



socital

# Black Friday Cyber Monday

The complete guide

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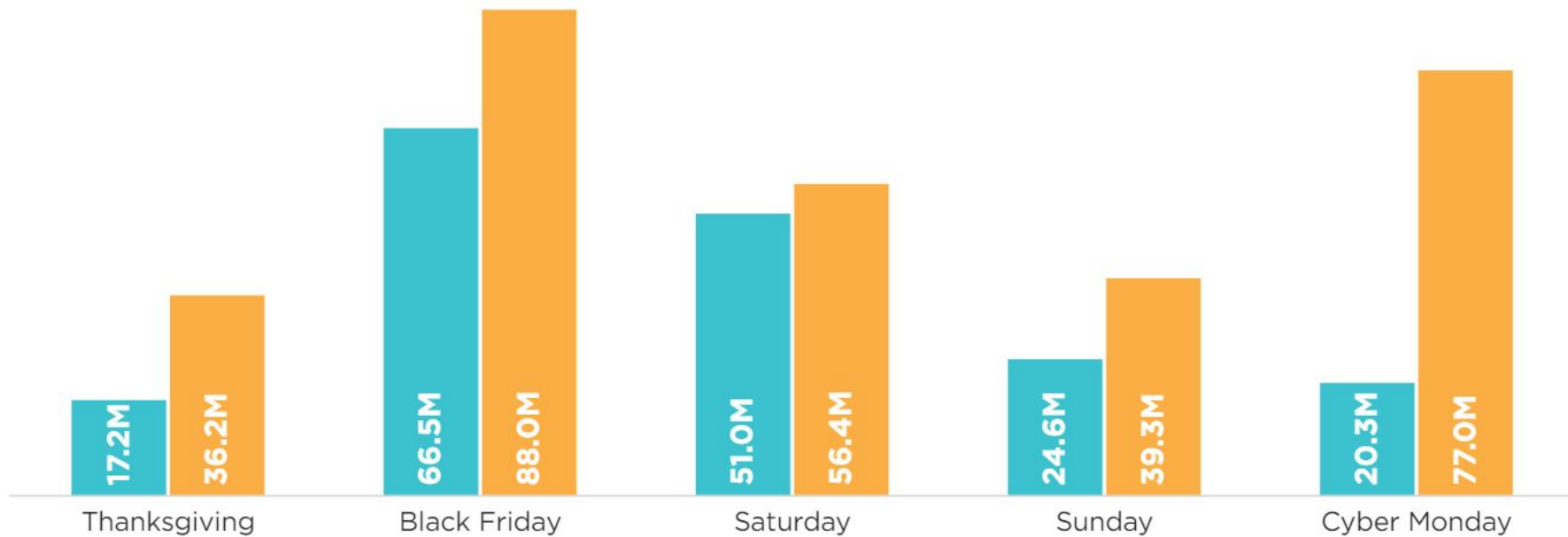
With the pandemic still ongoing in 2021, retailers and experts alike had difficulties predicting exactly how one of the biggest shopping holidays of the year would go.

While most retailers remained closed on Thanksgiving Day as they did in 2020, some unique outcomes of the 2021 Cyber Week resulted from supply chain issues and inflation.

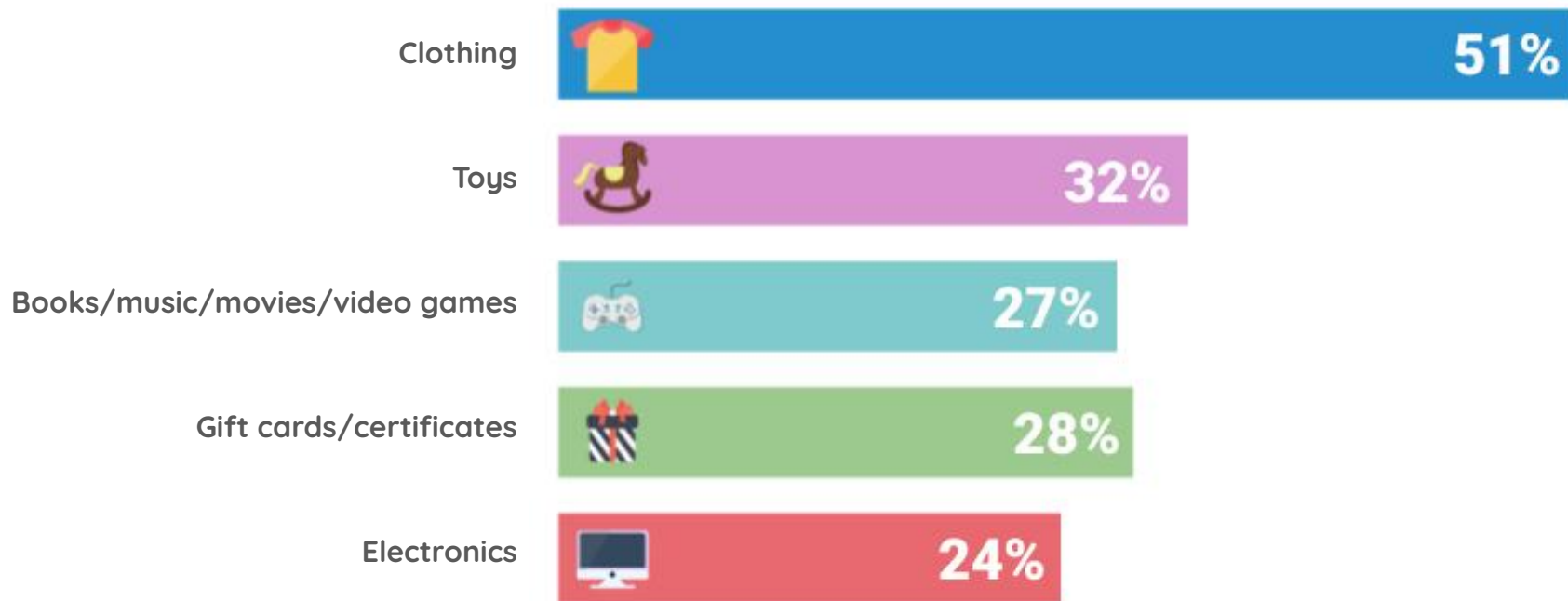
Carts were up by 13.9%, discounts lower, e.g., electronics were -12% vs. -27% in 2020, and there were more out-of-stock messages than ever before, 258% higher compared to Nov. 2019.

Supply chain challenges in 2021 had shoppers filling their carts earlier than usual. Shoppers started seeking deals in October and finished with their shopping before December rolled around.

Online holiday sales across November and December rose 5% year over year worldwide to \$1.14 trillion and 9% in the US to \$257 billion.



## Top gift purchases over the Thanksgiving weekend



## \$109.8B

Consumer spent online in November (11.9% up compared to 2020)

## 71%

of Black Friday sales happened through mobile phones

## \$14.04B

Consumer spent online on Black Friday & Thanksgiving

## \$430

the average Black Friday spending was around 5% higher than in 2021

## FACTS

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In 2021, 71% of BFCM purchases were made from mobile devices compared to 29% on desktops.



The shopping cart abandonment for Black Friday 2021 was 76.63%.

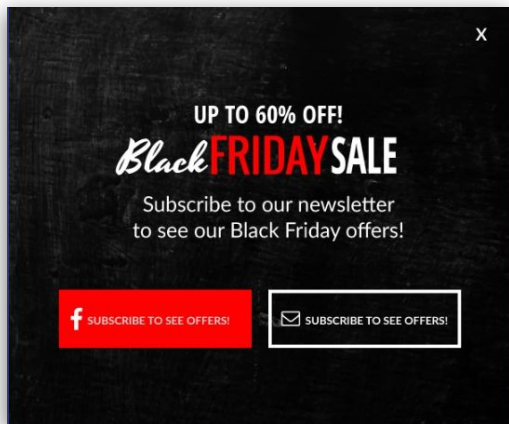


Social channels had the highest abandonment rate at 89.3%, followed by email (80.6%), direct (78.9%), and search (75.3%).

## Lead acquisition early enough

BFCM are the absolute occasions to grow your email list. For our merchants, **lead acquisition was increased by 113%** compared to a regular period!

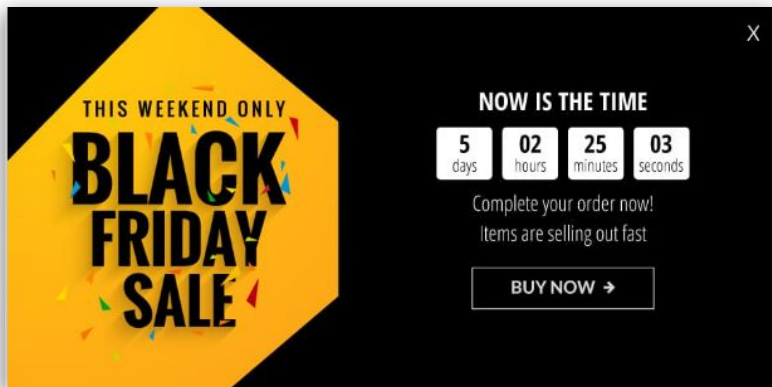
- 38% of the total leads acquired during this period, were captured with pre-sign up campaigns before deals were even launched.



## Guide shoppers experience

Black Friday can be very hectic for shoppers trying to find the best deal. Providing opportunities to find what they are looking for while demanding nothing in return was the major strategy for our retailers.

- Sitewide popups promoting BFCM deals had an **avg 10.10% Conversion Rate**.



## Mobile is king

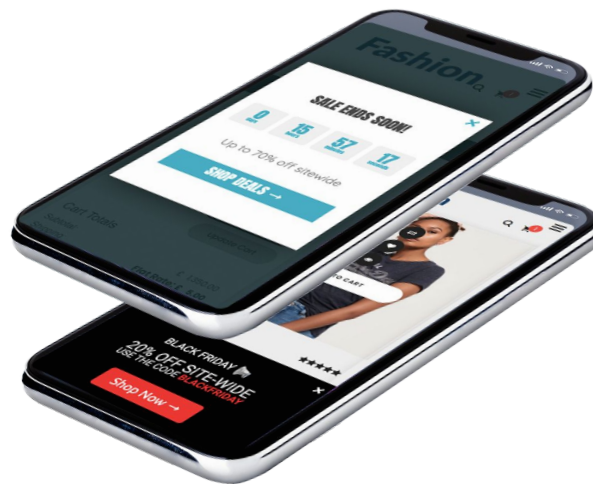
More and more customers are using their mobile devices to shop. This year, over **73% of traffic to Socital's merchants' sites came from mobile.**

- When running pop-ups or promotions, make sure to create a unique display used only for mobile.

## Combat Cart Abandonment

Cart Abandonment campaigns were the absolute BFCM must-have with **4 out of 5 of our retailers** running them during the whole 5-day period.

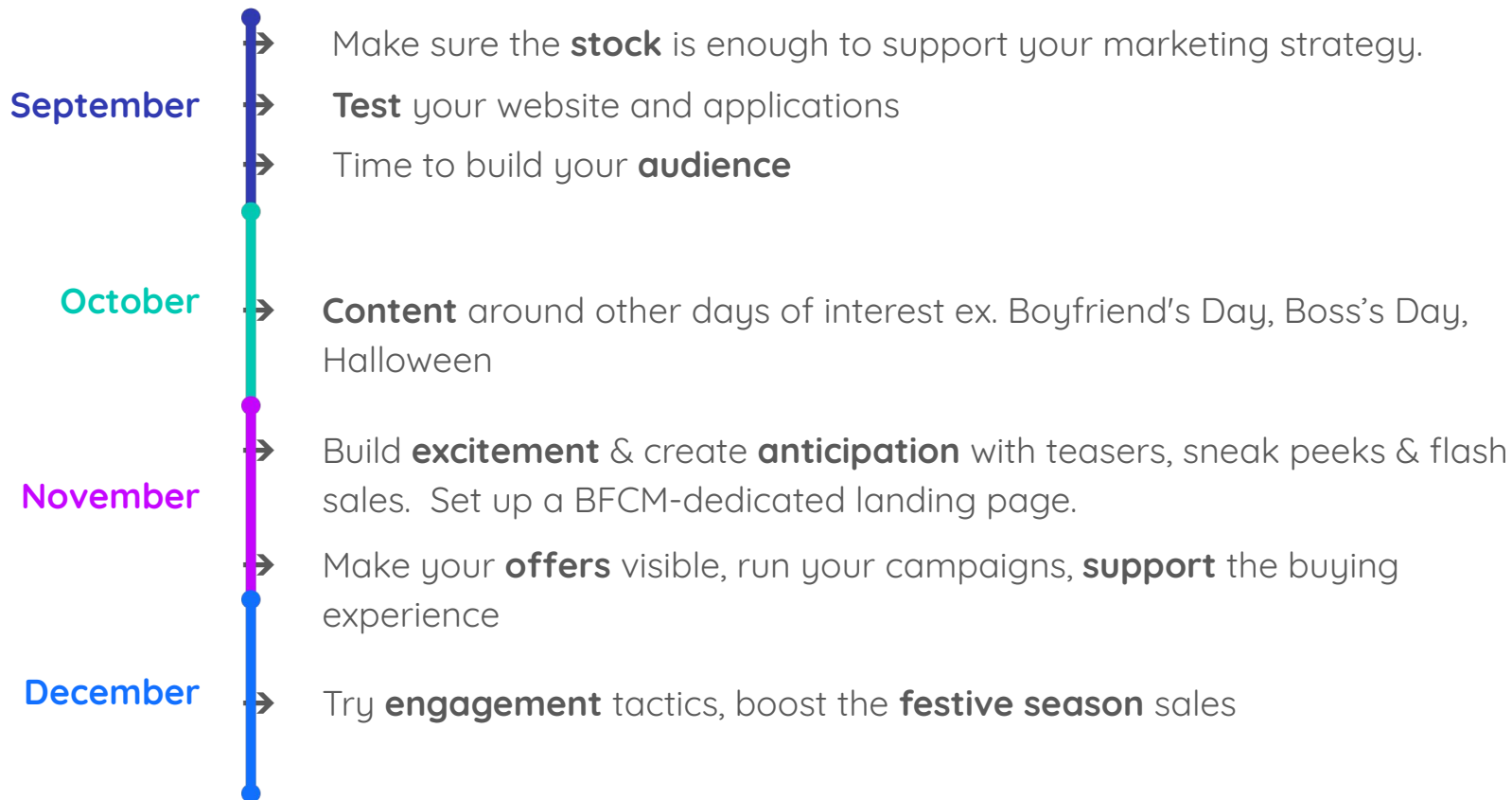
- Cart abandonment popups had an **average conversion rate of 18.23%**



# *Preparation*

BFCM is typically one of the most stressful periods for retailers as they need to prepare their business for a great increase in traffic, orders and support requests. With the shopping habits completely changed due to the global pandemic, preparation is the key to success more than ever!





Create a promotional content calendar with **specific due dates** and **responsible person** for each task. Share it with your team members and your outside partners -if needed- in order to **keep everyone on track** and **informed** about what is coming next.

A content calendar will also help you to **avoid panic** and will **guide** you during the demanding Cyber week. Some essential things that you should definitely include in your calendar are:

- Website & Home Page Updates
- Product Updates
- Banners, Images, Messaging Swaps
- Social Media Posts
- Promotional Newsletters

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Cyber week is one of the busiest periods of the year when online retailers face higher traffic on their websites. It is highly recommended to test the website and app speed in advance.

1. **Performance** and **Compatibility testing** seem to be the most essential to ensure that your site works under all loads and that it displays correctly across different devices. Here are some testing tools: [PageSpeed Insights](#), Zephyr, TestRail, gtmetrix, LoadUI Pro, Ghostlab
2. It's also essential to do some **dynamic testing** to see how the **complete checkout experience** works. This allows you to ensure everything functions well and can provide insight into your customers' shopping experience.
3. More than ever consumers use their mobile devices to purchase online. That means that the **mobile-first approach** is needed. Apply all the essential changes to your website to optimize it for mobile user experience.



Online buyers demand faster deliveries and orders shipped accurately. Even though retailers do their best to meet these expectations, delays during this period are not something unusual due to the load.

### Update the website:

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- If you want to avoid customers' complaints try to be as clear as possible regarding the delivery days & the shipping costs. Make sure to update any new information on your product, category and checkout pages, in order to **create realistic expectations** for your potential clients.
- A good idea is to integrate tracking system on your website, that will help your users locate their order any time.
- Plus, remember to update your Terms of Service regarding BFCM deliveries, based on the new policies that you will decide to follow.

### Manage expectations with your shipping company

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Ensure that the partner courier company is well prepared for the BCFM period. Discuss with them in advance in order to set some both-ways expectations. Understand if they have a contingency plan to make sure that their workflow will remain as much steady as possible during those days.

### Offer alternatives

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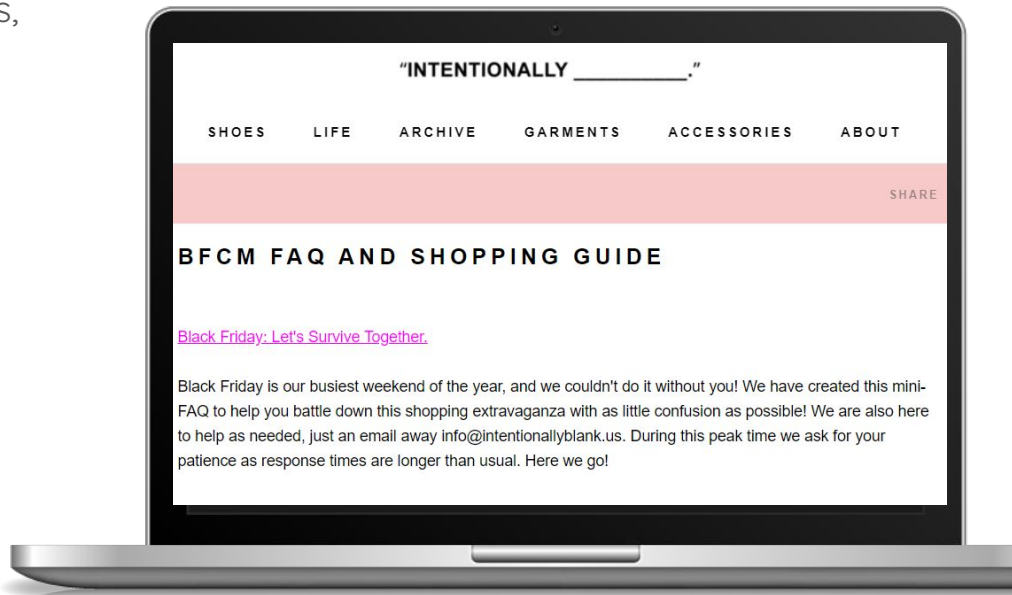
Due to the extremely big load of orders, you can give the **in-store pick-up** option to your clients. They will feel satisfied by choosing the delivery method that they prefer and you can benefit from the fewer amount of orders shipped.



During BFCM impulse purchases are really common and this has as a result a high number of cancellation and return requests. By having a complicated return policy, you will lose customers or you will create a bad experience for them.

Around 80% of the customers expect free returns, while ¼ of the retailers offer it. Also, almost 90% of the shoppers who had a good return experience would buy again from this retailer.

That's why it will be really helpful to **highlight clearly your return policy**, everywhere you can. Earn your customers' trust, make them feel comfortable and let them enjoy the buying experience.



September and October is the perfect period to to grow your mailing list and social media followers. Try to build your audience in order to **maximize the number of consumers you're able to reach in November**. You can use tactics like giveaways, subscribers-only deals, discount coupons etc.

While you are building your list, make sure to place them in the appropriate customer segment. Create different audiences based on their sex, age group, interests and order history.

### Segmentation

Accurate customer segmentation involves tracking dynamic changes, and frequently updating new data. Retailers can target the segment of existing customers with personalized relevant content and convert them into loyal customers.

Retailers can nurture their relationship with customers by targeting them with personalized and relevant content, and turn them to loyal buyers.

Cyber Monday can bring a significant amount of your revenue **in just 24 hours**. That's why you need to plan it carefully and to create its own strategy.

Plan it in advance and give as much attention as you give to Black Friday. Try not to display the same designs & ads, but create different materials that will make you stand out.

If you want to beat the competition, create a one-day-only deal or offer that is simply **too good to refuse**.

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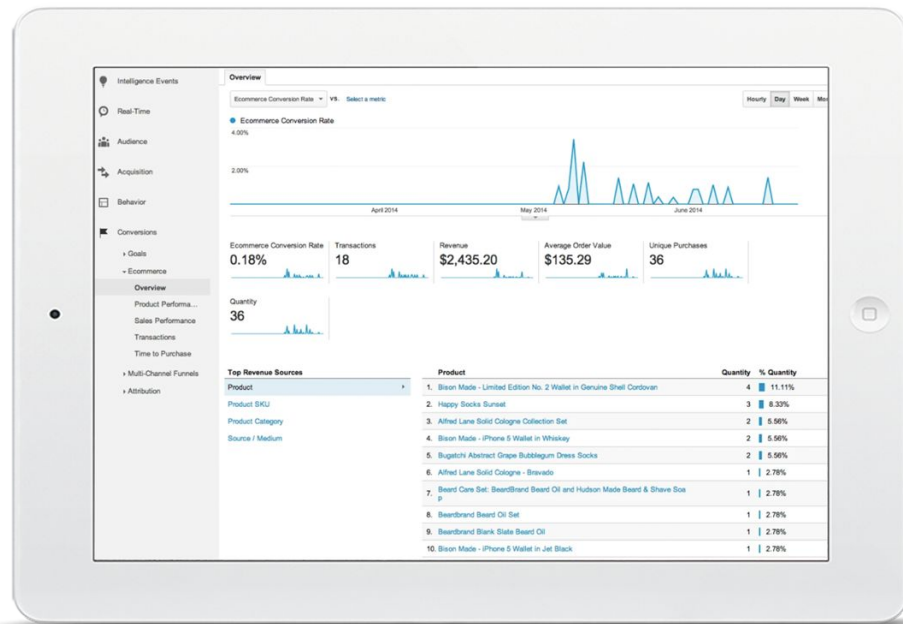


## Must-have tools:

- [Analytics](#)
- [Facebook pixel](#)
- [Google remarketing tag](#)
- Heatmaps
- Chatbots & live chats

## Add extra features:

- Display a limited time offer, such as free shipping with a timer
- Inform people when an out-of-stock product is available again
- Increase buyer confidence by showing them recent sales
- Refer new customers to your site for an even higher discount
- Cross-sell and upsell related products



# *How to create anticipation*

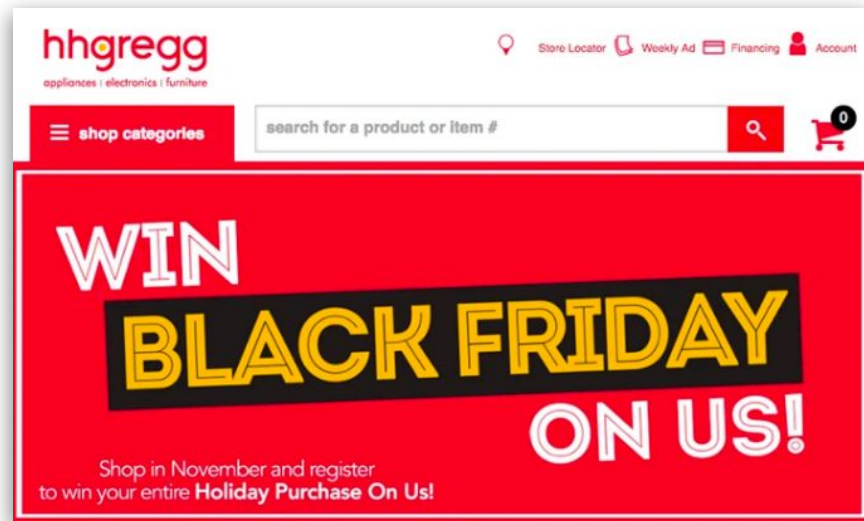
It's easy to announce a Black Friday Cyber Monday sale, but building suspense and buzz can help your store stand out from the crowd and make your sale an outsized success. We've gathered a few actionable tips you can implement. Pick the one(s) that match your brand identity and strategy and let the countdown begin!



Free giveaways allow you to bring in sales without cutting too deeply into your profit margins with big discounts.

- Launch the giveaway sometime in October.
- Ask for users valuable email addresses which you'll use for your promotional campaigns and retargeting ads until BFCM.
- Launch a huge price like “Win Black Friday on us!” or “Win extra 50% OFF Black Friday prices”.

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**Tip:** do it with Socital and [draw winners automatically](#) from within your Socital account.

Your email list is essentially your brand equity. Once you capture an email address, you have the ability to remarket to that customer without paying for them ever again. But:

### Not everyone's the same - segment your users

Categorize your subscribers based on:

- Recent Openers
- VIP Customers
- Hasn't Purchased (but is engaged)
- Email Ignorers
- Geographic Targets
- Gift Givers
- Segmentation based on sex

For the **Recent Openers or Hasn't Purchased** segments, it's vital to tailor offers to push them to the checkout—or at least to open your email. For **Email Ignorers**, try enticing them with free shipping or a complimentary gift with purchase.

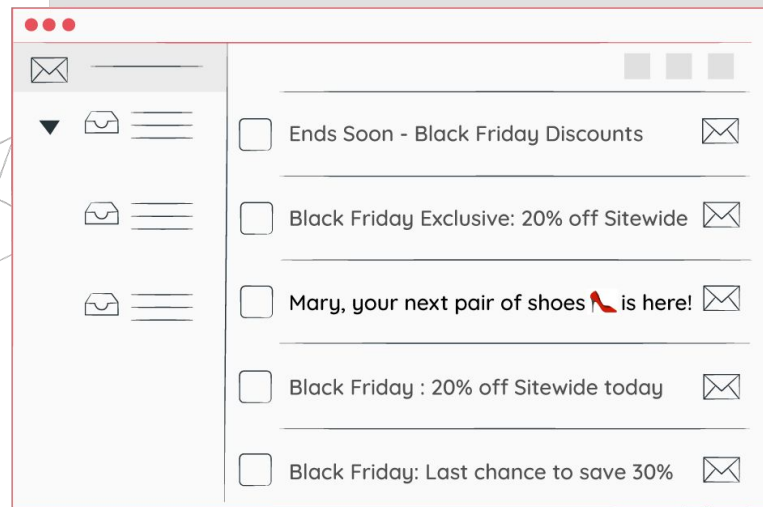
**TIP:** change the subject line and resend the same email to those that didn't open the first one- rather than reinventing the wheel over and over.

## Subject line that stands out from the crowd

Your first goal is to get noticed in your subscribers inbox. Crafting a well-written email subject line is really important.

Top performing terms:

1. “Deals”: 13.6% open rate and 2.1% click rate
2. “Black Friday”: 13% open rate and 2.5% click rate
3. “Sale”: 12.8% open rate and 2.4% click rate
4. “Free”: 12.2% open rate and 2% click rate
5. “Cyber Monday”: 12% open rate and 2% click rate

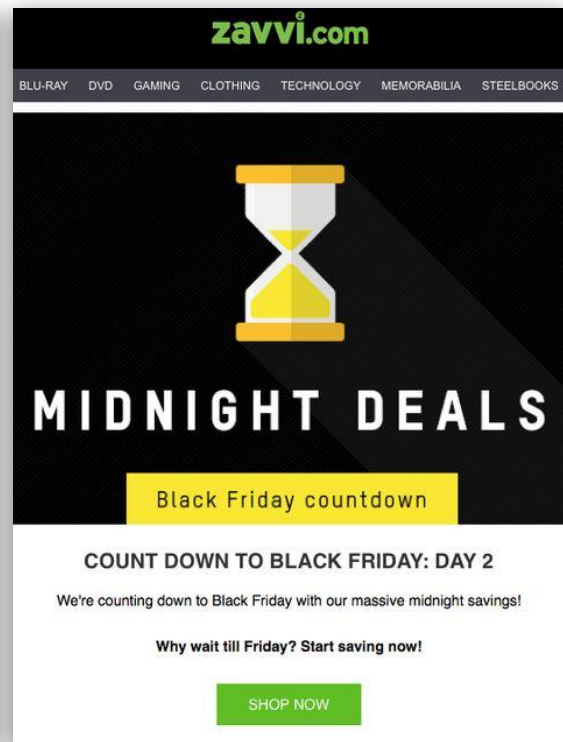


Check Moosend's guide on the best performing Black Friday subject lines [here](#).

**Tip:** It is a good idea to A/B test your subject lines and see which one leads to better results.

## Build anticipation to subscribers

Whether your BFCM offer is a discount, an exclusive product, free shipping, or a totally-unique-to-you promotion, **start teasing it early to your subscribers** so they're on the lookout for the announcement. While teasing Black Friday deals, try to offer smaller discounts in the days leading to the main event. This will help your sales going and also **generate hype for your main BFCM promo.**



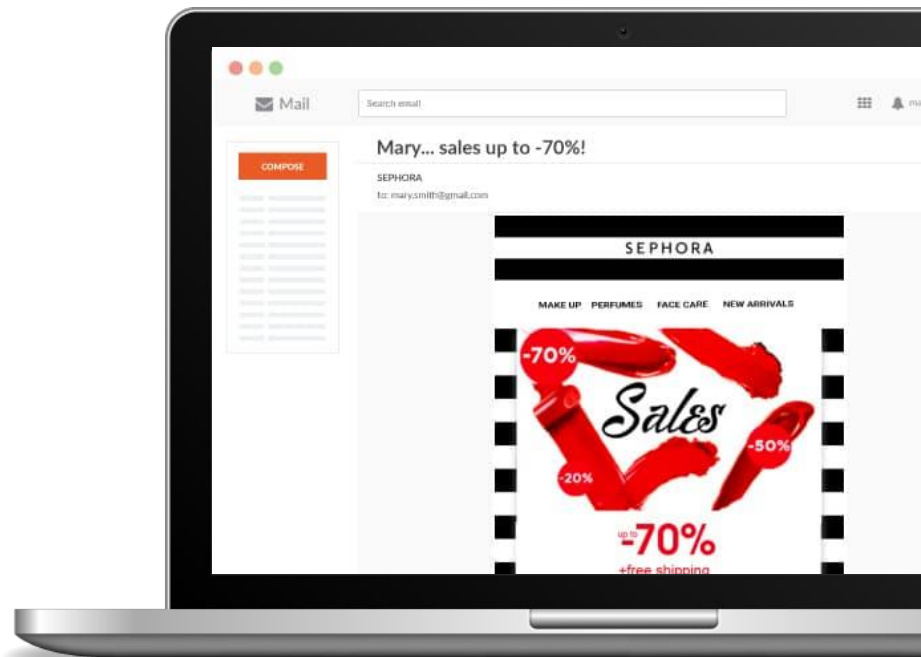
## Personalize your emails

It's nice to get wishes for holidays, but it sounds generic. Try using their name like "Happy Holiday, John". Maybe you want to greet them with "Hi, John", rather than just "Hi".

One of our retailers, [Sephora](#), used subscribers' first name in their email campaigns subject lines. Personalized email campaigns achieved on average:

- 30.32% higher open rate
- 49.66% higher click rate

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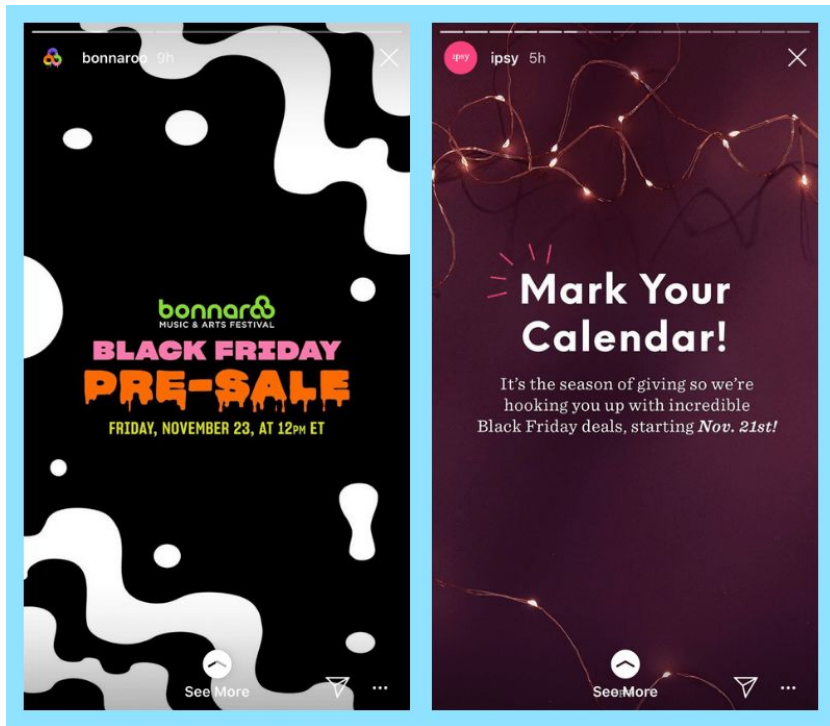
You can offer a sneak peek of your Black Friday deals, since many consumers will be searching for those online way before BFCM. This will create anticipation and make users alert on visiting your online store when the sales event starts.

### Create a preview of products that will be available on sale

You can create a short video that features some of the products you will be having on sale. Promote the video on social media and create hype around your store.

**Attention:** don't reveal all items on sale as this might harm your pre-Black Friday sales performance.

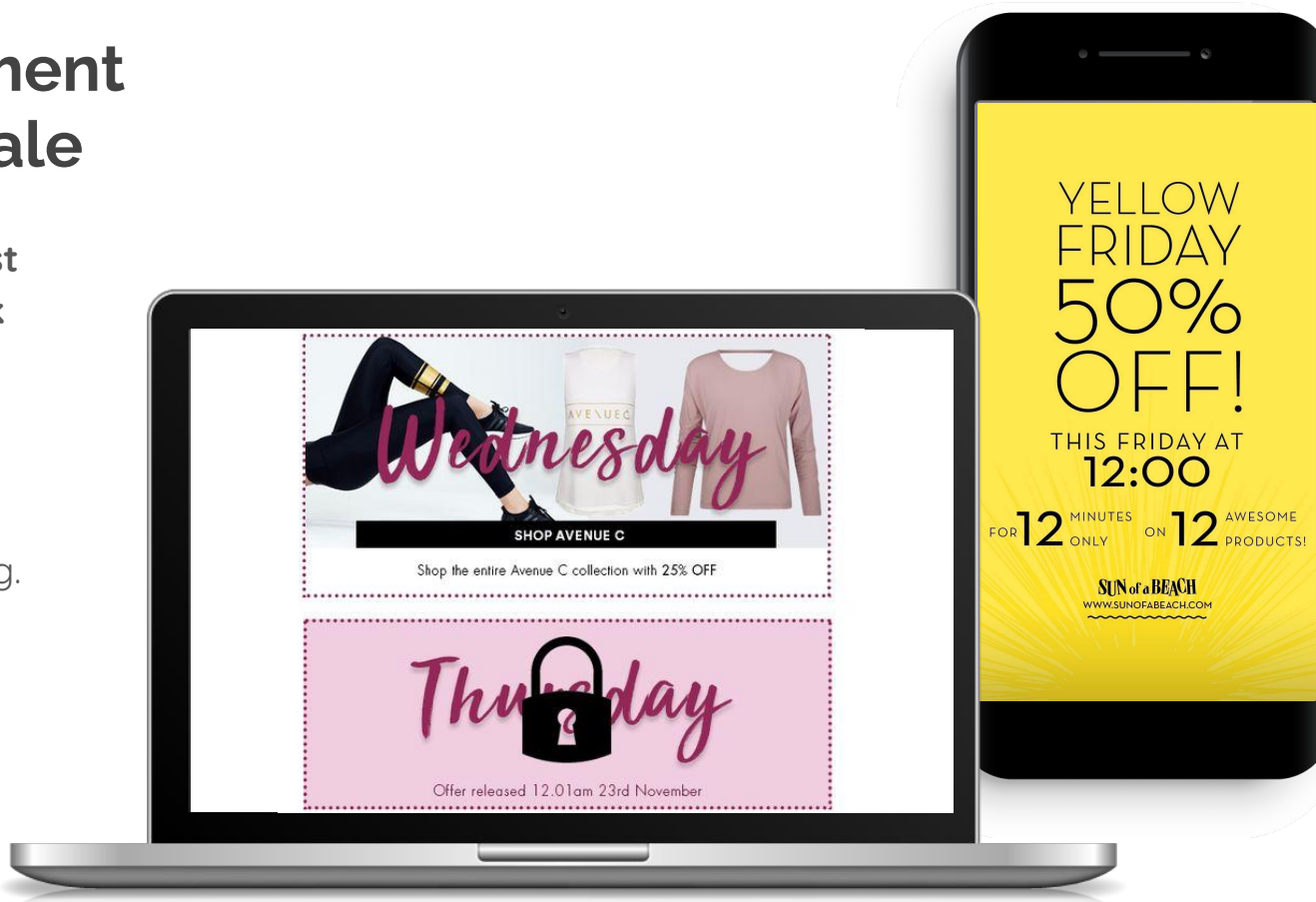
The rising star on video content nowadays is Tik Tok. Ever wondered how you can make use of Tik Tok for your e-commerce business? Watch a short video [here](#).

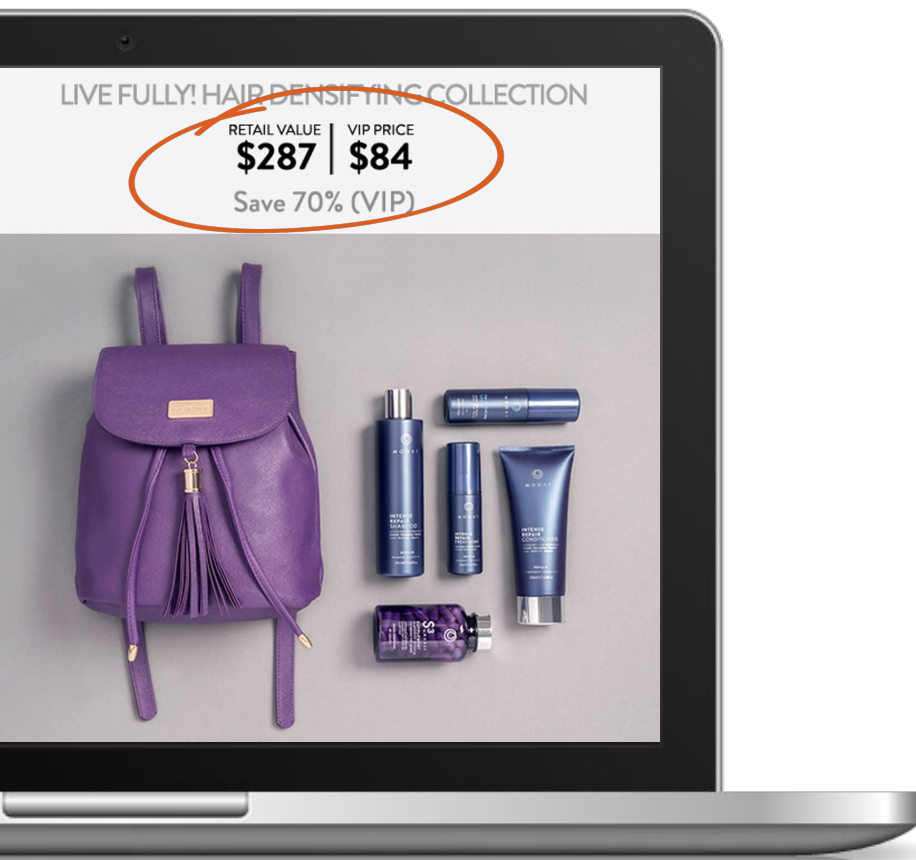


### Generate excitement through a flash sale

This will create hype and **boost sales before the actual Black Friday Cyber Monday**. Create excitement with new deals released every day leading to Friday or organize flash sales the weeks before Thanksgiving. Limited availability should be top priority.

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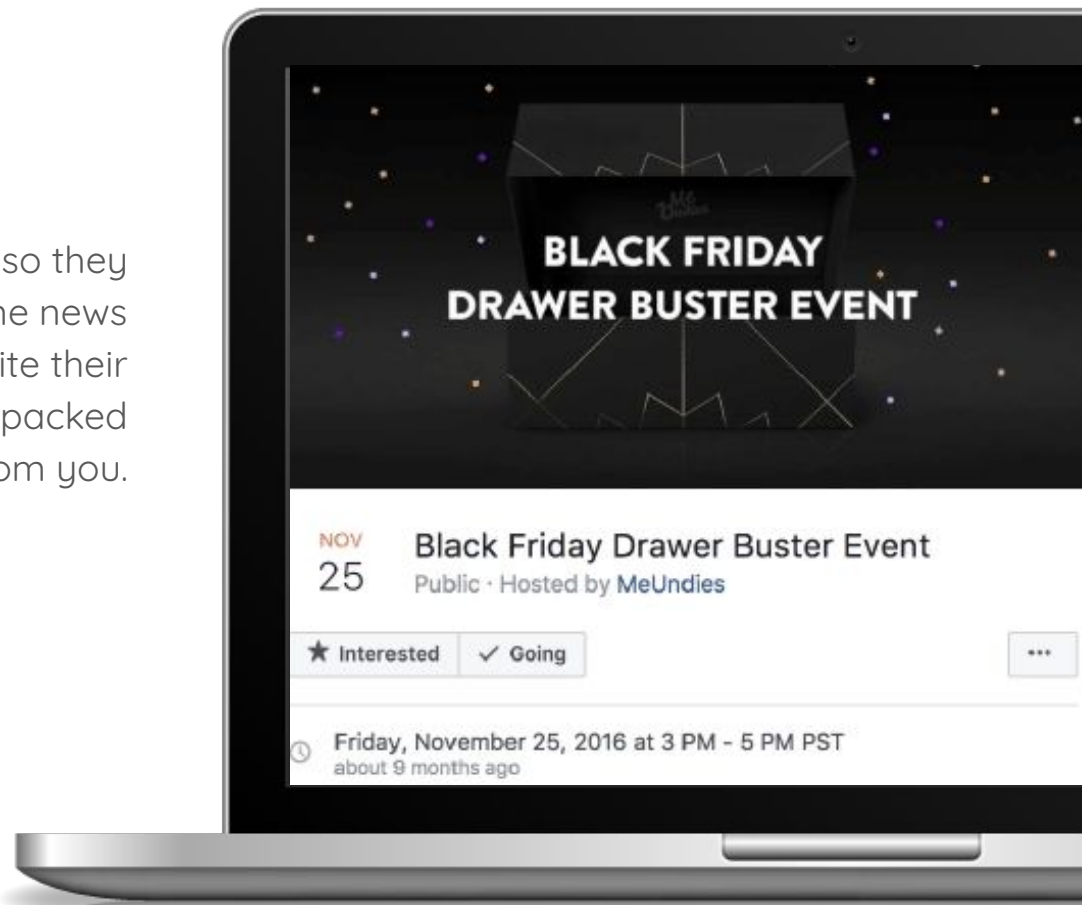


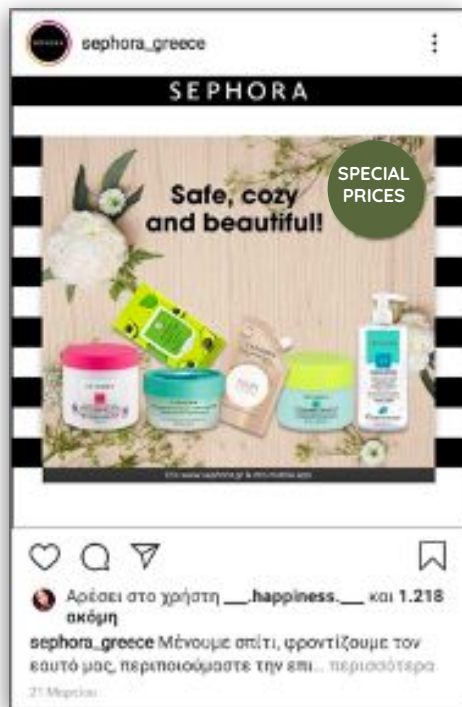


Highly segmented VIP emails often only make up just 3–5% of your overall list but **spend three times more per recipient** than other customers in your database, according to a [benchmark report by Klaviyo](#).

Send your loyal customers some extra deal that will show them that they are special to you. This means that this is some kind of a VIP offer that **no one else can get but your loyal customers**.

Create an event, share it and invite people, so they will **get notifications when you post** some news about it. Also, why not ask them to invite their friends, so you can have your sale really packed with people hardly waiting to buy from you.





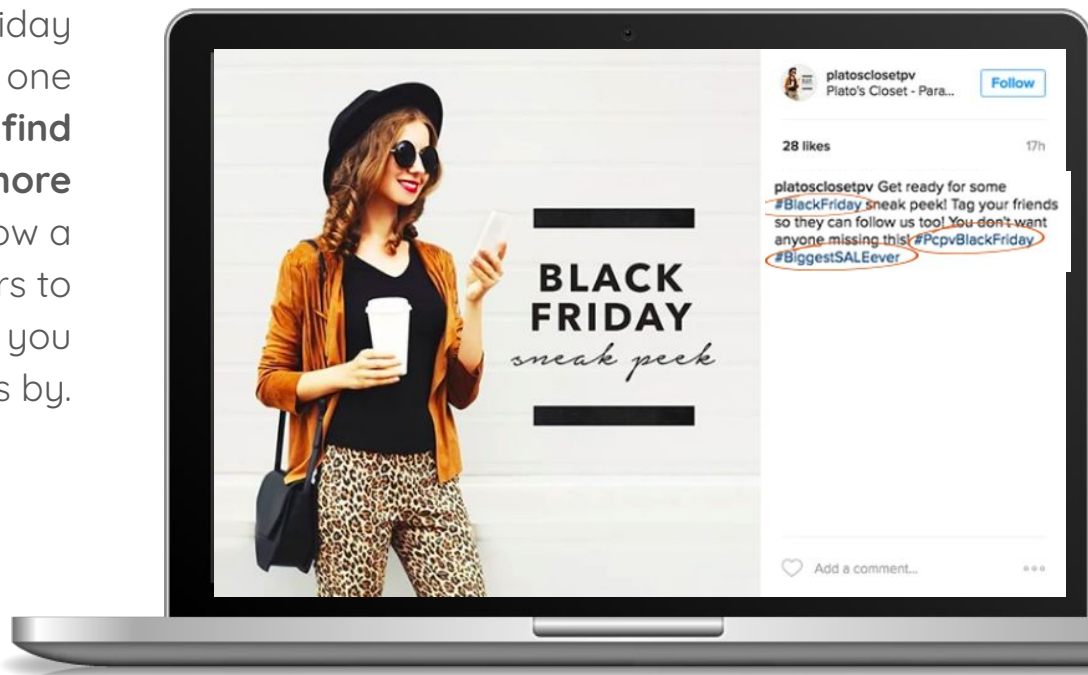
Instagram



Newsletter

To get the most out of your Black Friday marketing, it's important to reach shoppers wherever they are. With the flood of holiday marketing in the lead up to Black Friday, you're **more likely to get shoppers' attention if they see your message more than once**. One effective strategy is getting your email and social media marketing to work in tandem. For example, you can retarget email subscribers using Facebook ads.

To prevent your Black Friday marketing posts from getting lost in all the noise, a great strategy is to create a custom holiday hashtag for your brand. A custom hashtag for Black Friday is a great way to make shopping the sales easier for your followers. By centralizing your Black Friday and Cyber Monday posts all under the one hashtag, **your followers will be able to find details about your deals and sales more easily!** And with the ability to follow a hashtag, you can invite your followers to tune-in regularly to catch any deals you phase-in as the weekend goes by.



# *Encourage immediate action during Cyber week*

BFCM sale event is typically very cluttered with the majority of retailers launching their own sale and on the other hand it naturally attracts many shoppers looking for the best last-second deals. Offers go fast and customers move even faster, so don't be shy on working some scarcity into your store.

On average, **we check our phones 58 times a day**. To say we're glued to our devices is an understatement—which is why **90% of text messages are read within 3 minutes**.

Nearly 50% of Black Friday sales thus far have come from a smartphone. How can you tap into this trend?

- Create campaigns only for mobile devices.
- Launch Black Friday pre-sign up campaigns asking visitors' mobile number.
- Make your mobile-first customers feel unique by creating mobile-exclusive offers.

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**Tip:** If you have a mobile app you can promote it by giving a dedicated discount to shoppers.



HUNTER ORIGINAL

WOMEN MEN KIDS SALE

# Hunter Blackout

## The Black Friday Event

30% Off Original Boots in Dark Slate\*




SHOP NOW

Hurry offer ends in...

02h : 28m : 54s

Boost your clicks and conversions by creating a sense of excitement and the **“Buy Now” or miss out feeling to shoppers**. None of them want to feel the fear of missing out.

Let them know that the offer you are providing at the current moment isn't going to be available for long and the products the offer pertains to might not be, either. Stock runs out fast so customers have to be fast!



Stock runs out fast ⌚

0 days	11 hours	59 minutes	43 seconds
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Complete your purchase before your favorite products will run out of stock!

COMPLETE PURCHASE →

LAST CHANCE

1 HOUR LEFT!

# 30% OFF

0 : 5 9 : 5 8

GET THIS DEAL, WHILE IT LASTS

SHOP NOW

Encourage spending and keep shoppers coming back to uncover the next surprise deal. Create FOMO and drive instant sales through **urgency of claiming the deal within just an hour!**

It helps to offer Black Friday deals on all items in addition to the Deal of the Hour. For example, if you offer 40% off everything, then your Deal of the Hour could be 50% off or higher, further discount on particular brands or items.



**Tip:** Managing a Deal of the Hour requires the efforts of a team to manage social media, graphics, customer inquiries, and administrative work. If you're currently a solopreneur, this may not be the best Black Friday marketing idea for you.

Whether a customer has only bought a product from you once, or they are a regular customer, new products will always pique their curiosity.

You can add new products in two different ways:

- First, you can add several new items **a few days before Black Friday**. This allows former customers to have a **new experience when returning to your store**. The additional choice of new products could equal extra sales without the cost of promotion, before the big holiday.
- Second, you can add new products that are exclusively available on Black Friday to boost that day's sales.

**Tip:** You can also add a graphic on top of the image that reads “Black Friday Exclusive” so that people know the product will only be available that day. This creates urgency to buy the product right now since **it'll no longer be available after the sales**.



For many shoppers, free shipping was the biggest driver to make a purchase.

If used in smart way, it can also create a greater sense of urgency to customers.

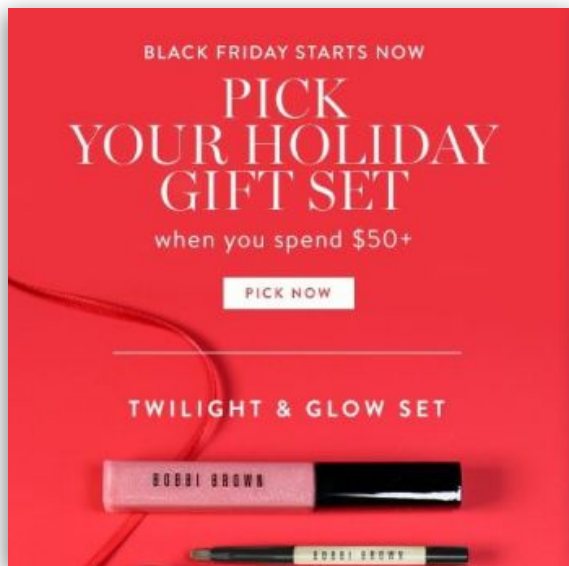
### How to offer free shipping:

- Launch it for a predetermined time period only
- Offer it on orders over a minimum value
- Or over a specific number of items (2 or more)

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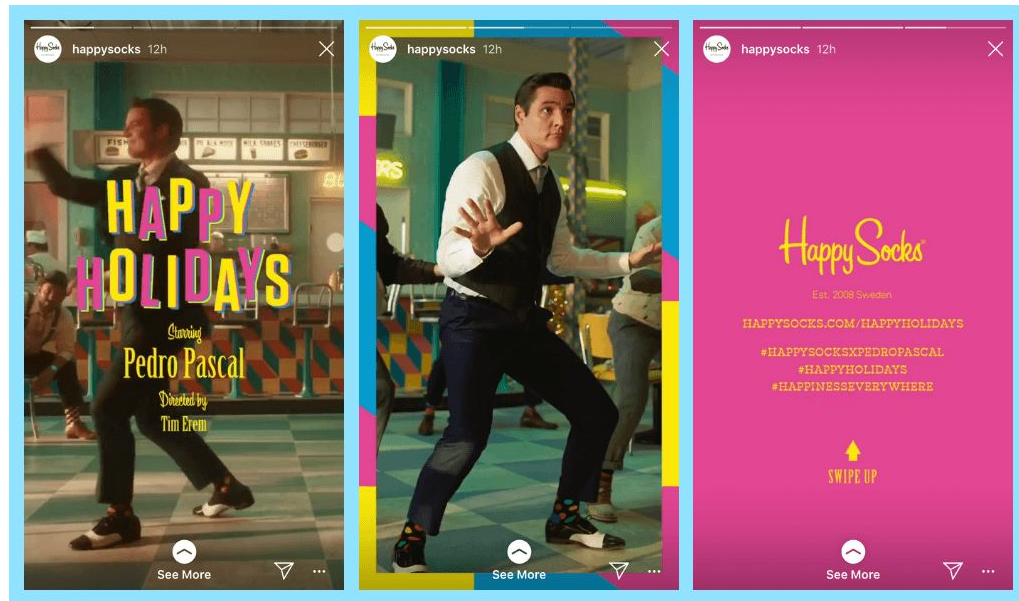


Everyone loves freebies. People often expect free gifts. Even small gifts can be an extra incentive for people to buy your products and they have also the effect of giving to your customers positive feelings about your brand.



According to Facebook, nearly [1 in 3 mobile shoppers](#) in the US say that video is the best medium for discovering new products.

So during Cyber week, try to incorporate video content into your Black Friday marketing strategy. You'll be able to **connect with shoppers through a medium they love** and trust while showing off your products at the same time!



**Tip:** You can share **video testimonials from customers** who have already purchased your products, or you post some **behind-the-scenes stories** of your office preparing for Black Friday.

## Help them find targeted offers

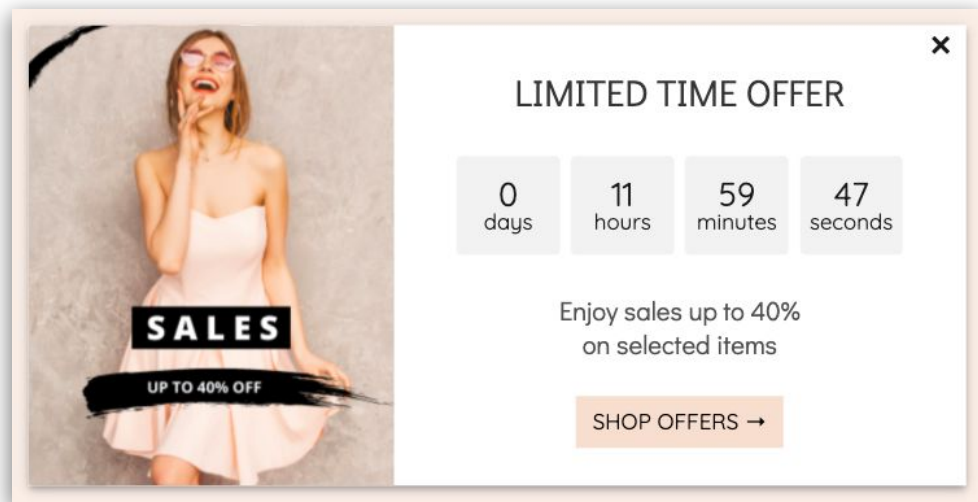
Targeted pop-ups elicit a sense of urgency and encourage users to click the offer so that they don't miss out on the promotion. Whether the copy conveys a limited-time offer (such as “1 day left to receive before the holidays with standard shipping”) or offers a sales promotion (such as “save 20% with this coupon code”), **targeted pop-ups are bound to enhance your site's performance and increase conversions.**

[Sign Up for Free](#)



## Generate a sense of urgency to boost season sales


Boost your clicks and conversions by creating a **sense of excitement and the “Buy Now” feeling** to your customers. None of them want to experience the regret later feeling of missing an offer. This approach creates a sense of urgency and encourages shoppers to act quickly, while constantly reminding them that it is a limited offer.



## Offer complementary items for increased cart size

Pop-ups don't just have to be used for discounts and email capture (although as we have seen they are great for both of those purposes!). Use the pop-up real estate to recommend complementary items. This allows the customer to **discover relevant items without disrupting their journey.**

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### attrattivo

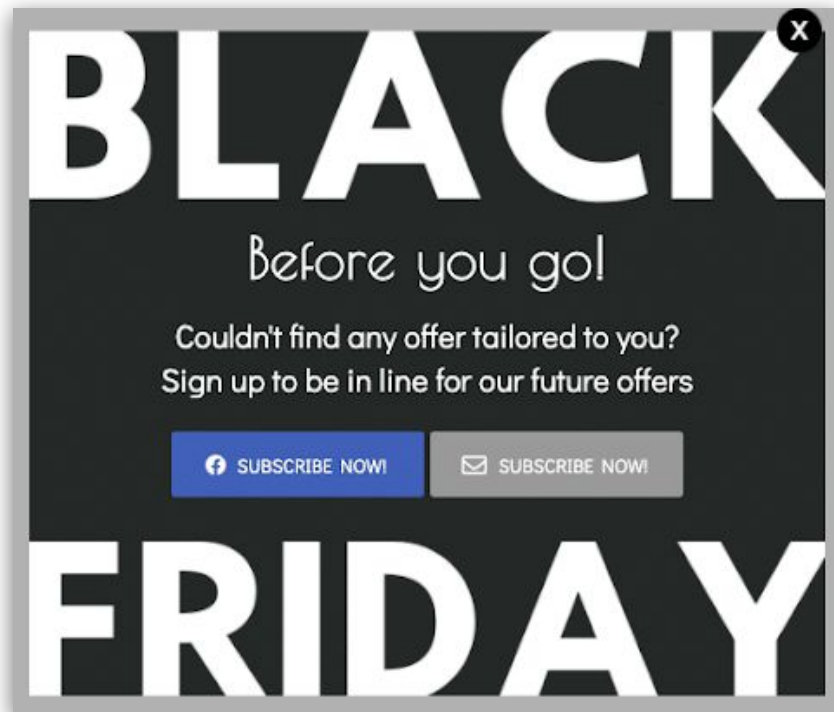
Check our top-seller midi dress on a Black Friday 40% OFF deal

0 days	13 hours	00 minutes	17 seconds
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SHOP NOW →

# Don't let any shopper leave without capturing their email

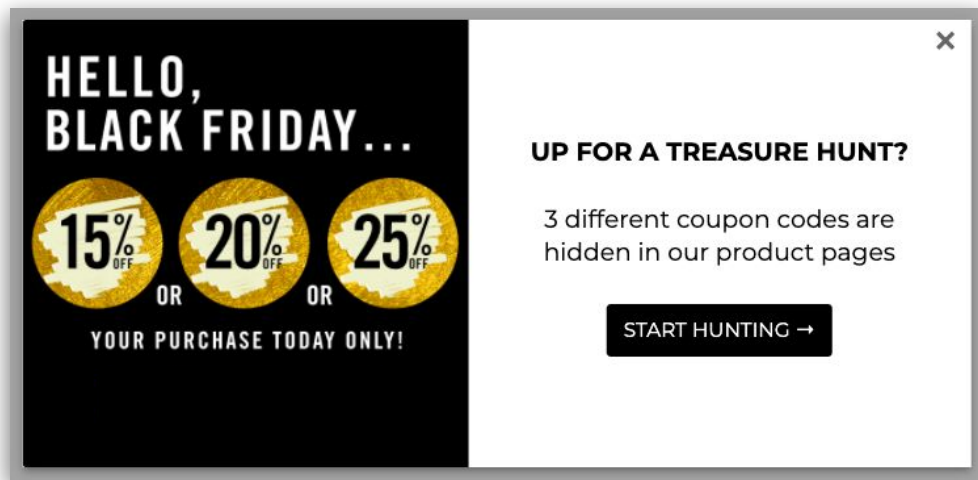
Use the increased traffic to get people onto your list, even if they don't buy. **98% of your visitors aren't ready to make a purchase the first time they come to your site.** But if you capture their email, you can follow up with discounts and other offers, or education about your product, convincing them to buy.



## Hide a discount code on your website

This is a great way to build up your email list and increase your sales. Hide the treasure on your website and make the visitors look for. You can create a pop-up that will tell them about the game. You can hide **multiple codes on your product pages** and make them usable on a specific day or give the one that finds them all a big discount.

[Sign Up for Free](#)



# *Assist in the buying process*

Support volume requests around BFCM increase by 65%. The last thing you want is to lose a potential customer because your response time was too long.

Check out our tips and deliver outstanding support experience during the peak season!



Think about creating a **library of go-to replies** for some of the most common questions you'll get over the weekend. The faster you can respond, and engage with your audience, the better!

The top questions you should prepare canned responses for:

- How fast do you ship?
- How to return my order?
- How do I apply a promo code?

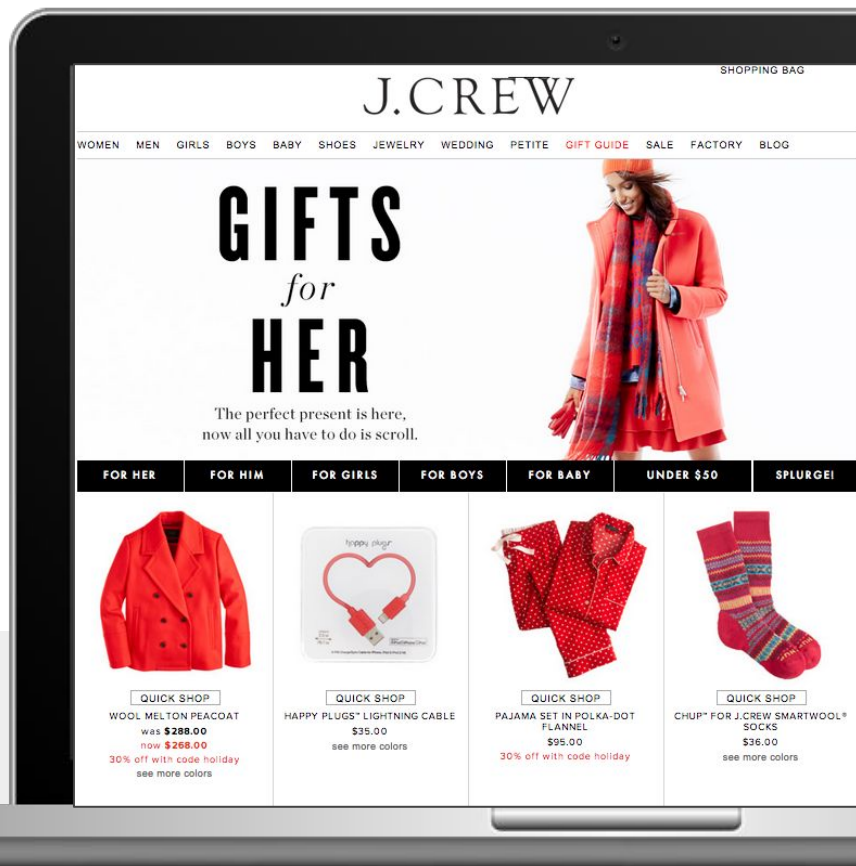


## On-site landing page

Having a gift guide can be a very powerful tool during BFCM since you can **showcase your most popular products**, inspire shoppers and stay at top of mind throughout the season.

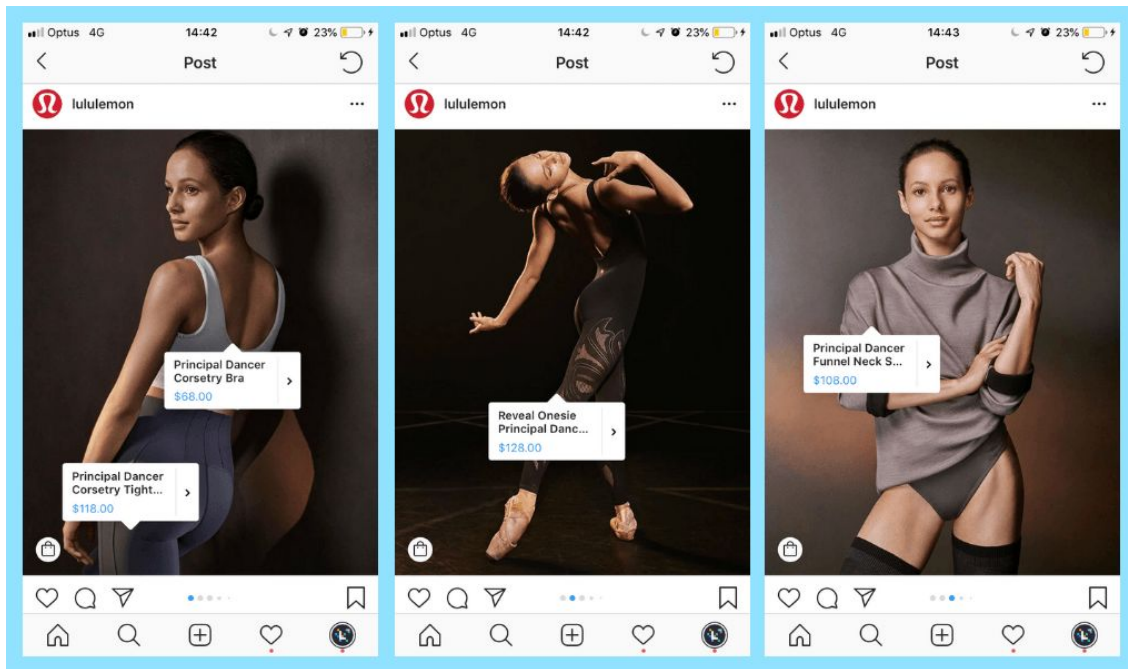
For example the most straightforward and simple way to go around it is to **group your products based on sex**. For example present gifts for men, women and children.

**Tip:** Publish the guides on the blog section of your site. You can promote the gift guide using paid Facebook ads to reach specific audience segments.



## Instagram shoppable posts

Instagram shoppable posts allow your viewers to see the price, the discount and other details about your products, and **easily click-through to your website to make a purchase**. So why not create gift guides or holiday inspiration posts? For example, you can share a carousel post with up to 10 photos that include product tags. It could be as simple as “5 Perfect Christmas Gifts for Fathers” or anything that helps inspire your followers to shop your products this year!



Creating live events on your social media channels to promote your Black Friday / Cyber Monday offer could bring in new customers.

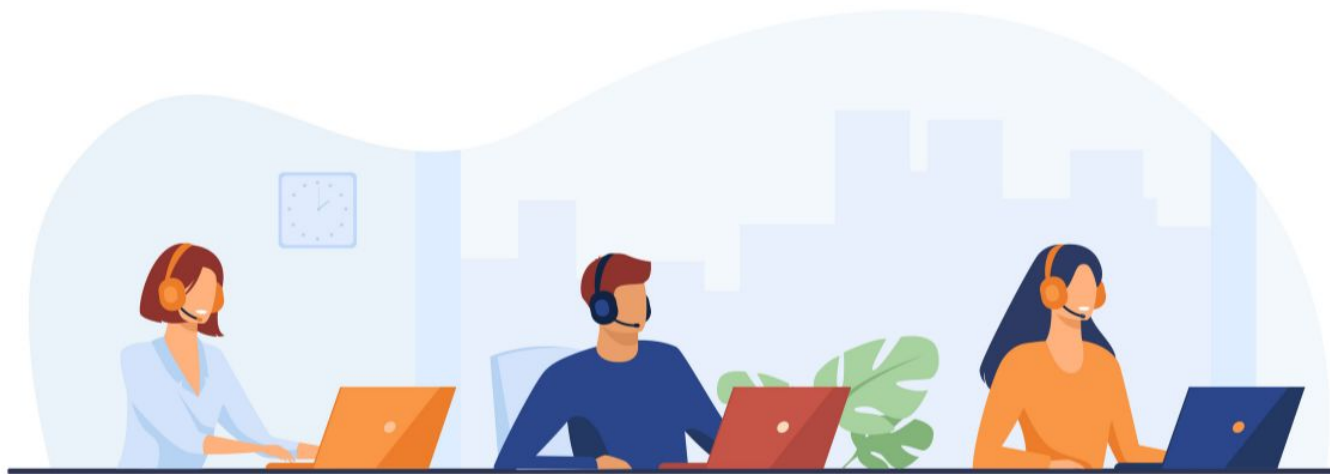
Amazon's live videos, for example, generate thousands of views and engagement for them. As dominant as Amazon is on Black Friday, if Live videos & broadcasts works for Amazon, it could work for you too.



**Tip:** if you are a fashion retailer try organizing a live event on Instagram with a fashion influencer/ blogger offering live styling advice.

Yes, the internet superstore is open 24/7, but support is not. While a vast portion of customers already knows how to shop online, not all turn to buy digitally.

- Change your hours of operation on Google and on your site.
- Put up a banner that you are open longer for support.



A properly designed bot can deliver personalized, friendly and **efficient service 24/7**.

Bots can perfectly handle queries like exchanges, returns, and frequently asked questions so that **human agents can address more pressing service issues**.

Chatbots can find out about customer's preferences and needs and suggest products that match their taste.

For example, your bot can ask what kind of a deal they are after and give them a few gift guides available, and they choose one or more right there.



# *Rescue abandoned carts*

Since consumers are caught up in a shopping whirlwind during this period, it stands to reason that they'll be clicking around - and abandoning their shopping carts - more often than usual. The good news here is that there are quite a few tactics you can easily implement to secure the leak and combat cart abandonment.



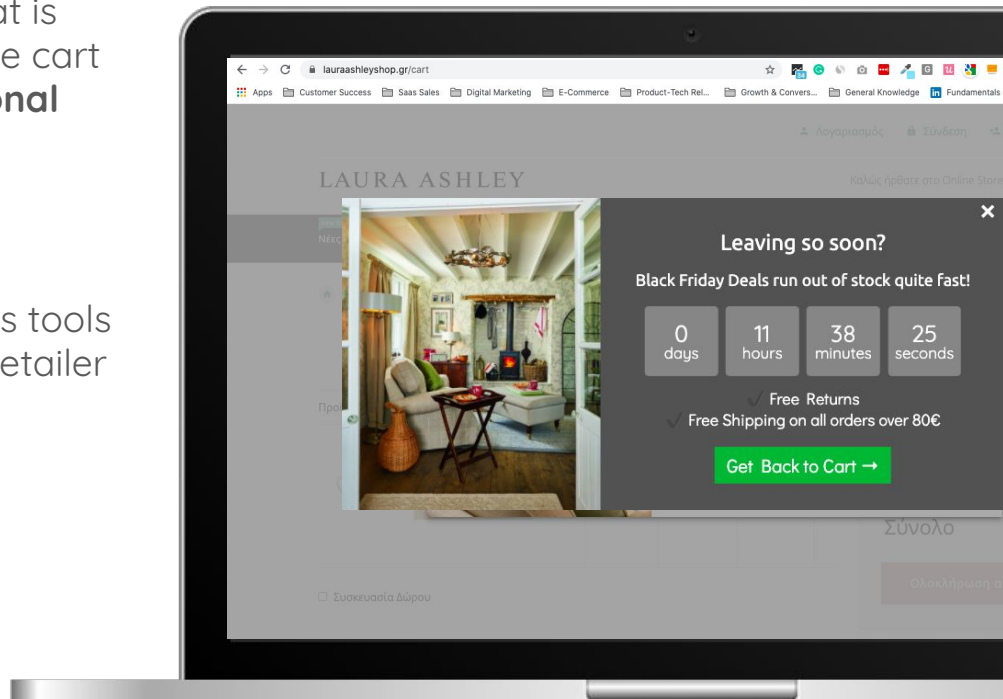
## Cart Abandonment Pop-up

The easiest way to tackle Cart Abandonment is acting exactly the time it happens. Launch a pop-up that is triggered when a visitor that has something in the cart tries to leave your website. You can offer **additional discount code** or enhance the sense of urgency around the Black Friday exclusive deal that was offered.

A luxury home brand, [Laura Ashley](#), used Socital's tools to recover revenue from abandoned carts. The retailer achieved:

- 17.7 % orders recovered
- 15.3% revenue saved
- 32.2% CTR on cart abandonment pop-up

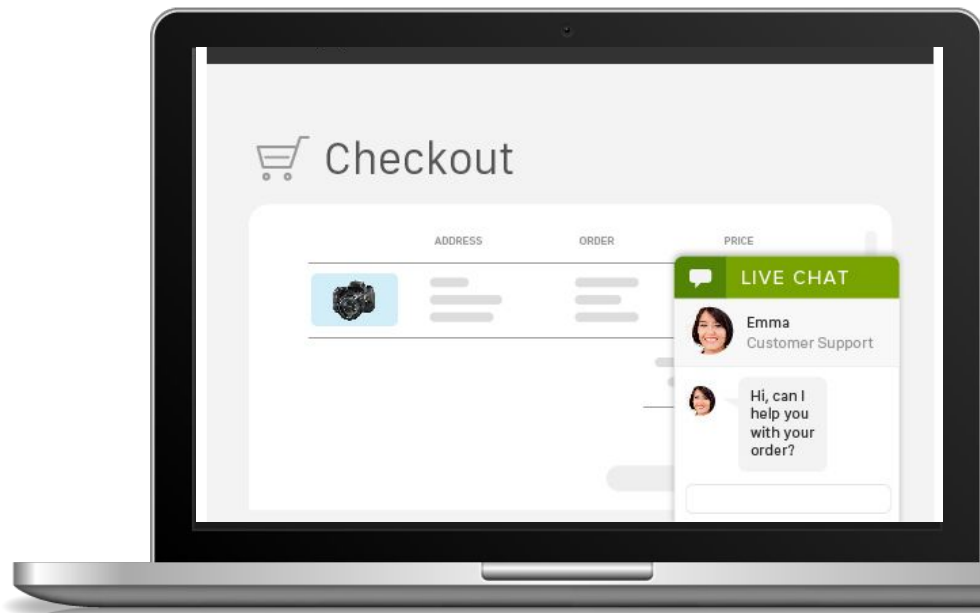
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Another way to tackle cart abandonment is to have your chat box open and someone talks to the visitor live.

You can try to focus to the three following issues:

- A customer spends a lot of time on the checkout page without proceeding
- A user's payment doesn't go through,
- Customers have reached a particular cart value.

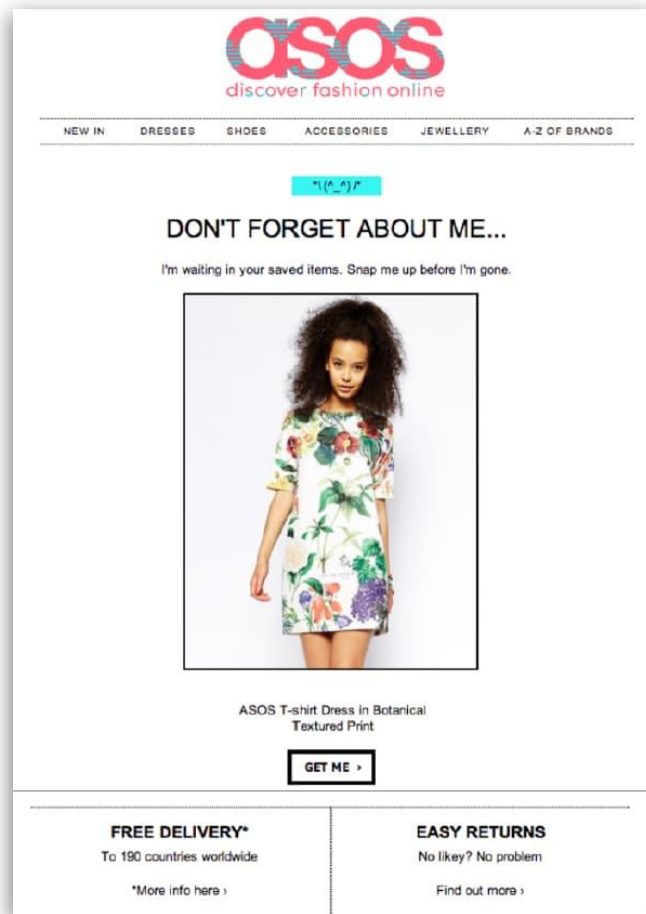


Cart abandonment emails are a remarkably effective tactic for sales recovery.

- Approximately 50% of consumers open abandoned cart emails
- 1-in-3 go on to make a purchase.

### Tips:

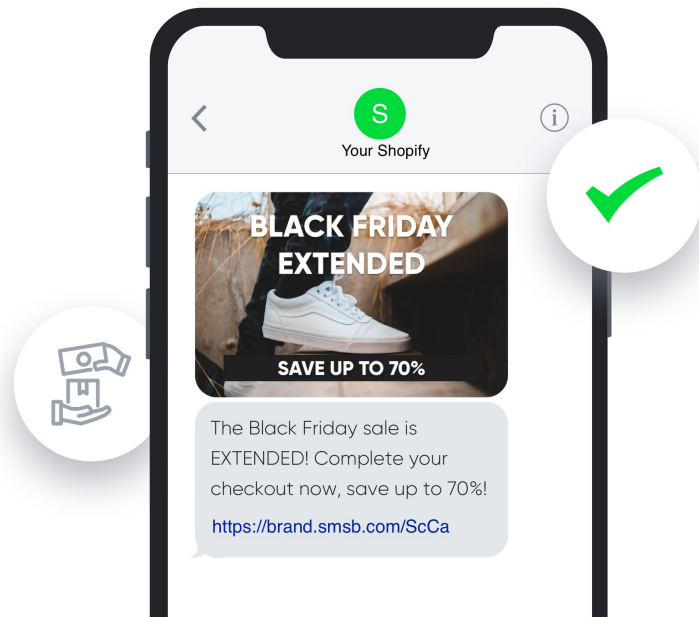
- Remind the products they've abandoned
- Focus on selling only one product by highlighting its rating and characteristics
- Use eye catching copy & banners that stand out
- Offer a limited-time only discount coupon



- 30% of non-converting visitors return to a website through ad retargeting
- Shoppers are 70% more likely to convert when retargeted after cart abandonment

Cart abandoners are aware of your brand and products, and **they already had an intent in purchasing specific items**. You just need to grab their attention again in order to recover the lost revenue.

Use Facebook & display ads or SMS for abandoned cart recovery. Try to make it easy and quick for the user to buy the products that they previously added to their shopping cart. Use a clear & short copy and a high resolution photo of the product to catch their attention.

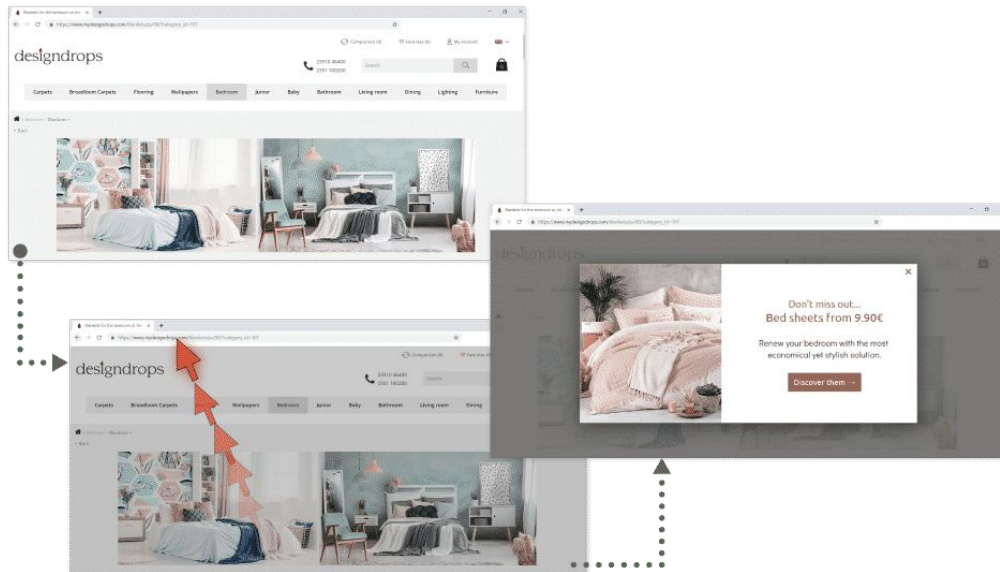


# ***Increase AOV***

Data from Shopify shows that while ad spend skyrockets over the holidays, with a 140% increase in cost per click (CPC), average order value (AOV) does not. You have to act smart and early in order to stand out from the increased competition and minimize the damage from deal hunters taking advantage of one-off sales and deep discounts.

# Targeting the most likely buyers for increased conversion

A key element to conversion is relevancy. One way to achieve this with pop-ups is to set your pop-up to be triggered on predefined URLs. One of our retailers, [DesignDrops](#), strategically focused on the top exit product categories in such a way as to match them with other relevant categories to initiate the upsell and cross-sell process.



The avg. order value of those who interacted with Socital's exit-intent pop-ups increased by 52%.

When shoppers are looking at a certain product, make sure you offer them a product that is complementary to the one they are looking at and offer them an additional discount if they buy both or even three products together.

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88% of consumers are more likely to shop at a store online if it offers free shipping. Providing a free shipping threshold is the most common way to increase average order value.

**Tip:** just be sure to set the threshold high enough above your average product price so that shoppers must purchase another product to reach it, instead of simply opting for a small add-on.





You can either set one threshold to receive the discount or create savings tiers (e.g. 10% off orders over \$100, 15% off orders over \$150, and 20% off orders over \$200). **Customers who are on the fence about spending more will be driven to do so by the prospect of getting a larger discount on those goods.**

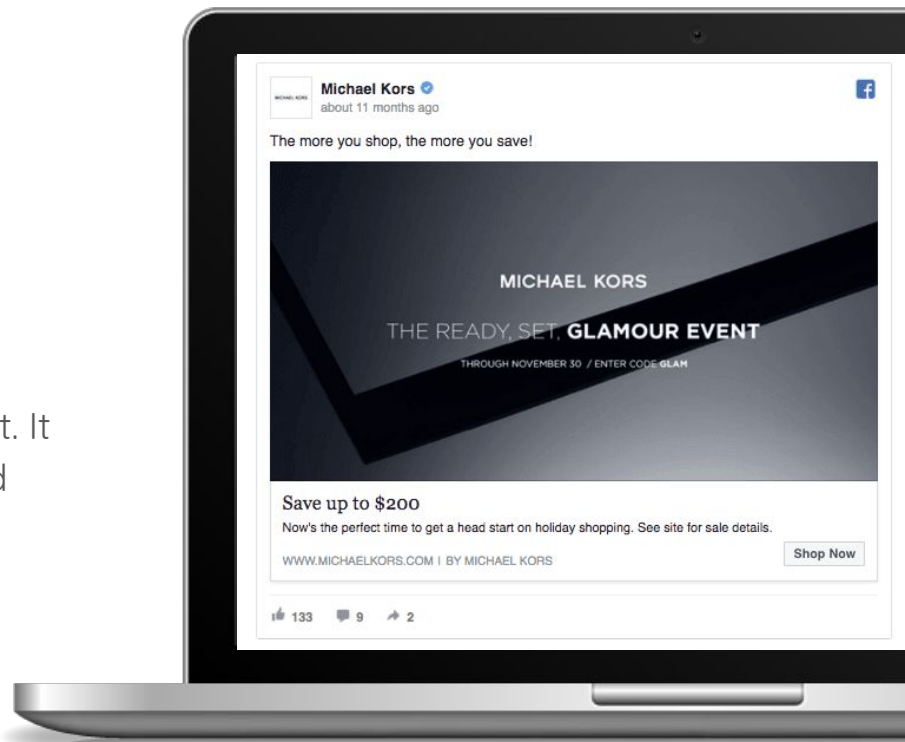
One thing's for sure; if you want new customers over the holiday season you have to pay to get them. There is no way you can avoid paid Facebook, Instagram and Search ads.

*But how can you do it the smart way?*

## Buy your traffic early to build audiences on social

This can be done through engagement ads during the weeks leading up to the holidays to create custom audiences that your holiday campaign can later target. It can also be done by running click-through ads to build retargeting audiences.

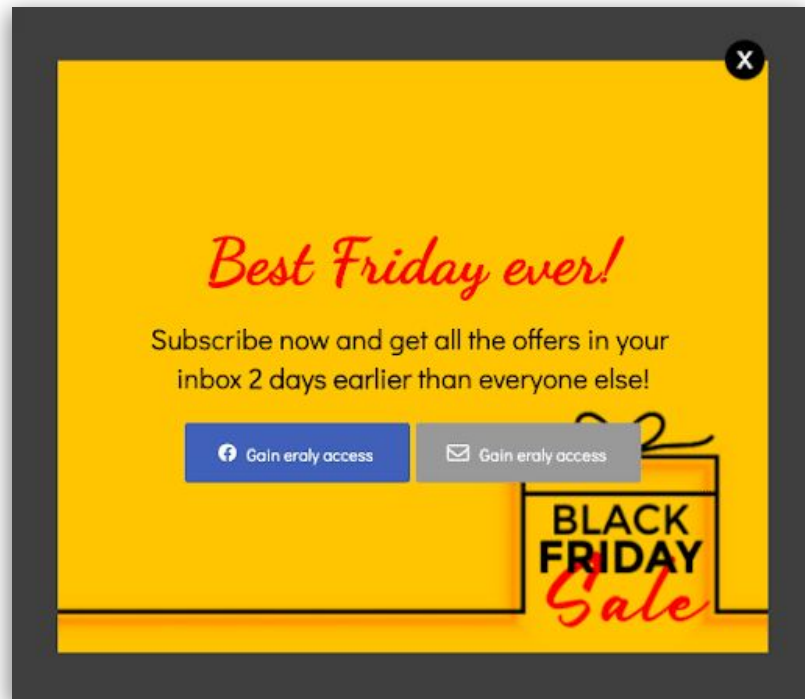
Want more tips on holiday season performance marketing?  
Watch a short video [here](#).



## Make the most of PPC campaigns for increased ROAS

If you decide to invest on early acquisition campaigns, make sure you **capture extra data for the traffic that comes to your website through a paid route**. One way to do this is by displaying a pop-up exclusively for shoppers acquired through PPC campaigns. A Black Friday pre sign-up campaign is the best way to go.

Sign Up for Free



# *Turn opportunistic buyers to loyal customers*

BFCM is the absolute bargain hunt. The average consumer is typically searching around and they'll settle only for the best deal- definitely not your ideal type of customer. If you want smart tips for turning these opportunistic buyers to loyal customers, just keep reading!

Check in with customers and ask them how everything went. Consumers are used to being ignored by companies during this process, and you can stand out by simply thanking them and asking to get in touch if they need anything.

Thank you 🍷

**Karavan Clothing** info@karavanclothing.com [via](#) [shopify.com](#)  
to me ▼

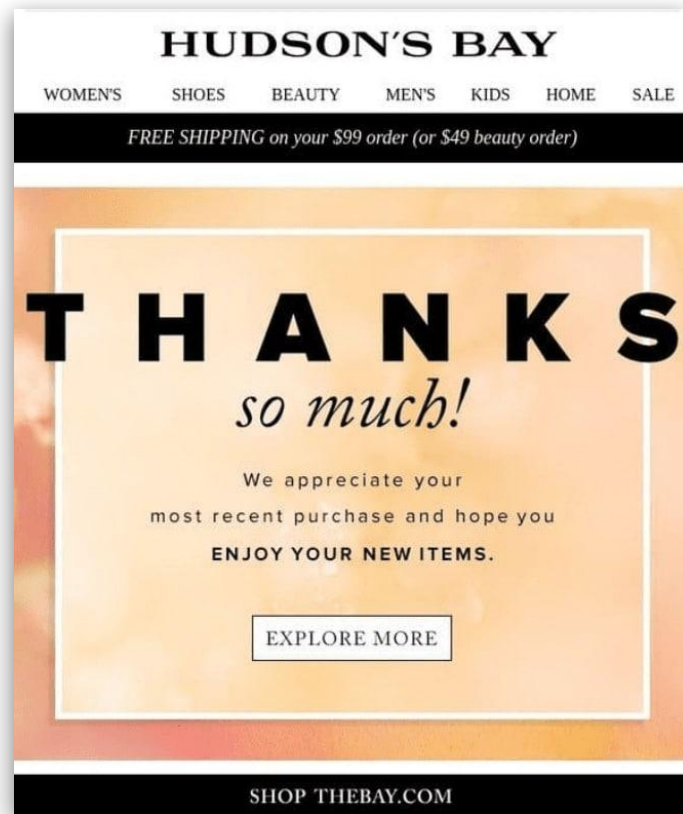
Hello Evi,

We just wanted to take a second to thank you for the love you shared with us, and your recent purchase from our store. You're a Wanderer now.

If you have any questions or if there is anything else we can help you with, please reach out to us without hesitation.

Thank you again.

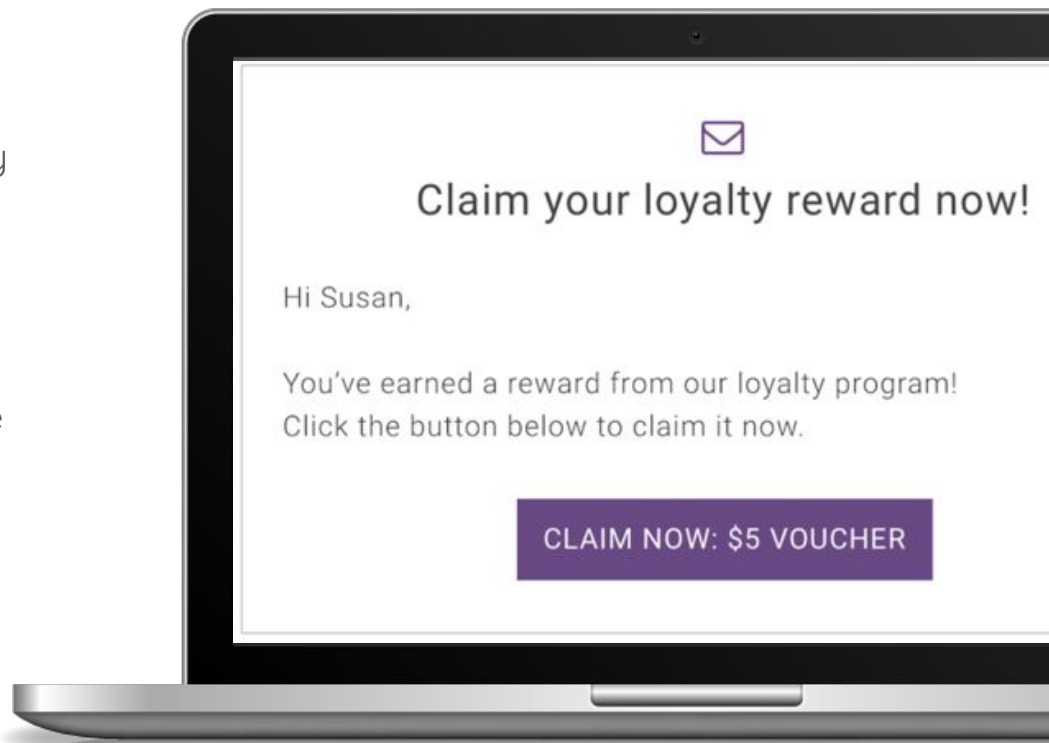
Cheers,  
Karavan Clothing  
Karavan Clothing



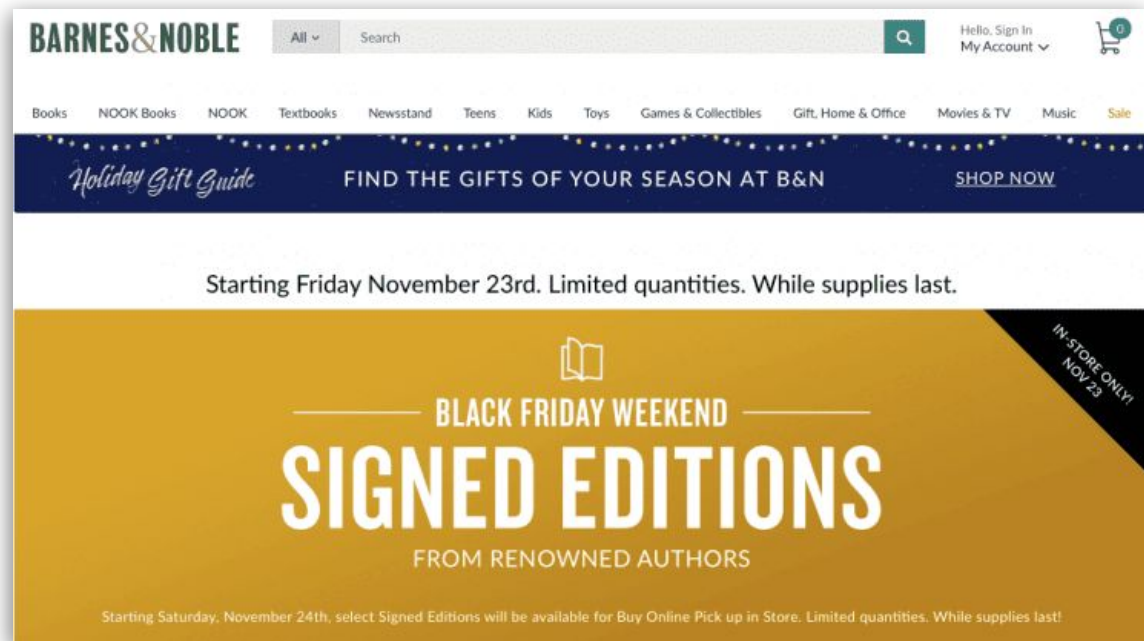
**Customers who redeem loyalty rewards spend twice as much as those who don't.**

You can offer special discounts to your loyalty program members during your Black Friday campaigns. Keep this discount exclusively to that VIP group. As loyal customers, they are more likely to see the benefits of your discounts and buy more from you beyond the Black Friday sale.

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Barnes & Noble, for example, offered half-a-million autographed books from successful authors for their Black Friday marketing campaign. If you like books and buy books, you might really enjoy having your books autographed – and it's a great deal, even for the price. Luxury brands who may not want to dilute their branding ethos with a discount may opt to offer something else in place of discounts.

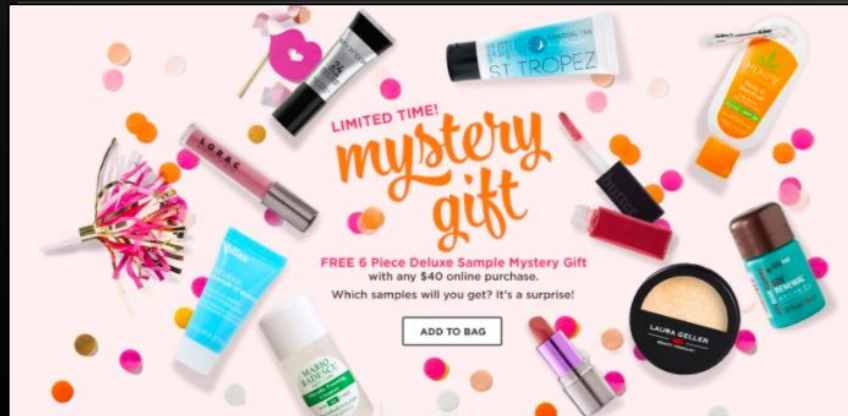


Around the holiday season, advertising online gets far more expensive with retailers drastically increasing ad budgets. If you've built up a customer base, you can send a holiday card to previous customers. This could include a personal note thanking them for their purchase during the year and a special holiday discount code exclusively for him or her with their name as the code. Handwriting the name on the card makes it more personalized.



A free gift with a purchase can be a great way to provide additional value to customers. If used strategically, it can also be used to increase average order size and/or to get rid of product that isn't moving.

You can set minimums such as “with every \$50 purchase get a free gift,” or you can give it away once someone buys 5 items or even you can provide it to every customer who orders if you have high margins.



**TIP:** Make sure to feature the free gift on your homepage banner to ensure visibility.

### Give them reason to come back

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1. You can offer gift cards with a purchase over a certain threshold to encourage return visits after the holidays.
2. Or offer your loyalty program members exclusive gifts when they make a purchase in January or February.
3. You can double or triple the points a customer earns for a purchase during BFCM.

Want more tips on how to turn opportunistic buyers to loyal customers? Watch a short video [here](#).



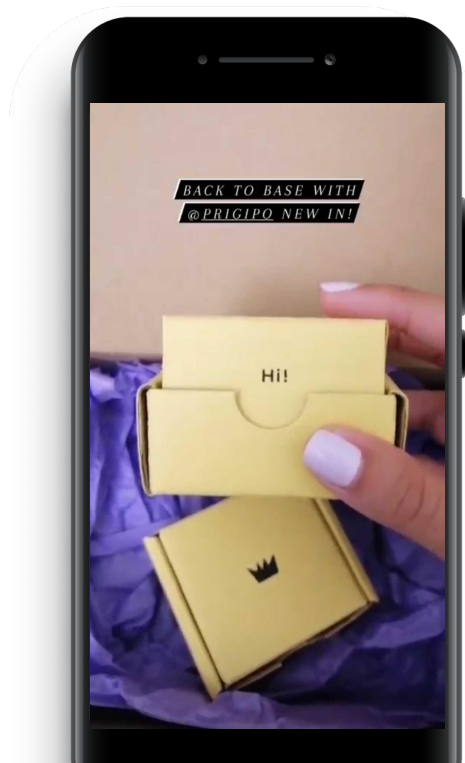
Packaging represents the most direct touch point with a customer. It also happens to be **one of the most underused marketing opportunities**. Done well, a branded packaging and unboxing experience is a chance to deliver a functional product and create a memorable moment for your customers.

### Drive social shares

Posts from happy customers are not only opportunity to generate repeat purchases but also attract new customers. To encourage social shares, consider smart packaging, a small gift, postcard, stickers, or a call-to-action asking people to share their experience.

### Directly drive repeat business

Consider adding samples of your other products, or include a coupon code on your packing slip that encourages repeat orders, like free shipping on their next purchase or 10% off if they buy again.

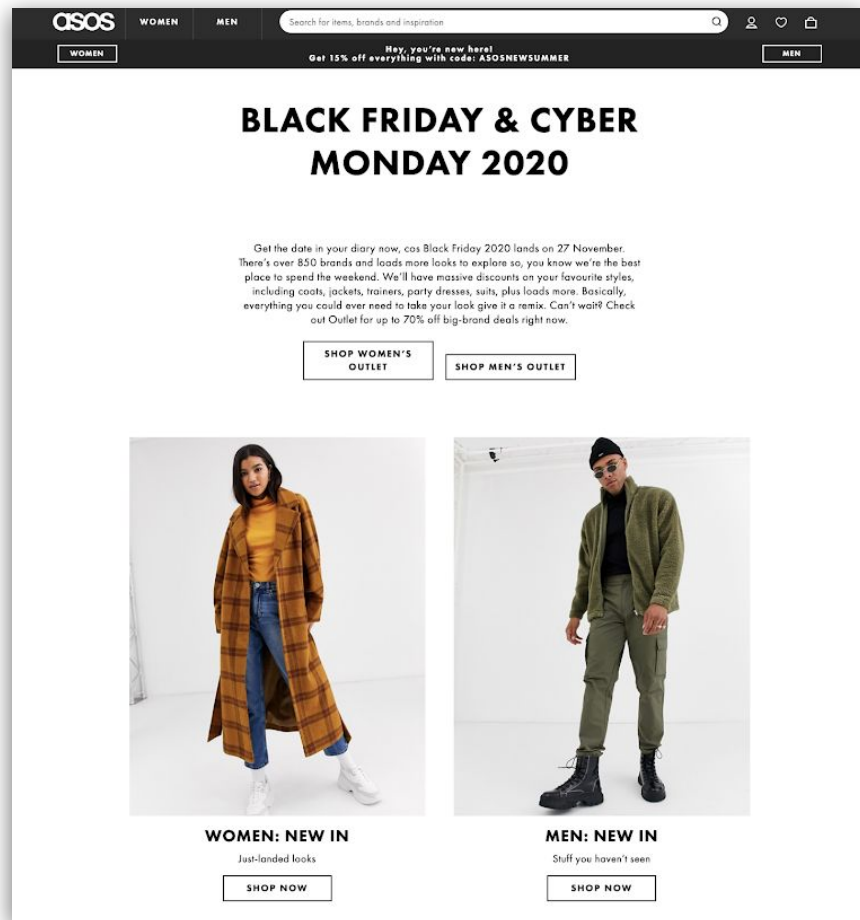


# *The aftermath*

All those things you wished you did last year that would have saved your time, effort and stress, we've gathered them here. Make sure you prioritize these as well and your future self will love you a little bit more next year!



Shoppers tend to search for offers and deals weeks before Black Friday. So it's a good idea to have a landing page that is dedicated to Black Friday all year long. That way you'll have a better SEO as the page will be a regular on your website and not just a one time deal. This will help you show up in searches for Black Friday. **Make sure you add a subscribe button**, so people can be notified about your deals and discounts when these get available. Also, you can use it as an opportunity to promote your deals all year long.



As you implement new strategies and tactics this year, make sure to take notes (and screenshots) to document your decisions and the outcomes. These records will give you a **benchmark for next year's holiday season**, while also allowing you to see what's working for your business so you can do more of it. Make sure you'll book a meeting with all the parties involved and document your learnings.

Wondering what are the main KPIs your e-commerce business should measure? Watch a short video [here](#).

**Tip:** A method that might help you further improve next year is to document your actions, decisions and strategies in the “**Keep-Stop-Start**” format.



# Want more BFCM sales but haven't joined Socital, yet? 🤖

We've got your back!

1. [Sign up now!](#)
2. Choose one (or more) of our ready-made Black Friday campaigns!
3. Wait for Black Friday sales to roll in!

**Sign Up for Free**

Want to know more about Socital? Check our features [here](#).





socital

# Black Friday Cyber Monday

Thank you!