



BFCM PROVEN PROMOTIONS

Your Guide to Black Friday/Cyber Monday Sales that **WORK**

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Introduction

As retailers, we understand more than anyone just how significant Black Friday and Cyber Monday are in shaping the shopping landscape. These two days have evolved into some of the most critical and highly anticipated shopping holidays of the year, not only for retail owners but also for consumers who are eagerly searching for the best deals. It's a time when businesses pull out all the stops to attract customers, and with so many retailers offering similar discounts and promotions, it can be all too easy to get overshadowed or lost in the sea of competitors.

To stand out during this competitive period, it's essential to implement the right strategies that will not only capture attention but also drive meaningful sales. That's why we've put together this comprehensive guide, offering TWELVE carefully selected promotion strategies that have been PROVEN to deliver results and help you gain significant traction during Black Friday/Cyber Monday. Whether you're a small boutique or a large retail chain, these strategies are designed to give you a competitive edge and make the most of one of the busiest shopping events of the year. Get ready to maximize your opportunities and ensure your business stands out!

1 SITEWIDE DISCOUNTS

Flat Percentage Discounts: Offering a sitewide discount of 20–50% is one of the most effective ways to drive sales. It's simple, attractive, and applies to all customers.

Tiered Discounts: Increasing the discount as the cart value increases (e.g., 10% off \$50, 20% off \$100, 30% off \$200) encourages higher spending.



2 FLASH SALES

Limited-Time Offers: Flash sales that last for a few hours or specific time blocks create urgency and can significantly boost conversions.

Hourly Deals: Releasing different deals every hour on Black Friday/Cyber Monday keeps customers engaged and coming back to check for new offers.



3 BUNDLE DEALS

Buy One, Get One (BOGO): Offering BOGO deals (e.g., buy one, get one 50% off) is particularly appealing and can help clear out inventory.

Product Bundles: Bundling related products together at a discounted price is a great way to increase average order value.





4 FREE GIFTS WITH PURCHASE

Threshold-Based Gifts: Offering a free gift when customers spend over a certain amount (e.g., free item with purchases over \$100) adds value to the purchase and encourages larger orders.

Exclusive Gifts: Limited edition or exclusive items as free gifts can create additional appeal.



5 FREE SHIPPING

Sitewide Free Shipping: Offering free shipping with no minimum purchase is highly attractive and can reduce cart abandonment.

Threshold-Based Free Shipping: Free shipping on orders over a certain amount can incentivize customers to add more items to their carts.



6 EARLY ACCESS

VIP Early Access: Granting early access to Black Friday/Cyber Monday deals for loyal customers or subscribers creates a sense of exclusivity and rewards customer loyalty.

Pre-Sale Events: Running a pre-sale event before the actual day can help capture early sales and build momentum.

7 LIMITED EDITION PRODUCTS

Exclusive Releases: Offering limited-edition products only available during Black Friday/Cyber Monday drives urgency and can make customers feel special.

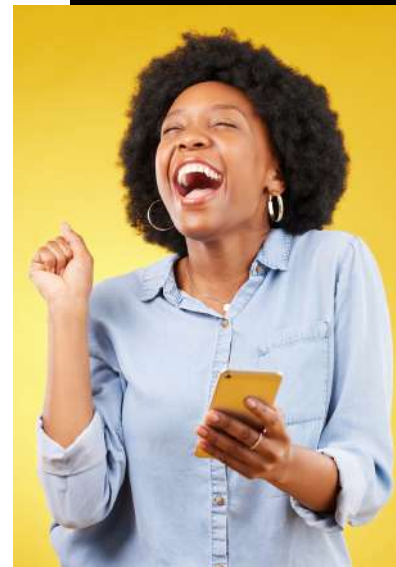
Special Collaborations: Partnering with other brands for unique product collaborations can create buzz and attract attention.



8 LOYALTY PROGRAM BOOSTS

Double/Triple Points: Offering double or triple loyalty points on purchases during Black Friday/Cyber Monday can encourage repeat purchases and build long-term customer value.

Exclusive Member Discounts: Offering special discounts for loyalty program members can increase sign-ups and retention.



9 SOCIAL MEDIA-EXCLUSIVE OFFERS

Promo Codes via Social Media: Releasing exclusive discount codes on social media channels can drive engagement and traffic to your site.

Contests and Giveaways: Running contests or giveaways where customers need to share or engage with your brand on social media to participate can expand your reach.





10 REFERRAL DISCOUNTS

Refer-a-Friend Deals: Offering discounts to customers who refer friends during Black Friday/Cyber Monday can bring in new customers while rewarding existing ones.



11 EXTENDED SALES

Cyber Week: Extending the sale beyond Black Friday and Cyber Monday to include the entire week can capture additional sales from those who might have missed the initial rush.

Post-Cyber Monday Deals: Offering additional discounts or “last chance” offers after Cyber Monday can help catch last-minute shoppers.



12 COUNTDOWN TIMERS

Urgency Tactics: Using countdown timers on your website or in your emails can create a sense of urgency and encourage quicker purchases.



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