



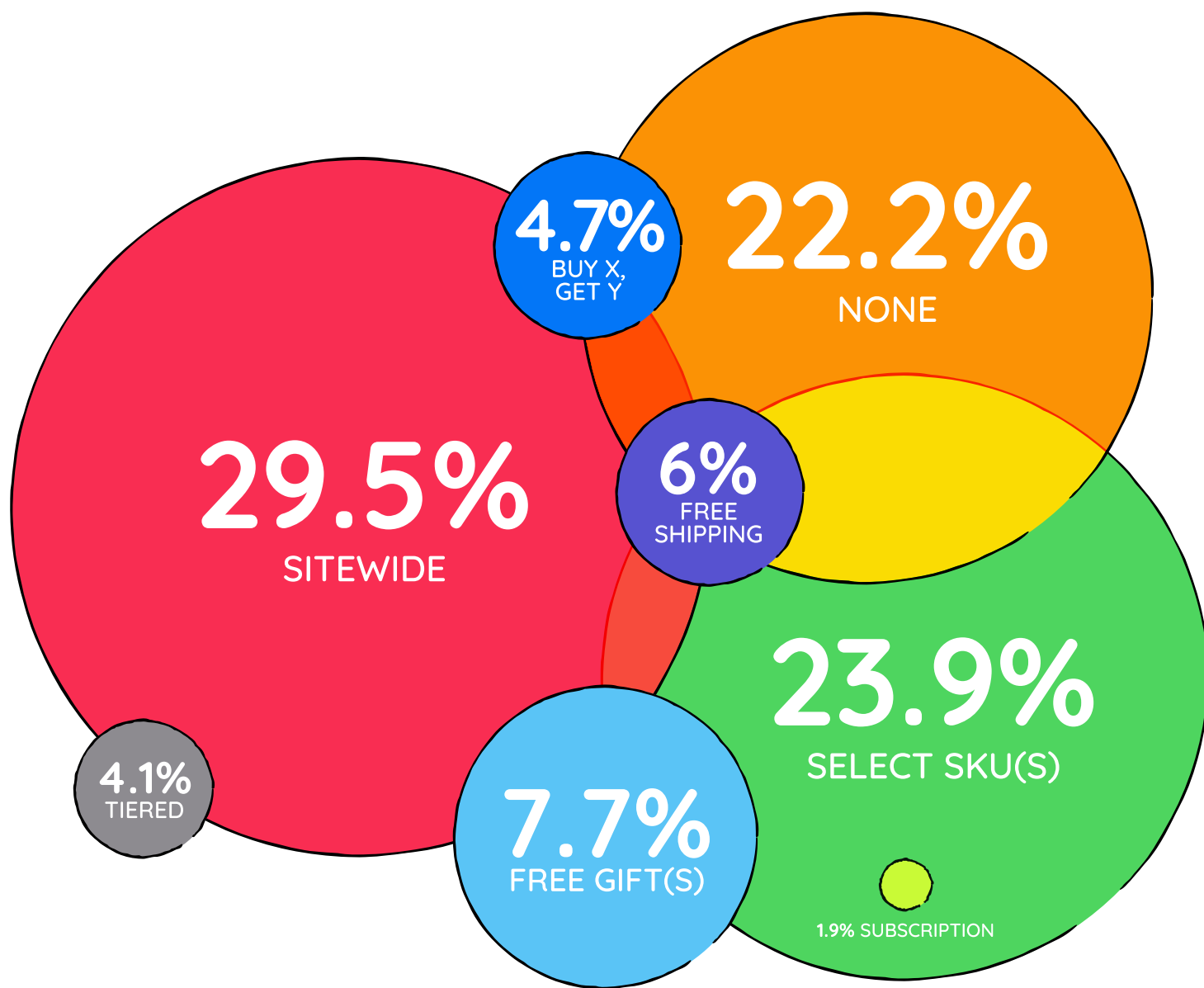
BLACK FRIDAY OFFER GUIDE



BLACK FRIDAY MARKETING STRATEGY + OFFERS

Examining the full data set of 600+ online stores and combining primary with secondary offers reveals the most-popular holiday season discounts:

HOLIDAY OFFERS BY DEAL STRUCTURE



THE REAL QUESTION IS:

How do you use that data to shape your 2022 holiday campaigns?

Fill out the BFCM Task Sheet to help you determine which discounting strategies work best for your brand.



BFCM TASK SHEET

1. What is the highest discount you've ever offered on your store?

2. Did your margins cover this discount, or did you go in the hole to offer it?

3. What's the product on your store with the highest profit margin.

4. What products do you have that you could bundle together.

5. Do you have overstock of any items? If so, which ones, sizes, variants?

6. Do you have any non-physical products like videos, training, or information your customer would need that you could add to increase perceived value?

7. How often do you run sales and promotions?

8. How much inventory do you have to fulfill a sale of a specific product?

A. All products?

YES

NO

9. What is your ad budget for BFCM?

10. What ad creative will you be using?

11. Do you have any special/limited-edition products that you will be offering?

DISCOUNTING STRATEGIES + PROMOTIONAL IDEAS

CHOOSE THE BEST DISCOUNT STRATEGY
BASED ON YOUR BFCM TASK SHEET RESULT.

BUY X GET Y

The Buy X Get Y promotion allows you to create a promo where a customer can buy a specific product(s) and will receive a free product that will automatically be added to the shopping cart during checkout.

Create an automatic discount that will be applied to the order price on checkout and that could increase the sales of a chosen product in your shop. The discount could be added based on the minimum amount or quantity of a specific product reached in the cart.

This is a great strategy that can help you get rid of your less desirable inventory quicker and maintain profitability at the same time.

Example 1: Add 2 pairs of jeans and one t-shirt to the cart, and get the t-shirt with a 50% discount on checkout.

Example 2: Add 3 pairs of jeans and one t-shirt to the cart, and get the t-shirt for FREE.



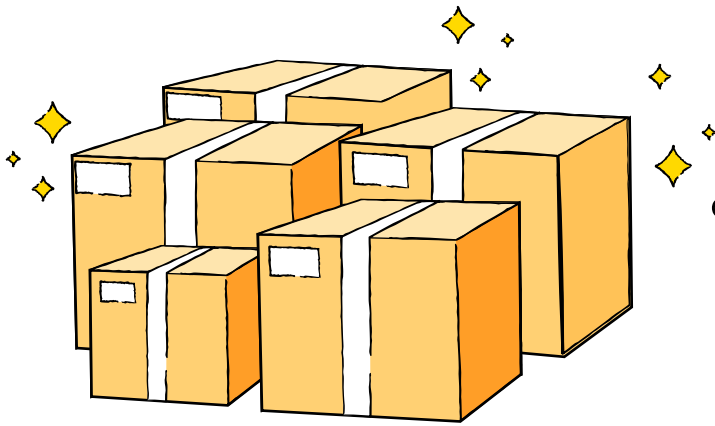
GIFT WITH PURCHASE (GWP)

GWP promotions can be incredibly motivating to customers and are a highly recommended alternative to sitewide discounts, as they provide a way for customers to feel like they're 'scoring a great deal', while helping the merchant protect their margins.

Here are some ways to execute a GWP offer:

- Encourage buyers to spend more by offering a free gift with a purchase over a certain threshold.
- Free gifts that increase in value based on how large the customer's cart is. For example, "spend \$35 and get a free product or spend \$50 to get a small travel-size product"
- The "gift" doesn't have to be a physical item, it can be a donation to a specific charity or cause, i.e. "15% of every order will be donated to X cause"
- Make an exclusive product only available as a GWP. To extend your gift with purchase approach further, consider offering a limited quantity exclusive that can only be obtained by purchasing certain items or reaching a certain order value threshold. For example, a bikini brand might offer exclusive accessories that match their print patterns, but cannot be purchased - the only way to obtain them is as a gift with purchase.





BUNDLES

Consider bundling dead or dying stock with top selling stock in a capsule wardrobe, a 'buy the look' bundle or a 'free gift' offer in order to spread the margin losses across the order.

TIERED DISCOUNTING

Tiered discounting (a.k.a. 'Spend and Save') is an incredibly effective technique that enables brands to increase average order values significantly during sales.

For example, spend \$100 and get 20% off, spend \$150 and get 25% off, etc.

Another approach is to combine tiered discounting with retention activities.

For example: spend \$100 and get 10% off now, plus \$10 off your next purchase.



TIMED DISCOUNTING

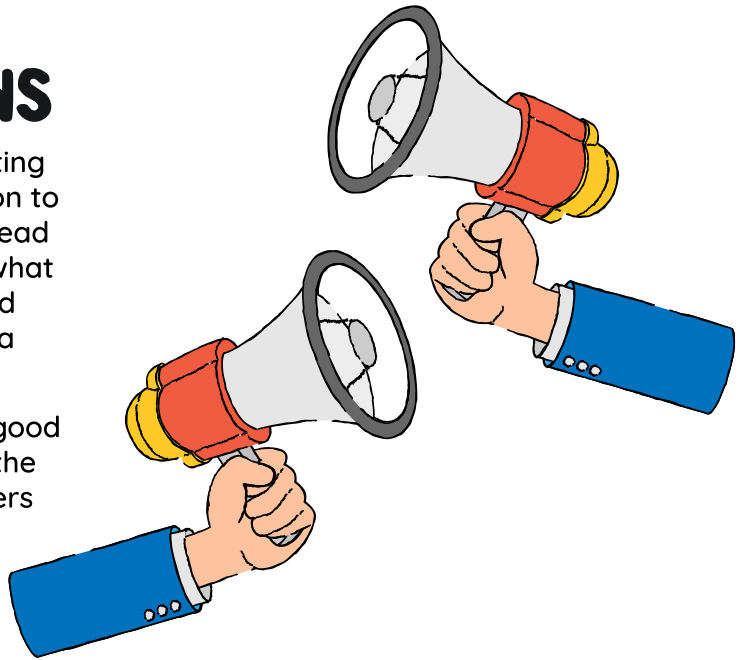
Build in scarcity and gamification by timing discounts within a certain window.

For example, for the first hour of the sale, the discount might be 25% and then it decreases by 1% every hour for 24 hours.

ETHICAL PROMOTIONS

Some alternatives to a traditional discounting strategy include: giving customers the option to make a monetary donation to a cause instead of receiving a \$ discount on an item, “pay what you can” for an item (with predetermined thresholds), or supporting a cause with a donation for each order placed.

These approaches allow customers to feel good about their purchase, and acknowledges the economic headwinds merchants and buyers alike have been facing.



VIP ACCESS

Since a brand’s top 20% of customers likely bring in the majority of their revenue, you can celebrate your VIPs by offering them exclusive promotions, such as:

- Offering premium shipping rates, like free express delivery or discounted shipping
- Providing exclusive VIP access to locked content on your site.
- Holding a virtual event offering top customers the opportunity to see holiday products first.
- Increasing the amount of loyalty points earned per dollar spent, based on the VIP tier the customer has reached.



CREATE MOMENTS OF DELIGHT

Discounts aren’t the only way merchants can celebrate their customers this season. Here are some creative ways merchants can reward their best shoppers:

- Make a charitable donation in a customer’s name
- Send handwritten thank you cards with orders
- Surprise customers with hidden gift cards in their orders
- Offer gift-wrapping services
- Feature a customer on your website in a “story of the month”
- Hand-deliver a local VIP their products in person on the same day they ordered. The merchant can even get it on video and share on their socials.

