipping Over \$35*

Joss & Main
Furniture Decor Rugs Sale

Cyber Monday
Up to 50% Off
Plus an extra 25% off* with code **SAVE25**
Shop Now
*Select sales only

<p>EXTRA 25% OFF*</p> <p>ACCENT CHAIRS</p>  <p>Shop Now ></p>	<p>EXTRA 25% OFF*</p> <p>ACCENT CHESTS</p>  <p>Shop Now ></p>
<p>EXTRA 25% OFF*</p> <p>BAR CARTS</p>  <p>Shop Now ></p>	<p>EXTRA 25% OFF*</p> <p>BEDS</p>  <p>Shop Now ></p>

Shop Now >

Standard Banners

UP TO 50% OFF

START SHOPPING EARLY

Cyber Monday

Plus an extra 25% off* with code **SAVE25**

Shop Now

*Select sales only

Cyber Monday

Up to 50% Off

Plus an extra 25% off* with code **SAVE25**

Shop Now

*Select sales only

Cyber Monday

Flash Deals

UP TO 50% OFF

Plus an extra 25% off* with code **SAVE25**

Shop Now

*Select sales only

Cyber Monday | *Hours Left*

Up to 50% Off

Plus an extra 25% off* with code **SAVE25**

Shop Now

*Select sales only

Skinny Banners

Shop Cyber Monday Early

Take up to 50% off, plus an extra 25% off* with code **SAVE25** >

*Select sales only.

Up to 50% Off Cyber Monday

Plus an extra 25% off* with code **SAVE25** >

*Select sales only

Shop Cyber Monday *Flash Deals* >

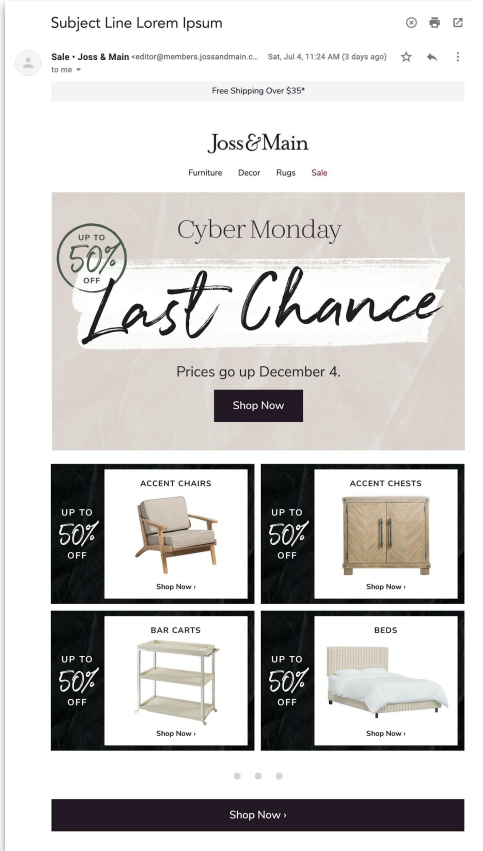
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Ends Tonight

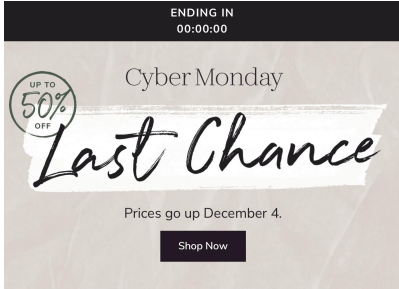
Up to 50% off, plus an extra 25% off* with code **SAVE25** >

*Select sales only.

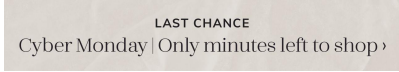
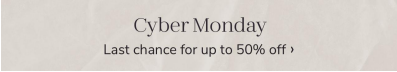
Top Picks from the Sale



Standard Banner



Skinny Banner



BLACK FRIDAY
START SHOPPING EARLY
Up to 50% Off
Accent Chairs

Shop Now



CYBER MONDAY
Accent Chairs
Up to 50% Off
Plus an extra 25% off* with code **SAVE25**

Shop Now



*Select sales only

[Removed from sale]

BLACK FRIDAY
Accent Chairs
Up to 50% Off
Plus an extra 25% off* with code **SAVE25**

Shop Now



*Select sales only

CYBER MONDAY
LAST CHANCE
Up to 50% Off
Accent Chairs

Shop Now



High-Level SL Strategy

- 1) Leverage proven winners, especially in PM sends.
- 2) Include personalization whenever possible – classes & names.
- 3) Create an arc throughout the (long) sale period.
 - a) Preview periods should feel **editorial** and **promotional**.
 - b) High-sale periods should feel **very promotional**.
 - c) Extended periods should feel **urgent**.

NEW: Subject Lines

Joss & Main

Paid Social

Joss & Main Sponsored

Why wait for Black Friday? Shop up to 50% off trending furniture and decor today.



START SHOPPING EARLY
UP TO **50% Off**
Black Friday Sale

JOSSANDMAIN.COM
Shop Black Friday Early [Shop Now](#)

3 2 Comments

Like Comment Share

Joss & Main Sponsored

Black Friday is here! Shop up to 50% off top furniture and decor – plus take an extra 25% off with code SAVE25.



Black Friday Sale
UP TO **50% Off**
Plus an extra 25% off*
with code **SAVE25**

*Select sales only.

JOSSANDMAIN.COM
Extra 25% Off With Code [Shop Now](#)


3 2 Comments

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Paid Social – Carousel (Sneak Peek)

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Why wait for Black Friday? Shop up to 50% off trending furniture and decor today.



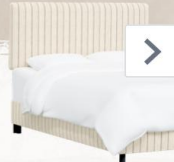
UP TO
50% Off

RUGS

Shop Black Friday Early

[Shop Now](#)

jossandmain.com



UP TO
50% Off

BEDS

Shop Black Friday Early

[Shop Now](#)

jossandmain.com

3 Likes · 2 Comments


Like Comment Share

 <p>UP TO 50% Off</p> <p>RUGS</p>	 <p>UP TO 50% Off</p> <p>BEDS</p>	 <p>UP TO 50% Off</p> <p>TV STANDS</p>	 <p>UP TO 50% Off</p> <p>ACCENT CHAIRS</p>	 <p>UP TO 50% Off</p> <p>DINING CHAIRS</p>
 <p>UP TO 50% Off</p> <p>SOFAS & SECTIONALS</p>	 <p>UP TO 50% Off</p> <p>BAR STOOLS</p>	 <p>UP TO 50% Off</p> <p>DRESSERS & CHESTS</p>	 <p>UP TO 50% Off</p> <p>BEDDING SETS</p>	 <p>UP TO 50% Off</p> <p>WALL ART</p>

Paid Social – Carousel (Black Friday)

Joss & Main Sponsored · [lock icon]

Black Friday is here! Shop up to 50% off top furniture and decor – plus take an extra 25% off with code SAVE25.




UP TO
50% Off

RUGS

Extra 25% Off With Code

[Shop Now](#)

jossandmain.com



UP TO
50% Off

BEDS

Extra 25% Off With Code

[Shop Now](#)

jossandmain.com

3 Likes 2 Comments

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 <p>UP TO 50% Off</p> <p>RUGS</p>	 <p>UP TO 50% Off</p> <p>BEDS</p>	 <p>UP TO 50% Off</p> <p>TV STANDS</p>	 <p>UP TO 50% Off</p> <p>ACCENT CHAIRS</p>	 <p>UP TO 50% Off</p> <p>DINING CHAIRS</p>
 <p>UP TO 50% Off</p> <p>SOFAS & SECTIONALS</p>	 <p>UP TO 50% Off</p> <p>BAR STOOLS</p>	 <p>UP TO 50% Off</p> <p>DRESSERS & CHESTS</p>	 <p>UP TO 50% Off</p> <p>BEDDING SETS</p>	 <p>UP TO 50% Off</p> <p>WALL ART</p>

Up to
50%
Off

Joss & Main

Shop Black Friday Early

Unlock up to 50% off furniture and decor.

Enter Your Email Address

Continue

You can change your email preferences at any time.
[Read our email subscription policy.](#)

Up to 50% Off

Joss & Main

Black Friday Sale

Up to 50% off, plus an extra 25% off with code SAVE25.

Enter Your Email Address

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You can change your email preferences at any time. [Read our email subscription policy.](#)

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Retargeting

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Why wait for Black Friday? Shop up to 50% off trending furniture and decor today.



Up to 50% Off

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consectetur adipiscing
jossandmain.com [Shop Now](#)





Up to 50% Off


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Black Friday Sale

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Black Friday Sale

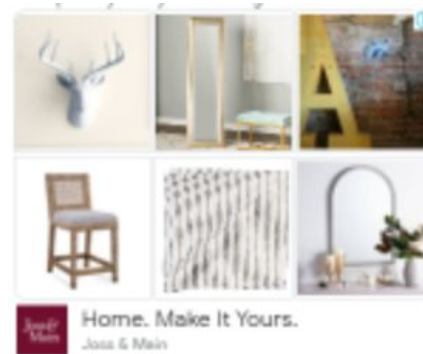
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 3  2 Comments

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	Headline
1 PRESALE	Shop Black Friday Early
3 PRESALE	Our Top Black Friday Picks
2 PRE/SALE	Black Friday: Up to 50% Off
4 SALE	Black Friday: Extra 25% Off
5 SALE	The Lowest Prices of the Year
6 SALE	Up to 50% Off, Plus 25% Off
7 POST SALE	Up to 50% Off Cyber Monday

Visual reference – not a mockup





Joss&Main

Up to 50% Off

Black Friday

'Windsor Ravel II'
Painting on Canvas

\$41.00

Shop Black Friday



Joss&Main

Antionette 32"
Single Bathroom
Vanity

\$670.00

Shop Black Friday



Joss&Main

Up to 50% Off

Black Friday

Hemsworth 3 Piece
Dining Set

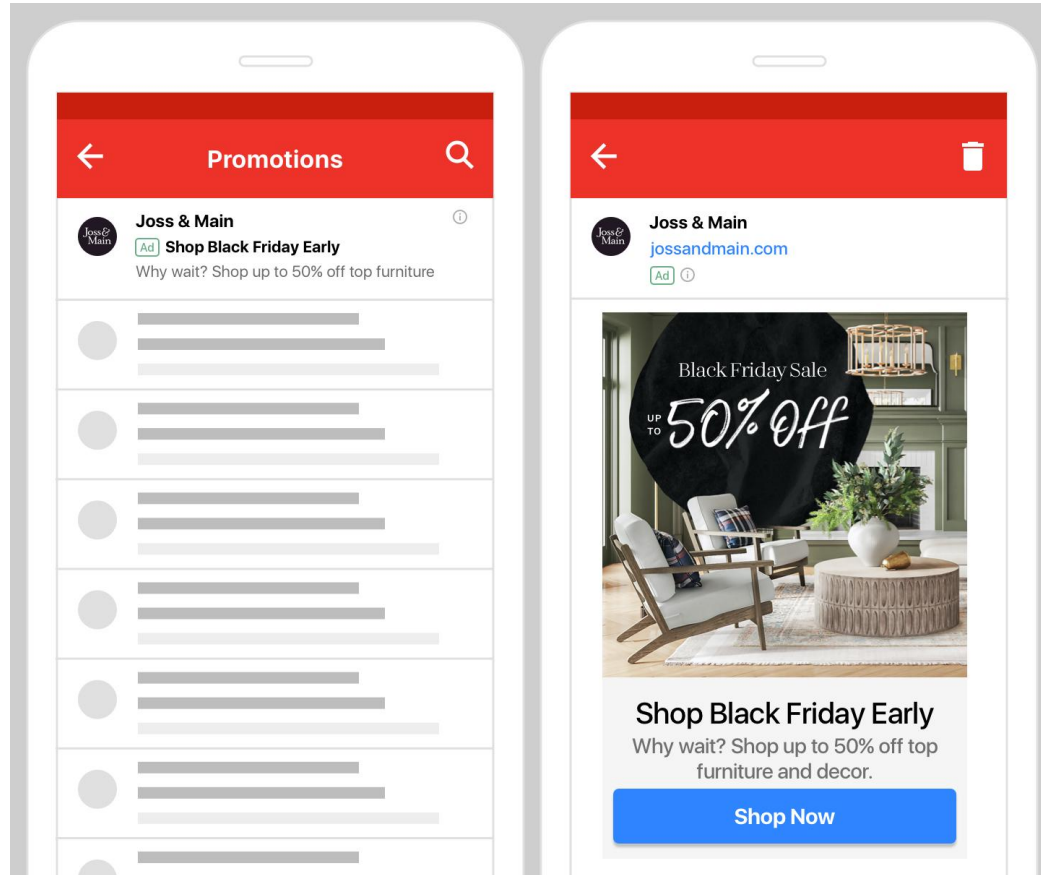
\$630.00

Shop Black Friday

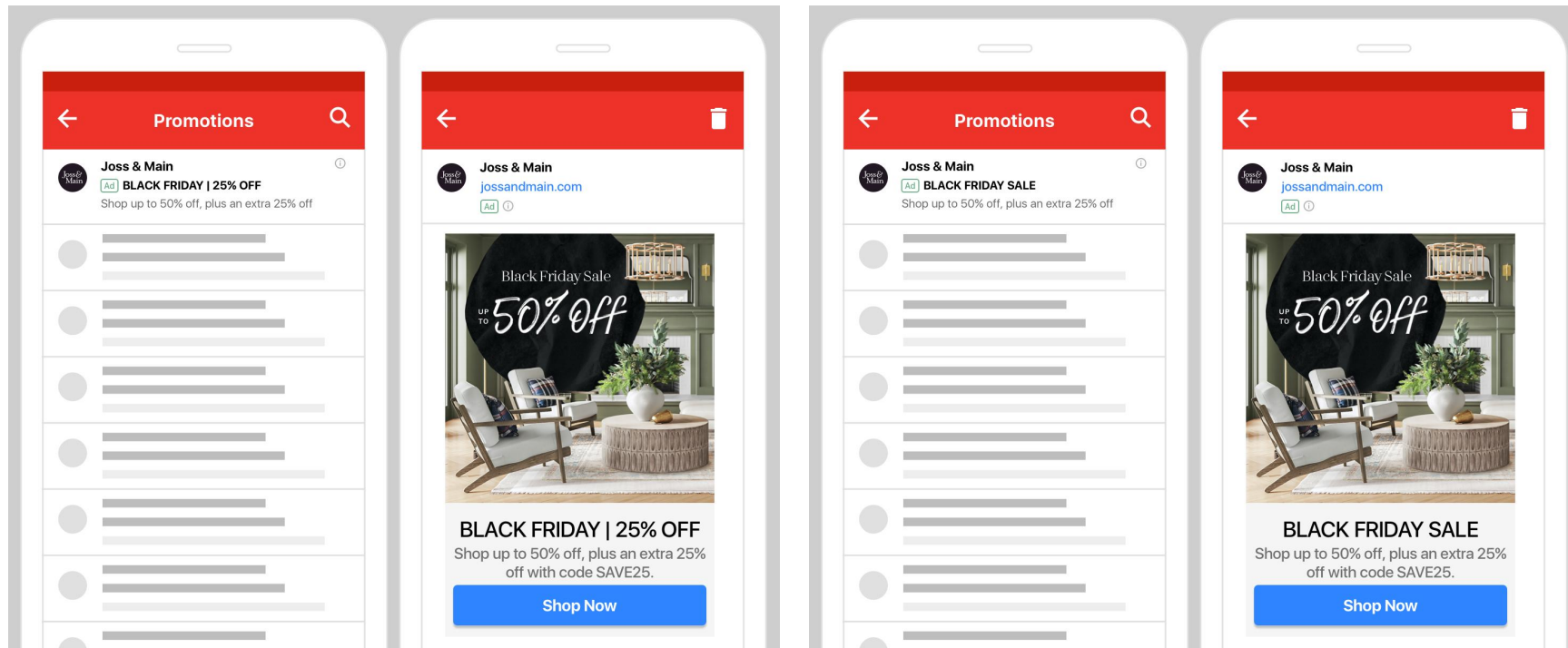


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Remarketing



2 options for review



Remarketing – Facebook Static

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Black Friday Sale
UP TO 50% Off

JOSSANDMAIN.COM
Shop Black Friday Early [Shop Now](#)

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Black Friday is here! Shop up to 50% off top furniture and decor – plus take an extra 25% off with code SAVE25.



Black Friday Sale
UP TO 50% Off

JOSSANDMAIN.COM
Extra 25% Off With Code [Shop Now](#)

3 2 Comments

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Remarketing – Facebook Carousel

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UP TO 50% Off
RUGS
Shop Black Friday Early
Shop Now
jossandmain.com

UP TO 50% Off
BEDS
Shop Black Friday Early
Shop Now
jossandmain.com

3 Likes 2 Comments

Like Comment Share

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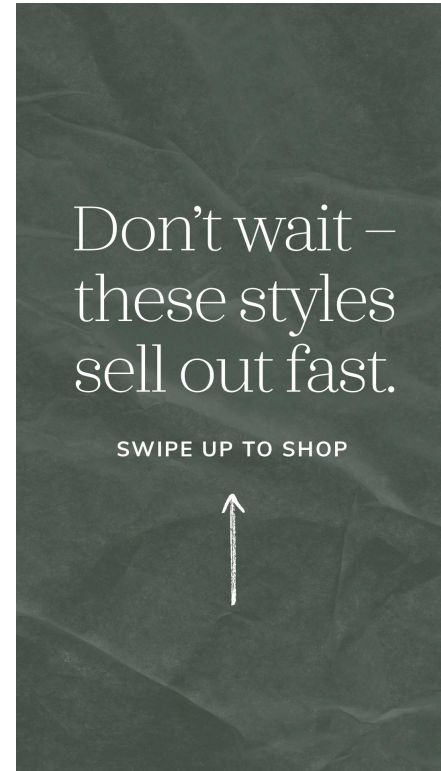
Black Friday is here! Shop up to 50% off top furniture and decor – plus take an extra 25% off with code SAVE25.

UP TO 50% Off
RUGS
Extra 25% Off With Code
Shop Now
jossandmain.com

UP TO 50% Off
BEDS
Extra 25% Off With Code
Shop Now
jossandmain.com

3 Likes 2 Comments

Like Comment Share



Joss & Main

App

Joss & Main Sponsored

Why wait for Black Friday? Shop up to 50% off trending furniture and decor, only in the app.



START SHOPPING EARLY
UP TO **50% Off**
Black Friday Sale


JOSSANDMAIN.COM
Shop Black Friday Early [Shop Now](#)

3 2 Comments

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Black Friday is here! Take up to 50% off top furniture and decor – plus an extra 25% off with code SAVE25 – when you shop in the app.





Black Friday Sale
UP TO **50% Off**
Plus an extra 25% off*
with code **SAVE25**

*Select sales only.


JOSSANDMAIN.COM
Extra 25% Off With Code [Shop Now](#)

3 2 Comments

Like Comment Share


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Why wait for Black Friday? Shop up to 50% off trending furniture and decor, only in the app.



UP TO 50% Off

Download the App >





UP TO 50% Off



Download the App >

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consectetur adipiscing
jossandmain.com [Shop Now](#)


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UP TO 50% Off

Download the App >





UP TO 50% Off

Download the App >

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consectetur adipiscing
jossandmain.com [Shop Now](#)

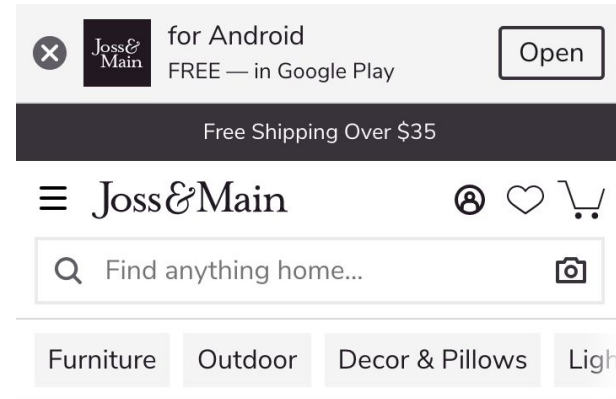
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 3  2 Comments

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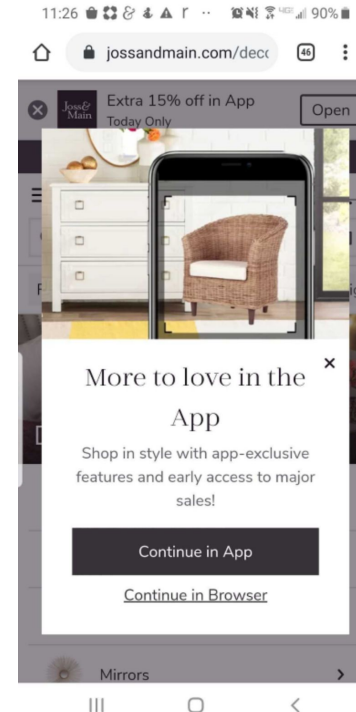
Headline - Live during whole sale pd.	Black Friday On Now Up to 50% Off Extra 25% Off with Code
Sub (FREE -- in Google play)	Shop in the App

Visual reference – not a mockup



Variant 1	
Hed	Shop in the App
Sub	Black Friday is on! Shop up to 50% off top styles, plus an extra 25% off with code.
CTA	Continue in App
Variant 2	
Hed	Black Friday is Better in the App
Sub	Take up to 50% off top styles, plus an extra 25% off with code.
CTA	Continue in App

Visual reference – not a mockup



PUSH NOTIFICATIONS:

https://docs.google.com/spreadsheets/d/1Dzn8Qz_8x8L8YQgff8nsPbtIEy1m2YnOWKr9oA-yqnY/edit#gid=1766798719&range=E3

Sneak Peek



Main Sale



Last Chance



Joss & Main

Direct Mail



Nov. 26-30

Black Friday Sale

Up to 50% Off

Plus an extra 25% off* top styles with code **SAVE25**

Joss & Main



Solid Wood Beds
From \$400

Free Shipping ON ALL ORDERS*

Joss & Main

BLACK FRIDAY SALE

Up to 50% Off

Plus an extra 25% off with code **SAVE25**

Top-Rated Rugs
From \$100

*Offer expires November 30, 2020. Promo code cannot be combined with other promotions. Only valid on items in our Black Friday Sale. Visit jossandmain.com/blackfriday to learn more.
*Visit jossandmain.com/shipping for exclusions.

Joss & Main

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Shop Now Send Message

Up to 50% off Black Friday
Plus an extra 25% off* with code **SAVE25**

*Select sales only.

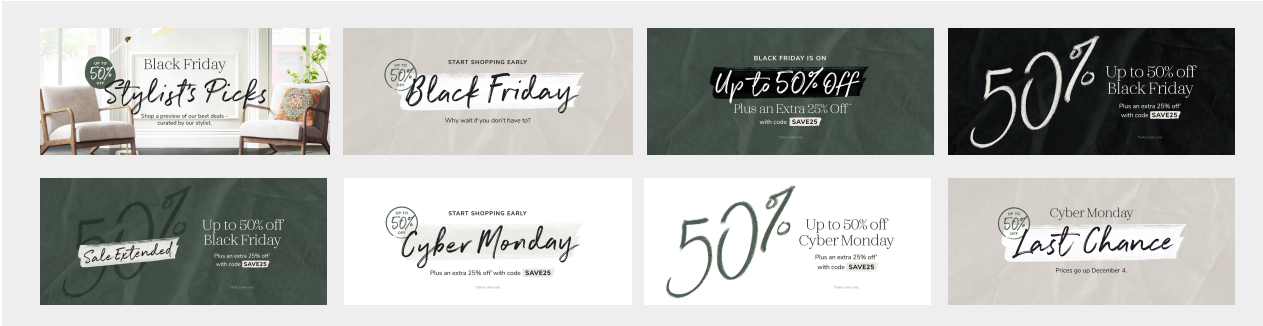
Joss & Main - Home

50% Up to 50% off Black Friday
Plus an extra 25% off* with code **SAVE25**

Joss & Main Home Decor Like

Shop Now

www.jossandmain.com



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