Black Friday and Holiday Ads

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Daily Sales in Q4 2019 and 2020, Global

Indexed sales compared to average in October 2020

Source: Criteo Data, All Retail, Global. Indexed Daily Sales, compared to average in October 1-28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.
Black Friday and Cyber Monday are the biggest shopping events of the year.

The average customer plans to spend $400 over the weekend, with an all-time high of $7.4 billion spent last year!

**Caveats:**

1. **Expectations:** consumers expect BIG discounts on products. The average is 37%, with many brands stretching to offer up to 80% off.

2. **Brand impacts:** offering a large discount can cheapen how customers value your product and your brand. This can have long-term effects

Source: Spend Me Not
Black Friday has been trending toward an online shopping day rather than an in-person event. That shift will only continue this year.

Black Friday sale events will start early and last for a long time. This “marathon” approach is similar to what happened last year, when deals were offered throughout the entire month of November.

But unlike Black Friday events before the pandemic, spread-out savings opportunities don’t mean shoppers should wait to shop in anticipation of better deals to come. Retailers are starting to communicate to consumers that they should start buying for the holiday season now, in light of global shipping bottlenecks.

Source: NerdWallet
Track & Measure
Tracking

Google Analytics
https://analytics.withgoogle.com/

Facebook Pixel
https://www.facebook.com/business/help/952192354843755?id=1205376682832142

UTM Codes
Pick a Start Date
Week 1: Finalize the copy and creative for your holiday ads

Week 2: Drive traffic to your site: this creates a list you can remarket to. Get as many new people into your funnel as you can through paid tactics, so that by the time that Black Friday, Cyber Monday rolls around, you’ll have tons of people to remarket to.

Week 3: (7-10 days before BFCM) Release your deals but not on your website- this is to let people know what is coming.

Go Live! Once BFCM weekend hits, remarket to the traffic you built up from this month.

Source: Common Thread Co
You should start advertising your promotion about 7-10 days before you launch your sale, and let it run until at least midnight on Cyber Monday.

Most stores release them two weeks before the big event, with large brands such as Walmart and Amazon begin to tease as early as the first week of November.

ANTICIPATE SHIPPING BOTTLENECKS AND PLAN FOR THEM!!!
<table>
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<tr>
<th>Retailer</th>
<th>2016 Ad release date</th>
<th>2017 Ad release date</th>
<th>2018 Ad release date</th>
<th>2019 ad release date</th>
<th>2020 ad release date</th>
<th>2021 ad release date (PREDICTED)</th>
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<tbody>
<tr>
<td>Amazon</td>
<td>11/16</td>
<td>11/14</td>
<td>11/15</td>
<td>11/6 (initial announcement)</td>
<td>11/17</td>
<td>11/15</td>
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<td>11/10</td>
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<td>11/1</td>
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<tr>
<td>Macy's</td>
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<td>11/5</td>
<td>11/12</td>
<td>10/26</td>
<td>10/25</td>
</tr>
</tbody>
</table>

Source: [Black Friday Predictions](https://www.blackfridaypredictions.com)
Pick Your Deal

What Can You Afford?
Types of Deals

1. Discounts as a Percentage
2. Discounts as an Amount Off
3. Bonuses
4. BOGO
5. Bundles
6. Free Shipping
7. First Month Free of Membership
8. Free Offer (for list building)
Price Point >$100

Source: Amazon
Bonuses

THE ULTIMATE BLACK FRIDAY BUNDLE

BONUSES:
- THE ULTIMATE COOKIE HANDBOOK HARDCOPY PRE-ORDER! (VALUE $39)
- THE MAGIC OF BAKING CLASS (VALUE $97)
- TESSA’S CHRISTMAS COOKIES eBook (VALUE $17)

GRAB THE BUNDLE NOW $75.00 >>
(save over 50% off the regular price)

Source: Handle The Heat
BOGO

Source: Reets Driving Academy
Bundles

Pick Your Free Packed Holiday Bundle!

Earn an exclusive Black Friday HOLIDAY Bundle FREE — and you get to pick which one!

LIMITED TIME — WHILE SUPPLIES LAST
Ends Nov. 29 at noon CT or While Supplies Last

It’s Black Friday week and we’re pulling out all the stops! In order to keep this promo train chugging along, we’ve put together two NEW, exclusive, can’t-get-anywhere-else holiday bundles for you to get your hands on! From now until Nov. 29 at noon CT (or while supplies last), YOU get to choose one of two bundles - a $100+ value - FREE when you spend $150+!

Source: Creative Memories
Free Shipping

FREE SHIPPING!

spend $45 or more

GET FREE SHIPPING
Membership

3 months for ONLY $99

Limited time offer

Source: Kajabi
Freebie

Get the **COMPLETE COURSE AND WORKBOOK** For **Zero Dollars!**

Don't Miss This Incredible Offer!

**Launch Your Product Now!** Includes Complete Premium Course and Workbook

Source: Aaron Fletcher
Creation
Poster My Wall
MEGA DISCOUNTS

BLACK FRIDAY

60%

NOV 29TH

www.yourbusiness.com
Show, Don’t Tell
You Aren’t Selling (just) Your Product

- Make it easy for your customers to see how your product is used in real life.
- Show real people
- Lifestyle photos

Source: Soona
Make it Clear

LIMITED TIME ONLY
3 new coffees,
1 easy-to-try bundle

New News Bundle
$60 $54

- What is Your Offer?
- Make it Large
- Make it Clear
- Showcase Your Product
- Optimized for Mobile
Use Video
User Generated Content (UGC)
Update Your Website
Pop Ups

Source: Automizely
Post BFCM

DECEMBER

Run gifting and shipping-cut-off campaigns. This is your last big push for holiday shipping. You can offer last minute deals.

Followed by post-holiday offers and New Year preparation. There are people who shop after Christmas and have delayed celebrations.
Social Selling
Expand your reach on social media channels is by utilizing dedicated hashtags.

#BlackFriday
#FridaySales
#ThanksgivingSales
#BlackFridayDiscounts
#CyberMonday
#WeekendSales
#smallbusinesssaturday
Some ideas for social media posts:

- **Reel them in on Instagram:** Tease your followers with behind-the-scenes photo shoots and new product exclusives. Also, you can share some shoppable live streams when you launch your sale.
- **Challenge them, with TikTokers:** You can ask for some user-generated content with hashtag challenges to create brand awareness before the sales begin.
- **Save the best for YouTube:** Create Black Friday and holiday sales videos and redistribute your best ads to your subscribers.

Source: SimilarWeb
Link Your Merchant Accounts

Leverage the social shopping feature. Merchants can connect their online store with platforms like Instagram and Facebook, allowing customers to buy directly from their feed. This feature helps eliminate frictions that can slow down their shopping experience.
Conclusion
Holiday Promotion and Gift Guide

Refer back to webinar on Oct 14

Webinar

Slides
Resources:

Landing Pages for Black Friday

Black Friday Tutorial

How to Create a Flash Ad
Questions?

Type your question to the chat box

Contact Us:

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