

**justuno**

# **Black Friday Cyber Monday**

**The Comprehensive Guide**



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# Overview

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The Black Friday and Cyber Monday (BF / CM) shopping weekend continues to be the biggest online retail weekend of the year. Shoppers are increasingly turning to online shopping to avoid crowds and find the best deals.

As an e-commerce store, you need to be in the best possible position to take advantage of this shift in shopping behavior.

For most people, Black Friday marks the start of the holiday shopping season. For marketers, we've been preparing for this for months so we can crush this final push of the year.

To help you with your Black Friday / Cyber Monday (BF / CM) efforts, the Justuno team put together this comprehensive guide to get you ready just in time for the busy season.

In this e-book, we'll provide our suggestions for ensuring your store is ready for the BF / CM rush.

# Set Your Ramp Up Plan

While this guide primarily focuses on getting you prepared for Black Friday and Cyber Monday, it's important to take a step back and look at the holiday season as a whole.

# 23.8%

of 2017 e-commerce revenue came from holiday sales

The holiday season accounted for 23.8% of total e-commerce revenue in 2017 and some businesses do anywhere from 30-40% of their annual revenue in this time period.

# 30-40%

of annual revenue can come from the holiday season

Based on research and purchasing trends, it's best to begin marketing in September where 55% of shoppers begin researching products.

# 55%

of customers begin holiday shopping in September

If you're reading this and it's after September, don't panic, just start promoting as quickly as possible.

### Holiday research vs. purchasing timeline



## BLACK FRIDAY

# Sale

Sign up with your email to unlock discounts and more!

SUBMIT

*No Thanks!*

People are already on the hunt for deals, and, at the very least they are researching what and where they should be buying. If your customers are already on the prowl, there's no reason you shouldn't be, too.

Before the actual rush of BF/CM hits, capitalize on the consumer research phase by teasing the deals. For example, about a month before BF/CM weekend, start running promos on your site for visitors to subscribe for BF/CM deal announcements.

This allows you to start nurturing those leads before the actual BF/CM rush, while also establishing a base of data to predict BF/CM engagement.

# Prepare Your Product Pages

Because consumers begin their research early, it's important for you to make sure your product pages are optimized as soon as possible. This chapter contains a few best practices.



# Clear, Detailed Product Photography

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Product photos are the first thing a customer sees, and they can be much more convincing than any description. Having great product photos will be one of the best things you can do for your conversion funnel, but it does take time which means you need to start reviewing and revising your photos now.

Make sure your product photos:

- Clearly show the product from a variety of angles
- Are on a white or simple background
- Have the same dimensions on either side so they display correctly in collection pages
- Are big enough to enable zoom functionality





# Showcase Social Proof

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Research indicates that customers are 186% more likely to buy after reading e-commerce reviews.

Give customers the opportunity to review their purchases by sending follow-up emails using apps like Yotpo or Stamped.io. This allows your users to engage with your brand and alerts you instantly to any issues with the product or delivery method.

The more reviews you collect from customers the better. Showcasing these reviews on your product page can help instill confidence in new visitors who are on your site for the first time.

# Write Unique, Detailed Descriptions

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Unique descriptions not only help increase your site's SEO, they also help your store stand out and show that you've taken the time to fully understand the products you carry.

Moreover, if you can answer all of a customer's questions in the description, they won't need to call your customer support or leave your site to do external research, which creates the potential for lost sales.

# Fill In Information Gaps

Make sure all of your customers' answers can be quickly answered. Topics like shipping and returns are very popular during the holiday season so these FAQ's should be readily available and easy to find.

By providing all the information your customers might need in an easily accessible manner allows them to complete their purchase with confidence — And without help from your customer support team, who will already be overworked.



# Map Out Your Sales Strategy

Once your product pages are optimized, start looking at what kind of promotions you want to offer and if there are items you want to specifically promote and spotlight.

Having a sales strategy will make sure that your BF/CM sales have a direction and specific purpose beyond just offering a discount.



## What Kind of Promotions Will You Offer?

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You can incentivize purchases by offering a variety of different discounts, but for the sake of simplifying your marketing campaign (which depending on the size of your e-commerce operation) it may be more beneficial to create a consistent sales offer. Some common examples include:

- Up to X% off all items
- Free shipping for a limited time
- Buy one, get one free
- Get a free gift with every purchase over \$X amount
- Flash sales

Focusing on one of these strategies can help you create a consistent offer, but if you have the ability to combine a couple of these you should do so to make your sale stand out and resonate more. For example, you could offer a discount on all products as well as a free shipping offer.

To help bring in new customers, create a strategy around promoting one of your more popular products. Even if the profit from this product is below average, using it as an introduction to your business can lead to an increased number of visitors and an overall bump in their potential lifetime value.

Promoting a limited number of products not only helps you customers focus on the best items in a sea of sales, but it also helps your company focus marketing resources, rather than diluting them across your entire product catalogue.

## Do You Have A Sales Plan Template?

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To keep track of everything, create a sales spreadsheet. This template will help you strategize your sales campaign and should include information like:

- Product Name
- Sale Time frame (Start and End Date)
- Sale Offer
- What channels offer is promoted on

# Create Marketing Materials

Marketing materials are going to be critical to your BF/CM campaign — you can't promote your sale without them.

These can be banners, PDFs, style guides, Instagram ads, etc. — Whatever is going to appeal to your customers the most. Set aside time dedicated to creating marketing materials that promote your sales strategy and fit in line with your brand voice and style.



If you choose to create your own marketing materials, here's a list of some of our favorite resources available:

- **Canva** for graphic design: Canva makes it easy to create banner images, posters, and just about everything you can think of.
- **Pixc** for image editing: Pixc can handle all of your photo editing needs and provide you with professionally edited photos within 24 hours.
- **Unsplash** for stock photos: Provides over 550,000 free photos that you can use in whatever capacity you want without worrying about copyright or attribution

## Design Your Promos

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Designing your promotions ahead of time will help you to plan a cohesive campaign that is in line with your brand image and other year-round marketing materials. Basic promotion design rules are a big CTA, clear value-add, and aesthetically pleasing design.

You want to capture visitor's attention, not interrupt their shopping experience abruptly. Make sure that your promotions fit into the UX of your site and provide a value to the customer in a clear way so it's not perceived as an annoying interruption.

# Cross-Device Targeting

Tracking your customers across their devices, from cell phone to work laptop to home desktop is critical. They may start their buying journey on their phone at lunch, browse in the afternoon at work, but ultimately buy at night while home. Knowing how your customers look for information and how their devices impacts their purchasing behavior will be important.

Since customers are shopping across devices now, you need to make sure you provide a seamless UX experience across your mobile and desktop sites. Keep your promotion designs consistent, but be mindful of the differences between mobile and desktop. A smaller screen and Google's rules regarding pop-ups are things to keep in mind on mobile. While taking over the full screen and providing an immersive experience are tactics to keep in mind for desktop. So consistent designs and promo codes through their buying journey are key to closing that sale.



# Leverage the Power of Free Shipping

Free shipping is a huge driver of sales because shoppers have been conditioned to look for it. In a study conducted by Walker Sands, 80% of consumers stated that free shipping makes them more likely to purchase.

While many companies state that shipping costs are too high or their margins are too inflexible to offer free shipping, the majority of the time this answer stems from short sightedness.

While free shipping may seem like a hefty upfront cost, it can help to build customer loyalty and in turn increase average customer lifetime value.

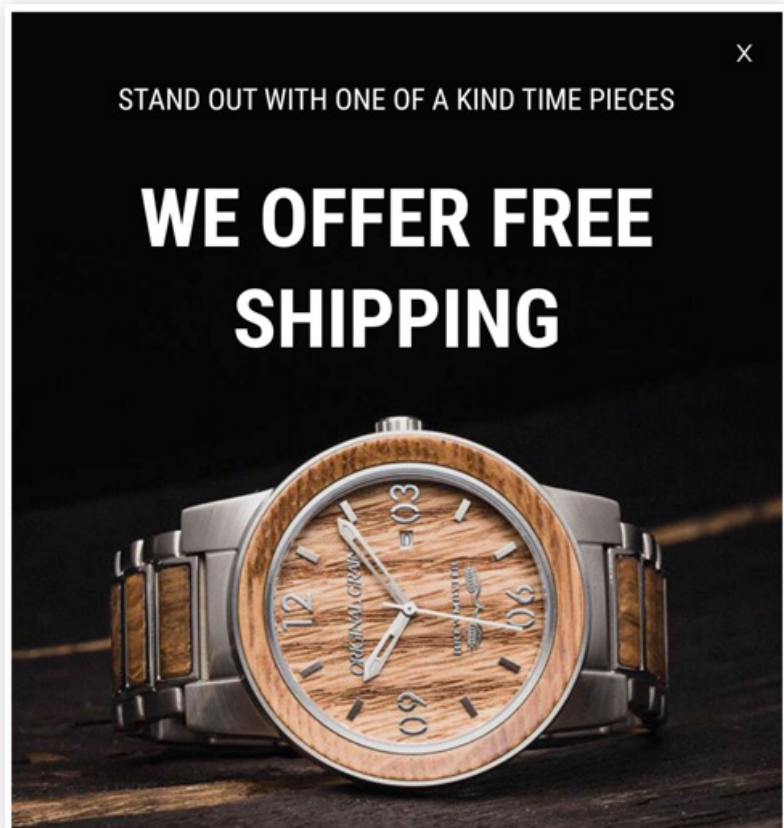
Here are three options you can use to employ a free shipping offer.

## Free Shipping On All Orders

As we said above, if you can offer free shipping on all orders, then you should definitely do so.

This is going to help you meet the price and shipping needs of the majority of you shoppers which will result in more sales conversions.

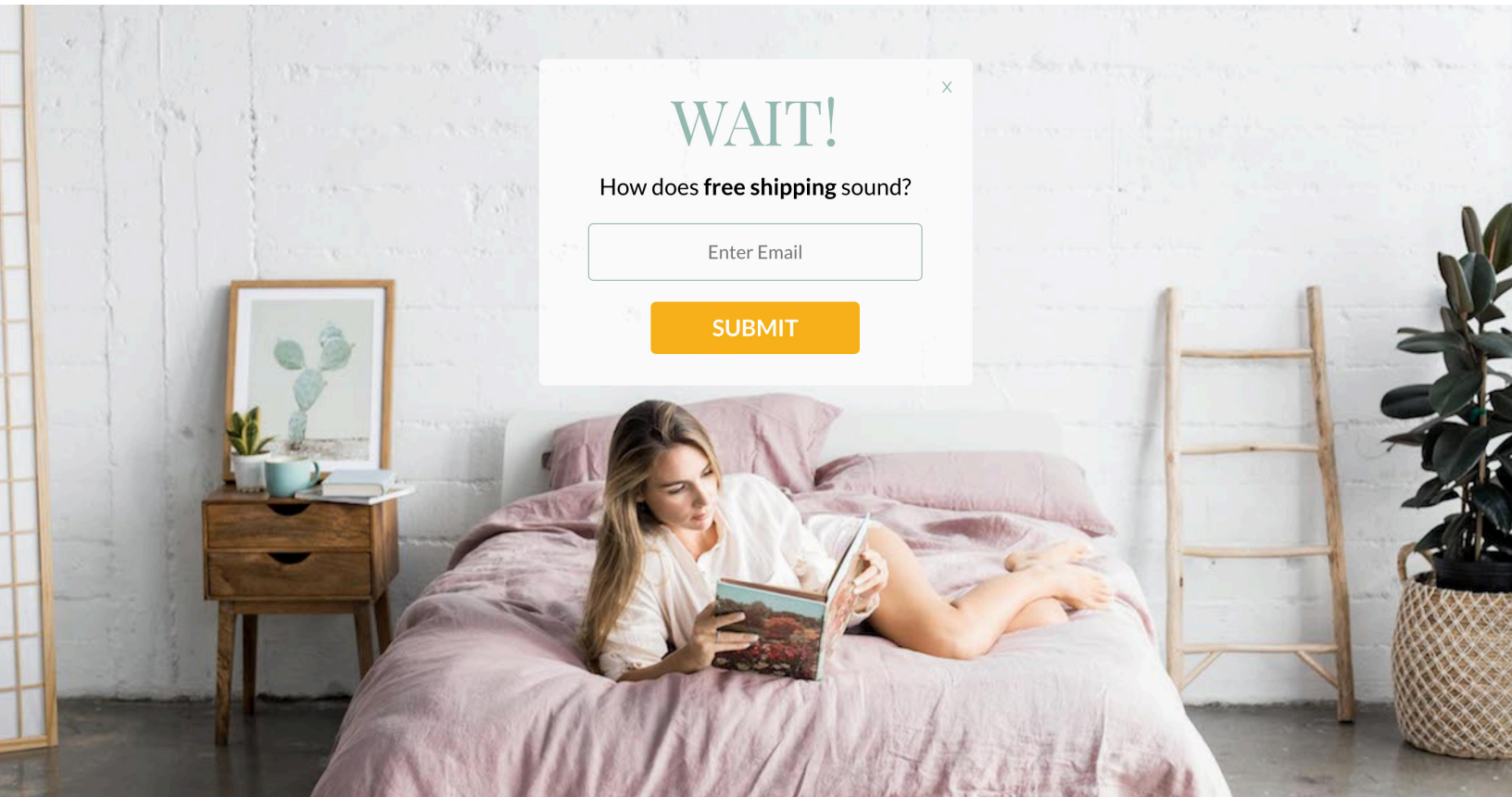
You can either use promo codes or setup your cart platform to add free shipping to all orders.



# Offer Free Shipping to Cart Abandoners

Cart abandonment promotions are something we preach heavily here at Justuno and this is the perfect use for a free shipping promo code. By offering free shipping to visitors displaying exit behavior, you make a strong case for them to make a purchase from you.

This incentive to purchase, at a critical moment in the purchasing decision, is delivered right at the moment of abandonment. This stops the shopper in their tracks, forcing them to make a conscious decision: to purchase or not to purchase.





# Free Shipping Threshold Offer

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For those of you who are not in a position to offer free shipping outright, you can set a free shipping threshold. This makes free shipping available on orders above a certain dollar amount, making it financially viable to offer to customers.

Setting a threshold to receive a desirable incentive like free shipping can also increase average order value (AOV). In fact, 39% of shoppers would place an order large enough to qualify for free shipping. This type of promotion make sense for ALL retailers.

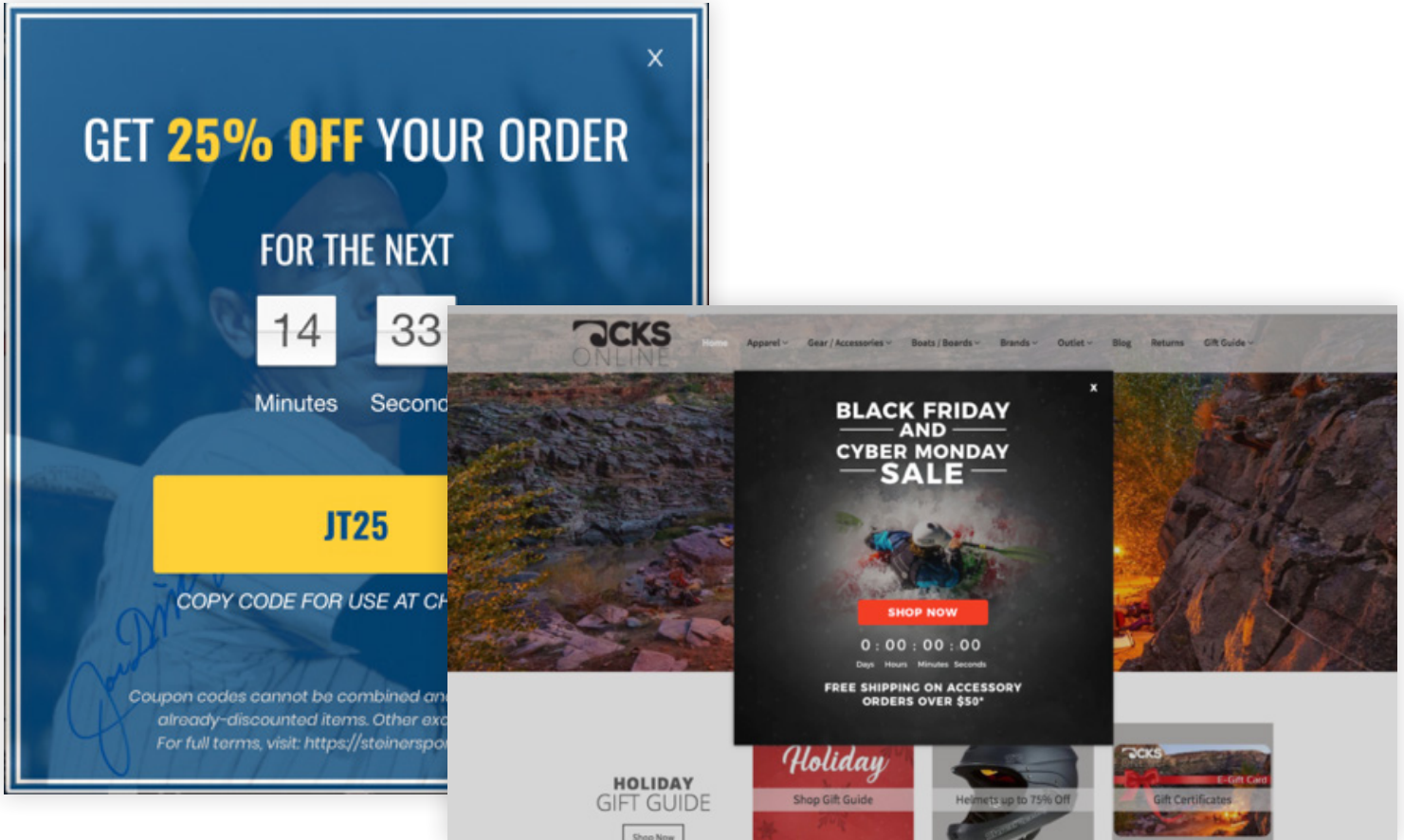
You can implement a simple banner pop-up that states the threshold offer like “Free shipping on all orders \$100 and up.” The more engaging route would be to attract shoppers with banners, pop-ups, or slide-ins letting them know the exact dollar amount they need to qualify for free shipping. If they need \$25 more to hit the order threshold, you can let them know to keep shopping. Once they hit the order threshold, you can then prompt them to checkout.



# Incorporate Apps & Software

Installing and refining the apps and plugins installed on your store can have a big impact on your sales. Some apps may only be relevant for the holiday sales period, while others may be a welcome addition to your store all year.

Below are some areas which stores can look to improve with new apps and why they work.



## Promote Scarcity

An independent study found that 39% of customers fear they are missing out on a deal when they are shopping. These psychological motivators mean customers are eager to purchase when deals are heavily promoted during the Black Friday season. But you can boost that desire and sense of urgency even further by:

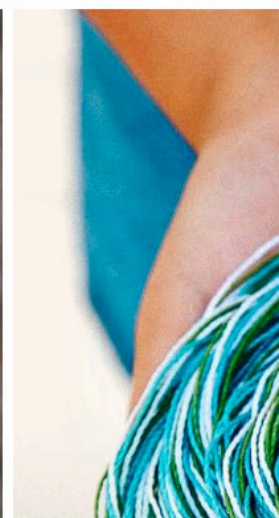
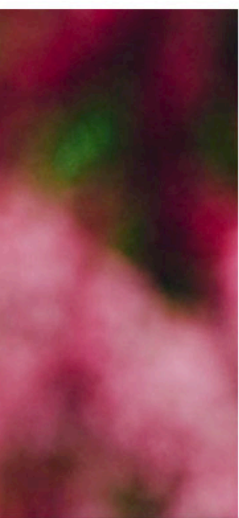
- Displaying a limited time offer, such as free shipping with a timer to use it by
- Showing an inventory count to promote a sense of scarcity for the item


# Add Extra Features

You can also use apps to add extra features to your website that can really make a difference during your Black Friday/Cyber Monday sales. This list will help to better customers experiences on you website and help get them to purchase.

For example, there are apps in the Shopify app store that can help you:

- Inform people when an out-of-stock product is available again
- Increase buyer confidence by showing them recent sales
- Refer new customers to your site for an even higher discount
- Cross-sell and upsell related products




 Carlola in Nicholasville, Kentucky purchased **Mystery Bracelet** about 2 minutes ago

# Optimize Your Email Marketing

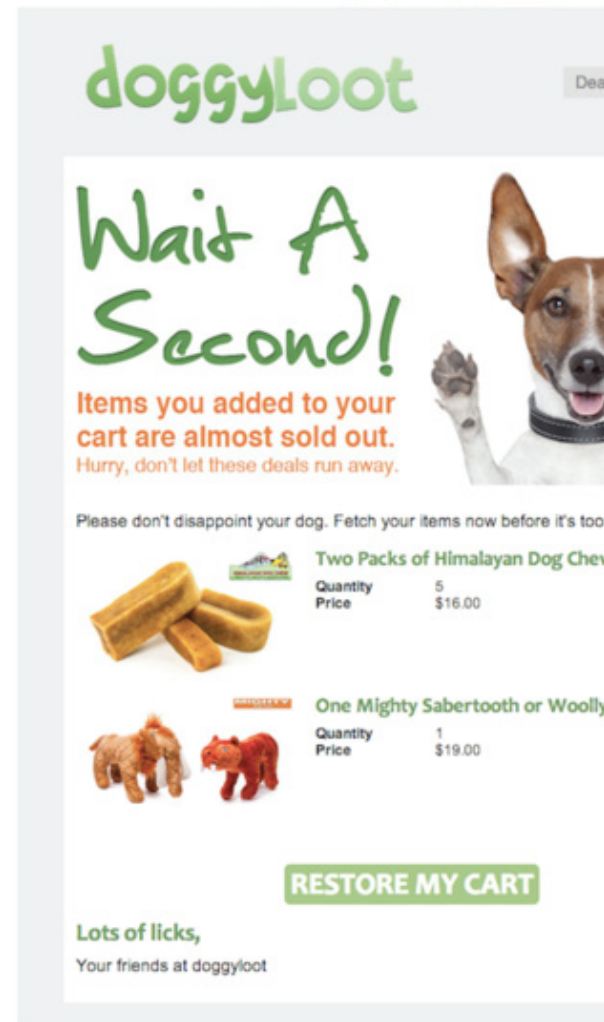
Email marketing can be one of your most powerful and versatile tools during the busy holiday season. These are a few things you can do to make sure you are really getting the most out of your email marketing efforts.

# Cart Abandonment Emails

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People spend a lot of time browsing and researching different sales because they know there are lots of deal out there. This is going to increase the odds of them abandoning their carts after checking prices and comparing them across sites.

With scarcity and time on your side, you have the ability to create great abandoned cart email that let your customers know how long the product will be available at the sale price. Take your emails to the next level by offering the shopper another deal or incentive to complete the purchase.



# Retarget Customers

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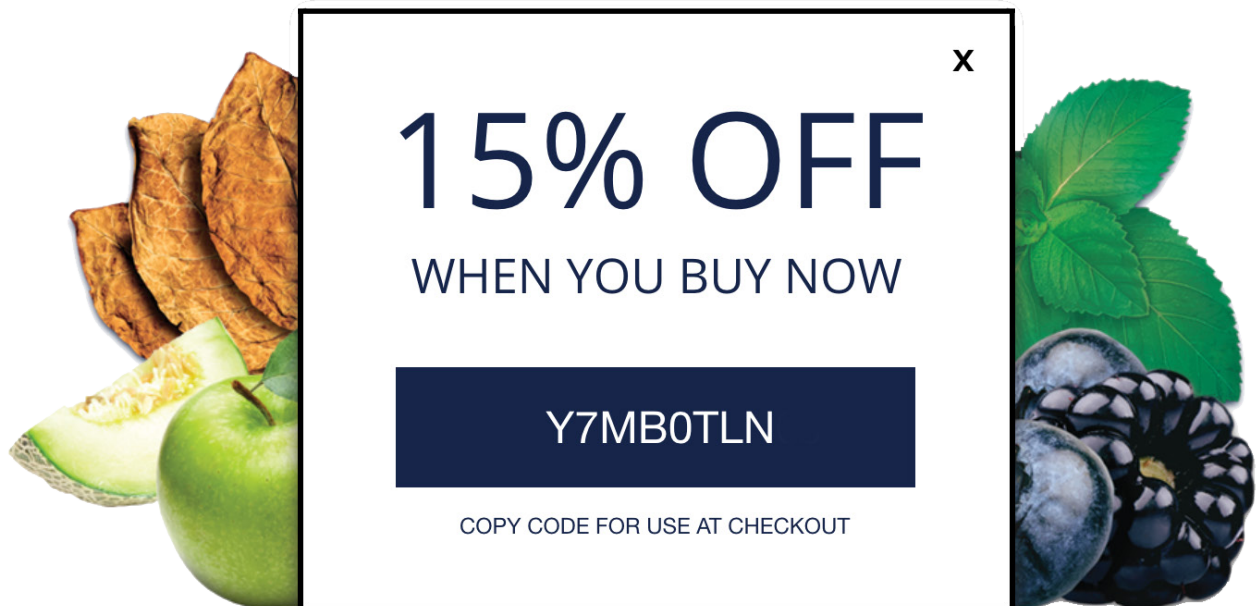
The BF/CM holiday is the perfect time to reach out to customers you haven't seen in awhile. Let them know what new to your business since they last shopped with you and offer a great discount to entice them back into your store.



# Reward Loyal Customers With Sales

Don't forget about the customers you already have that are loyal to you. Reaching out to them via email is a good way to let them know of upcoming sales they may be interested in.

There are other ways you can incentivize them even further by giving them early access to sales or even further discounts. People like to feel special and are particularly eager to bite on "exclusive" sales only available to loyal customers like themselves.



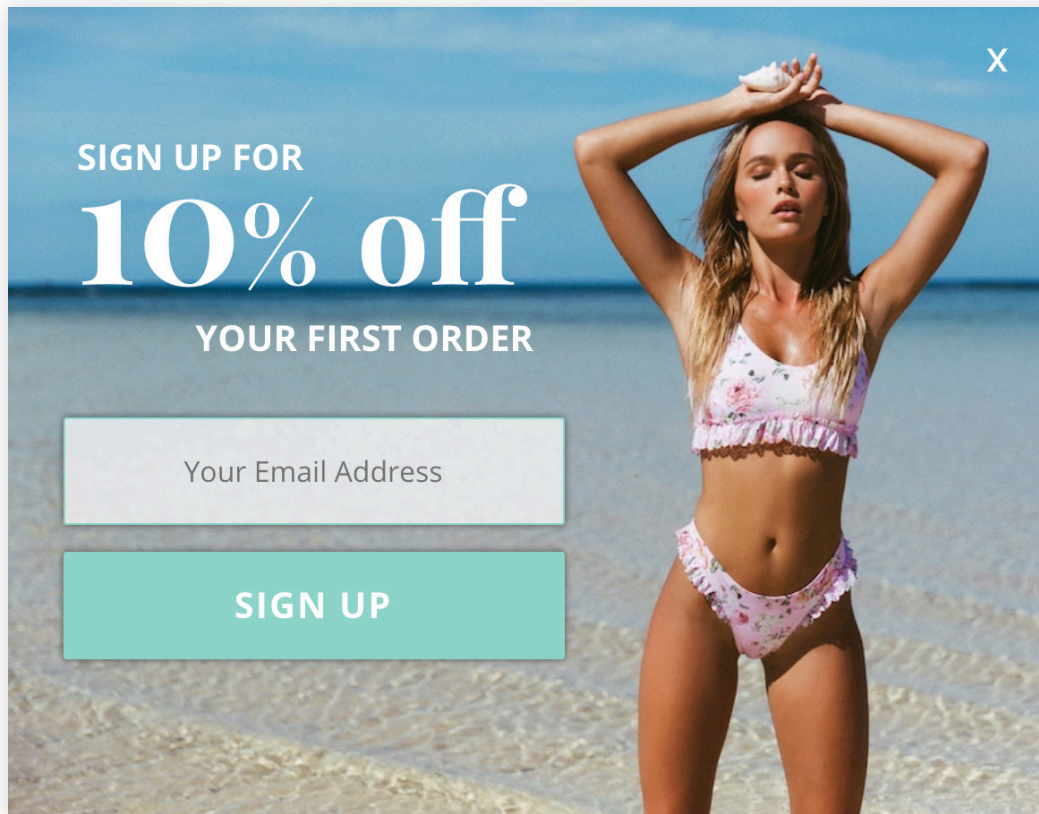
**15% OFF**<sup>x</sup>

WHEN YOU BUY NOW

**Y7MB0TLN**

COPY CODE FOR USE AT CHECKOUT





## Use Black Friday to Capture More Emails

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The holiday sales promotions aren't just about making the most of your current email list, it's about bringing in new customers to help build your business in the future. With the increase in traffic that occurs from seasonal demand and marketing efforts, it only makes sense to put forth efforts to capture their information.

New shoppers will be driven by your promotions and marketing campaigns, so make sure you have an email pop-up or signup bar to capture email addresses, but don't make it required.

# Track Everything

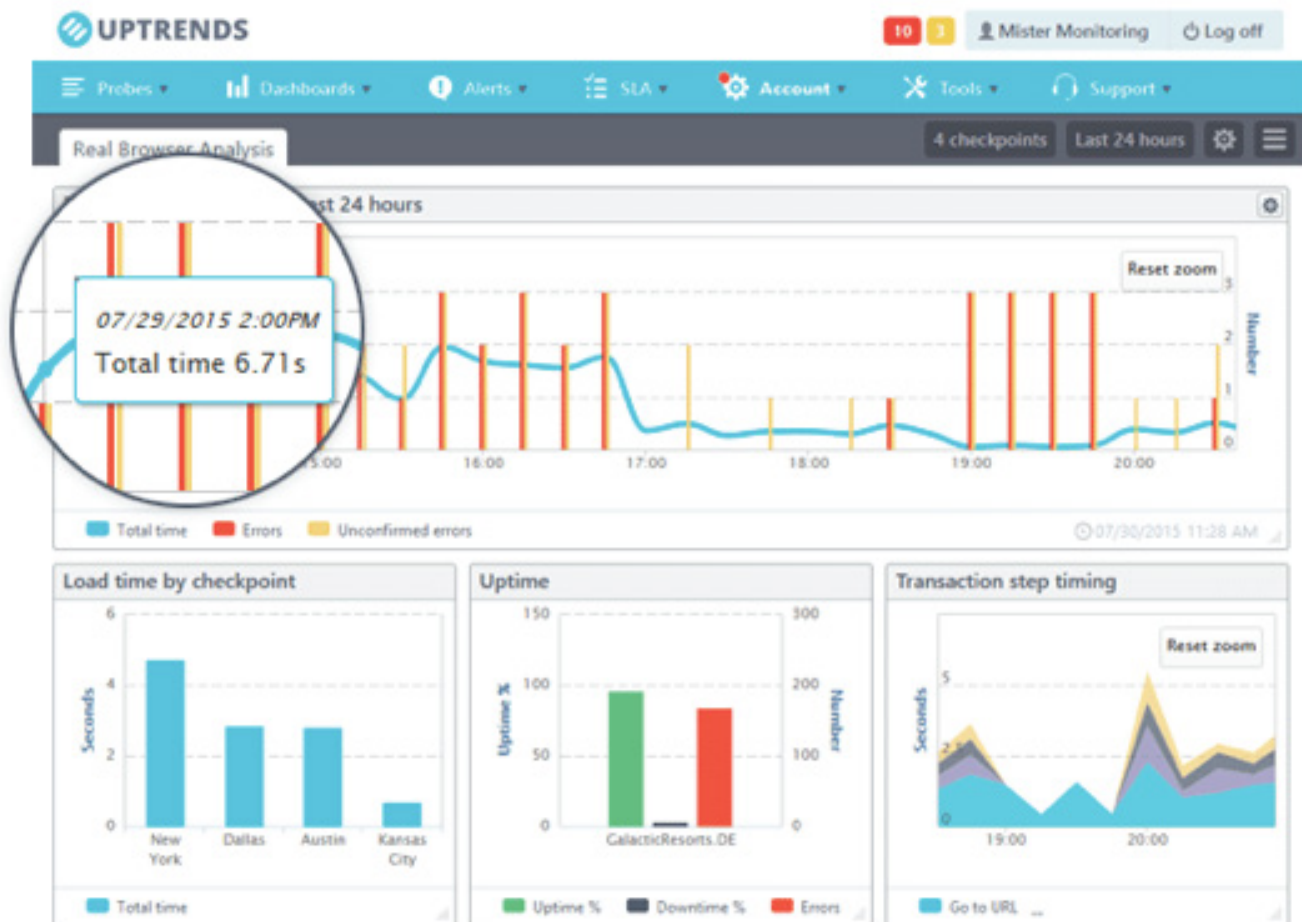
BF/CM will give you an influx of customers both new and old. This condensed rush of traffic also brings with it an opportunity to gain insight into valuable metrics such as:

- How people are finding your site
- What content brings them to your site
- How they are interacting with your store
- What products they are most interested in

To get the most out of the shopping weekend, you want to make sure you're in a position to capture all of this data with Google Analytics.

# Google Analytics for Basic Site Data

Having Google Analytics installed on your e-commerce site is a must. Even if you aren't actively using it daily, it's important to be collecting this data for when you need it. Below are a few key metrics to keep an eye on in your Google Dashboard during the BF/CM rush.



# Website Uptime

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Larger than usual amounts of traffic can bring your website to a halt. If you're using a hosted solution like Shopify or BigCommerce, this won't be a problem. But if you're not, this should be a number one priority.

# Page Load Speeds

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Page loading speeds can have big impacts on conversions. Customers get frustrated when things take longer than they should, which opens the door for them to abandon their cart. This is even more true for new customers, who may abandon your site altogether if it doesn't load in the first few seconds.

# On-Site Search

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Making sure your customers can find the products they are looking for before buyer fatigue sets in is critical. Use the on-site search metric to see which items people are searching for most and make them easier to find.

Highlight these products on your homepage, add additional links to them in your navigation, or revise descriptions to include the terms people typically use when searching. Make sure customers don't have to use an exact keyword to find what they're looking for.



## Conversion Rate

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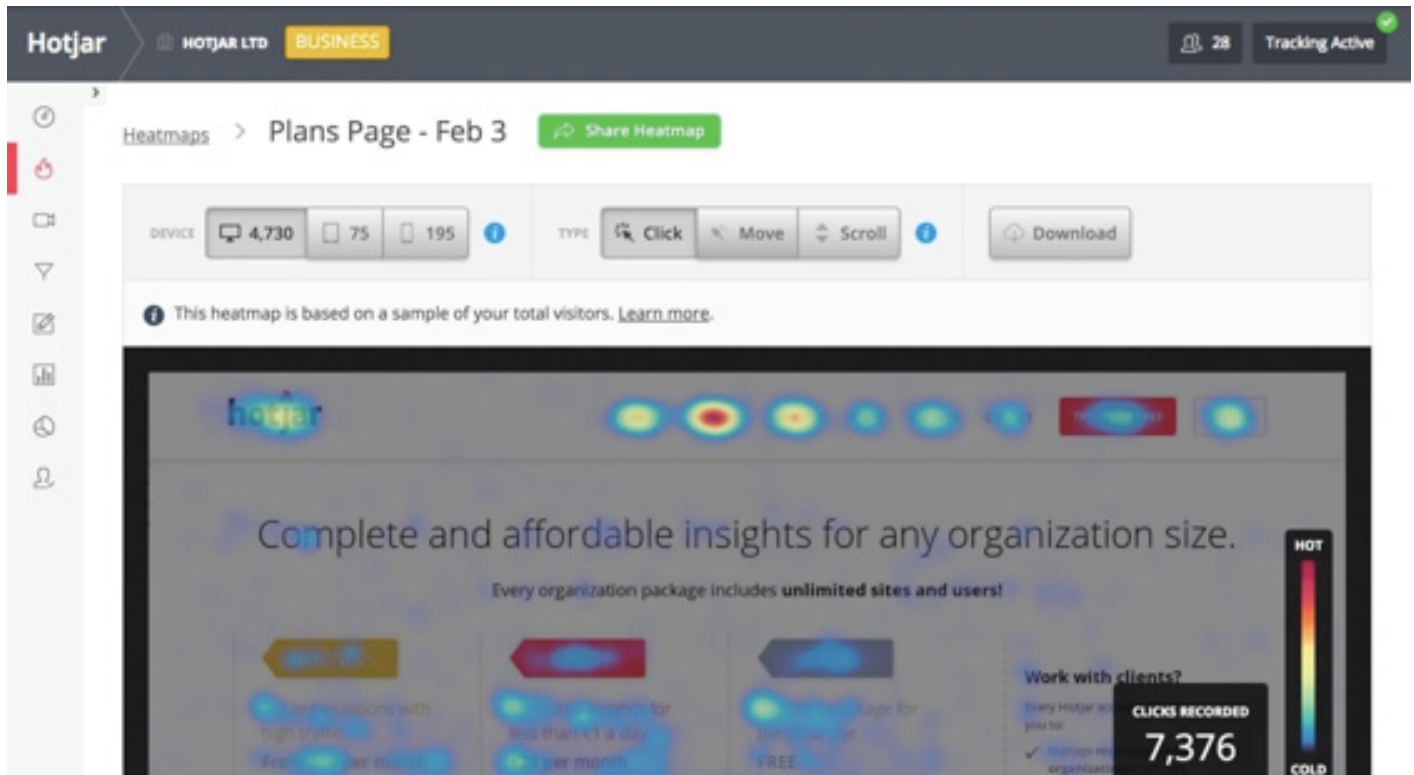
Your conversion rate is the percent of customers that have done a desired action out of the total number of visitors to your site.

Looking at what your conversion rate is during this time will help you understand how well your marketing and site are doing. This is important because if you aren't converting traffic at a high enough rate, then something is broken along the way and needs attention.

## Average Order Value

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Understanding your average order value during BF/CM can help you assess how people are shopping. If you are offering free shipping with orders over \$50, are most of your sale over this threshold? How does that compare to the AOV throughout the year?



## Page Heatmaps

Tools like CrazyEgg and HotJar are great add-ons that let you easily visualize how people are using your website. These tools allow you to generate a heatmap of your site, and will allow you to:

- Record your visitors as they browse your site
- See what people are clicking on
- See how far people are scrolling on the page
- Survey people who are about to leave

Using heatmaps in the weeks before BF/CM will allow you to see which menus and products get the most traffic. If people are often clicking on a sub-menu item, perhaps it should be moved to the main menu?



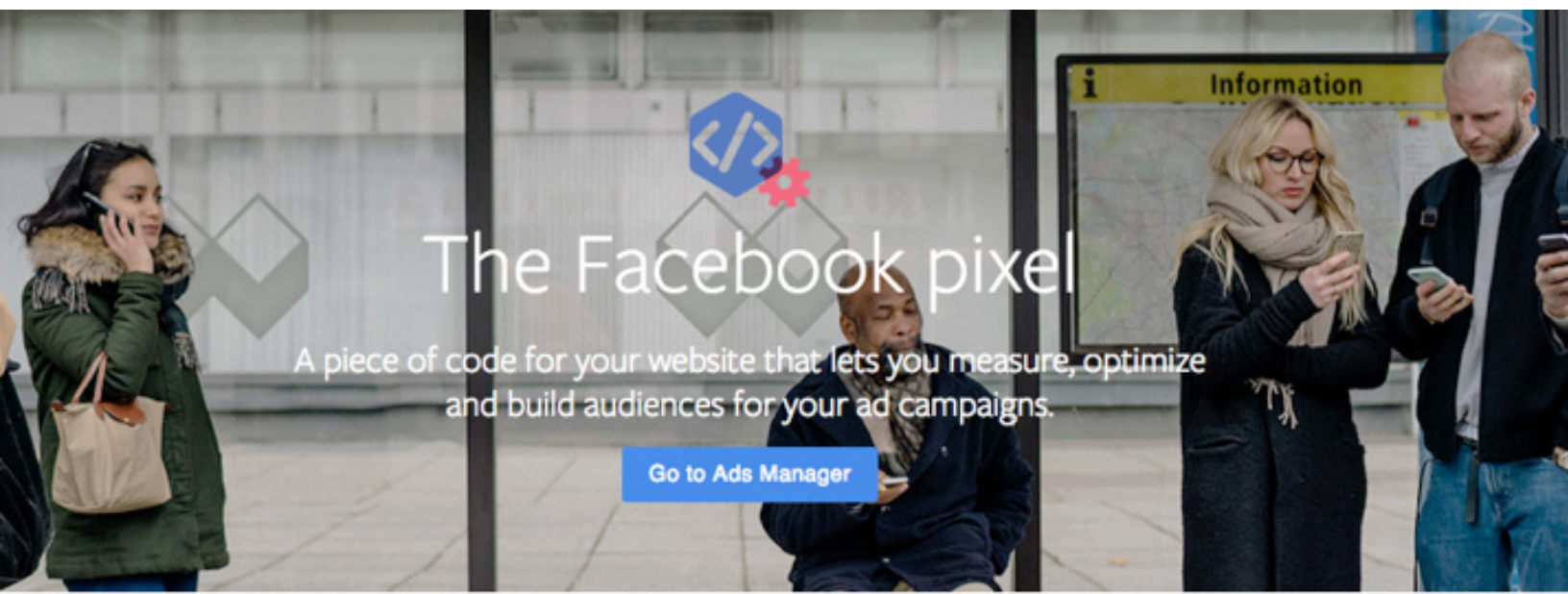
# Facebook Pixel to Retarget Customers

If you don't want customers to become invisible to you once BF/CM is over, you should make sure Pixel is set up on your site.

Source: Facebook

Facebook Pixel will help you track events like cart abandonments, searches, wishlist additions, etc. With this information you can use the Pixel to retarget customers using Facebook ads.

Using the Facebook Pixel is a great way to keep in contact with new customers and increase the returns on your promotions. Use Shoelace to retarget with your Facebook Pixel.



# Don't Overlook Mobile Traffic

While it can vary between industries and store types, mobile traffic can account for half of your total traffic! Most purchasing decisions are made across different devices so don't discount any of these touchpoints with customers.

Delivering a seamless customer experience that is consistent across all platforms is key to hooking customers. Where there is traffic, there are conversion opportunities.



## Design For Mobile

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Marketing to mobile traffic is a completely different ball game. The playing field is much smaller and the rules are different. Google's mobile policies have also changed the way we can market on mobile. This is why mobile responsive tools are not always the best option, they tend to limit design and marketing flexibility.

With your pop-ups, go for short, bold copy, a large CTA, and close button. Check out the examples below which are compliant with Google's policies.

# Form Contingency Plans

You want to avoid having to think on your feet as much as possible, so creating contingency plans can really help smooth over the busy sales season. Mapping out processes can also help your business run more smoothly and be more resilient day-to-day.

# What Happens if You Run Out of Stock?

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Are your stock counts accurate to begin with? Are there substitutes you can provide customers? Is that even acceptable to them? How long until you can resupply? Have all of this information ready to go for customer service so that any interruptions in supply can be handled quickly and efficiently.

# Fulfillment Problems

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Do you have an adequate supply of packing materials? What happens if your mail fulfillment process is interrupted? Is there someone else you can ship your products with? Do you have a way to notify customers of delivery delays?

# Customer Support

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Customer service during the holidays is critical and provides the store an opportunity to turn an otherwise potentially negative interaction around. Providing consistently high-quality customer service is something consumers value and will remember.

# Benchmarks + Industry Opt-Ins





# Justuno Benchmarks

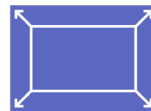
It's no surprise that opt-in rates vary depending on the pop-up style or incentive attached to your lead capture campaign. For example, Justuno customers tend to see dramatically higher opt-in rates for spin-to-win or countdown timer promotions as compared to standard lead capture forms.

Check out the stats below. You'll see it's clear that the more attention grabbing the promotion style (fullscreen, center screen, spin-to-win), the more effective the display. The bigger styles tend to engage people more and the addition of gamification in the form of the spinning wheel dramatically boosts engagement rates.



Spin-to-Win

13.39%



Fullscreen Center

8.60%



Countdown Timer

6.92%



Center

5.56%



Banner

2.58%



Corner

1.76%

# Industry Opt-In Rates

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Overall, the e-commerce industry standard for email opt-in rates stands around 3-5%, while Justuno customers average a higher rate of 5-7%. Our customers a wide range of e-commerce verticals, and some of these tend to be higher performing than others.

What one vertical considers to be a healthy opt-in rate by comparison may be quite low for another. We broke down opt-in rates by these verticals to give you an idea of where your site should stand in comparison to its peers.

These rates are calculated for verticals of which Justuno has at least 50 accounts in the category and that gathered 50+ emails during the 90+ days.

**5.39%**

Food & Drink

**7.64%**

Uncategorized

**6.33%**

Style & Fashion

**4.52%**

Home & Garden

**5.99%**

Hobbies & Interests

**4.93%**

Tech & Computing

**6.08%**

Next Generation

**4.55%**

Sports

**5.94%**

Shopping

# Conclusion

If you are well prepared, BF/CM can be one of the biggest sales times of the year for your business. Implementing these tips will help ensure your marketing campaigns are as effective as possible and you're maximizing the potential lifetime value of the new customers you bring in.

If you create a solid strategy now it will give you a template to improve upon for years to come so you can take advantage of the BF/CM rush to increase sales during the holiday season!