

KILLER PROMOTIONAL OFFER TIPS FOR BLACK FRIDAY AND CYBER MONDAY



Put these 10 tips in your back pocket and you're sure to see a spike in sales!



Offer a Sneak Peek

Intrigue prospects with a glimpse at some of the leading products you'll have on sale during Black Friday and Cyber Monday. Specify deal details in a newsletter, social media post, or other marketing material.



Entice With a Mystery Gift

Persuade new customers to shop with you by offering a mystery gift after they spend a certain dollar amount. For example, after they spend \$50, customers get to take home a free sample, small item, or \$5 gift card to use at a later date.



Spin the Wheel

Provide customers with a fun experience in which they could win prizes, coupons, and discounts. A "spin the wheel" interactive game can be added to your website as a pop up to drive sales!



In-Store Scavenger Hunt

Add an extra layer of excitement to your Black Friday sales with an in-store scavenger hunt! Ask customers to find an object, menu item, or list of things in your store. Let them know they can snap a picture and show the cashier for 10% off their purchase.



SALE

Hold a New Sale Every Hour

Switch up your deals by the hour and drive sales using this idea that harnesses scarcity marketing. Hourly sales encourage split-second buying decisions and promote a sense of urgency!



NEW PRODUCT

Introduce a New Product

Take your Black Friday promotion up a notch by advertising a brand new product to be unveiled on that exact day. On the other hand, you can introduce the product a couple days before Black Friday, but offer a discount on it the day of.



Partner With Influencers

Harness the power of social media by partnering with influencers. Send your chosen influencer a couple items that are going to be on sale during Black Friday. Let them do the promoting for you!



Create a Countdown Video

Generate a sense of anticipation about your Black Friday and Cyber Monday deals with a video that counts down to the moment your products go on sale. You can launch the timer a week in advance to stir up all the hype!



Partner With a Charity

Encourage cause-focused customers to shop with you by giving away a percentage of your Black Friday/Cyber Monday profits to a certain non-profit. Be sure to advertise that you're doing this at least a week in advance!



Offer Free Shipping

Boost your revenue by providing free shipping that's limited or conditional, meaning that a customer can get free shipping after they spend a certain amount. If a customer is at \$48 and needs \$50 to receive free shipping, they'll probably spend more than two dollars to get there!