

Pink ~~BLACK~~ FRIDAY

Countdown to Savings

2 **2** **12** **29** **41**
WEEKS DAYS HOURS MINS SECS

One Week Before

Promoting your upcoming sale is your goal. Tell your customers your spectacular deals either with compelling images. You only have their attention for a few second so say a lot without saying much. Remember your goal is to promote your upcoming sale, not sell them right then and there

Day Before

As a gentle reminder of your sale, send out an email to your customers reminding them the Black Friday deals you are offering. Be sure to mention popular products that will be for sale.

Black (PINK) Friday

Consider an email the morning of Black Friday as another reminder of your special sales. You could even consider adding an additional 5% off promotional code in this email to attract more customers to your site.

Holiday Banners

Creating banners for your website it a great way to build awareness and excitement for your upcoming sale. If your sale last longer than Black Friday, be sure to include the dates the sale will be active.

Holiday Categories

Spice up your list of categories to include seasonal categories such as Gifts for Men or Women, Black Friday Promotions, etc. Your Black Friday strategy needs to focus on making it as easy as possible for the customer to find a product and to purchase it. Instead of sifting through endless categories, create a new promotional category that helps customers quickly find what they are looking for.

Unsure what products to include in your category? Review your sales from Black Friday 2012 and see what types of products were purchased the most. After Black Friday, be sure to measure if this category outperformed your traditional categories. This data will help you prepare for future Black Fridays and holidays.

Ready. Set. Go.

The key to winning on Black Friday is to start preparing now! Determine your Black Friday promotion, set your goals, then choose a strategy and technique that will meet your goals. The approaches mentioned above are powerful techniques when done correctly!

