BFCM TEMPLATE KIT

BFCM Template Kit · start here

This kit is free. It has everything you need to run a Black Friday program that protects your margin and keeps new buyers coming back after the sale. It's built for a Shopify store using Klaviyo. The templates use a sample supplements brand, Morrow & Root, so you can see every email finished; you replace its name, products, photos, prices and offers with your own.

What's in the kit

File	What it is	Use it for
01 Email templates	28 emails as production HTML (with photos) and plain-text versions. Desktop and phone previews are a separate download.	Pasting into Klaviyo, or as the design reference for drag-and-drop
02 Klaviyo segment definitions.pdf	Every segment in Klaviyo's own condition wording, plus coupon pools, the gift flag and who gets which email	Building your segments and campaign audiences
03 Routing map.png	Every trigger, condition and path, and which emails each customer type receives	Seeing how the whole program fits together
04 Setup guide.pdf	Flows step by step, the campaign schedule, Klaviyo blocks, sample values to replace and the pre-flight checklist	Building and checking everything
05 BFCM Margin Calculator.xlsx	Discount saved by tiered offers, and the holdout result	Running your own numbers
The playbook (PDF)	The thinking behind the whole program, in 22 pages	Deciding your offers and plan
Figma file	Every email and board as editable designs: open the Figma file. To edit it, open the file and choose Duplicate to your drafts	Changing the designs before you build
Walkthrough video (29 min)	How everything fits together, board by board: continuoretention.com/bfcm/kit	Watch this first

The order to work in

1. **Watch the walkthrough video.**
2. **Today:** start the authentication checks in the setup guide's pre-flight checklist (SPF, DKIM, DMARC, branded sending domain). DNS changes can take up to 48 hours, and they need to pass before your first send.

3. **Run the margin calculator** with your own order numbers to set your three offer levels.
4. **Build the segments** from the segment definitions, then the coupon pools in Shopify and the gift flag in Shopify Flow.
5. **Adapt the emails:** your logo, colours, fonts, products and photos. Upload images to Klaviyo and replace the images/... paths (each photo hero uses its path three times).
6. **Build the flows and schedule the campaigns** using the setup guide and the "Who gets which sale email" table.
7. **Test every flow branch** with test orders, and send seed tests to Gmail, Outlook and Yahoo.

Things to know

- The photos are AI-generated sample images with blank labels. Replace them with your own product photography.
- Product claims in the templates follow supplement rules ("supports", "helps", with the FDA disclaimer). Check every claim against what your products are approved to say.
- The figures in the calculator and the boards are worked examples that show how the maths works. Put in your own numbers before you decide anything.
- You're free to use the kit in your own store, or your clients' stores if you're an agency. Please don't resell the files.
- Want us to build it for you instead? Start with a free audit at continuoretention.com/audit.

Questions: hello@continuoretention.com