

Give Freebies



One research revealed that 49% of consumers regard free shipping as a factor that affects the final decision during Black Friday shopping. Additionally, 36% indicated promotions and limited-time sales as contributing aspects. Black Friday is traditionally associated with grand sales and very tempting promos. So, our advice is quite expected: the more benefits you offer, the higher the conversion rate will be. Offer free shipping during the holiday season and through in some extra bonuses at no charge.

Craft Personalized Emails



Newsletters are amongst the primary ways to get customers acquainted with your holiday offerings. Did you notice that this newsletter starts with your name? What if you segmented your list so that not only was the message personalized, but tailored to a specific group of customers to make it appear customized just for them (much like the emails you might received from amazon, where they offer suggestions based on your shopping experience with them)?

Leverage the Sense of Urgency and Scarcity



These psychological tricks nudge shoppers to make purchases before it's too late. There are various methods to demonstrate urgency: setting a countdown or displaying the number of people who are currently on the same page. The Black Friday Specials we offer at the end of this article for example might say "For the first 10 customers only!" This isn't a marketing ploy, it is based on our real ability to only handle a certain amount of work, so if you want in on the deal, you need to act fast.

Attract Attention Using Popups



It's always a good idea to provide some additional info by using popups. It is best to include a stimulus in such messages:

- Suggest referring friends in exchange for a discount;
- Encourage to subscribe to newsletters with a discount;
- Give a promo code;
- Remind how many hours are left until the end of the Black Friday sale.

But do not overdose people with popups, as they can be pretty annoying. You can also think more about the popup placement: it's unnecessary to cover the entire screen with this message. For instance, it can appear in the corner of the page. You can also use an "exit-intent" popup, only showing it when someone is about to leave the page. If you need help with popups, give WebStores Ltd. a call and we'll get you set up.

Promote via Social Media



Socials give you more opportunities to make this Black Friday even more lucrative for you. Take these ideas for example:

- Collaborations with bloggers.
We'd even recommend you to find niche influencers in a certain industry that matches your brand (beauty, style, health, sport, and so on). These experts might have fewer followers than celebrities and lifestyle bloggers. But the audience will be more targeted, raising the efficiency

of your advertising.

- Livestreams on Instagram.

These can be makeup, art, yoga classes, or whatever your audience might like and find wholesome. Just think about how to integrate shopping tags so that they look relevant.

Give Special Offerings to Regular Customers



Regular customers are loyal customers. So why give them "treats"? First and foremost, you will remind them about your brand, especially if customers haven't purchased for a while. Probably, they won't miss a chance to order in a reliable store with an additional discount.

Gift Sets Always Sell Well



Make up your own gift set, with a combination of your best-selling products, it will increase your average order value. Because instead of buying one item in one transaction, your customers will actually be buying several. It also makes it more attractive, because as soon as you call something a gift-set, someone will think “oh great I can buy that for so and so for Christmas”. Make sure you include the word “gift set” in the title of your item.

Polish Product Pages



I wrote an entire book on the [Perfect Product Sales Page](#) because this is so important. Revise the content on your product pages to include all the necessary information for someone to make a buying decision. When shopping online, we can't touch products, we can only count on texts and media. So, there ought to be enough info to make up one's mind. For instance, let's make the checklist on what is needed on the product page of an apparel brand:

- A concise product description that includes the main benefits of an item
 - What fabric is used and washing instructions
 - The size the model wears and their height
 - A size guide
 - Detailed care info
 - Zoomable and macro photos
 - A video
 - A review section
 - A social media widget
 - A “You may also like” block with smart product recommendations
 - A “Complete the look” block for cross-selling
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Use Reviews to Boost Sales this Black Friday



Online shoppers research before making a purchase, by gathering information about the product they want to buy. Reading users' experiences, product reviews and ratings is a part of the purchase decision. Ask for feedback, and take advantage of it.

Did you know that...

- 88% of consumers trust online reviews as much as personal recommendations.
- Only 12% of consumers ignore reviews before making a purchase.
- 85% of consumers say they read up to 10 reviews before making their decision.
- 50 or more reviews per product can mean a 4-5% increase in the conversion rate.

If you ask for feedback for a product and show that you publish it when it is received, you will get more honest feedback from your customers. Both good and bad. When you get feedback, you can act on it and improve. You can choose: no feedback and fewer sales, or learn from the feedback and sell more.

Offer a Live Chat Option



If you have the staff to offer a live chat, this is a great way to reduce drop-off. You could do this just for Black Friday and Cyber Monday if you don't have the staff to do it all the time. In most cases, an unanswered (and never asked) question will make potential buyers leave. If you know where the problems appear for which type of visitor, you can step in before they leave your online shop, which will help you throughout the rest of the year. Plugins are available which can be added to your website to implement a live chat feature, which you can turn on and off as needed. We'll be happy to help you set that up.

Give Enticing Discounts



This tip is huge. Imagine walking into Costco and seeing a \$2,000 TV being offered at 55% off but only for one day or until supplies ran out. You weren't going to spend two grand on a TV, but the deal is no too good to pass up. that is what you are striving for - a deal that is simply to good to pass up. Black Friday is all about huge sales. Brands generously cut prices, and shoppers actively

empty the store's shelves. That's the idea - you want your customers to empty your shelves! So create a deal that will make that happen.

“You can't go into Black Friday and put 15% off, 20% off and expect to do well. Everything comes down to your offer—it's the one time out of the year you can lower your prices without feeling like you're losing brand integrity,” says Chase Fisher, founder, and CEO of Blenders Eyewear. *“Make sure your offer is compelling, no matter what.”*

Kill the Coupons and Codes



Coupons and special Black Friday codes will be everywhere this year. However, they can be a hassle for customers who might use the wrong code, or forget the code and abandon their checkout. Just put products on sale instead, making it easy for your customers.

Trigger Abandoned Basket Reminders



Even if you have thought of everything and did your best to avoid abandonments, there will always be customers leaving the checkout process. While you cannot avoid that, you can try to follow up with those who did. In case you have the data available, sending a reminder email or text can be very effective. The plugin "[Abandoned Cart](#)" can be added to your website to facilitate sending out automated reminders to those who left your store after adding something to their cart. While some will ignore these follow-up messages, other customers will come back and complete the conversion.

Meet Customers' Delivery Expectations



With so much merchandise stuck on carrier ships off the port of Long Beach this season, you want to make sure that you can deliver your packages before Christmas. Make sure your shipping will meet your customer's needs.

Offer Clear and Easy Returns



Returns have become a powerful make-or-break factor in e-commerce. This is particularly true for the holiday season and this year new records will be broken – no doubt about that. It's important to have an easy way to deliver & return packages. If it's not simple enough, it will probably not result in a purchase in the first place.

Give Them a Reason to Come Back



There are a variety of tactics you can use to reduce post-holiday seasonal slumps. You can double or triple the points a customer earns for a site visit during your January sales. Or offer your loyalty program members exclusive gifts when they make a purchase in January or February.

Finally, you can offer gift cards, with a purchase over a certain threshold, to encourage return visits after the holidays. And according to Gift Card Granny, 65% of gift card holders spend an extra 38% beyond the value of the card.

Don't Stop on Black Friday



Create additional incentives for Cyber Monday, or extend them throughout Cyber Monday Week. Throw in some "extra" shopping days such as:

- **December 9: Green Monday**
The concept of “Green Monday” was developed by eBay in 2007. It refers to the Monday that’s at least ten days before Christmas. Holiday shoppers are in full swing on this day which makes it a critical time to increase your marketing efforts.
- **December 13: Free Shipping Day**
During Free Shipping Day, ecommerce stores often provide free shipping on all items and guarantee delivery by Christmas Eve. If your store participates this year, be sure to set shipping expectations upfront with customers.

Remember how I said to read to the end? Here's our Black Friday Deals

Note: ALL specials are valid between now and the end of Cyber Monday Week (December 4, 2021).

Extra Bonus! A Gift Card is included with ALL specials below.

This gift card entitles you to participate in one or both of the following upcoming online courses starting early next year. Both courses will be taught LIVE and will include replays for review or self-paced study. Both courses will include an associated book and will last for 3 weeks.

1. Cyber Security: The Battle for Your Data and How to Protect Yourself
2. How to get the Most from Virtual Trade Shows

These courses will sell for \$497 each. This gift card offer will not be available anywhere else and will entitle you to participate for only \$97.

Black Friday Special #1: Whiteboard animation video for 55% off the regular price.

Yes, I am following my own advice: This isn't a 15% or 20% off deal, but a one-time offer for a full 55% off. Normally, the cost is \$2000 for a 2-minute video. This includes all graphics, script writing, music, and voice over. Plus, we'll rank it on YouTube so it can be found and include a link back to your website. The video can be for your business overall, or a specific product. Limit: 2 videos per company. Only \$900 per finished video and you can pay in installments. Valid for the first 10 customers only, so hurry and act now!

Black Friday Special #2: Website Facelift for 55% off the regular price.

For existing customers only, if you are hosting a website with WebStores Ltd., we will update your website with a new theme and design, leaving your original content intact. The normal price is \$2,000 but between now and the end of Cyber Monday Week (December 4, 2021) we will update your website for just \$900 and as a special bonus, we'll include 3 months of hosting, maintenance, and support for FREE! If your website is over 2 years old and you've been thinking about a redesign, there has never been a better time than now. Act today!

Black Friday Special #3: FREE book

This is valid for everyone, whether you are an existing customer or not. Grab a digital version of Greg's latest book, "Monetize Your Expertise," for no charge. Valid between now and the end of Cyber Monday Week (December 4, 2021).

Black Friday Special #4: Digital Advertising Package for just \$800 one time!

This is our best deal on getting exposure for your company, as the cost is normally \$1000 *per month*. We will build 3 ad sets on Facebook and test them against each other to find which ad performs the best. Then, we will build a set of 9 retargeting ads based on the "winning" ad and upload it to the AdRoll network where it can be seen on over 98% of all websites on the internet that accept digital ads. The ad will run on Facebook until Christmas Eve, and remain active on the AdRoll network through the end of February 2022. Includes all graphics, ad insertion, monitoring, and reporting. Does not include the ad spend with Facebook or AdRoll (you set your own budget, starting at \$5 per day).

Black Friday Special #5: Personalized Gift Set

Of course, if I'm going to recommend creating a gift set, I'm going to include one of our own. Here's what you get: Autographed copies of two of Greg's books: "Monetize Your Expertise," and "The Influencer Effect." You'll also get a t-shirt, "Ask me about my online store" with your domain name printed on it, and a custom ball cap with your logo. This deal is personalized just for you! Value of \$100 - Cyber Week Special of just \$67.

It's Showtime!

Hopefully, this guide has given you some insights and ideas on how to enhance your selling platform for Black Friday and the whole holiday season ahead.

Finally, all the ideas in this article are versatile and applicable to any online store at any time in the year. After the winter holiday season is over, the tactics, technologies, and other changes you've applied will still be bearing fruits.