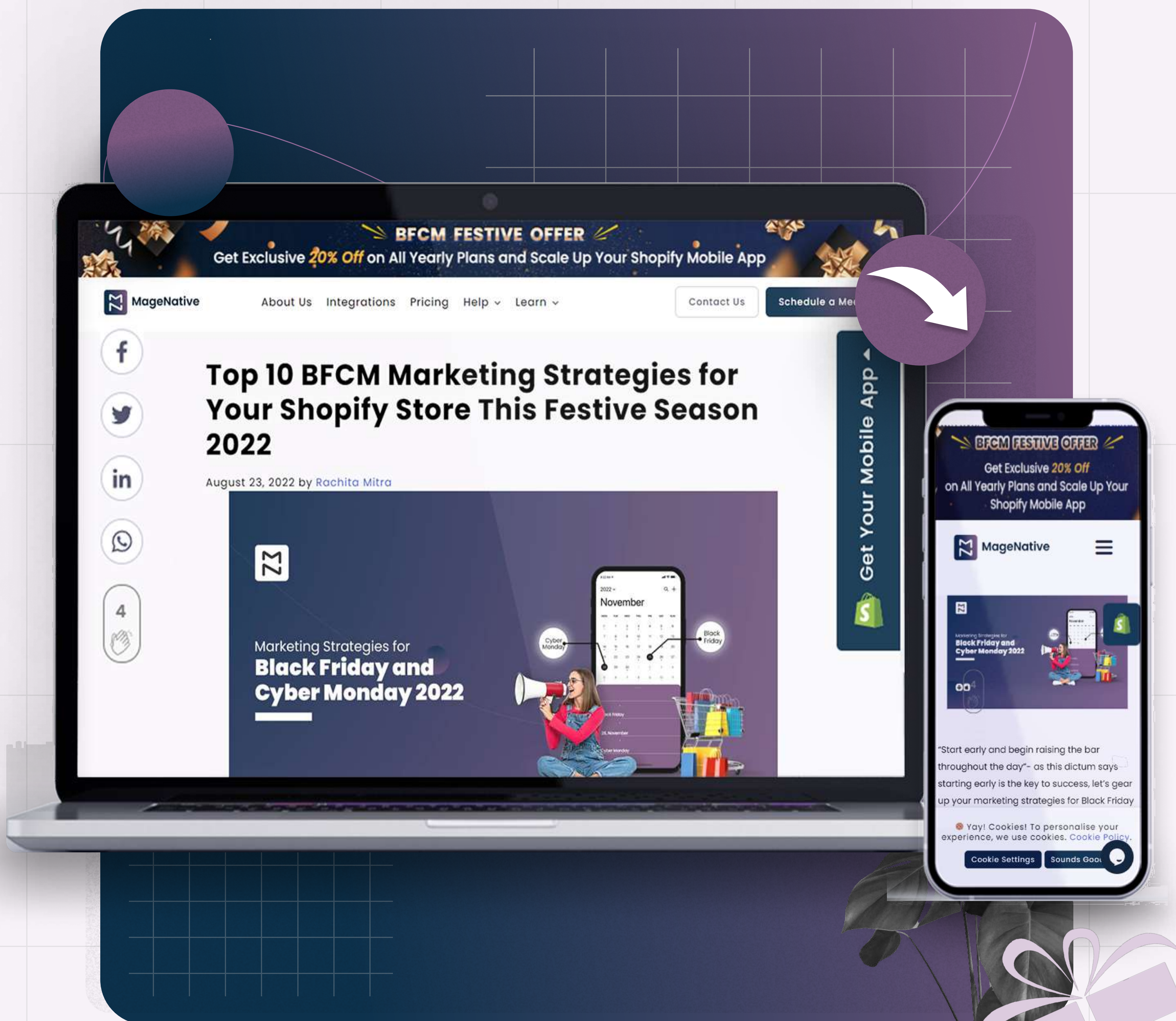




MARKETING STRATEGIES FOR BLACK FRIDAY AND CYBER MONDAY 2022



Top 10 BFCM Marketing Strategies for Your Shopify Store This Festive Season 2022



“Start early and begin raising the bar throughout the day”– as this dictum says starting early is the key to success, let’s gear up your marketing strategies for Black Friday and Cyber Monday as August is about to end in a week and we don’t want you to be left behind in Cyber Week 2022. Can you believe that Cyber Week accounted for [\\$62 billion sales in the US alone \(4% YoY growth\)](#) and [\\$275 billion globally \(2% YoY growth\)](#) in 2021? It’s like people around the world shop at this time to deck up for Christmas and New Year. Cyber Week is like the biggest shopping season globally – thanks to the craze of both in-store and online shoppers. It started in 2005 and now, has successfully emerged as a trend.

Sounds interesting, right? Your shoppers will also embrace Black Friday and Cyber Monday with open arms only and only if your marketing strategy is good enough to entice them. The companies doing profitable business during this Cyber Week are somehow disrupting their conventional marketing strategies. That’s why they stand out. If you want the same you too need to improve your Black Friday and Cyber Monday marketing strategy of your Shopify store. Get some exclusive tips for increasing the holiday sales of your eCommerce business.



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Chapter 1

Black Friday And Cyber Monday – What Are These?



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Black Friday is just the next day of Thanksgiving in the United States, and it marks the start of Christmas shopping. Basically, it is the fourth Friday of November, and the New York Times in 1975, marked it as “the busiest shopping and traffic day of the year.” It is the day when retailers provide many attractive offers for their customers.

Cyber Monday is just 2 days after Black Friday. However, Black Friday and Cyber Monday came into the limelight in 2005 (2003-04 in some opinion). It is believed that retailers found many buyers were unable to avail the offers on Friday, therefore they extended the offers till Monday.

*This year the date of Black Friday is **24th November 2022** and Cyber Monday is on **28th November 2022**.*

Chapter 2

Companies That Had Over-the-top Cyber Week Collection In The Last Few Years



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Brands that Redefined Black Friday and Cyber Monday Marketing



Some companies that have literally redefined BFCM sales include:

- [Apple](#)
- [Walmart](#)
- [Starbucks](#)
- [Target](#)
- [Amazon](#)

Click on the links to see how they cracked BFCM.

Find out: [A Complete Guide To Turn Your Shopify Store Into A Mobile App](#)

Chapter 3

Do Black Friday And Cyber Monday Make Sense?



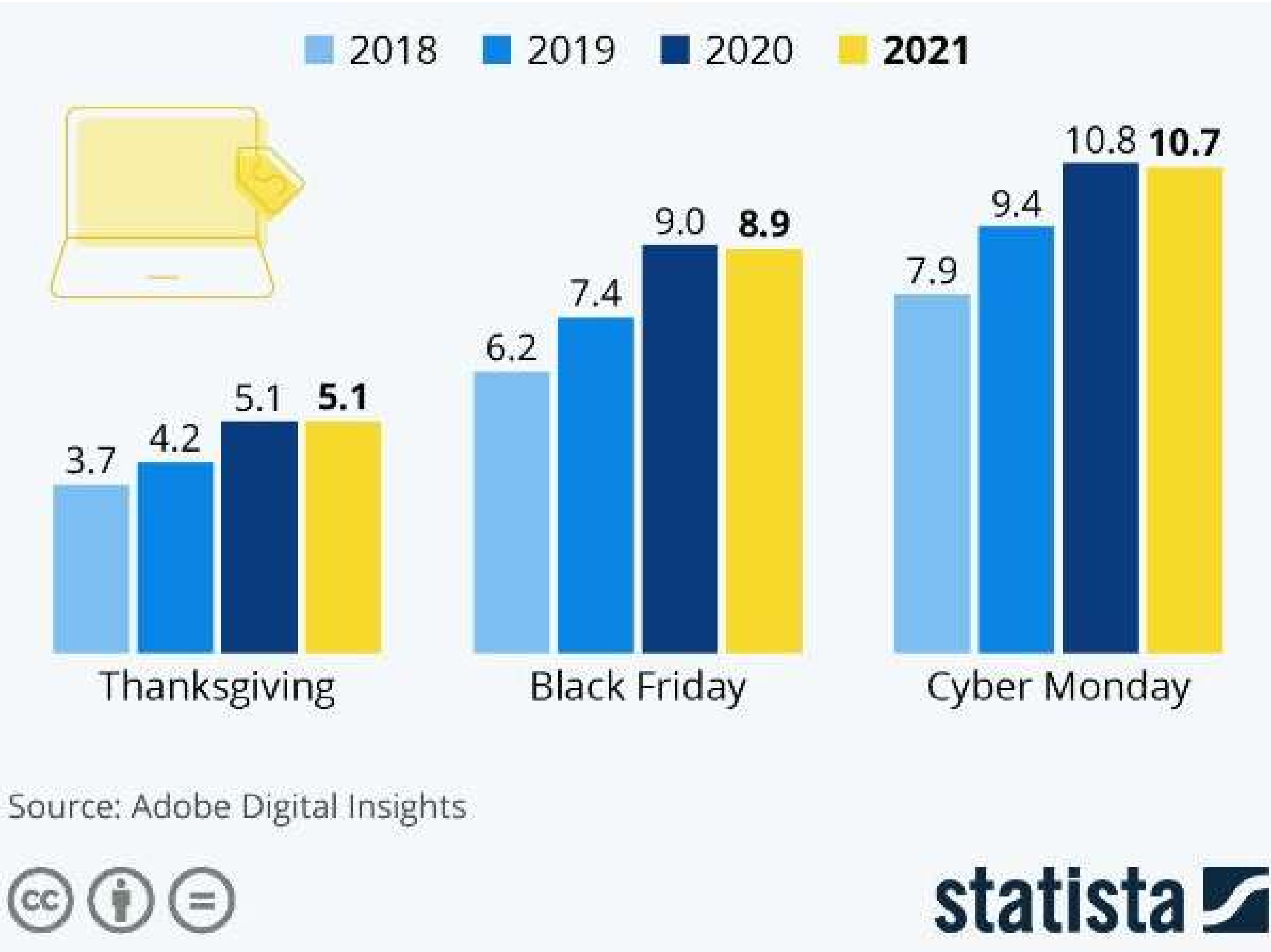
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Now, you may wonder that BFCM is related to the US – if you are not located in the US, how does it make sense to you?!

Well, you are pretty logical here, but the fact is the wave of shopping during Black Friday and Cyber Monday is now not only limited within the boundaries of the US – it has spread its wings globally. Globally \$275million sales is not a matter of joke in a span of just 5 days.

We can say that Black Friday and Cyber Monday is a trend that started in the US but is accepted worldwide. See the country-specific sales that Statista found based in 2021 [here](#). If this is not convincing enough, see the sales growth over the last few years from [Statista](#):



So what are you waiting for? Let's improve your Black Friday and Cyber Monday marketing strategies:

Chapter 4

How To Boost Black Friday and Cyber Monday Marketing Strategies for Shopify stores?



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During Black Friday and Cyber Monday, almost all retailers offer attractive offers to retain their old customers along with gaining new ones. Indeed, you will need proper marketing strategies for this holiday season, but before you move forward, here are some important tips for you for the holiday season 2022.



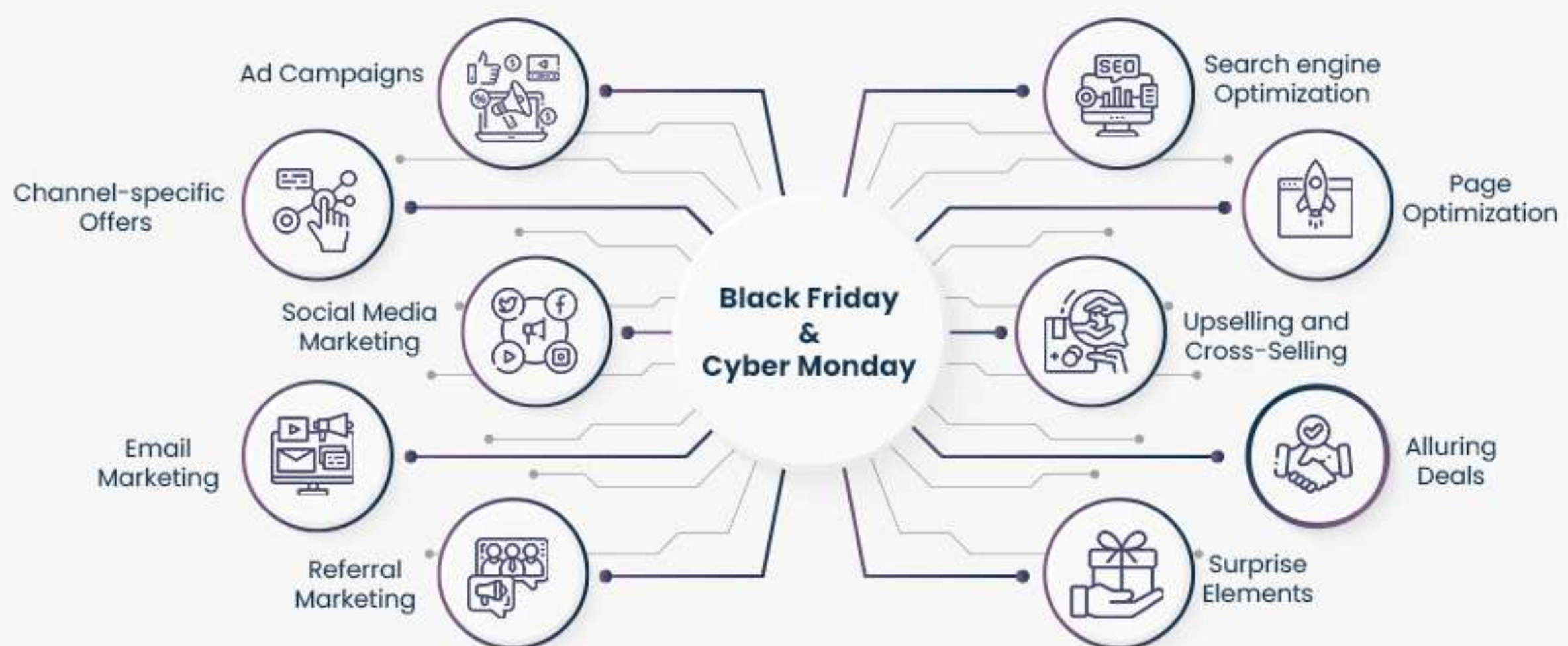
Before You Start...

The first and foremost step of updating your BFCM 2022 marketing strategy is to plan ahead. Before you start making your customers aware of Cyber week, prepare yourself. For this

- a. Set Your Goals – Outline what numbers you want to achieve and where will you invest that in future
- b. Set Your Objectives – Estimate how you can meet your goals, outline the major objectives, and decide what resources you will need to meet your goals.
- c. Keep Eyes on Your Competitors – retailers generally start planning for Black Friday and Cyber Monday 2-3 months prior. So check their pages thoroughly.
- d. Plan B Is Must – No matter, whether you term it contingency planning or alternate planning – you cannot go with one plan. Be prepared with other solutions so that you don't have to wait long if any of your plans do not work.
- e. Save Yourself from Going Out of Stock – During the holiday season, retailers often run out of their stock due to high demand. Therefore, restock the items prior to the festive season.

But, these will not be enough. Your Marketing strategy for Black Friday and Cyber Monday 2022 will need some upgrades – here are some quick tips for that.

How to boost Black Friday and Cyber Monday Marketing Strategies?



1: Search Engine Optimization

If you want to increase sales during this festive season, you first and foremost need to be visible to your audience. Do not even imagine that your buyers are not going to search for your company to transact with you. Instead, you need to be seen in order to be remembered.

- **Get Cyber Week-specific keywords** – Get subscriptions from a good research tool and gather some high-volume keywords for your holiday sales. Also, check the long-tail keywords, Google-related keywords, and LSI Keywords to improve your discoverability.
- **Update on Page SEO**–Once you find the keywords, work on incorporating the SEO title, meta description, and image alt texts as per the keywords.
- **Optimize the content of each page with Keywords** – Apart from the homepage, you need to optimize each page's content with keywords. While putting the keywords, make sure that these keywords are inserted naturally.
- **Go for clean page formatting** –After making all the updates, check that your page does not look very cluttered – keep it simple and clean.
- **Align with search engine algorithms**–Search engine algorithms sometimes go through upgrades sometimes. So keep your eyes on that and keep updating the pages of your Shopify store accordingly.
- **Track performance**–Once you optimize your page with keywords, you can use google analytics to understand how well you are performing. It will also show you whether your pages are getting crawled or not. You can take the next actions based on this.

It will help your eCommerce store to appear on users' search results when a user enters their search intent.

Amazing fact: SEO can reduce customer acquisition costs (CAC) by 87.41% compared to digital advertising.

2: Page Optimization

Along with search engine optimization, you need to optimize your pages as well. During Cyber Week, the shoppers are in a hurry, so first and foremost you have to match their speed. The following tips may help you here:

- **Optimize Your Page-loading Speed** – Slow loading speed will always be a hindrance in marketing. So, before you dive into full-fledged marketing strategies for BFCM 2021, make your pages fast and responsive. Once done, go through the QA test to ensure the theme does not slow your pages down.
- **Optimize the images** – Use HD images for each product. We highly recommend you add rotating images so that there are fewer possibilities of return and refund.
- **Shorten the checkout page** – Make the checkout process simple and short. Use advanced technologies to remember all the details users entered once. As a result, you will not have to ask them to enter their details again and again. Also, remove the hassle of address insertion by tracking geolocation.
- **Add Black Friday and Cyber Monday-related themes** – Take help from big brands and research how they updated their pages on Cyber week 2021. Now, find some themes and images for updating the landing pages. Put CTAs on the same theme to make an appeal to your buyers.

These will help you to impress your buyers more thereby increasing the possibility of purchase. It will grow the sales of your Shopify store very fast and grow your business fast.

Check out: [Top 8 Ways A Mobile App Can Reduce Shopping Cart Abandonment](#)

3. Alluring Deals



Since you are targeting your customers on a festive week, it is natural that they will expect some offers from your eCommerce store/mobile app.

To attract more customers, you can announce

- **Offer of the day** –Announce unique offers every day and it will be better if your offers are personalized. You can track the past actions of your customers to create offers for them. It can be discount coupons or rewards points (that can be redeemed during the next purchase) or free samples, free shipping, or anything. Spend some time on research and create offers.
- **Gift on a minimum amount of purchase**–You may keep some assured gifts on purchases of a specific amount. These assured gifts can increase the conversion rate of your store. Based on cart value, you can announce multi-level assured gifts as well.
- **Welcome bonuses** – For new customers, you can create a welcome bonus. If they find the bonus exciting, they will visit your Shopify store and some of them will definitely purchase from you.
- **Gift cards or gift sets** –We recommend you to create gift cards or gift sets so that buyers can pick the one they like instead of having stringent gifts for all.

These festive offers will excite and tempt new customers and bring them to your Shopify store. Along with these, you can reach your existing customers, with personalized offers. So, create offers and reach them with a scheduled push notification to increase traffic on Black Friday and Cyber Monday.

Did you know that [82% of the top 100 retailers offer the best deals on Black Friday and Cyber Monday](#)? For the shoppers, free shipping (no delivery charge), assured gifts, and rewards points are the most attractive terms to make a purchase.

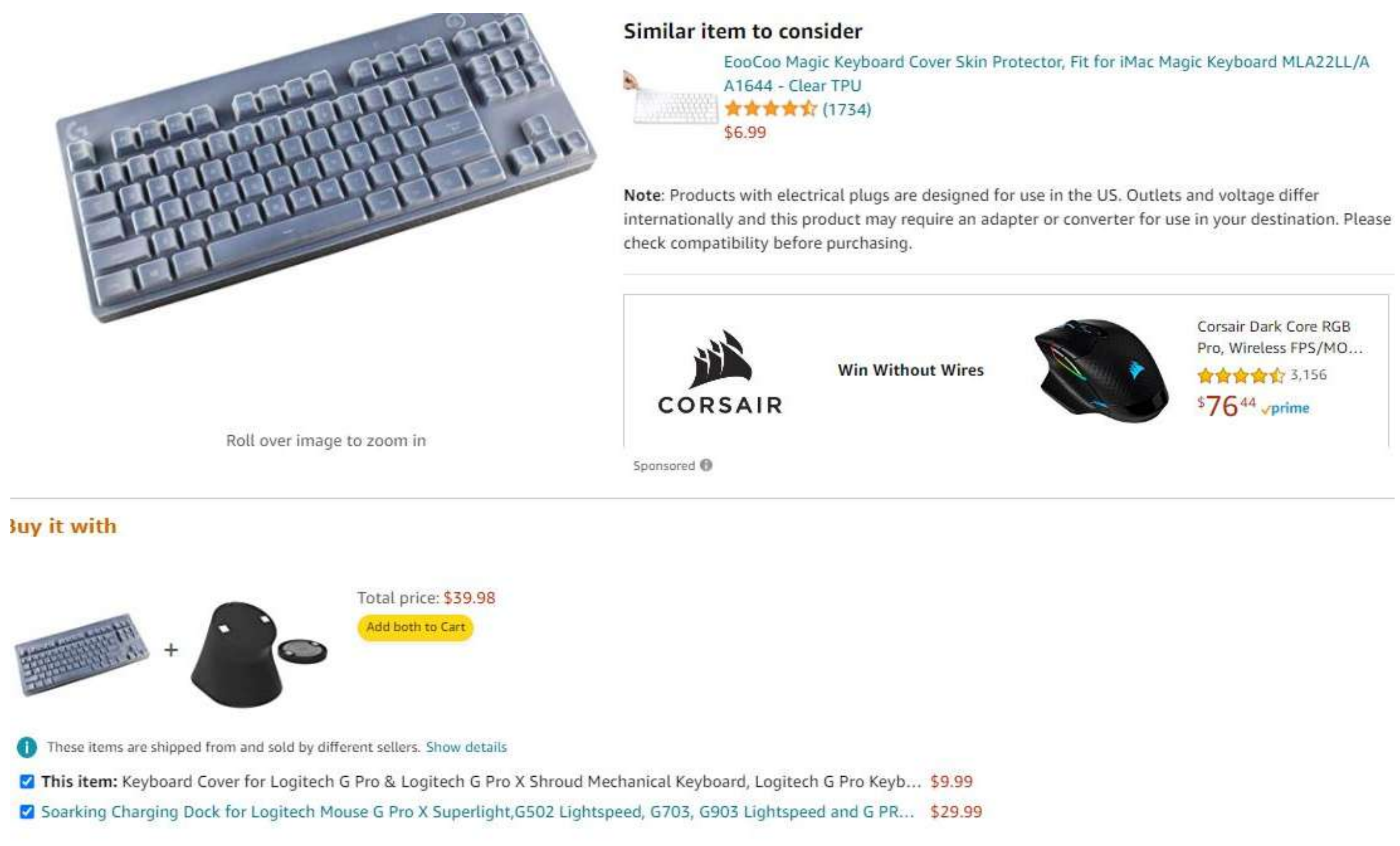
4. Surprise Elements

Along with the gifts, we advise you to be more appealing and reliable to your buyers. You can add some surprise elements as a part of your Shopify Store's Black Friday and Cyber Monday 2022 marketing strategy.

- **Spin-the-wheel game** –Allow users to try their luck on spin the wheel game. Put some exciting gifts that remain valid only for the day to increase your conversion.
- **Daily scratch cards** –Offer them a scratchcard daily because on receiving a relevant gift, they can purchase some items.
- **Touch and unbox the gift** –Use scheduled push notifications to remind your buyers to tap and unveil their daily earnings. It can be a heavy discount or free gift with a minimum shipping charge or anything.

5. Upselling and Cross-selling

As Black Friday marks the beginning of the festive season, people tend to shop even for products that may not be their primary requirement. So, you have to play smart with cross-selling and upselling tactics here.



The screenshot displays a product page for a Logitech keyboard. The main product image is a Logitech G Pro keyboard. To the right, under the heading "Similar item to consider", there is a recommendation for the "EooCoo Magic Keyboard Cover Skin Protector, Fit for iMac Magic Keyboard MLA22LL/A A1644 - Clear TPU" with a 4.5-star rating (1734 reviews) and a price of \$6.99. Below this, a note states: "Note: Products with electrical plugs are designed for use in the US. Outlets and voltage differ internationally and this product may require an adapter or converter for use in your destination. Please check compatibility before purchasing." Further down, a sponsored section features the Corsair logo, the text "Win Without Wires", and an image of a Corsair Dark Core RGB Pro mouse with a 4.5-star rating (3,156 reviews) and a price of \$76.44. At the bottom, a "Buy it with" section shows a bundle of the keyboard and a charging dock for Logitech mice, with a total price of \$39.98 and an "Add both to Cart" button. Below this, a note indicates that the items are shipped from and sold by different sellers, with a link to "Show details". Two items are listed: "This item: Keyboard Cover for Logitech G Pro & Logitech G Pro X Shroud Mechanical Keyboard, Logitech G Pro Keyb..." for \$9.99, and "Soaking Charging Dock for Logitech Mouse G Pro X Superlight, G502 Lightspeed, G703, G903 Lightspeed and G PR..." for \$29.99.

Roll over image to zoom in

Similar item to consider

EooCoo Magic Keyboard Cover Skin Protector, Fit for iMac Magic Keyboard MLA22LL/A A1644 - Clear TPU
★★★★☆ (1734)
\$6.99

Note: Products with electrical plugs are designed for use in the US. Outlets and voltage differ internationally and this product may require an adapter or converter for use in your destination. Please check compatibility before purchasing.

CORSAIR Win Without Wires

Corsair Dark Core RGB Pro, Wireless FPS/MO...
★★★★☆ 3,156
\$76.44 prime

Sponsored

Buy it with

Total price: \$39.98
Add both to Cart

These items are shipped from and sold by different sellers. [Show details](#)

✓ **This item:** Keyboard Cover for Logitech G Pro & Logitech G Pro X Shroud Mechanical Keyboard, Logitech G Pro Keyb... \$9.99

✓ Soaking Charging Dock for Logitech Mouse G Pro X Superlight, G502 Lightspeed, G703, G903 Lightspeed and G PR... \$29.99

These tips can help you in doing so:

- **Enquire the buyers** – Ask them about their further needs as soon as they add a product to the cart and show some related products. Show the reviews and ratings of that product to add to the value of the related products.
- **Show the savings with the best deal** – Display the amount a user can save by purchasing the item/s you are recommending.
- **Show product comparison** – Take help of product comparison for upselling a product in terms of features and discounts offered to show the amount they can save.
- **Create a sense of urgency** – Show the buyers that very few products are in stock to indicate an on-demand product.

There is a possibility of having more average order value as well.

In case, all your efforts to cross-sell and upsell go futile, don't get disheartened. Follow up with your buyers, and show the products again and again – it will bring you some interesting results to your Shopify store.

Compare Apple AirPods



AirPods Max



Apple AirPods with Wired Charging Case



AirPods (3rd generation)



Apple AirPods Pro

Price	From: -	From: -	From: -	From: -
Ratings	★★★★★ (3,640)	★★★★★ (525,611)	★★★★★ (33,621)	★★★★★ (104,118)
Fit	Customizable	Universal	Universal	Customizable
Active Noise Cancellation	✓	-	-	✓
H1 chip	✓	✓	✓	✓
Hey Siri	Always on	Always on	Always on	Always on
Spatial audio with dynamic head tracking	-	-	✓	
Battery life (listening time on one charge)	Up to 20 hours of listening time	Up to 5 hours of listening time	Up to 6 hours of listening time	Up to 4.5 hours of listening time
Battery life (listening time with charging case)	-	More than 24-hours	More than 30-hours	More than 24-hours
Bluetooth	✓	✓	✓	✓
LED Charging Light Location	-	Top of case	Front of case	Front of case
Qi Compatible	-	-	✓	✓
Adaptive EQ	✓	-	-	✓

Did you know that the average order value for 2021 Black Friday and Cyber Monday is [\\$20 \(\\$430\) higher compared to spending for the rest of the year \(\\$410\)?](#)

6. Channel-specific Offers



While announcing the offers you may plan to give away different offerings on different channels. For example, if you operate your business with a website, app, store, social media, etc., you must have a different type of audience.

So, it is highly recommended to segregate your offers on different channels to have even more sales.

Here, you need to

- Evaluate the user persona on each channel –Figure out the age group, location, and profession of the buyers on each channel. Now, look for the majority to create offers accordingly.
- See their cart value-- Now start with more detailed research and understand the buyers' journey. Check out how long they take to purchase and their cart value to make offers for them.

In case, on any channel, you have mostly teenage users, you will see that their cart value is quite low. Also, they purchase trendy items more than others. So, your offers on this platform should aim at these buyers.

On the other hand, you may have more professionals on another channel whose cart value is moderate. They make logical purchase decisions, so your offers should grab their attention as well.

Pro tip: Even after announcing channel-specific offers, ensure that you maintain synergy in advertisements and refrain from making your buyers confused. Use the same theme, tone, and brand guidelines on all platforms to portray an overall brand image.

7. Email Marketing

Now, you have to engage in active marketing to bring inorganic traffic on Cyber Week. For this, you have to include email marketing in your Black Friday and Cyber Monday strategy.

- Send emails early and often –Starting emails early to your buyers to inform your deals will help them in developing a mindset for the upcoming sale. They will minimize their other spending to shop more and more. Remind them about it daily or weekly to create an urge in them.
- Try personalized emails–Send personalized emails to your existing buyers. It will keep them connected and increase the possibility of store visits and purchases.
- Be careful with Word choice–Use catchy subject lines to enhance the possibility of opening the emails. In the mail body, use easy yet catchy words so that users have an interest in reading the mail. Send newsletters to update them about the ongoing, upcoming offers,
- Use animated elements–Emails are considered to be very boring, but you can make them attractive and interesting with images, GIFs, and animation in the mail body.

Did you know that [77% of email marketers](#) have found an increase in ROI after the BFCM email campaign?

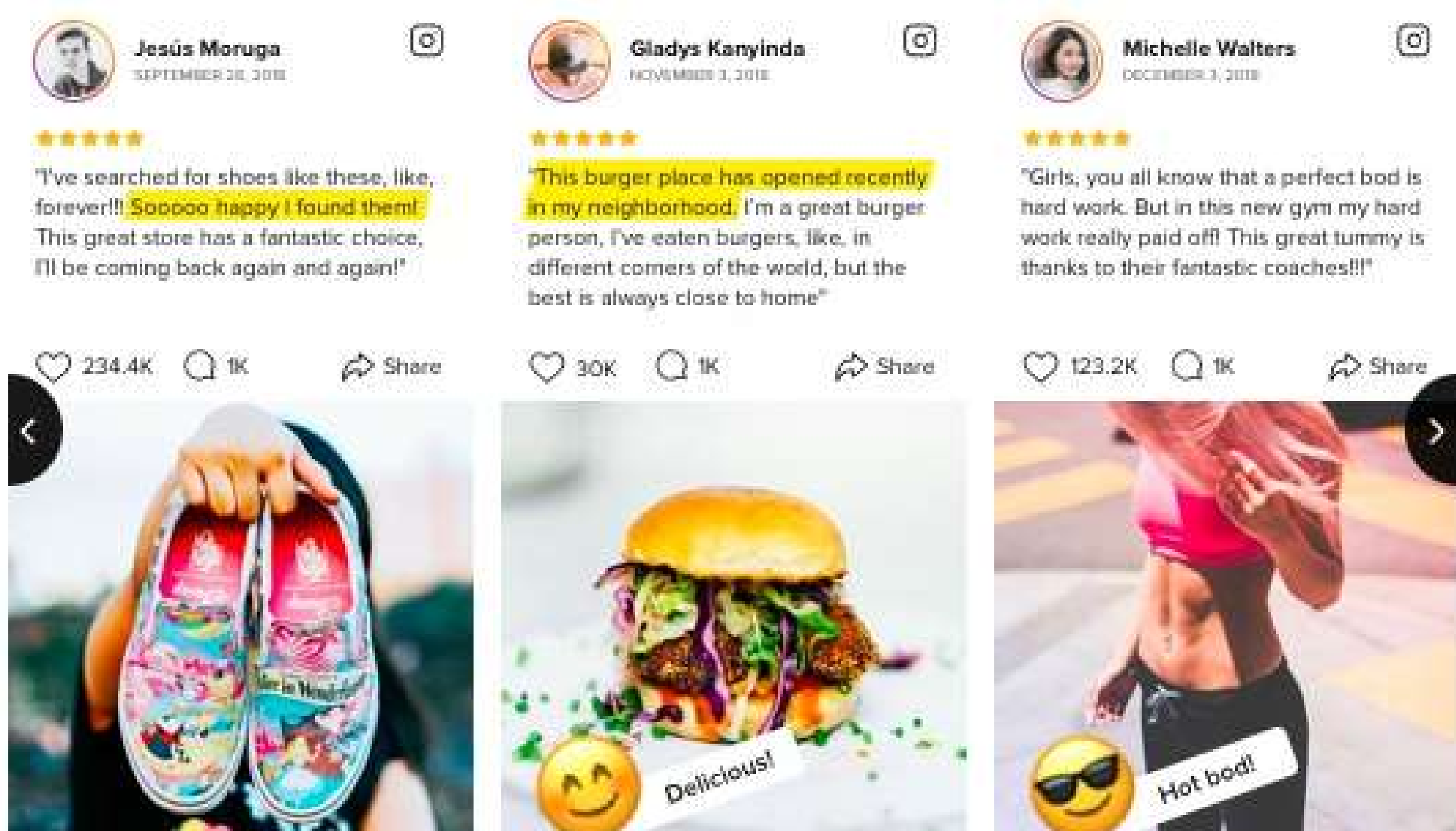
8. Social Media Marketing

Social media marketing is one of the most effective modes of marketing in recent times due to the huge number of participants. So, include social media marketing in your Black Friday and Cyber Monday strategy.

For effective social media marketing on BFCM:

- **Collaborate with influencers** –Social media influencers have many followers. So, collaboration with them can help you to generate curiosity in users for your store/products. Some of them will definitely visit your store and if you can successfully attract them with deals, they can make a purchase.
- **Join forums** –Use social media groups to promote your store. Post your deals, and answer the questions with a link to your store.
- **Use trending hashtags** –Hashtags are a must on your posts because they accelerate the chances of your store being viewed even from search results.
- **Make unique with your posts**–Your social media creatives have to be very unique – be it image/video posts or posts without any media. If these images or the captions are boring, no one will pay attention to your store, no matter how good your products are.

All these will help you to reach your target easily and within a short time. So, don't forget to utilize social media marketing for your Black Friday and Cyber Monday marketing strategy. You can snip some of the reviews to post them on social media.



Check out: [17 Proven Strategies to Increase App Downloads and Installs Revealed](#)

9. Referral Marketing

A fruitful way to increase your BFCM sales for your eCommerce store is with referral marketing – it is a clever process to get traffic organically with the help of existing customers.

For this,

- **Tempt a customer** –Gift reward points to the customers and ask them for a purchase. Send them notifications based on their previously viewed products.
- **Offer the referral code** –Upon making a purchase, offer these customers a referral code and again tempt them that as soon someone uses that code, the buyers will get an assured gift.
- **Ask them to share**–Remind the buyers to share the referral code with groups or in person. Show them the gifts they can get.
- **Get back to them** –Notify the buyers as soon as the referral code is used and ask them to redeem the points. It will make them happy and they will be interested in shopping further.
- **Remind them**–In case the users do not share the code or they do not redeem the point, remind them daily with notifications and emails.

“Expiring soon” notifications are like unavoidable calls to purchase – use the referral points wisely on your Shopify store.

Check out: [How to Expand Your Shopify Business with Customer Loyalty Marketing?](#)

10. Ad Campaigns

Wrap up your Black Friday and Cyber Monday 2022 marketing strategy with some ad investment. Here are the ads you can run to get some traffic during Cyber Week:

- **Search ads** –Place ads directly on the web page to make your Shopify store visible on the SERPs. Every time a user puts a related search on the internet, your ad will be displayed on the page. One can visit your store by tapping on that ad.
- **Display ads** –It is better to put a display ad using an image or GIF or video no matter where you are placing it. You can use social media, and websites for placing display ads. Social media display ads are more likely to get clicks.
- **Ad exchanges** –It is highly recommended for well-established companies as it is very costly sometimes. It enables marketers to buy and sell the ads to grow the chances of conversions.

In case you are not into a highly profitable business, you can cut short the amount for ad spending. But we highly recommend keeping some amount for the ad campaigns on BFCM.

Amazing fact: Around [75% of people click on an ad](#) either intentionally or unintentionally. It indicates a possibility of purchase.

Chapter 5

Bonus Tips



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13 Creative Ideas

For Brand Marketing Campaigns
for Black Friday and Cyber Monday

- Curate a Bundle of Your Products
 - Leverage Your Landing Pages
 - Utilize social media to grow traffic
 - Build Your Theme and Messaging Style
 - Offer Hourly Deals
 - Create Gift Ideas
 - Offer a Free Gift
 - Extend Your Sale
 - Take Advantage of Hashtags
 - Create Printable Gift Cards for Your Customers
 - Use Transactional Emails
 - Keep Updated with What's Trending
 - Consider Your Email Send Times
- Final Words



- Be unique and humorous
- Start early
- Stock up products
- Target lost shoppers
- Provide real-time support
- Be flexible with returns and refunds
- Post-purchase Follow up
- Loyalty campaigns

Check out: [9 Effective Tips For Successful Mobile App Branding](#)

Chapter 6

How Can Mobile Apps Help In Boosting Black Friday And Cyber Monday Sales?



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During Cyber Week, a major shift is seen in shopping from mobile. More people are prone to shop from mobile (websites or apps) than shopping from stores. Take the following image as a reference for this:



While talking about online shopping on Black Friday and Cyber Monday, a huge percentage of shoppers use mobile apps.

The reason behind the use of the app is

- Easy usage
- Technical stack
- Fast performance
- Customized experience
- More engaging

Use of mobile apps for business also makes the brand image more powerful. So, do not forget to utilize your [mobile app](#) to strengthen your Black Friday and Cyber Monday marketing strategy. Also, if you are currently operating your eCommerce business with Shopify Store, you can consider a Shopify mobile app as well.

On Cyber Week 2021, try Shopify mobile app to double your profits. And the best part of MageNative Shopify mobile apps is that merchants can make these apps with “Drag and drop.”

Would you like to give it a try?

Get Started with MageNative

Check out: [Benefits of Shopify Mobile Apps – See What Your Business is Missing Out Without an App](#)

Final Thoughts

Last, but not the least, do not consider Cyber Week as a mere US trend – it is now global. So, people from all around the world are making purchases this Cyber Week 2022. That's why merchants – no matter where they locate, and who their target audience is – have to plan to improve their Black Friday and Cyber Monday marketing strategy. To top it all, a Shopify mobile app, instead of an eCommerce store can help you ace Cyber Week sales for your business.

Check out: [*Why Is MageNative The Best Mobile App for Your Shopify Store?*](#)

THANK
you

If you find this guide helpful, Share it with your friends...
Send your points of view, if you find something missing

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