

10 Proven Tips to Supercharge Your Sales This Black Friday & Cyber Monday



jbe digital.

Introduction

Welcome to the ultimate guide on increasing your Black Friday and Cyber Monday (BFCM) sales for your e-commerce business. In this guide, you'll discover proven strategies to enhance your BFCM campaigns, attract more customers, and significantly boost your revenue during one of the busiest shopping periods of the year.

From optimising your marketing tactics to improving customer experience, these expert tips will help you make the most of the holiday shopping season and ensure your e-commerce store stands out in the competitive marketplace.

Key Insights and Data



Store Revenue:

E-commerce stores rely on BFCM

72% of stores attribute more than 20% of their annual revenue to BFCM



Market Trend:

People want to shop

Over 50% of people plan to buy something during BFCM



Early Starters :

People start early

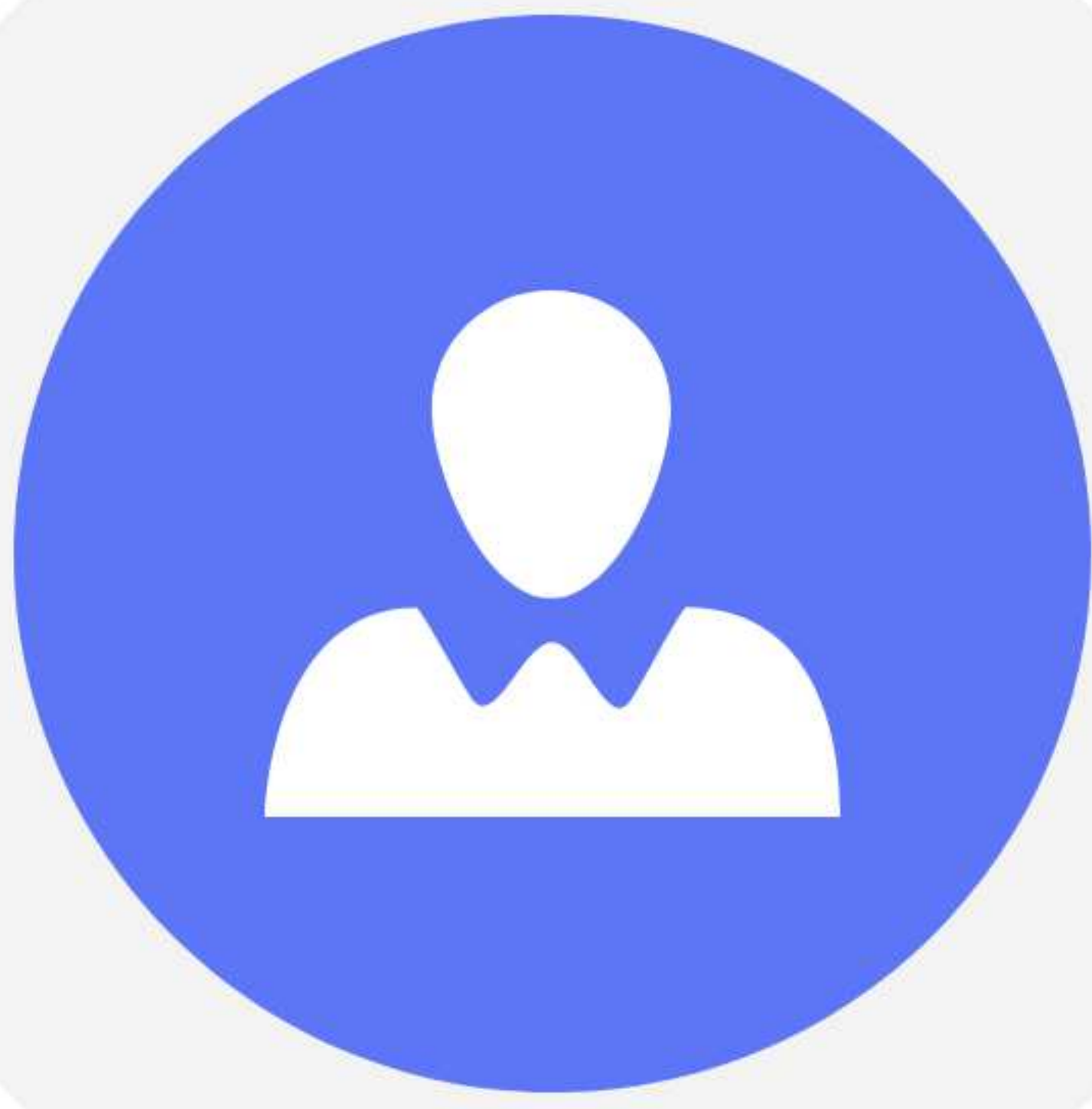
54% of BFCM shoppers start their purchase journey at least 7 days before the event.



High Participation:

Gen Z love a sale

75% OF Gen Z participated in Black Friday 2023

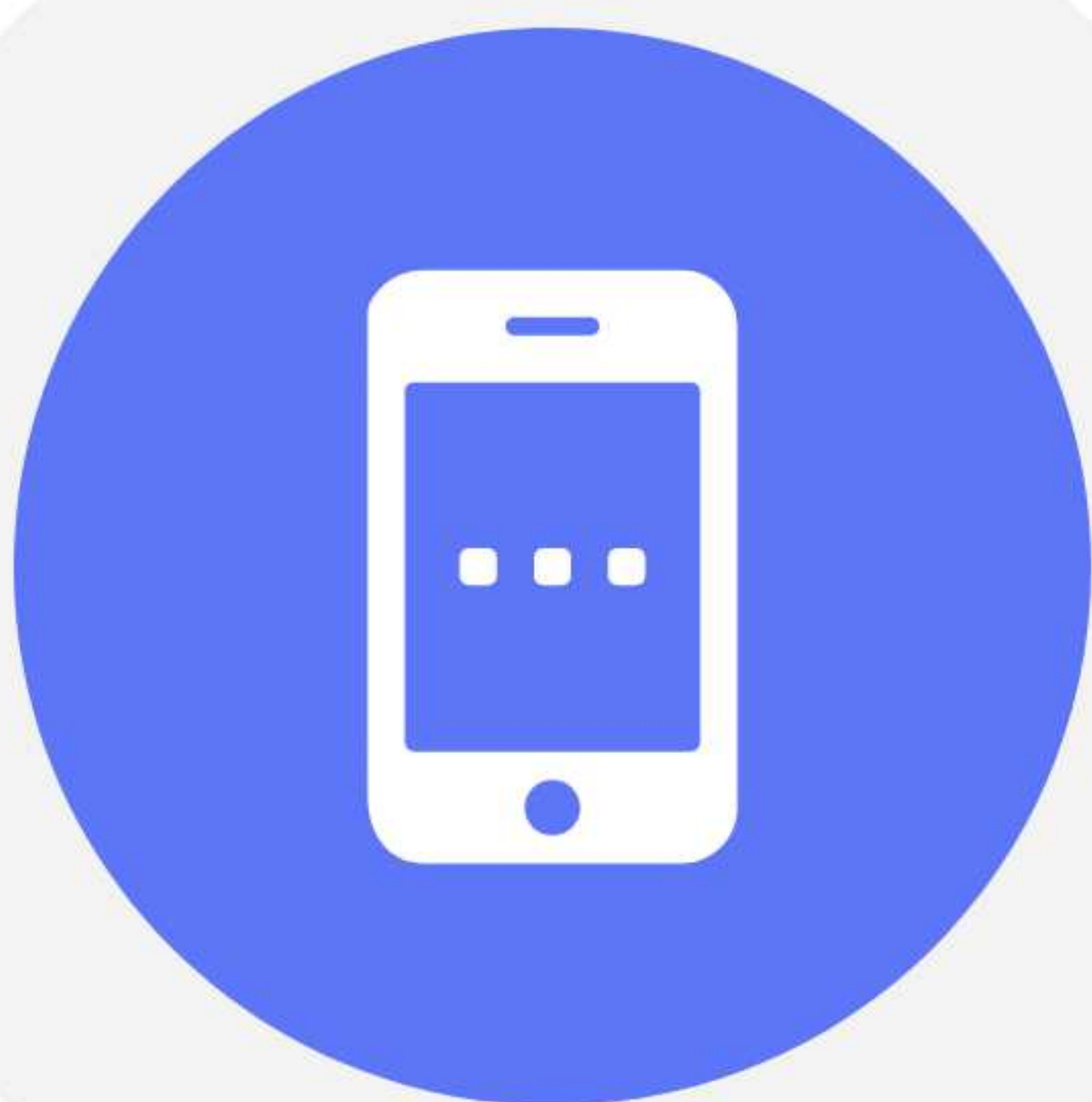


Plan Early and Strategically

- Start planning your Black Friday and Cyber Monday (BFCM) campaign several months in advance. This will give you ample time to fine-tune your strategy and ensure all elements are in place.
- Analyse past BFCM performance to identify what worked and what didn't. Use this data to inform your strategy.
- Consider the latest industry trends and consumer behaviour to tailor your approach.

Think about your website speed

- Website speed is crucial for retaining visitors. Compress images and use the appropriate file formats to reduce load times.
- Employ Content Delivery Networks (CDNs) to distribute website content efficiently to users around the world.
- Minimise unnecessary scripts and plugins that may slow down your sit



Mobile Responsiveness is Key

- With a significant portion of shoppers using mobile devices, ensure your website is mobile-responsive.
- Test your website on various devices and screen sizes to ensure a seamless shopping experience.
- Simplify navigation and design for mobile users.

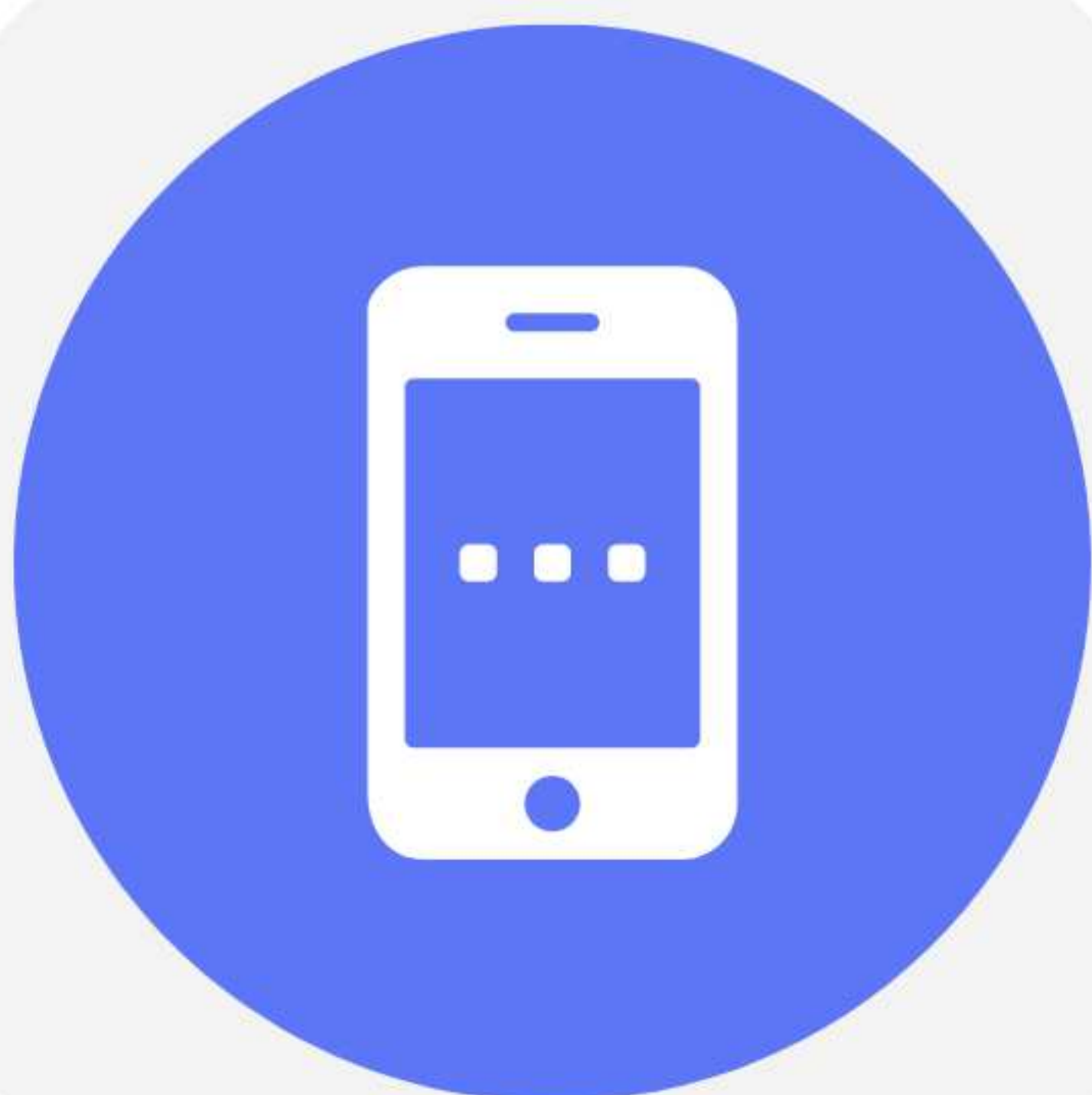


Create Eye-Catching Landing Pages

- Design dedicated BFCM landing pages that showcase your best deals and promotions.
- Use high-quality images and videos to visually engage visitors.
- Craft persuasive copy that highlights the value of your products or services.

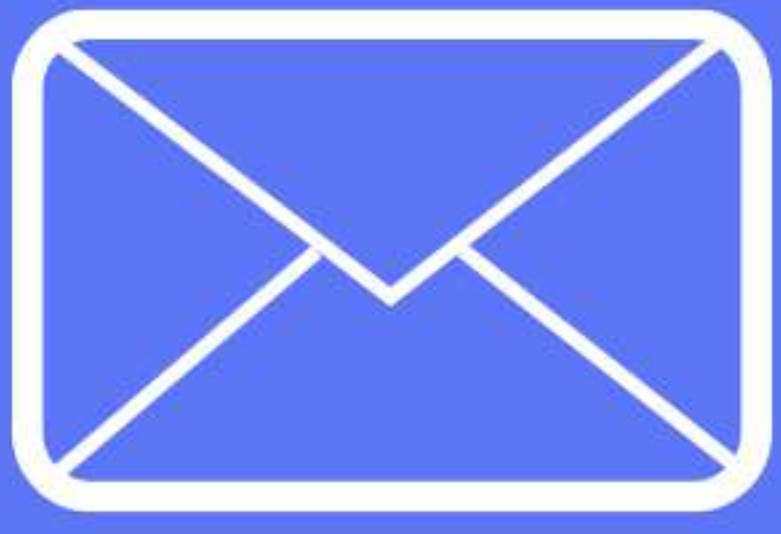
SEO Best Practices

- Research and incorporate relevant keywords related to Black Friday and Cyber Monday into your website content.
- Create blog posts that offer helpful information and incorporate these keywords naturally.
- Optimise product descriptions, meta tags, and headings for SEO.



Utilise Social Media

- Leverage your social media channels to generate excitement around your BFCM deals.
- Share teaser posts, countdowns, and sneak peeks of upcoming promotions to build anticipation.
- Encourage user-generated content by running contests or giveaways.

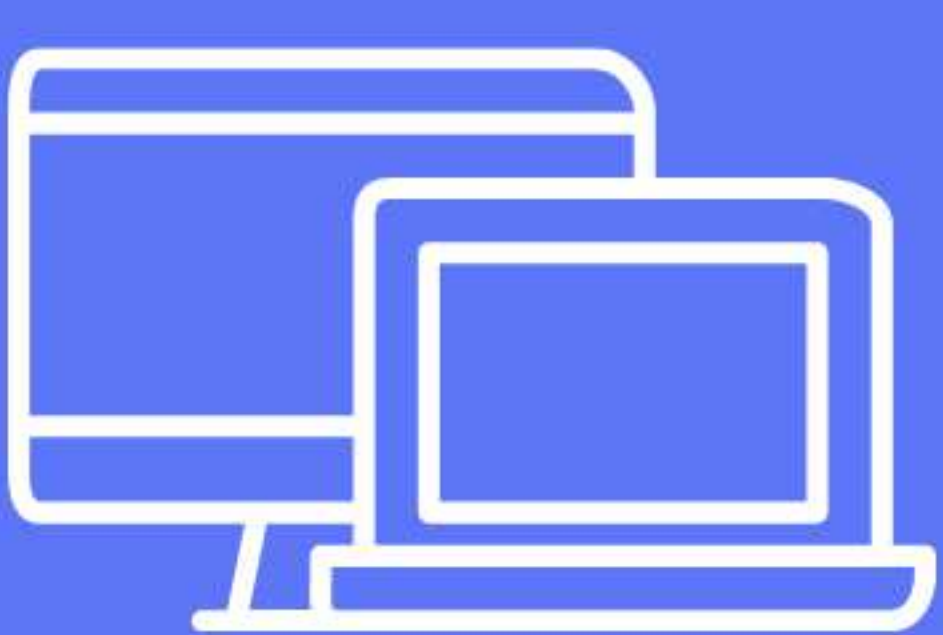


Email Marketing Campaigns

- Segment your email list to target specific customer groups with tailored BFCM promotions.
- Craft compelling subject lines that pique interest and encourage recipients to open your emails.
- Include eye-catching visuals and clear, persuasive calls to action in your emails.

Offer Discounts & Bundles

- Create exclusive BFCM discounts and bundle deals that provide genuine value to customers.
- Highlight the savings and benefits of these offers in your marketing materials.
- Clearly communicate the limited availability of these deals to create a sense of urgency.



Monitor & Optimise in Real Time

- Continuously monitor your website traffic, sales, and conversion rates throughout the BFCM period.
- Use analytics tools to identify bottlenecks or areas that need improvement.
- Make real-time adjustments to your marketing strategy based on performance data, such as increasing ad spend on well-performing channels or tweaking product recommendations.

Conclusion

Black Friday and Cyber Monday are incredible opportunities for e-commerce businesses to boost their sales and revenue. By planning ahead, optimising your website, and using various marketing strategies, you can make the most out of this shopping frenzy.

Remember that continuous improvement and adaptation are key to success in the ever-evolving e-commerce landscape.

Key Takeaways:

Start Early

Prepare and plan early. Have your offers, marketing and stock ready to go. Be ready to take on more sales and have systems in place to accommodate.

Build your audience

Building and priming an audience prior to going on sale is key. Without this chances of success are low.

Optimise & test

Test creatives, test offers, test audiences. Test different channels such as Google & Meta. Scale what works and pull back on what doesn't.

Retention

Bring back customers through remarketing. Keep customers coming back with great customer service.

The logo for JBE Digital, featuring the text "jbe digital." in a white, lowercase, sans-serif font. The text is enclosed within a blue circular border that has a slight glow effect.

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Need BFCM help?

Reach out to JBE Digital to help with comprehensive plan!

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