

Black Friday and Holiday Ads

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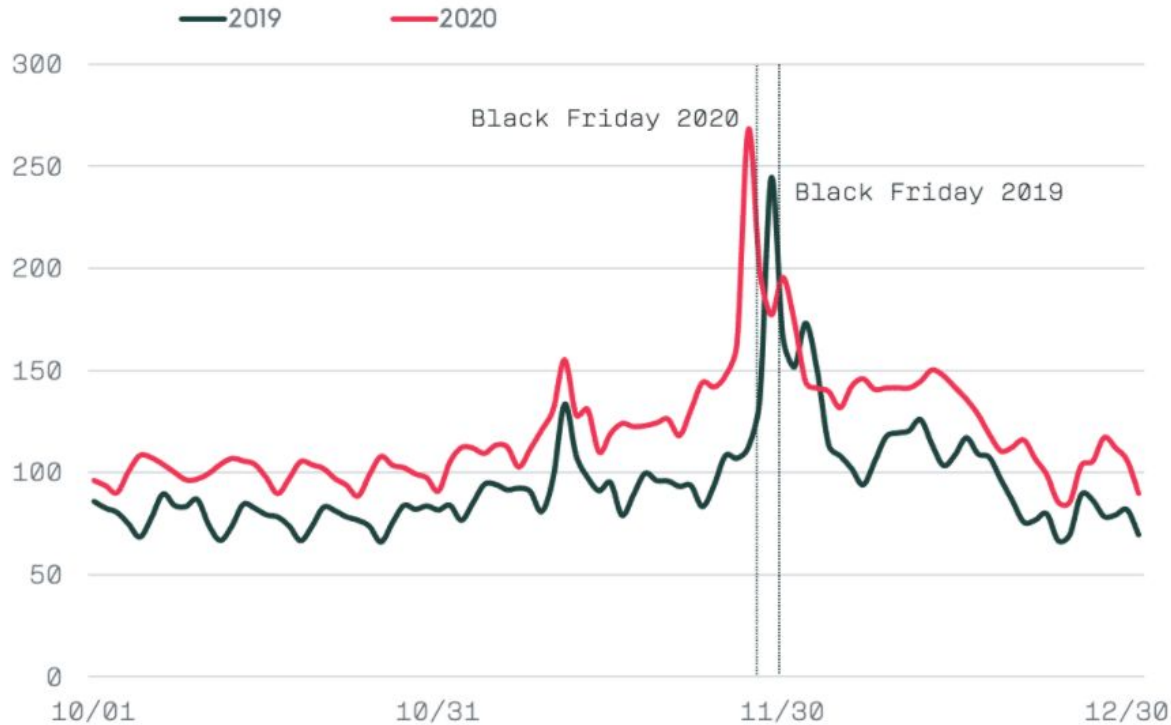


We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help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

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

Track & Measure

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Tracking

Google Analytics

<https://analytics.withgoogle.com/>

Facebook Pixel

<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

UTM Codes

[https://www.spinutech.com/digital-marketing/analytics/conversion/what-are-utm-codes-utm-tracking-explained/#:~:text=Urchin%20Tracking%20Module%20\(UTM\)%20codes,medium%2C%20and%20a%20campaign%20name.](https://www.spinutech.com/digital-marketing/analytics/conversion/what-are-utm-codes-utm-tracking-explained/#:~:text=Urchin%20Tracking%20Module%20(UTM)%20codes,medium%2C%20and%20a%20campaign%20name.)

Pick a Start Date

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November

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](#)

7-10 Days

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!!!

Retailer	2016 Ad release date	2017 Ad release date	2018 ad release date	2019 ad release date	2020 ad release date	2021 ad release date (<i>PREDICTED</i>)
Amazon	11/16	11/14	11/15	11/6 (initial announcement)	11/17	11/15
Best Buy	11/10	11/7	11/8	11/8	10/29	10/29
Costco	11/4	11/2	10/27	10/30	10/28	10/26
Gamestop	11/11	11/16	11/12	11/22	11/9	11/7
Home Depot	11/14	11/9	11/15	11/25	10/26	10/26
JCPenney	11/3	11/1	11/5	11/7	11/1	11/1
Kohl's	11/3	10/26	11/1	11/1	11/6	11/4
Lowe's	11/19	11/11	11/14	11/14	11/9	11/8
Macy's	11/16	11/8	11/5	11/12	10/26	10/25

Source: [Black Friday Predictions](#)

Pick Your Deal

What Can You Afford?

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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

A vertical advertisement for a Black Friday sale. At the top is a teal button with the text 'SHOP NOW!'. Below it, the text 'WE'RE BRINGING IT BACK!' is in white, followed by 'BLACK FRIDAY' in white, and 'SALE' in large white letters. The main offer is '25% OFF' in large red letters, with 'ORDERS OF \$75 OR MORE' in smaller red text below it. A horizontal line separates this from two smaller offers: '15% OFF' for 'ORDERS OF \$50 OR MORE' and '10% OFF' for 'ORDERS OF \$25 OR MORE', both in red. At the bottom is a teal button with the text 'CODE: SALEISBACK' in white.

SHOP NOW!

WE'RE BRINGING IT BACK!
BLACK FRIDAY
SALE

25% OFF
ORDERS OF \$75 OR MORE

15% OFF
ORDERS OF \$50 OR MORE

10% OFF
ORDERS OF \$25 OR MORE

CODE: SALEISBACK

Source: [DoggyLoot](#)

Price Point >\$100

amazonPrime

Exclusively for Prime Members

\$30 OFF

Select Kindle E-Readers

Limited-time offer



kindle paperwhite

~~\$119⁹⁹~~ **\$89⁹⁹**

kindle voyage

~~\$199⁹⁹~~ **\$169⁹⁹**

The advertisement features a dark red background with a faint pattern of white dots. On the left, the Amazon Prime logo is centered, with the text 'Exclusively for Prime Members' and a large '\$30 OFF' below it. Underneath, it says 'Select Kindle E-Readers' and 'Limited-time offer'. On the right, two Kindle e-readers are shown side-by-side. The one on the left is the Kindle Paperwhite, displaying a page with the heading 'CHAPTER I' and a large initial 'A'. The one on the right is the Kindle Voyage, displaying a page with the heading 'CHAPTER I' and a large initial 'T'. Below each device, its name is written, followed by the original price (crossed out) and the discounted price.

Bonuses

Handle
the Heat
—T TESSA ARIAS



THE *ULTIMATE* BLACK FRIDAY BUNDLE

BONUS:

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)

Limited time offer only and we have LIMITED QUANTITIES of the hard copy book! Offer Ends Monday December 2nd at 11:59pm PT. This won't be offered again!

Source: [Handle The Heat](https://www.handletheheat.com)

BOGO

REETS
DRIVING ACADEMY

**BLACK
FRIDAY**
DEALS

NOV
6

Deal only valid 11/6/20-11/12/20

BUY ONE GET ONE FREE:
IICRC Livestream and Virtual
Class Seats

Source: [Reets Driving Academy](https://www.reetsdrivingacademy.com)

Bundles

CREATIVE
MEMORIES™

Pick Your Free Packed Holiday Bundle!



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](https://www.creativememories.com)

Free Shipping



FREE SHIPPING!

spend \$45 or more

GET FREE SHIPPING



Source: [Soap Box](#)

Membership



Limited time offer 

**3 months
for ONLY
\$99**



[Source: Kajabi](#)

Freebie

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



05

HOURS

02

MINUTES

39

SECONDS

Don't Miss This Incredible Offer!

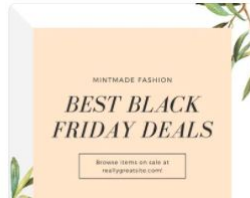
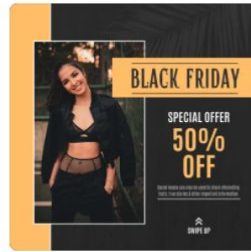
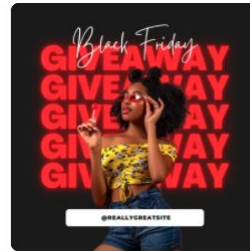
Launch Your Product Now!

Includes Complete Premium Course and Workbook

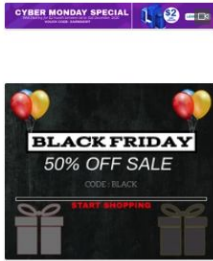
Source: [Aaron Fletcher](#)

Creation

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Poster My Wall



EDIT

Menu

Archive

Change Size

Download

Save



Align



JosefinSans-Bold

120

Edit text

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TEMPLATES

MY DESIGNS

TEXT

PHOTOS

ELEMENTS

COLORS

Adobe Spark



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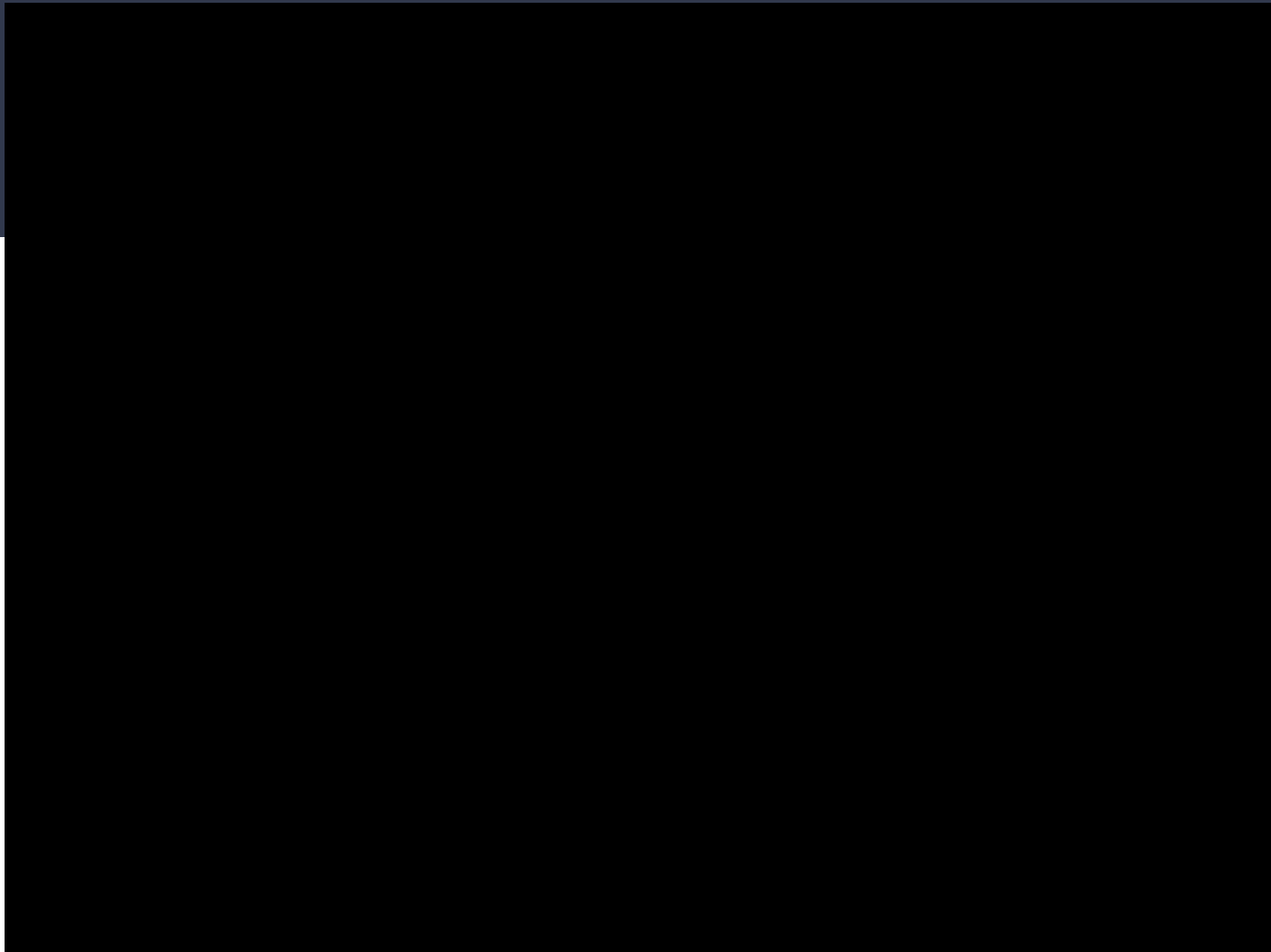


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Show, Don't Tell

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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



10% OFF

IMMUNE SUPPORT **FULL FLAVOR DECAF** **HIGH PERFORMANCE**

New News Bundle
~~\$60~~ **\$54**

Try Now »

- 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

40% OFF ALL LIP PRODUCTS. **30% OFF** ALL FACE PRODUCTS. EXCLUDING SKIN

SEARCH ACCOUNT MY CART \$0.00 USD

KYLIE COSMETICS SHOP - **BLACK FRIDAY** HOLIDAY NEW BEST SELLERS BACK IN STOCK KYLIE'S FAVORITES GIFT CARDS KYLIE'S LOOKS

Black Friday

SALE

40% OFF LIPS **30% OFF** FACE **30% OFF** PALETTES

SHOP NOW

ENDS 11/24/18 AT 11:59 AM PST | * EXCLUDING HOLIDAY COLLECTION + NEW KKW X KYLIE LIP COLLECTION

30% OFF SITEWIDE FREE SHIPPING DOMESTIC ORDERS OVER \$40 INTERNATIONAL ORDERS OVER \$80

SEARCH ACCOUNT MY CART \$0.00 USD

KYLIE COSMETICS SHOP - **BLACK FRIDAY** HOLIDAY NEW BEST SELLERS BACK IN STOCK KYLIE'S FAVORITES GIFT CARDS KYLIE'S

KKW X KYLIE

SHOP NOW

BLACK FRIDAY

40% OFF LIPS **30% OFF** FACE **30% OFF** PALETTES

ENDS 11/24/18 AT 11:59 AM PST | * EXCLUDING HOLIDAY COLLECTION + NEW KKW X KYLIE LIP COLLECTION

FREE SHIPPING DOMESTIC ORDERS OVER \$40 INTERNATIONAL ORDERS OVER \$80

SEARCH ACCOUNT MY CART \$0.00 USD

KYLIE COSMETICS SHOP - **CYBER MONDAY** KKW X KYLIE HOLIDAY NEW BEST SELLERS BACK IN STOCK KYLIE'S FAVORITES GIFT CARDS KYLIE

CYBER MONDAY

SALE

30% OFF SITEWIDE

SHOP NOW

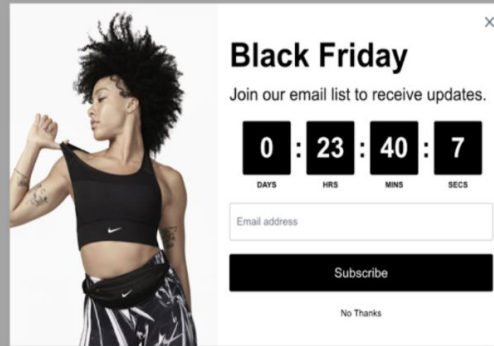
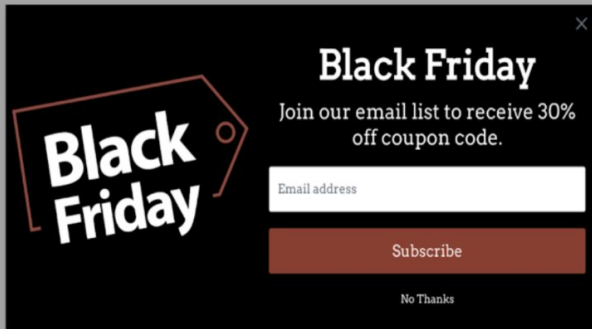
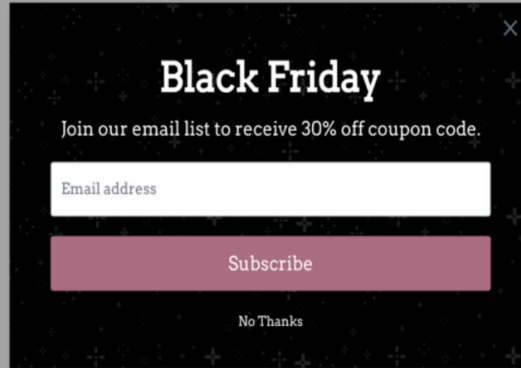
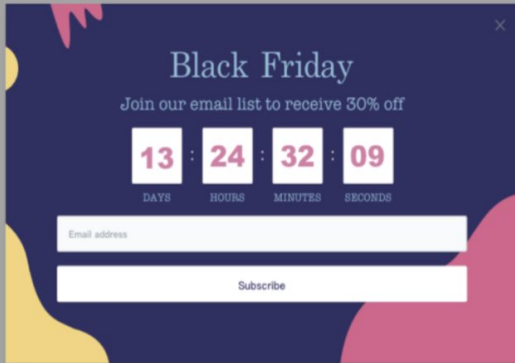
ENDS 11/27/18 AT 11:59 AM PST | * EXCLUDING HOLIDAY COLLECTION + NEW KKW X KYLIE LIP COLLECTION

KYLIE COSMETICS SHOP - HOLIDAY NEW BEST SELLERS BACK IN STOCK KYLIE'S FAVORITES GIFT CARDS KYLIE'S LOOKS NEWS FROM KYLIE

THE HOLIDAY COLLECTION

SHOP NOW

Pop Ups



Source: [Automizely](https://www.automizely.com/)

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

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Hashtags

Expand your reach on social media channels is by utilizing dedicated hashtags.

#BlackFriday

#FridaySales

#ThanksgivingSales

#BlackFridayDiscounts

#CyberMonday

#WeekendSales

#smallbusinesssaturday

Organic Posts

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

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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:

401-874-7232

<https://bit.ly/regRISBDC>

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