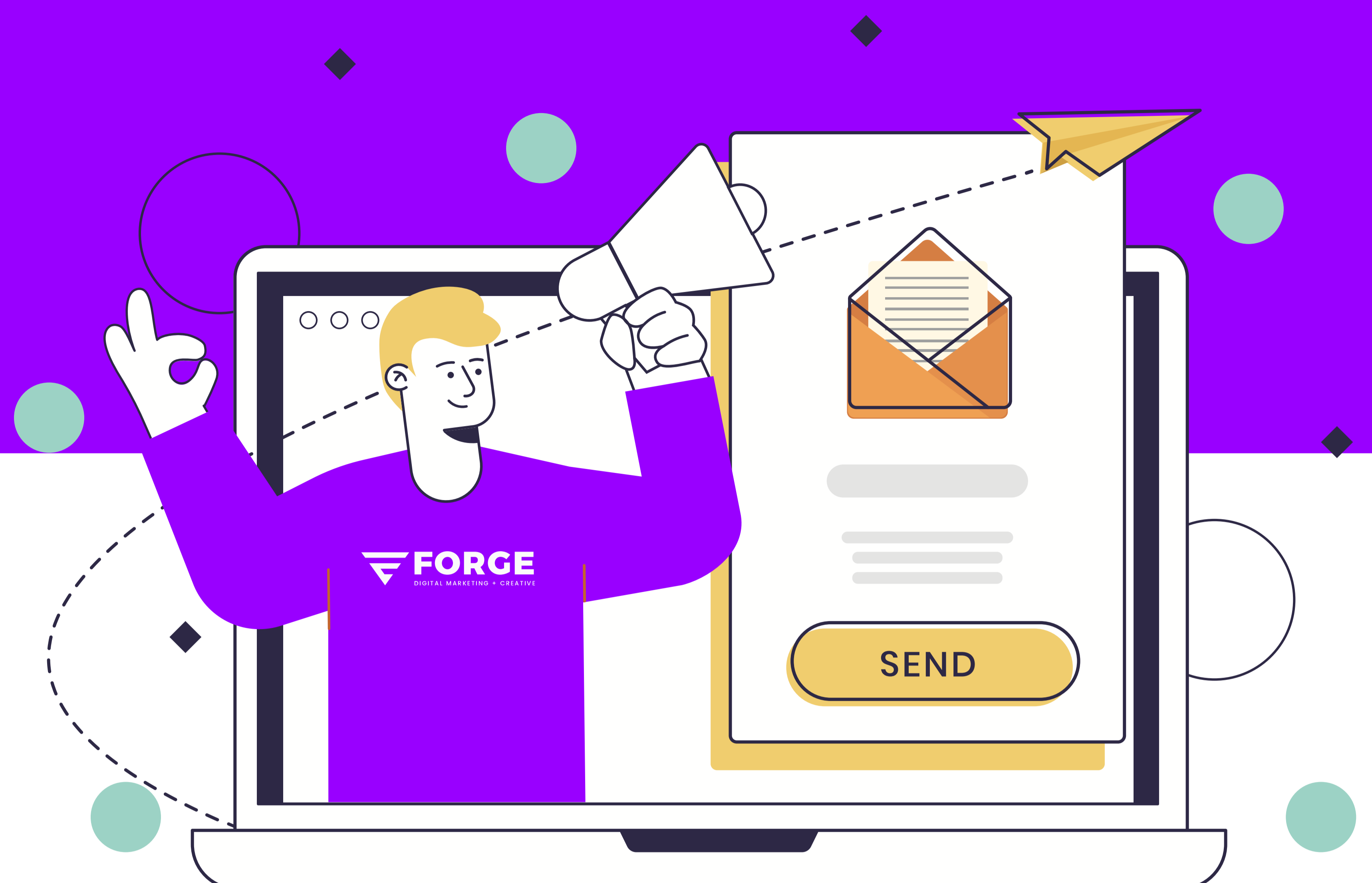


BLACK FRIDAY CYBER MONDAY 2021

Are you ready for Black Friday?

What steps should every marketer take to prepare for the biggest shopping weekend of the year? Last year, shoppers spent **\$14.3 billion** over Black Friday weekend, and experts predict an even greater increase in 2021.

Make sure you've got all you need in your toolkit by taking the proper steps to prepare.



The Checklist

- Plan, plan, plan. Ensure you have the proper inventory in place to prepare for the inevitable rush.
- Speaking of inventory, what discounts will you offer? Customers anticipate flashy deals at this time of year. Will it be a flat percentage or a dollar amount?
- Layout your promotion schedule and campaign strategy. Will there be a Cyber Monday deal? When will each sale begin and end? Make sure to allow enough time to tease campaigns.
- Plan your pre-Black Friday teasers and build customer anticipation and excitement.
- Create your ads well before Black Friday. This will avoid production hiccups.
- Beat the holiday rush and get your ads approved—put them in advertising platforms, especially Facebook and display platforms to avoid approval delays.
- Are you seeing a theme here? Build and schedule your email campaigns early. Email can drive 30%+ of Black Friday revenue, and revenue maximizing automations like abandon cart and post purchase can boost your sales.

The Service Suite

If you haven't already, ask us about **Klaviyo Email Marketing Automation** and Custom Campaigns, **Ecommerce SEO**, Social Media Marketing & Content Creation as well as **Website Updates** and maintenance in advance of Black Friday.

Book a call to discuss your Black Friday Plans! We look forward to another amazing holiday season!

