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Performance Creative Strategies for Black Friday/Cyber Monday Social  
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Take a step back and analyze what has worked for your brand. Use these insights to build a winning BFCM performance creative strategy.

Nikki Henning, Senior Director of Performance Marketing at BMG360  
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Black Friday and Cyber Monday are among the year's most highly anticipated shopping events. Shoppers are searching for deals, and businesses want to maximize their sales. One of the most effective strategies in this crowded landscape is to embrace what works.

Rather than reinventing the wheel, optimize your ad creative to make the most of these crucial shopping days. Let's dive into some key insights on how to craft a winning performance creative strategy for Black Friday and Cyber Monday.

Start with the Top-Performing Evergreen Performance Creative

The foundation of a successful Black Friday and Cyber Monday ad campaign is to begin with your top-performing, evergreen ad creative. These pieces have already proven their effectiveness, so there's no need to reinvent the wheel. However, you can give them a seasonal twist by tweaking the ad copy to highlight the special discounts or offers available during this shopping bonanza. By leveraging your top-performing creative, you build upon what has already been successful, increasing the chances of reaching and converting your target audience.

Don't Reinvent the Wheel

If you do find the need to create new ad creative, take inspiration from what has worked well in the past. Analyze successful campaigns from previous Black Friday and Cyber Monday sales or other marketing endeavors throughout the year. What types of images, messaging, or promotions resonated with your audience? By learning from your previous successes, you can create fresh ad creatives more likely to engage and convert customers.

Zig When Everyone Else is Zagging

Standing out in the crowded Black Friday and Cyber Monday marketplace requires a bit of creativity. While it may seem tempting to follow the latest trends, sometimes the most effective approach is to go against the grain. When everyone else is experimenting with flashy multimedia, consider sticking to static images. Clean, straightforward, and aesthetically pleasing graphics can be a nice change of pace, making them more effective in capturing the attention of potential customers.

My colleague Brad Klein recently wrote an article on this and included

some great ideas: Zig When Everyone Else is Zagging.

We also recommend focusing on prospecting new customers over retargeting during this time. While retargeting is a valuable strategy for maintaining customer engagement, Black Friday and Cyber Monday are excellent opportunities to focus on prospecting new customers. Create ads to attract new audiences by showcasing your most enticing deals and offers. This can help you expand your customer base and create lasting relationships with first-time buyers.

#### Explore Advantage+ Campaigns and Catalog Ads

Advantage+ campaigns (formerly dynamic product ads) are powerful tools to help you scale your Black Friday and Cyber Monday advertising efforts. Advantage+ campaign ads, which automatically show the right products to people who have expressed interest in your website or app, can boost your conversion rates. By using catalog ads feature, it provides a consistent and professional look to your assets while saving time on creative production. These tools can streamline your advertising efforts and make it easier to manage the large number of ads typically required during this busy shopping period.

TL;DR

The recipe for Black Friday and Cyber Monday ad creative success doesn't have to be complicated. Your top-performing creative is top-performing for a reason. Make some minor seasonal adjustments, add your offer, and let it do its thing.

Focus on your audience's needs and preferences, offering them the deals and experiences they want. Simplicity, consistency, the right creative, and a great offer can make these shopping events successful for your business.

Read more:

Benchmarking Mobile vs Desktop Conversion Rates for 15 eCommerce and Lead Gen Brands

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