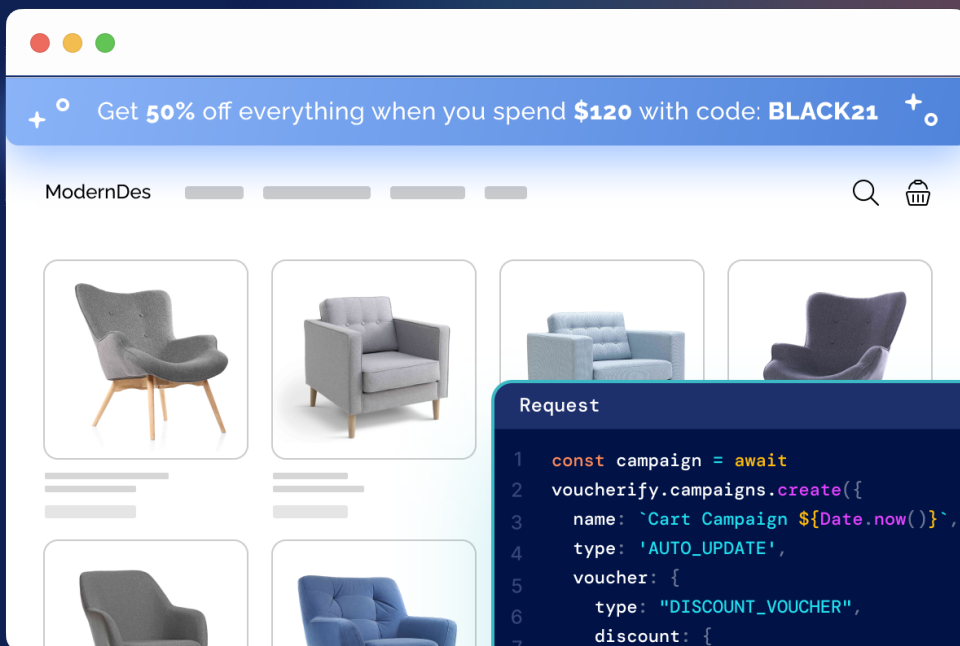


20 Timeless Black Friday Ideas & Inspirations



```
Request

1  const campaign = await
2  voucherify.campaigns.create({
3    name: `Cart Campaign ${Date.now()}`,
4    type: 'AUTO_UPDATE',
5    voucher: {
6      type: "DISCOUNT_VOUCHER",
7      discount: {
8        percent_off: 50.0,
9        type: "PERCENT",
10       },
11     },
12   })

await
voucherify.validationRules.createAssignment
```

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Introduction

The biggest ecommerce and retail event, Black Friday, will take place on November 26th, 2021. Sandwiched between the Thanksgiving and pre-Christmas shopping season, Black Friday is a perfect opportunity for stores to attract crowds with jaw-dropping sales. In 2021, Black Friday takes on a particular dimension as a year ago the coronavirus pandemic significantly limited the possibility of holding wild sales in brick-and-mortar stores. By all predictions, this year will be no different. In the times of a sanitary regime, it would be impossible and highly irresponsible to organize an in-store event driving crowds of people to the store entrance and then watch them wrestle in the long lines.

Retail giants are paving the way for new, reinvented Black Friday experiences. One example is Walmart, which will organize a month-long savings event to deliver lower prices with a safe shopping experience. In 2021, paying Walmart+ members will get early access to online Black Friday events throughout November – an opportunity to shop all the same hot deals four hours earlier than scheduled.

Running digital promotions on Black Friday is tiring work for any marketing team. Starting from ideation to implementation, the path to outstanding campaigns is not easy. This is why we came up with a list of 20 ideas combined with best practices and examples to help you. The ideas are not in any particular order – they can be used together or separately. Hopefully, you will get the best out of this shopping spree and generate some extra revenue for the end of the year.



“I approximated the Black Friday experience at home by hurling myself into a wall a number of times and then ordering online.”

Kumail Nanjiani, Actor & Comedian

Notes

The following ideas and examples may not be directly connected to your business model or goals. Luckily, with a bit of creativity, they can be adapted to fit most industries. What is vital to remember is that before setting up any promotion, you need to decide what you're trying to achieve first.

If your goal is to drive sales, you are going to want eye-catching promotions with significant discounts. Even better if they are limited in time to increase urgency. On the other hand, if you want to boost brand recognition, you might be better off going for a more subtle branded campaign. You could combine it with your loyalty or referral program to specifically reward your existing customers and advocates.



“Over the past few years, Black Friday shopping has started to shift more towards online sales channels. A US survey shows that physical stores are often perceived as too busy (37%), and online shopping is easier (27%).”

SaleCycle

With Voucherify Promotion Engine, you practically get unlimited customization options to set up any promotional campaign you like. For more inspirations, visit our Inspirations Library.

[Visit Inspirations Library](#)



Last-minute discounts

Let's open our list with the timeless approach to Black Friday and delivering exactly what customers crave at this time – huge discounts that are too good to skip. As reported by Statista, in the United States, one in two consumers expected the average discount to be **between 26% and 50%** of the original value. 27% of consumers stated that the discount should be between **10% and 25%**.

By nature, Black Friday campaigns should be wrapped in a short time window. Expiration dates in such campaigns drive traffic and cut customers' hesitations playing a significant role in influencing the purchase decision, so make sure you add some time limits to your discounts.

Best practices

- ✔ Limit the coupon availability to specific locations, customers, products, or orders. You can also restrict the sale to “while stocks last” or only first X customers.
- ✔ The deal you offer should be better than your regular promotions. That does not mean you have to offer 50% off. Try different settings to determine what motivates your customers “just enough.”



“On Black Friday 2020, the peak hour for online sales was 21:00, later than 2018, which saw peak times at 17:00.”

SaleCycle

Example

Lou & Grey added a nice touch to their Black Friday campaign with a customized clock GIF to highlight the offer urgency. It's a simple idea that requires minimal effort and does a great job of catching attention when they're getting bombarded with all sorts of other Black Friday offers. The '50% off everything' discount is bold and eye-catching, and there's also a precise time limit to the deal.



Deal of the hour

For high-traffic stores, hourly deals have several benefits. It not only maximizes the spending potential but also keeping your customers coming back as the future deals are shrouded in mystery. Managing such a campaign requires the effort of a whole team, so if you are currently a solopreneur, this may not be the best Black Friday idea for you.

Best practices

- ✓ It helps to offer deals on all items in addition to the Deal of the Hour. For example, if you offer 40% off everything, your extra hourly deal could be 50% off on particular brands.
- ✓ Don't forget to create a homepage banner for each hour you will have a deal or use a dedicated landing page with hourly surprises where customers can click to reveal the current deal.

Mystery savings

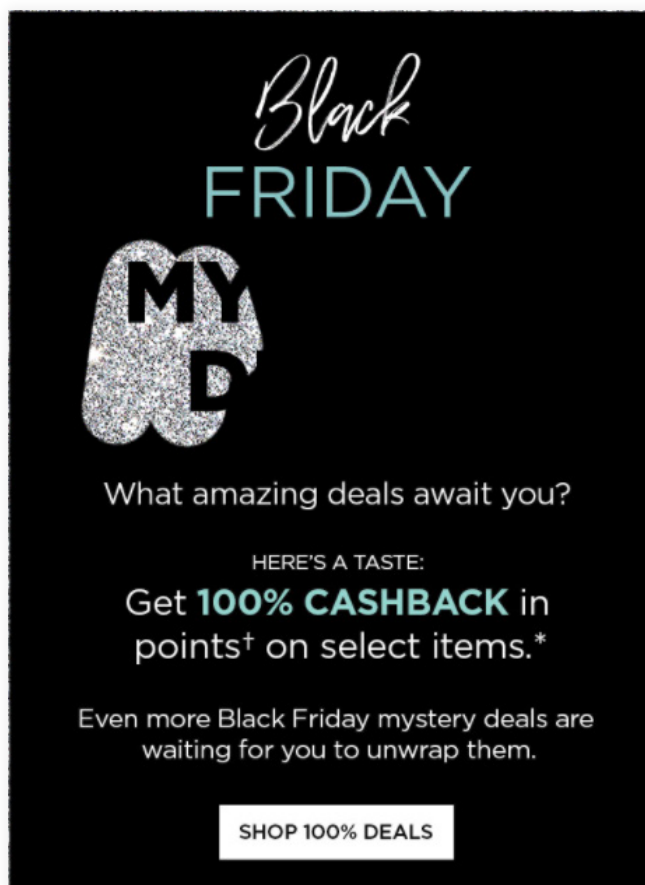
Mystery savings are a fantastic way to gamify your strategy. Customers need to draw or choose the discount they want without being told the value of the voucher. Also customers can learn the discount value at the checkout step (when they apply the code) and you can keep it under wraps through the buying process. Thanks to unexpected savings at their fingertips, customers are more likely to get into a spending mood and utilize the reward. You can add a twist to this campaign by adding a mystery gift to all orders. For example, shoppers spending \$25 or more on Black Friday will take home a mystery gift.

Best practices

- ✓ Ensure that you track the customer id to allow client interaction with the drawing mechanism only once.
- ✓ Limit the code usage in a campaign to once per customer to block more redemptions (even for different codes) from the same customer.

Example

Sears have advertised their Black Friday promotions announcing Mystery Deals, not specifying what exactly they will offer. They have disclosed only one promotion - a 100% cashback in loyalty points on selected products, basically giving away some products for free. It is a very attractive offer which ensures they will come back to use the cashback.



Giveaways & sweepstakes

Black Friday and Cyber Monday are often connected with various contests, giveaways, and raffles. They can help you get more leads or increase your mailing list, as well as boost the engagement of your current customers. For example, you can have all customers that purchased something during a specific period enter a giveaway or a raffle. Even better if you add a bit of social media virality to it by enabling users to enroll by using specific hashtags or commenting on your posts.

Example

In 2020, McDonald's partnered up with Uber Eats to offer an original Black Friday promotion. The winner would get free delivery for McDonald's via Uber Eats for a whole year. The promotion was well-timed to coincide with Black Friday. But it was conceived as a way to showcase the new McDonald's menu. To enter the sweepstake, customers had to Tweet McDonalds and Uber Eats on their personal Twitter account. Another example of a social-media Black Friday campaign was Kohl's. They created social media campaigns to engage with customers. The company offered a gift card or a sweepstakes entry in return for any response or retweet with a hashtag with their brand.



"Sales during the Black Friday period in 2020 outnumbered those during the Christmas shopping period and any other period in 2020."

SaleCycle



Kohl's
@Kohls



What are you busting down the doors for today? Tweet @Kohls to let us know and include #KohlsBlackFriday + #Sweepstakes for a chance to win a gift card! Winner is selected every hour. No purch nec. Ends 11/29/19. 50 US/DC, 18+ only.
Odds/Rules: kohls.co/2QruMDX

Copy Video Address

Retweet for a chance to win a \$10 Kohl's e-gift card!

Charity donations

Charity donations are the new trend. Today's customers are ready to pay premium price for products that contribute to the environment or society. **Green Friday is the new Black Friday and Cyber Monday is being replaced by Giving Tuesday.** Many retailers are following up their Black Friday sales with a day dedicated to charities. Some companies refused to do Black Friday whatsoever because claiming that it is not sustainable. Deciem even closed their stores (including website) on that day. They have, however, launched a big sales event one month leading up to the Black Friday, bringing sales when competitors were not heavily discounting and bringing even more media attention and coverage on the Black Friday itself. We cannot judge if this is the winning strategy, however, do keep in mind there are 365 days in a year when you can launch sales.



Example

In 2020, Allbirds launched a CSR-inspired Black Friday. They raised all prices by \$1, making \$2 donations to the global climate strike movement, Fridays For Future for every product purchased on Black Friday. Timberland added a charitable touch to their Black Friday campaign as well. They offered a 30% off on select products and a \$1 donation towards tree planting.

As the sustainability mindset grows among customers, it is certain that we are going to see more and more campaigns that are seemingly anti-Black Friday. Whether you see it as virtue signalling or an honest CSR-inspired move, it may be a good strategy to improve your brand image and bring media coverage.

Free gifts

Besides flash sales or discounts, you can also add a small gift to each order for Black Friday or Cyber Monday. You can set minimums such as “With every \$300 purchase get a free gift,” or you can provide it to every customer who orders if you have high margins. This is a great way to get rid of slow-moving stock, close to expiry date items, old collections or to promote a new product. Besides full-sized items, you can also offer free samples or travel-size products.

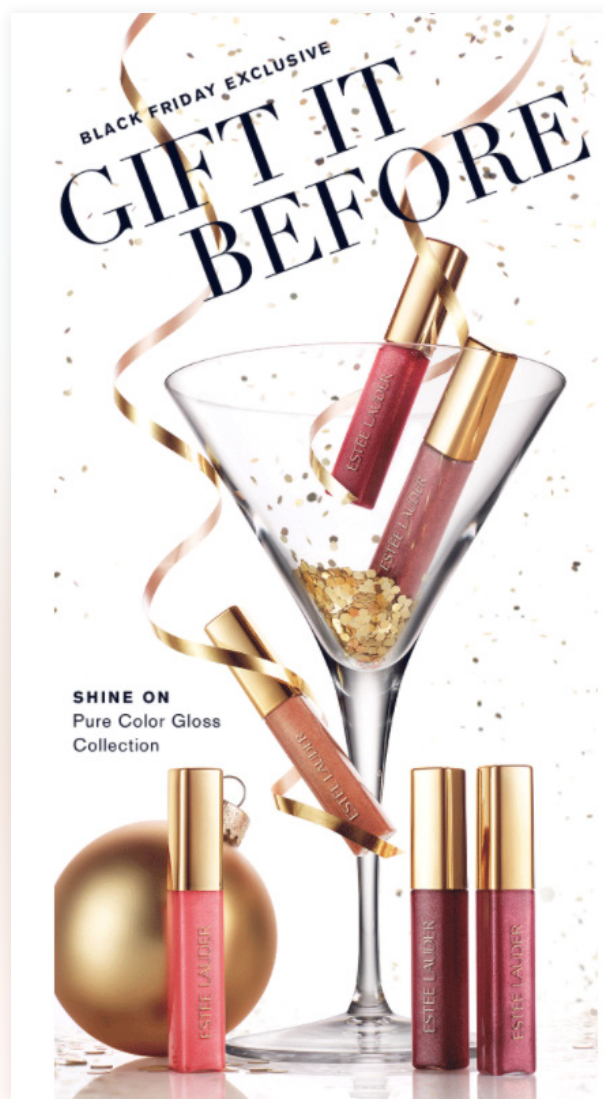


“The appeal behind free lies in the principle of reciprocity – where one party feels obliged to return the favour bestowed on them. When a brand does somethin, customers feel strongly obliged to do something for them in return.”

Dan Ariely, author

Example

L’Occitane launched a Black Friday promotion offering a gift for every purchase above \$85 in value (a set of travel-size products). This is a less common promotion type nowadays, as it is not personalized and customers cannot choose what they are getting (they could if the promotion was offering a discount or a gift card) but it is a good way to advertise your products (customers who try them and like them may come back for full-sized ones).



BOGO & Bundles

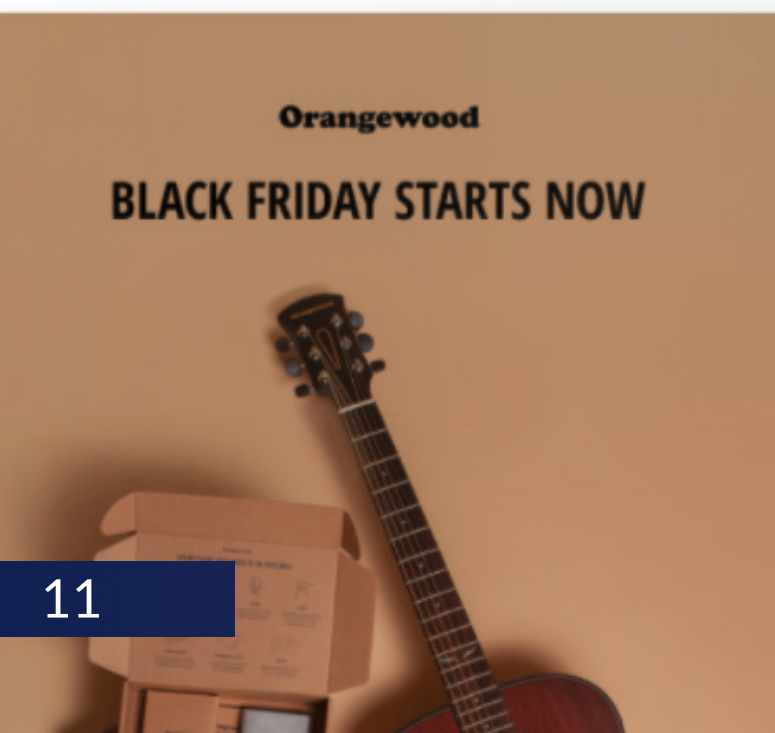
Offering a product bundle as a Black Friday sale, especially offering complementary products free of charge with the main product, is a great way to increase the purchases of the main product as customers who were waiting for the right moment to purchase it may be finally convinced to click “Buy”. On the other hand, it also helps to sell out slower moving goods. It may be a better strategy than simply discounting the main product.. One of the most effective variations of this promotion is **buy-one, get-one 50% off**.

Example

Orangewood, a DTC guitar store, launched a Black Friday promotion offering a product bundle. Customers had to add to their carts Orangewood Guitar, an Accessory Kit and Ernie Ball strings as well as use a coupon code Bundleup20 to claim the offer. The Accessory Kit and Ernie Ball strings were offered free of charge, if the purchase qualified for the offer.

Best practices

- ✓ If you offer complex bundles, with multiple combinations, customers may feel anxious leading them to stick to a safer option of buying items separately.
- ✓ Bundling is a fantastic tool to influence product perception. By bundling popular products with a slow-selling stock, you can successfully create an illusion that the not-so-popular product is in demand.
- ✓ Displaying bundles at the checkout page is more profitable than showing them right after visitors enter your landing page. Customers on the checkout page have already committed and are more prone to make quick decisions.



Double loyalty points

Black Friday does not have to be about acquiring new customers and going below RRP just to cut your competition. It is also a perfect time to pamper current customers and ensure that they stick to your brand during the shopping craze. Running a different event like that will generate buzz around your program and help to personalize your offer more. This move will also bring some repeat sales.



MENU



BLACK FRIDAY

40% off your stay and 2X Reward points

Exclusively for members of ALL.

“All you can take” promotions

“All You Can Take” challenges were quite popular in the USA in retail stores. Participants would have a short time to pack whatever they wanted and run to the checkout to get it for free. It got a lot of virality so it was more than a sales promotion – it was a way to get some press and media coverage. You could organize something like that in your physical store or in your e-shop, giving participants a chance for free shopping within a short time frame and record the whole user journey, whether in-store or online. You could even ask the participants to record their screens and then make a funny compilation.

Best practices

- ✔ Set up strict limits to avoid abuse. Define how many people can participate and limit the campaign budget.
- ✔ Do not allow customers to get more than one of each SKU. Exclude high-value products.

Volume discounts

You can also offer a lower price for higher purchase volumes of the same product. This strategy helps you upsell products customers already want to buy as it offers them convenient economies of scale. It works great both for B2C and B2B. This type of discount is usually tiered – offering a higher discount for higher order volumes.

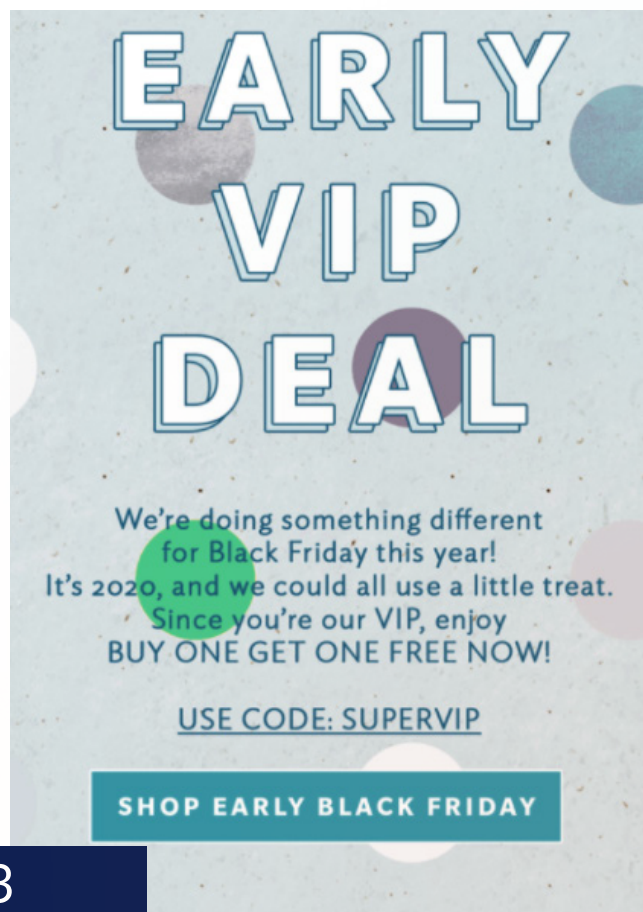


“For every 5% reduction in price you need to sell 38% more to ensure that your profitability doesn’t tank.”

Chargebee

VIP promotions

If you have a loyalty program, offer a special VIP-exclusive discount for Black Friday. Loyal customers will likely buy more from you than one-off shoppers. They are also more likely to make repeat purchases in your store throughout the year.



For this kind of promotion it is better to utilize **direct communication**, such as email or SMS.

Launching a VIP-promotion on your social media and site may disappoint customers who are not eligible to claim the deal.

Example

Victoria Emerson launched a Black Friday BOGO sale targeted at VIP customers. The promotion required using a discount code SUPERVIP. The combination of an attractive BOGO sale and a VIP discount makes it a generous sale with big potential for higher basket value.

Cart abandonment offers

Any big sales event presents an opportunity to customize your cart abandonment offer. Black Friday is no different. You can notice the highest cart abandonment rates through the week leading up to Black Friday as customers decided to wait for discounts. Sending targeted messages to recover orders can help you improve conversion rates long-term without tanking sales in the weeks before Black Friday. It's a good idea to have this campaign as an ongoing strategy. In fact, email marketing software MooSend looked at the impact of cart abandonment emails that its users sent. It discovered 45% were opened and half of those went on to complete their purchases. These offers also present a good opportunity to find out if customers have any issues, or to suggest a different product that you think they might like instead.

Best practices

- ✓ To protect your offers from fraud, you should limit the offer usage to once per customer or to several times per year.
- ✓ Be sure to add coupon reminders to your offer to remind customers about their unfinished orders.

Example

Bare Minerals sent an abandoned cart email offering 15% off the abandoned order with the subject line "We saved your cart + 15% off." The offer is valid only online through the website. The discount expires in 30 days from the email reception.



Free delivery

Two things happen when people learn they can get something for free. Firstly, they forego the mental cost-benefit analyses usually associated with making a purchase. Secondly, customers tend to perceive the benefits of a free product as higher than they are. Customers overestimate the positive qualities of a free product, which is true even when the freebie is the shipping. That is why, if you offer free shipping, you can successfully increase the average basket value and conversion rates. Offering free delivery (especially international) is also a desirable promotion for luxurious brands who want to avoid the brand damage connected with discounting.

Best practices

Given the high volume of orders made during and around Black Friday, it may be a better idea to turn off the next-day or expedited delivery options (if you offer them). You might feel reluctant to switch off the next-day delivery on one of the busiest retail events of the year. However, while a few customers may be disappointed not to see the usual next-day option available at checkout, it's certainly preferable to being promised next-day delivery and not receiving it on time. To keep things straight, you can also add information that the shipping may be delayed and you cannot influence it or offer a small gift to each delayed order to appease customers.



“Some 59% of women and 48% of men say they start shopping before Black Friday.”
RetailMeNot

Extended sales

For Black Friday 2021, surprise customers by extending your sale beyond the shopping weekend. But do this last-minute or when your competitors have ended their sales. When customers see you are the only store offering them a second chance to save, they will be more likely to buy from your brand.

However, make sure to associate a deadline with the extension. For example, you can extend the sale beyond Cyber Monday for 72 hours. As Cyber Monday winds down, put up a website banner with the text “Extended 72 hours” – the banner will serve as a reminder for visitors who may not have explored your deals yet while also creating a sense of urgency. And don’t forget to send out an email announcing the extended sale!

Example

You can also break the pattern and offer discounts well before your competition. This is what PMD Beauty did by launching their Black Friday campaign in July. It was a flash sale of 30% off with a BLACKFRIDAY coupon code.

Generous flash sales do not have to be limited to one day per year and can be even more profitable on another date. You should plan your promotions based on your historical sales and customer data, not only on the calendar. While jumping on a Black Friday bandwagon may be profitable, there may be other, more profitable days of the year. For example, Pomelo Fashion, an Asian fast-fashion retailer, launches a Pomelo Mega Fashion Sale every 11.11, before the Black Friday craze.

Last Call

Black Friday
in
July

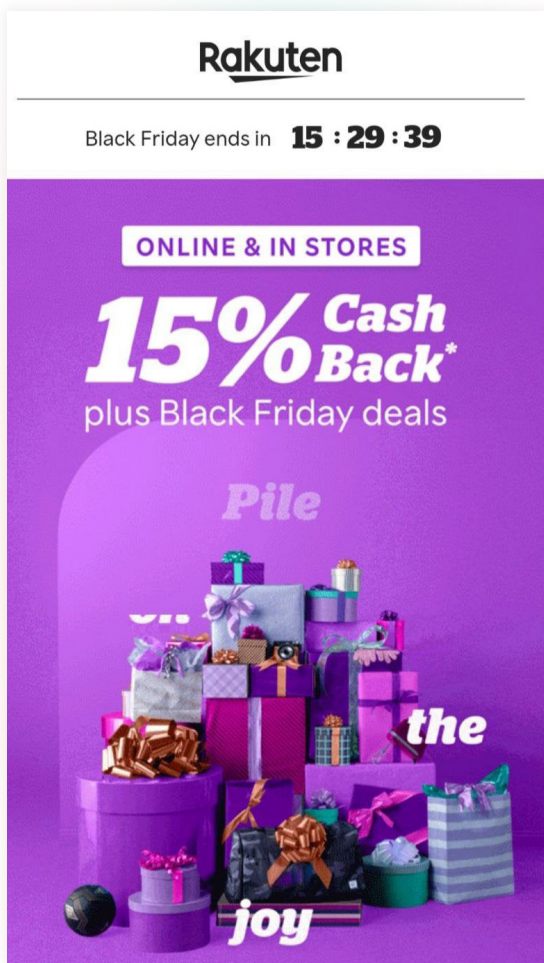
30% off
sitewide*

Use code: **JULY30**

Shop All

*Discount excludes subscriptions, gift cards, and extended warranties.

Direct cashback



Cashback is about giving back a percentage of the product's cost. You can offer cashbacks to drive more online and offline business without devaluing your brand. Cashbacks are one of the most desired promotion types, especially in the food and retail industry. They are easy to handle and understand for the customers and do not create any future liabilities. To gamify your cashback strategy more and to pamper some of your VIPs, you may introduce different cashback levels based on the customer's annual/monthly spend or loyalty level.

Automatic refunds

With the sudden influx of orders, you are bound to see more returns and customer complaints. Automated refunds or customer appeasement campaigns may not be a part of the Black Friday per se, but they are an obvious follow-up. Make sure that you are ready process refunds without going crazy. Another thing to remember is to at least consider prolonging the return deadlines.

Gift cards are a perfect tool to stay liquid in bad times. It is an easy way to automatically refund many customers at once. But first, ask your customers if they accept this type of refund. Incentivize the gift card refunds by offering some (for example, 5%) extra cash for that type of refund versus getting direct cashback. Also, offer a long gift card expiration date and keep in mind that in some countries/states expiration dates on a gift card are illegal.

Temporary gift balance

Adding a temporary, free balance drives the customer into the so-called loss aversion behavior. People endowed with unexpected gains usually try very hard not to lose them. In the case of sales promotions, this means they are very likely to make a purchase due to saving the balance for themselves before it is gone. You can offer the free balance in multiple ways – via gift cards, loyalty points, custom currency, or credit cards issued by your store.

Best practices

- ✓ Consider your budget and set the minimum order value, unless you want your customers with \$30 gift cards placing \$30 orders which may bring a lot of one-time customers who will never come back.
- ✓ Limit the use to once per customer or once per customer per year if you want to protect your budget and reach more customers.
- ✓ Set up fraud-prevention rules, like allowing the gift card to be cashed out only by the original gift card holder, that will prevent people from swapping or reselling gift cards.

Example

For Black Friday 2017, Apple emailed customers offering a gift voucher with every purchase, to be redeemed in future. The higher the purchase, the bigger the gift card value.

Our one-day shopping event is on.

Today only. Get a gift card worth up to \$150 with the purchase of select Apple gifts.*

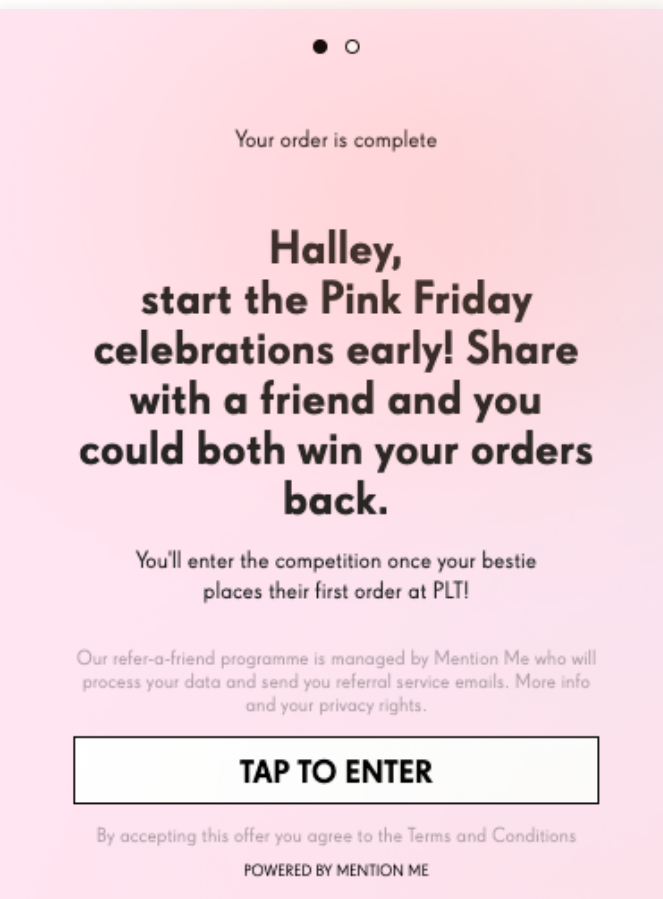


Related-product offers

Related-product offers make sense in the season full of hit-or-miss offerings as they carry a special appeal to customers by offering discounts on products of their particular interest and not randomly selected items. Usually, cross-selling offers appear less intrusive than non-personalized promotional messages as well. By offering discounts only on customers' favorite categories or items from their wishlists, you will likely stand out from the competition. Remember to let customers change their product preferences by giving them a link to update their preferred categories. Maybe they wanted to buy a specific product only once, and in reality, they prefer other products.

Referral programs

With the increase in traffic, Black Friday is also a good occasion to plug your referral program here and there across the funnel. Alongside rising order volumes, referrals are usually up at this time of year. Couple this with the fact that shoppers trust recommendations from their friends and a Black Friday referral campaign has serious potential to recover profit margins and acquire new customers. You may also, for example, promote your referral program post-purchase on Black Friday. PrettyLittleThing put their own spin on the Black Friday and run a special Pink Friday promotion. Pink Friday was an interesting take on the referral program where customers were encouraged to refer a friend to get a chance of winning back the full price of their and their friend's orders.



● ○

Your order is complete

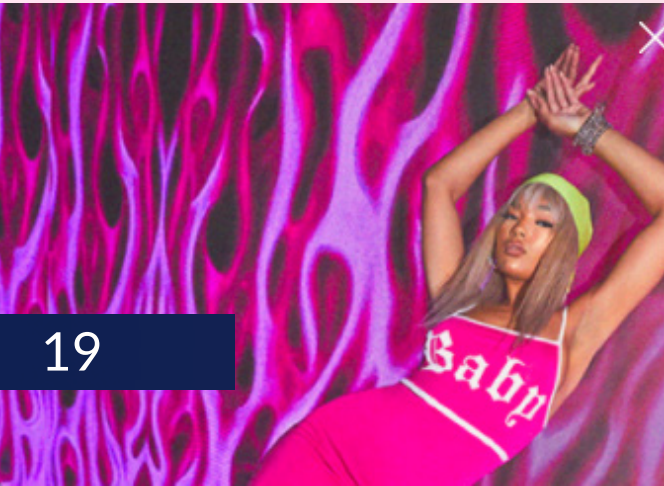
**Halley,
start the Pink Friday
celebrations early! Share
with a friend and you
could both win your orders
back.**

You'll enter the competition once your bestie places their first order at PLT!

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. More info and your privacy rights.

TAP TO ENTER

By accepting this offer you agree to the Terms and Conditions
POWERED BY MENTION ME



Unique rewards & experiences

If you want to stand out from the wave of the same promotional offers and slashed prices, you may offer unique experiences that are closely connected to your brand. This approach may not be as flashy and sales-oriented as traditional discounts, however, this strategy tends to work well with high-end or specialistic businesses who want to avoid brand damage that may occur with discounting. This promotion types is also a great fit for small and niche businesses who simply do not have the budget to offer high discounts.

Example

Barnes & Noble 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 full price. This campaign has been so successful that the book store promised to run it again. The company also successfully nurtures customer loyalty by granting early access to all their loyalty members.



How to prepare for Black Friday 2021?

For most marketing teams, the autumn and winter seasons are the busiest. To help you make sure that you are ready with your Black Friday strategy, we have prepared a **checklist of 12 to-do's** before going live with your campaigns.



Build a UX-friendly landing page

The first thing to consider when getting ready for Black Friday is to create visually attractive landing pages. An important element of such a website is a counter measuring the time to the start or finish of your promotions. The page will allow you to show customers the sneak peeks of promotions that will be launched soon. When creating a landing page, you should consider:

- ✓ Website responsiveness.
- ✓ Possibility to filter and sort products (if you offer product-specific offers).
- ✓ High-end graphics and consistent visual identification.
- ✓ Proper keyword density and targeting for better SEO performance.
- ✓ Verification of internal links and the purchase journey.

Besides landing pages UX, you should also consider the promotions UX. Check out our dedicated guides to the best UX & UI practices for [coupon campaigns](#), [gift cards](#), [loyalty](#), and [referral programs](#).

NEW IN SALE CLOTHING MOLLY-MAE SHOP BY FIGURE DRESSES TOPS SHOES ACCESSORIES HOME BEAUTY THE EDIT

20% OFF EVERYTHING* CODE: GET20 OR DOWNLOAD THE APP FOR 25% OFF - LIMITED TIME ONLY

Home / Black Friday 2021

BLACK FRIDAY 2021

36 13 23 10
DAYS HOURS MINS SECS

BLACK FRIDAY DEALS PENDING...

Ok, so the unreal deals and discounts of last year's Black Friday fun might be over - for now - but we're officially counting down the days to Black Friday and Cyber Monday 2021 and it's safe to say we are beyond hyped! It's official, our Black Friday Deals on the hottest new season pieces you need get bigger and better every year and you just know our offers for Black Friday 2021 are going to be more unmissable than ever. So join the party, count down with us and pencil the date in your diary now. Consider us your one-stop shop when it comes to scoring the biggest and best discounts on all your new season needs. From the ultimate going out pieces to the latest dresses for day and night and everything in between, we've got the goods you need to keep your wardrobe looking all kinds of fresh and new. Let's face it, our out of this world offers and deals for Cyber Monday and Black Friday 2021 are not to be missed - so watch this space!



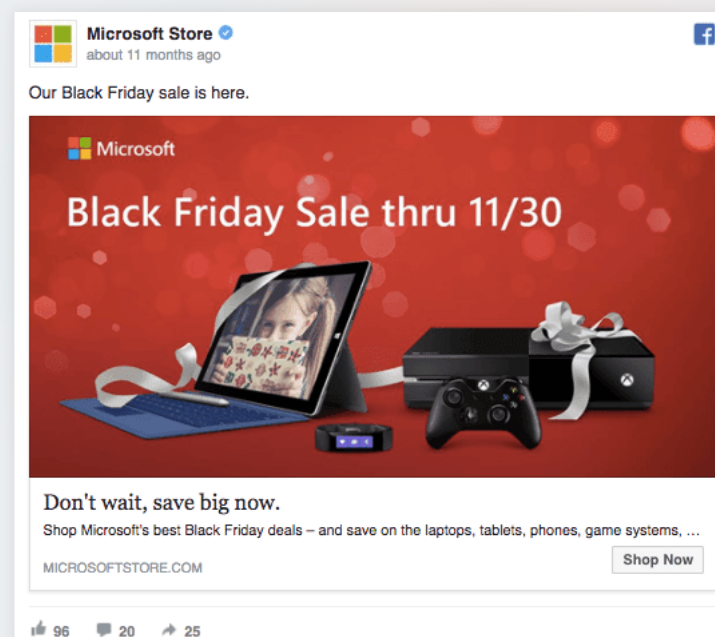
Follow the best SEO practices

Optimize your meta tags and product descriptions to be in line with the SEO best practices. You should also keep in mind the proper headers structure. Well-written copy and crawler-friendly URLs will surely help you as well. Compress the graphics so that they load quickly regardless of the internet connection. You should also diversify your key phrases. Programmatically add Black Friday and Cyber Monday keywords and new prices to product categories and even the products themselves, as well as to brand phrases, but remember that the main rule is to ensure the natural character of the copy. Remember about urgency – to increase conversions you should add phrases like “limited stock” or “time-limited” to your meta tags and descriptions. Remember that SEO takes time – if you add Black Friday-related keywords to your assets, it will take Google some time to rank you so do it all ahead of time



Make your offers visible

Once your landing page is ready, you should reach out to your customers via multiple channels to let them know about your offers. You should try both direct communication and updating your site/mobile app with proper homepage banners or footer links. If you have a big budget you should try paid ads or adding your offers to other media, such as industry magazines or TV ads.



Optimize your site

You should focus on the technical layer of your ecommerce. On this day, you need to ensure adequate performance and fast page loading. Servers must be prepared to withstand even several times more traffic than usual. Your site should load as quickly as possible on mobile devices. Your promotion engine should also be able to handle the peak in the amount of promotion applications.



Ensure smooth checkout process

There is nothing worse than a broken checkout process awaiting deals-hungry customers. Failure to deliver a smooth buying experience will likely lead to cart abandonment and eventually, losing sales to your competitors. You should make the checkout process intuitive and get rid of any unnecessary clutter such as too many form fields. Another good practice is ensuring that all the shipping details are clearly displayed so that customers can track their orders easily.



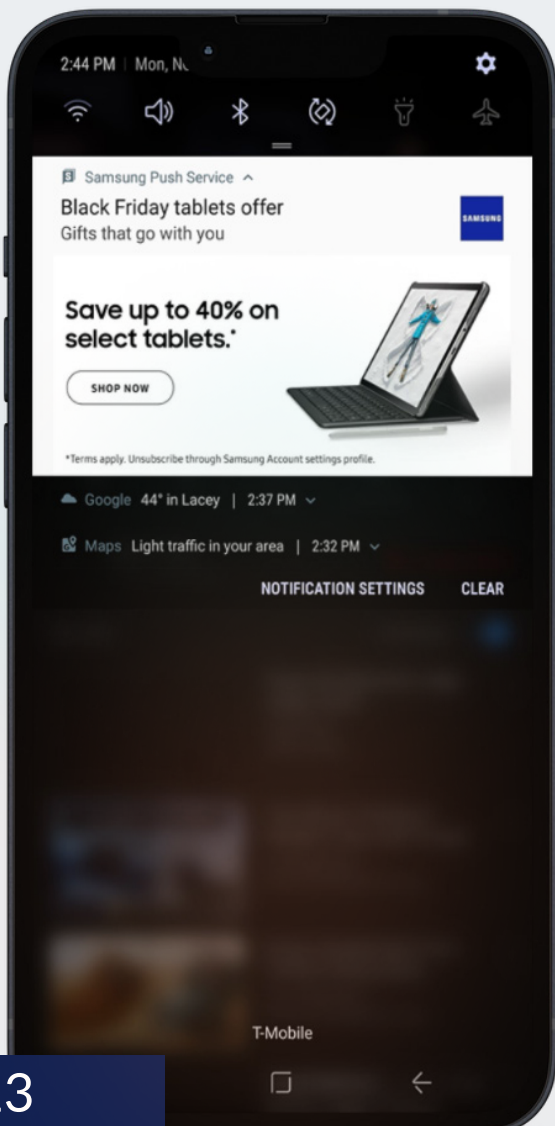
Have extra customer service on alert

Big events such as Black Friday may put strain on your customer service and in-store staff. This is true for both e-commerce and brick-and-mortar stores. You may even consider hiring extra developers to make sure that the site will be running smoothly.



Double down on the best-performing channels

Multichannel selling is the way to go, however, it does not necessarily mean that you need to focus on each channel. Try to identify which channels have been the most profitable and focus on them. The same goes for communication – if your preferred way of contacting customers is email or push notifications, do not experiment with social media. Black Friday is not the best time for experiments, instead try to use the formula that has already proved beneficial to you. Also, make sure to schedule all communications in advance as especially email and SMS providers may have huge delays with delivery on that day and if you only start sending out your communications on Black Friday, they may reach your customers too late.





Fix your order fulfillment process

Your order fulfillment process may get clogged up pretty quickly. There are multiple things you can do to avoid that:

- ✓ Make sure that the most popular products are easy to find, pack and send.
- ✓ Hire additional staff or if you are a solopreneur, ask friends for help.
- ✓ Prioritize and organize orders by customer priority, shipping requirements or product type.
- ✓ Inform customers about delays or offer them two options for shipping – priority or standard with the priority option being more expensive.



Have a plan B

Make sure that you have a backup in place if things go wrong. Especially with delivery, as the pandemic showed, that shopping providers may experience lengthy delays. It will be easier to do it now than to fix the situation ad hoc while the biggest sales weekend takes place. You should also prepare a communication plan if the website or your mobile app crashes. Consider an option to add an email insert box where customers can leave their email address to be informed once the website is back up. If your outage was long-lasting, prolong your sales to the next day.



Be ready to extend your sales

You should also be prepared to extend your sales if you are performing well or the unexpected happens. Have some backup creative materials at hand to extend the promo with different possible dates. The same goes for promotion validity – your promotion system should allow you to manually extend the activity period or, if things go awry, end the campaign earlier.

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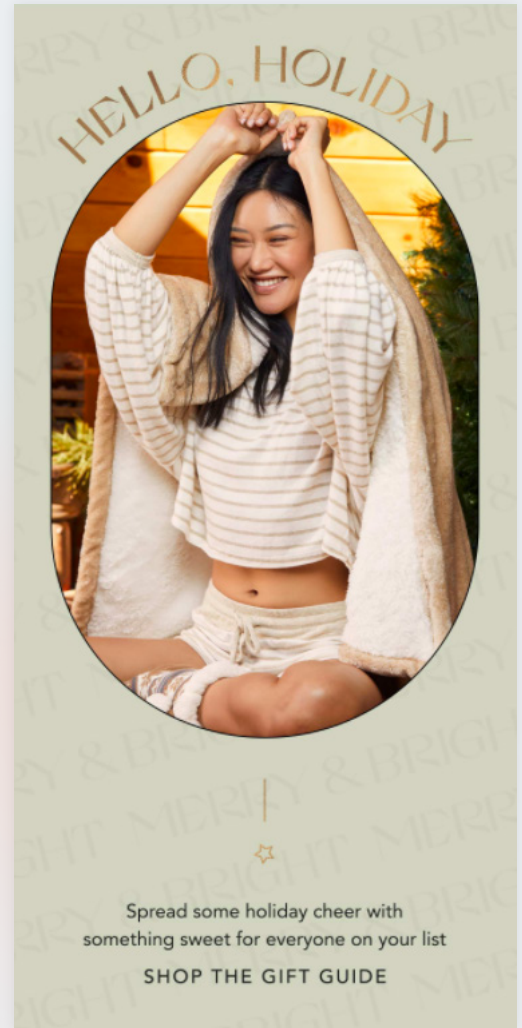
**SALE
EXTENDED!**

UP TO
25%
LIMITED TIME - OFFER



Follow a content marketing calendar

If your business creates content, then Black Friday resources are a must for your strategy. A lot of businesses compile gift guides which are a great way to capture top-of-funnel traffic and establish domain authority for high-volume search queries. Create guides for each of your target audience demographics in easy-to-digest lists or design an infographic that presents your products in a visual, easy-to-share way. And as always, stick to the calendar to ensure that Google has enough time to rank your posts. Another key thing to remember is to arrange your creative assets well in advance especially for paid media channels.



Start early with email marketing & retargeting

You should focus on retargeting your email subscribers way ahead of the big day. You can retarget users who visited your site or those who have already purchased from you. Existing customers are generally easier to reach so they should be especially receptive to your Black Friday & Cyber Monday sales. Begin planning, creating, and scheduling emails long before Black Friday and Cyber Monday sales start. Here are some tips for a winning email marketing strategy at this time of year:

- ✔ Build suspense around your upcoming sale by sending “warm-up” emails with hints about deals you are going to offer.
- ✔ Make sure the emails you collect are high quality and that you have consent from customers to send promotional emails to avoid spam reports.
- ✔ Thank your customers when your sale ends. A follow up email to thank them for shopping is always a nice touch. It is also a great occasion to promote your referral program. You could wait a bit with these emails to wait out the storm of Black Friday-related messages.



Integrate live chat

Another thing you should consider while getting ready is the integration of live chat support. Losing a customer because you were not able to quickly communicate with them is never a good thing. If you do not have enough staff to monitor the chat round-the-clock, you might enable it only in the key purchase moments, such as when someone is at the checkout or on the Black Friday landing page to promptly answer any questions that customers might have.



Ensure hassle-free returns

As we have mentioned before, returns are an inevitable part of any big sales event. Make sure that you are ready to process a tidal wave of returns.

Your return policy should be well-communicated on your site. A clear return policy is a safety cushion for customers and removing the potential risk associated with the purchase might just convince on-the-fence customers. Another benefit of having a refunds strategy in place is that you can greatly reduce the burden on your customer service agents.

Validation rules

Audience

Customer segment

Customer is New Customer

Promotion Budget

Total discounted amount less than

Abandoned Cart
Loyal Customers
New Customers

Order value

Order value above \$50.00



Think through the promotion strategy & discount limits

It is advisable to add some limits to your Black Friday discounts to protect your budget. For example, you could discount only orders above a certain value or limit the number of the products/bundles per customer. There are plenty of options and you should decide what approach will meet your sales goals without going over budget. Also, consider targeting specific customer segments, for instance, launching bigger discounts for loyal customers or targeting only new customers, depending on your sales goals. Proper segmentation and targeting requires a lot of data crunching so it's better to do it ahead of time.



A/B test promotions

Keeping in mind that 40% of consumers start searching for deals with the arrival of November, you can leverage this spike in traffic for small A/B testing and final optimization of your Black Friday and Cyber Monday strategies. You should begin from standard tests verifying which incentives and program rules work best, for example:

- ✓ **Incentive type** – you should check what brings you the most interest and profit, whether it's a promotion with amount, percentage, credits, loyalty points, free items, or free shipping.
- ✓ **Inventory** – products or product categories that are discounted.
- ✓ **Redemption limits** – for instance, the minimum order value. You could launch a couple of promotions with different minimum order values and see which promotion performed best.



Choose which products to discount

You can launch more narrowly targeted discounts, for example only discounting a certain product category. Some companies launch a Black Friday sale on their flagship item, discounting it heavily (think 50% off or more) as a doorbuster deal to bring buzz and to boost the sales of that particular product. Launching a site-wide discount can be a marketing budget burner as it will generate sales that would happen anyways, even without the discount. Review your sales data from last year to see which products did the best during Black Friday. Maybe there was some pattern to the best performing products or categories that you could repeat this year?



Establish tracking strategy ahead of time

There are various ways you can track Black Friday campaigns, from traffic tracking to pure ROI calculations. You can use plenty of different software solutions to do that, most common being your e-commerce platform, Google Analytics, Google Ads or social media built-in analytics. The most important, however, is tracking the performance of your promotions and that needs a powerful promotional software that provides you with built-in tracking for your promotional campaigns.

Customer success story

Bellroy is selling eco-friendly and premium leather wallets, bags, phone cases & more. They used Voucherify to launch their Black Friday campaign. The company used cart-level promotions and gift cards and managed the campaign successfully on multilingual subdomains. The campaign was promoted with a social media ad teasing a subscriber-exclusive promotion that upon clicking would take users to a dedicated landing page. On the page, users were asked to leave their email address and those who did would receive further communication, including a clever email with a fun gif showcasing the value of in-store credit that customers can get (depending on their location). Customers could also share the message with friends who would also receive the credit. Once the customer clicked on the CTA in the email, proper in-store credit that could be spent on anything was added to their account. What Bellroy quotes to be crucial features that distinguish Voucherify from other Promotion Engines is the intuitiveness of the platform, vast range of available options to customize offers across multilingual domains, and reliable speed of API during traffic peaks.

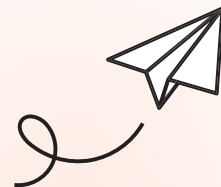
Results

- ✓ High-speed API responses despite high volume of processed orders.
- ✓ Reduced time to market for multi-region and multi-currency scenarios.



SUBSCRIBER  EXCLUSIVE

Pssst.
We're doing
something
special for
you this
Black Friday.



We are here to help

Contact [sales](#) for a personalized demo or [sign up for a free trial](#) and give Voucherify a try. You have 30 days to test your unique ideas for coupon campaigns and feel the power of a new cross-channel experience created with incentives. No strings attached, no credit card needed.

[Book demo](#)

Current & future e-commerce leaders choose Voucherify:

