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10+1 tips to turn opportunistic Black Friday buyers to loyal customers

Theo Vasileiadis, Founder/ CEO
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\$7.4B

+20% vs 2018

190M

people shopped

TRENDS

\$2.9B

From Mobile*

\$361.90

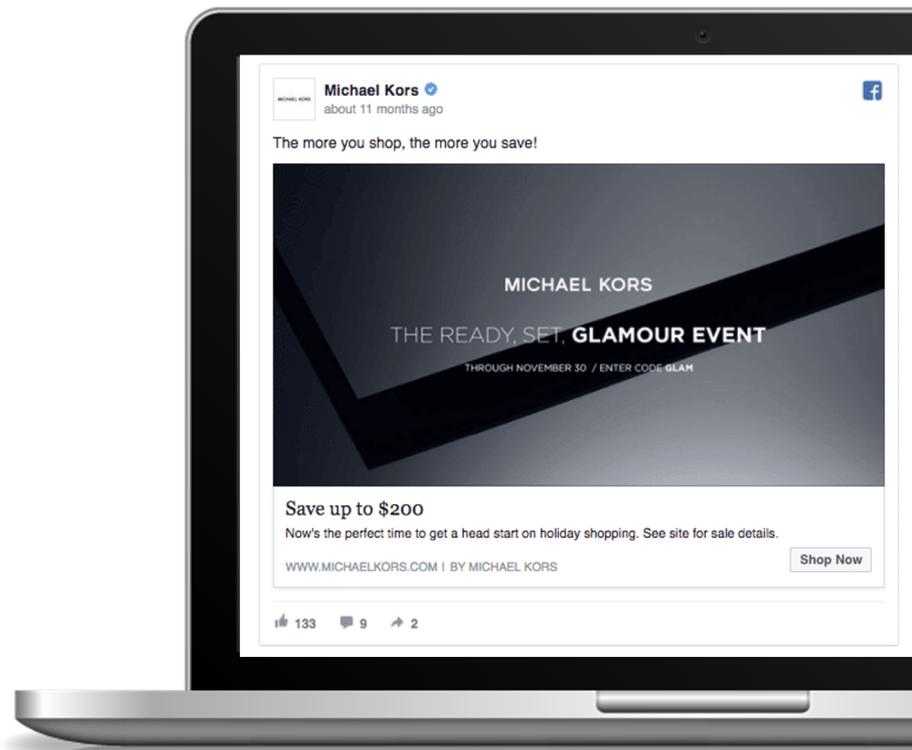
average spend

(up 16% vs 2018)

-  Free shipping (49%)
-  Discounts (36%)
-  In-Store delivery (20%)
-  Easy-to-use website/app (21%)

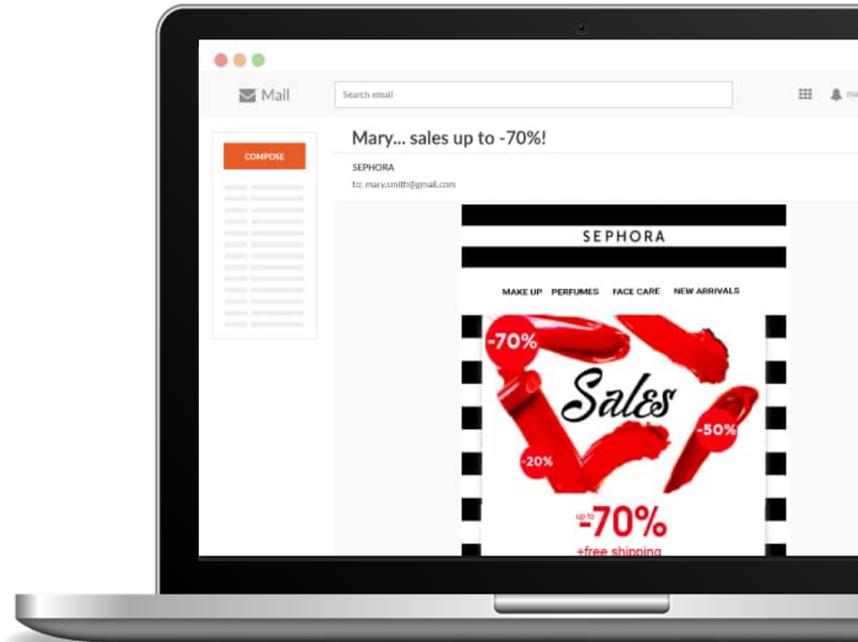
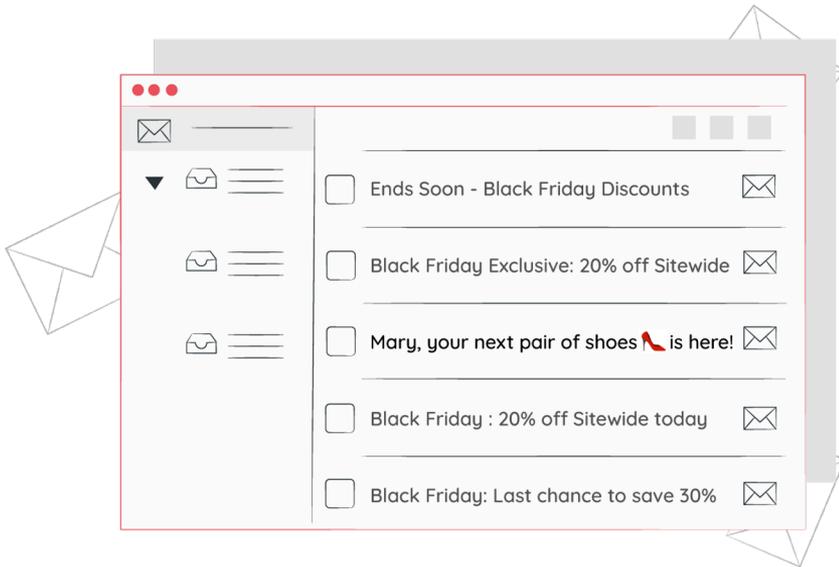
Start early to build audiences on social

- Engagement ads before BFCM to create custom audiences for later targeting.
- Click-through ads to build retargeting audiences.



[Sephora](#), used subscribers' first name in their email campaigns subject lines.

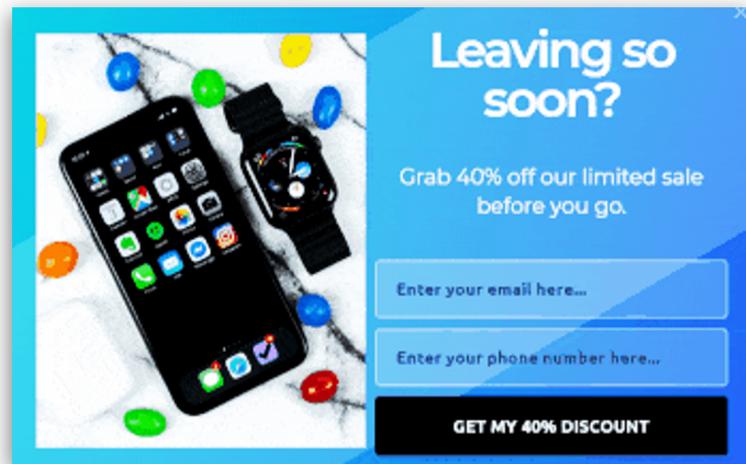
- Open Rate +30%
- Click Rate +49%



We check our phones **58** times a day.

90% of text messages are read within **3** minutes.

- Mobile-only campaigns
- Launch Black Friday pre-sign up campaigns asking visitors' mobile number.
- Mobile-exclusive offers



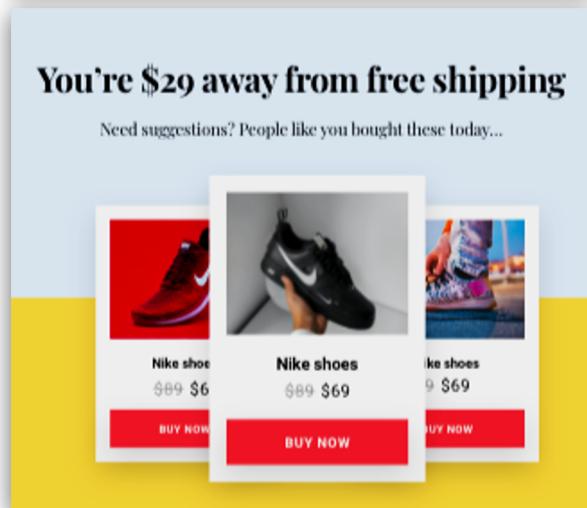
Keep shoppers coming back to uncover the next surprise deal.

Create **urgency** of claiming the deal **within just an hour!**

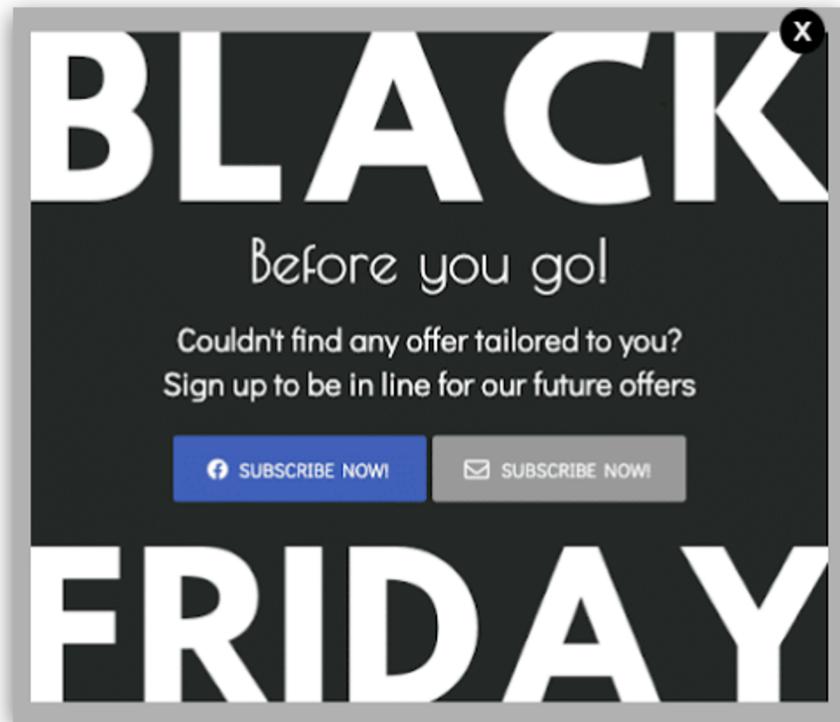


How to offer free shipping:

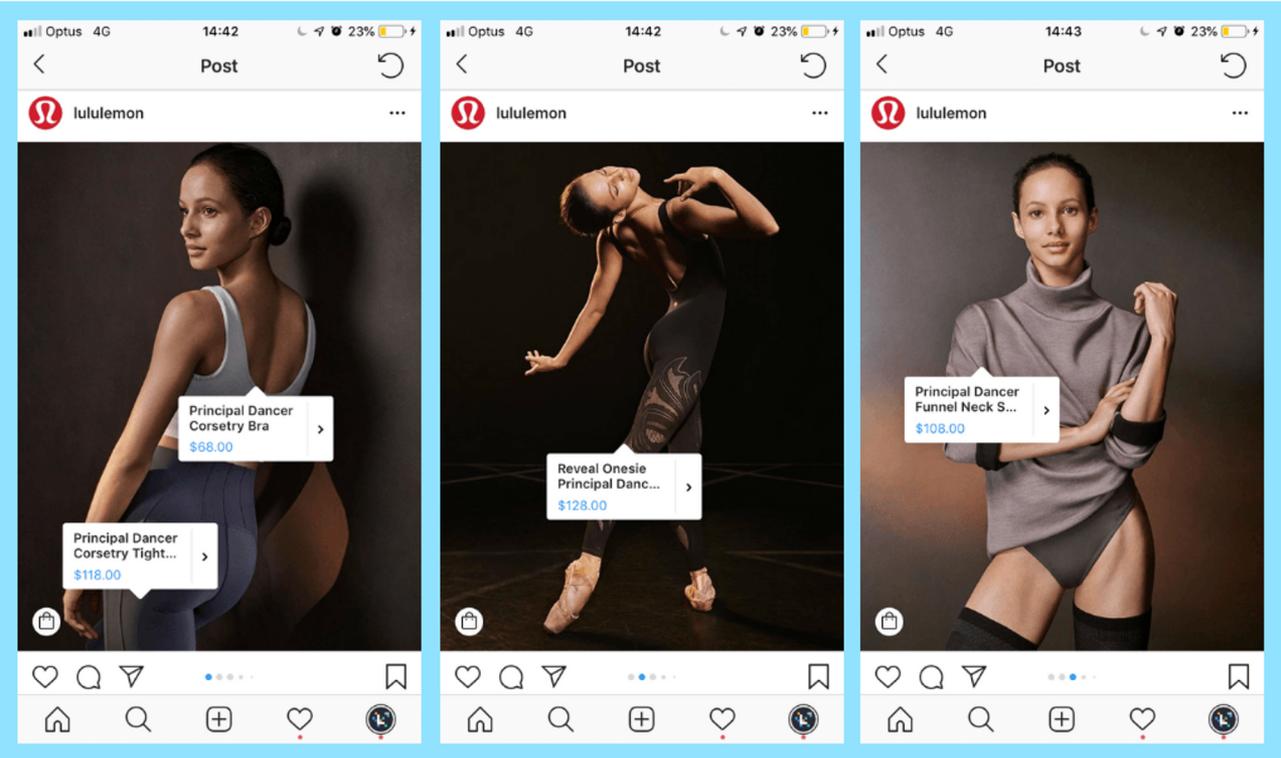
- Launch it for a **predetermined time period only**
- Offer it on **orders over a minimum value**
- Or over a **specific number of items (2 or more)**



Don't let shoppers leave
w/out capturing their email



7. Gift Guides through Instagram's shoppable posts



Use them for your visitors to **ask questions**, view **products in discount** and **interact** with your brand.



Tip: Organize a **live event on Instagram** with a fashion influencer offering live styling advice.

Give them reason to come back

1. **Gift cards** with a purchase over a certain threshold
2. Exclusive gifts for **future purchases**
3. **Boost the points** for purchases during BFCM



Packaging represents the most direct touch point with a customer. It also happens to be one of the most **underused marketing opportunities**.

1. Drive social shares

2. Directly drive repeat business

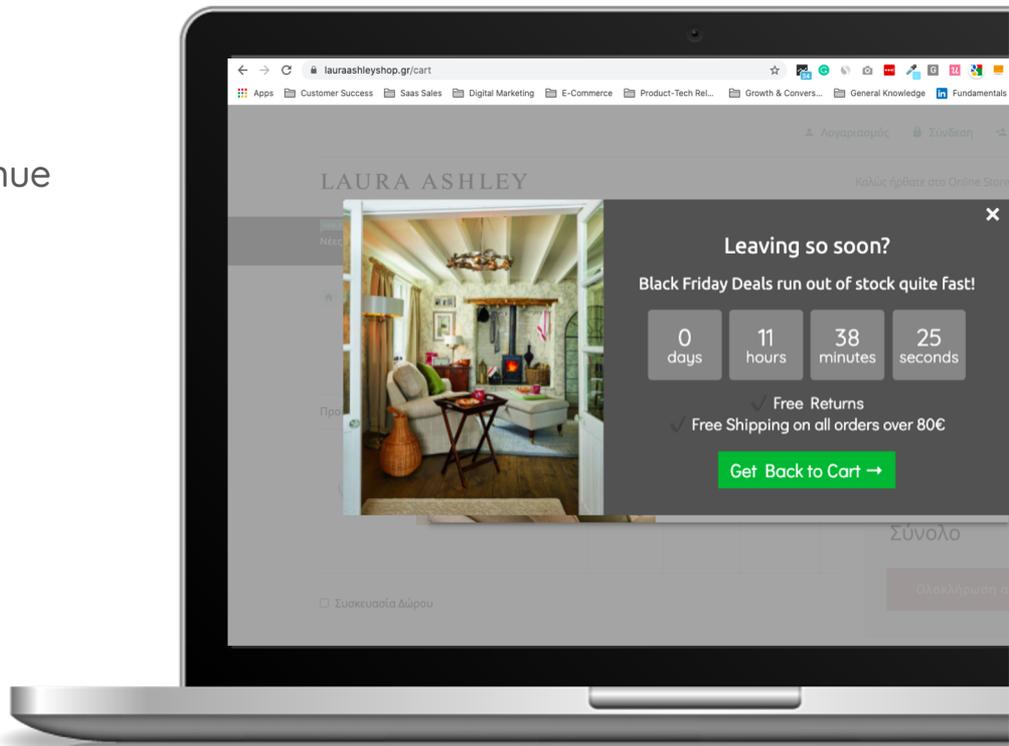


Cart Abandonment Pop-up

Act exactly the time abandonment happens.

[Laura Ashley](#), used Socital's tools to recover revenue from abandoned carts.

- **17.7 %** orders recovered
- **15.3%** revenue saved
- **32.2%** CTR on cart abandonment pop-up



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Download the full guide: bit.ly/socital-black-friday-2020

