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# **BLACK FRIDAY CYBER MONDAY (BFCM)**

Essential tips for retailers to prepare, scale up, boost sales and build loyalty on Black Friday and Cyber Monday

Black Friday takes place on 24 November and kicks off the Christmas shopping season. For retailers around the world, it marks the beginning of the busiest time of year.

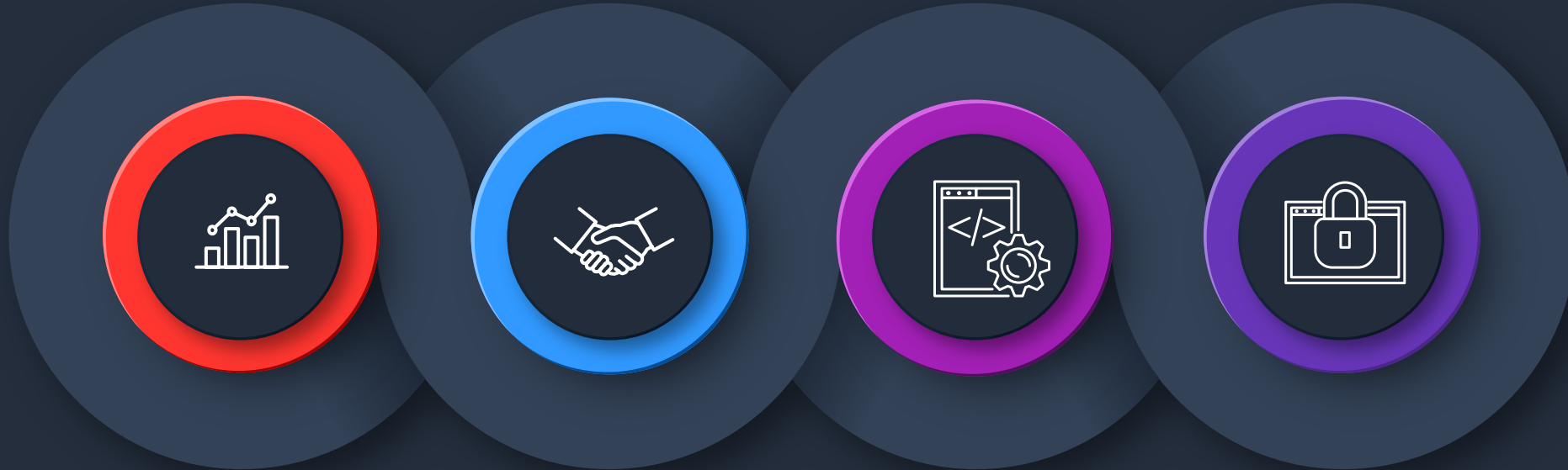
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## STEP 1.

# Pre-Black Friday Preperation

Start preparing for Black Friday by defining clear goals and objectives. Identify specific sales targets, customer acquisition goals, and key performance indicators (KPIs) to measure the success of your Black Friday campaign.





### 1. Stock Management

Ensure you have enough stock to meet the anticipated demand. Consider pre-order options to gauge interest and adjust inventory accordingly.

### 2. Pricing Strategy

Determine which products will be discounted and by how much. Plan how this will be managed i.e. Dynamic pricing.

### 3. Site Optimization

Optimize your website for performance and speed to handle increased traffic. Ensure a mobile-responsive design for a seamless shopping experience.

### 4. Site Security

Ensure your site is scanned for any malware or security issues.

## STEP 2. Pre-Black Friday Teasers

Now start building anticipation a few weeks before Black Friday with teaser campaigns.

Share sneak peeks of the products, exclusive offers, and discounts to generate excitement.



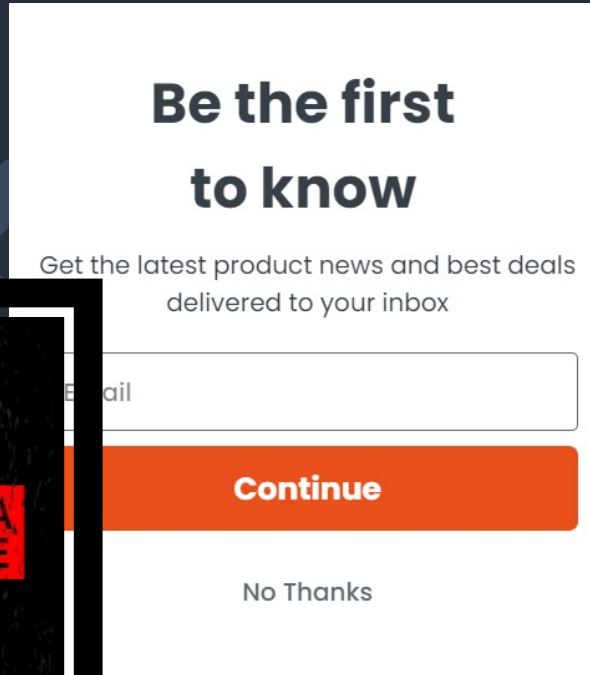
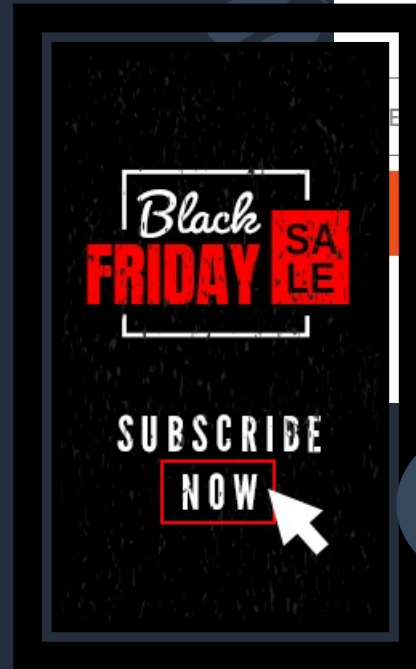
## Countdown Timer Bar



- ➔ Consider adding a sitewide countdown header bar to build anticipation. This way new and existing customers, at any part of their UX, will know you'll be doing a Black Friday sale, enticing them to come back!

## Build Your Email Subscribers

- ➔ Create a post to gain subscribers from Social Channels
- ➔ Update your website popup to inform of the up-coming Black Friday sale



## STEP 3. Marketing and Promotion

Time to create seamless Black Friday graphics and banners, as well as SEO key word optimized campaign landing pages, product listings and blog posts.

Make sure to use campaign tracking to ensure you can report on the performance!



## SEO Optimized Landing Page

- ➔ Build a dedicated Black Friday landing page on your website to showcase deals.
- ➔ Include high-quality images, product descriptions, and clear call-to-action buttons.
- ➔ Using a dedicated (/black-Friday-deals-2023) url will drive SEO related keyword searches and can be re-used the following year by simply up-dating the year.





## Marketing Banners

- ➔ Create consistent, campaign branded assets
- ➔ Think of the UX touch points. Add banners to; staff email signatures, website homepage, cat pages and product pages to push traffic to your campaign
- ➔ Add campaign tracking codes to monitor each assets performance



## Marketing Emails

- ➔ Create a series of engaging and visually appealing email campaigns.
- ➔ Send out early-bird discounts to subscribers and segment your email list for targeted promotions
- ➔ Send reminder emails as Black Friday approaches.



Email Marketing Schedule Idea:

12th November: Early Bird List BFCM offer

23rd November: Pre BFCM announcement

24th November: Black Friday Sale now open

25th November: BFCM reminder

27th November: Cyber Monday with Urgency "15 Hours Left"

28th November: Secret sale extension

## STEP 4. **Black Friday Execution**

Now Black Friday has landed, it's time to push, monitor and adjust accordingly. It's important to ensure your Customer Service team are ready to help with the grow in demand.



## STEP 5. Post-Black Friday Follow-Up

Thank customers for their Black Friday purchases. Analyze the performance of your campaigns and check if you will extend any offers based on left over inventory.



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# **NEED HELP?** **WITH BFCM?**

Talk to MageCloud experts if you're interested or would like assistance in executing anything mentioned within this presentation and we will do our very best to help.

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