

**7 BLACK FRIDAY
RETAIL STRATEGIES
GUARANTEED TO BOOST SALES**

Black Friday and Cyber Monday account for a massive amount of money moving from consumer to retailer.

Adobe Analytics reported that in 2017, American consumers spent **\$19.62 billion** online over the five-day period from Nov. 23, 2017 (Thanksgiving) through Nov. 27 (Cyber Monday).

That was up 15% from the previous year - a massive \$2.6 billion.

During this time, 58 million peoples hopped online, vs 51 million instore - so plenty of pieces of the pie to go round, no matter what, how or where you sell!

The thing is, if you aren't capitalising on this event, there's a good chance that you're **losing out to your competitors.**

With an average spend of around \$330 per person, you can see that creating a BF/CM campaign can **seriously boost your revenue** in the lead up to the holiday rush.

Customers are expecting their fave retailers to jump onboard, so in this guide, I'll show you 7 ways to make sure that you maximize cash flow in this revenue boosting long weekend.





There are a couple of reasons I would advise you start early.

Firstly, paid advertising is super expensive in the 5 day BF/CM period. Getting in early means cheaper ad costs. Secondly - you can capture your customer's spending budget BEFORE the big stores (and your competitors) do! And lastly, driving customers instore or to your website is hard enough at the best of times. If you have a great big advertisement that you'll have BF/CM deals, you may just get them holding off on purchasing and potentially, forgetting to come back.

Starting early means that you get to capitalize on the BF/CM rush, allowing our customer to feel like they scored an awesome deal BEFORE everyone else.

And happy customers spend more and come back again and again!



2 HAVE SPECIFIC DEALS

It's easy to simply do a store wide sale , cross your fingers and hope for the best.

But being prepared and having **specific deals** allows you to negotiate with your suppliers and provide customized offers available nowhere else - helping you to stand out from your competitors.

Exclusivity, teamed with a bit of FOMO, is a sure fire way to boost sales!

Try focusing on best sellers, brands that are widely searched for and products with high profit margins.

SPEND & SAVE

Everyone LOVES a bargain and with Christmas fast approaching, a spend and save is the perfect opportunity to get your customers crossing off their to-buy-for list.

In my retail stores, I always provided the "saved" amount in the form of a gift card.

Eg: Spend \$150, save 20%

The 20% would be provided in the form of a \$30 loyalty gift card, with a short expiry date (generally 1-3 months).

This encourages repeat customers and with the value of the gift card redeemed in store (or online), your ROI is maximized.

Retail tip: make sure that you know your profit margin in advance and use it as a guide to set your spend and save intervals!

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CHANNEL WILLY WONKA



Remember Charlie's quest for the Golden Ticket? Sure, it wasn't nearly as intense as, say, Veruca Salt's, but regardless of Charlie's station in life, **he still wanted to win the prize.**

Winners are sure to tag you on the socials, especially if you've hyped up the event in the lead up to BF/CM!

Channel your inner Willy Wonka and "hide" a Golden Ticket somewhere in your store, online or in a customer order box.

Some ideas for ticket prizes include: a personalized VIP shopping night with gift voucher, free product, discount amounts, or a personalized session with an expert (eg, a styling session if you have a fashion store).

The key to maximizing your ROI with Golden Tickets, is to ensure that your customers are doing everything they can (just like in the movie), to be the lucky winner.

A collage of fashion items including a white dress, a straw hat, and a pair of shoes, with a central text overlay.

MAXIMIZING ROI



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RETARGET, RETARGET

Don't let them get away- that's my motto!

Make sure that you have your remarketing set up well in advance, as during peak time like BF/CM, ads make take longer than normal to be approved.

Use Dynamic Product ads to get your items back in front of your customers eyeballs, to maximize your ROI and build customer engagement.

CHANNEL SURF

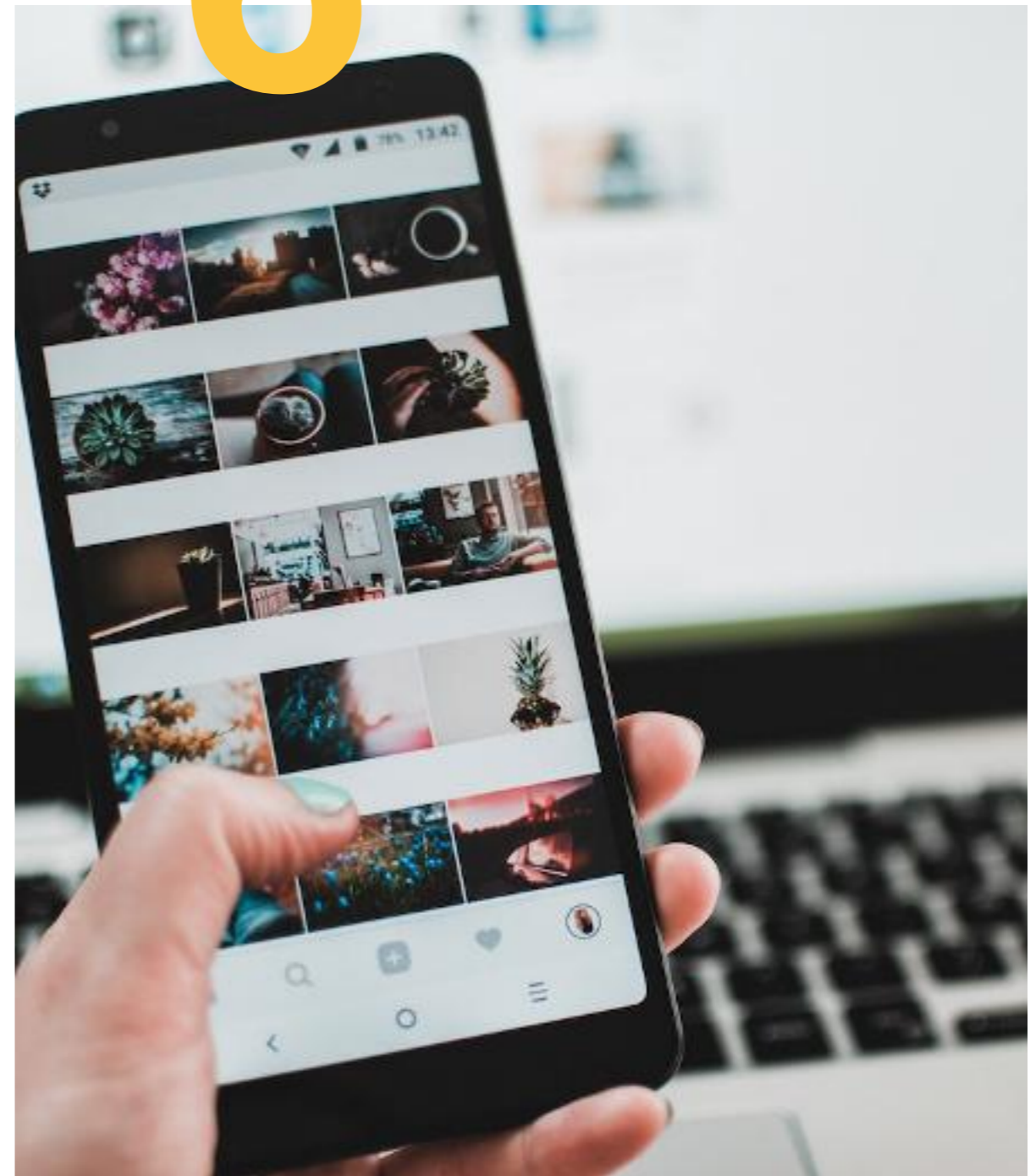
During this intense time, you'll be up against some stiff advertising competition.

It's time to flood all our channels! (I really don't think there is such a thing as too much posting during the BF/CM rush).

Facebook, Instagram, LinkedIn, Snapchat, Twitter and of course, your own email database!

Consumers will be browsing more than they normally would, scouting for the best possible deals, so for you to capture their attention (and their wallets) you gotta be on All. The. Channels.

Schedule your social posts well in advance, to avoid the apocalyptic overwhelm that comes with the territory.



ACCEPT THE CHALLENGE

Using a challenge (generally 5 days) helps you to cut through the noise of BF/CM advertising.

By getting your customers on board and helping them get over a pain point, to feel better about themselves or just generally make the world a better place, you have customer buy-in.

And that loyalty is going to help get your emails opened and your ads seen, but people who are participating.

Ideas for your 5 day challenge include: - green smoothie, self care, photo, random acts of kindness, fitness, decluttering and shop local.

The best part is challenges don't generally cost you anything to run, but they have a huge impact on a customer's perceived experience. Win-win!



WHO IS SALENA?

Hey there, I'm Salena. Founder of The Retail Academy. A place where retailers around the world take action to grow their retail businesses.

I'm passionate about helping independent retailers create profitable brands that provide personal and financial freedom.

If you're ready to stop working your butt off and start learning about how you can grow your business and BE the competition, come and check out The Retail Academy.

Take the knowledge that I've accumulated founding and growing not only my own multi award-winning chain of stores, but also growing those of my 6/7 & 8 figure clients.

There's nothing in the world like it
--><https://salenaknight.com/academy>

The
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