



Black Friday & Cyber Monday Survival Guide, 2011



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#surviveblackfriday

Today's Agenda

- History of Black Friday & Cyber Monday
- Key Tactics for a Successful Weekend
 - Leverage Email
 - Utilize Pay Per Click Advertising
 - Increase AOV, Decrease Bounce Rates
 - Deploy a Sound Coupon/Discount Strategy
- Can't Miss Bonus Tips
- Live Q&A



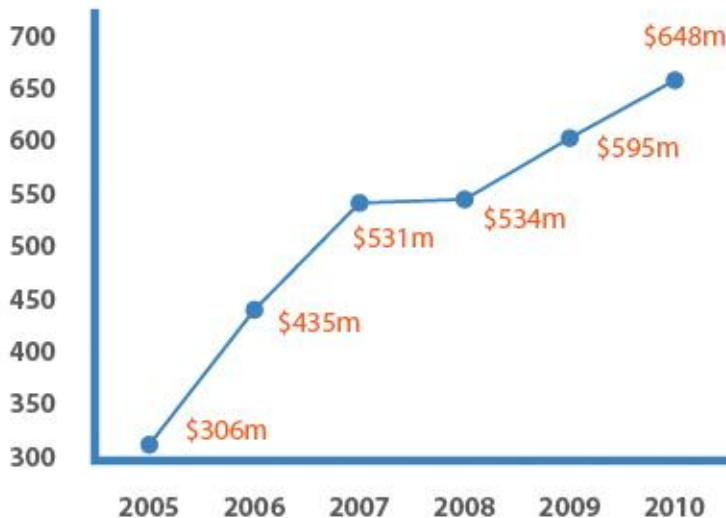
History of Black Friday & Cyber Monday

- Black Friday: 1960s; Cyber Monday: 2005
- Consider the following:
 - 83% of consumers prefer to shop online than in crowded stores during Thanksgiving weekend.
 - 65% of US internet users have begun their holiday shopping before November.
 - E-retail sales were up nearly 14% for the five-day Thanksgiving sales period from 2009-10.
 - On Thanksgiving Day 2010, online sales were up 33% compared to 2009, with AOV climbing 14.3%

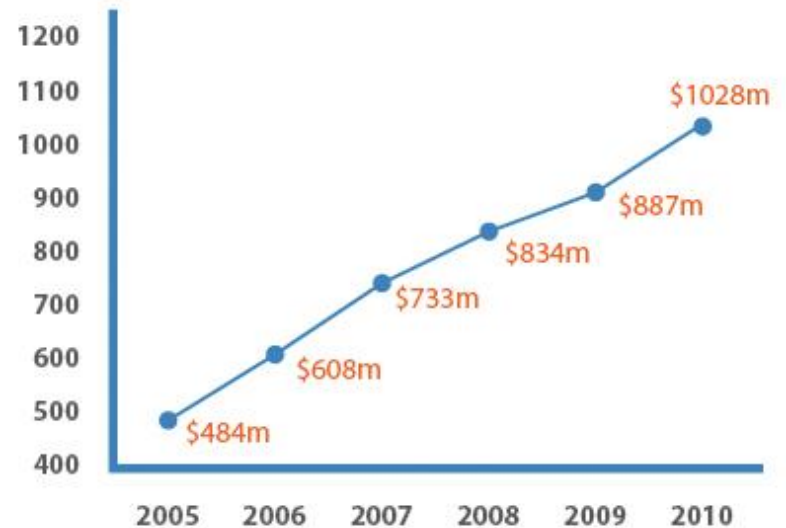
History of Black Friday & Cyber Monday

More and more dollars are shifting online during Thanksgiving weekend:

US Black Friday Ecommerce Sales: 2005-2010



US Cyber Monday Ecommerce Sales: 2005-2010



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Leverage Email



- Why email? **Because it works.**
- Consider the following:
 - 60% of retailers sent email on Thanksgiving Day, up from 45% in 2009.
 - 55% of retail emails sent on Black Friday referenced Black Friday, compared to 33% in 2009 and 25% in 2008.
 - 77% of major online retailers sent at least one promotional email to their subscribers on Cyber Monday, making it the most popular day of the year to send retail emails.

Email: Send messages early and often

- Don't fall in customers' inboxes
- In 2010, retailers began their holiday campaigns October 17
- Top retailers increased email sends by 47%, averaging 17.3 emails/month
- Be careful of drastic email increases...



Email: Optimize your subject lines

Include Black Friday/Cyber Monday, discounts:

- *Thanksgiving Day Special: Free Shipping Today Only!*
- *Black Friday Starts Early! Get 30% Off All Items*
- *Shop Black Friday Specials – Save Up to 20%!*
- *Up to 50% off Black Friday Sweater Sale*
- *Cyber Monday Savings + Free Shipping*
- *TODAY ONLY! Cyber Monday Deals and More*

Utilize PPC Advertising

- Why PPC? **Because it also works.**
- Consider the following:
 - Advertisers spent 52% more on PPC YOY during the 2010 holiday season.
 - Online revenue from PPC during the 2010 holiday season grew 69%.
 - Conversion rates (% of clicks that resulted in sales) increased 21%.

Sponsored links

Unique Holiday Gifts

Large Selection of Unique **Holiday Gifts**.
Fast Shipping. Buy Online!
www.VermontCountryStore.com/Gifts

Gifts For Dad

Gifts For Dad Personalized Free! Great **Gift Ideas** & Fast Shipping
www.PersonalizationMall.com
[+ Show products from this advertiser](#)

Gifts For Dad - Save Big

20% Any Purchase. 15% Off Orders over \$80. 20% Off Orders over \$125!
www.RedEnvelope.com
RedEnvelope.com is [rated](#) ★★★★★

Online Gift Boutique

Unique, artist made, handmade **gifts**
Jewelry. Pottery. Kid's items!
www.SparklingUp.com

Gifts For Daddy

Shop or Design Your Own **Gift**. Premium Quality. Ships in 24 Hours!
www.zazzle.com
Zazzle.com is [rated](#) ★★★★★

10 Weeks Until Christmas

Great **Gifts** For The Men In Your Life.
Shop Today For Tools And More
www.Rockler.com



PPC: Start early, spend more

- Launch campaigns now to reach early shoppers
- Optimize for busy periods with early findings
- Don't be a Scrooge: spend was up 50% last year
- Increasing spend keeps you competitive all weekend



PPC: Make relevant adjustments

- Base keyword adjustments on shoppers' mindsets
- Example keywords for a kitchenware retailer:
 - *Kitchen gifts for mom*
 - *Gifts for home cooks*
 - *Kitchen appliance gifts*
 - *Black Friday deals on kitchen appliances*
 - *Cyber Monday sales on kitchenware*
- Adjust ad text and corresponding landing pages

Increase Average Order Value (AOV)

- The average amount of revenue generated from each order
- Calculated by dividing the overall number of orders by total revenue
- One of your most important metrics
- AOV has steadily increased, despite economic struggles

Black Friday and Cyber Monday AOV: 2007-2010 (USD)



Increase Average Order Value (AOV)

How?

Free shipping over a certain amount

Provide free shipping on orders that exceed a certain amount, such as \$50.

Rewards programs

Remind customers that the more they spend, the more points/cash they earn.

Gift cards

Offer a gift card with a certain order amount, such as a \$5 card with \$50 purchase.

Special discounts

Give a certain percent or dollar off a certain order amount, like 10% off a \$100 purchase.

Decrease Bounce Rates

- % of users who enter a site and leave without viewing any other pages
- Bounce rates are up, growing 4.05% on BF '09 and 22% from April '08
- Moral of the story?
Customers are on a mission.



Decrease Bounce Rates

How?

Prominently promote your promotions

Announce any special offers on prime site real estate, like your homepage.

Highlight featured and popular products

Use banners, icons or slideshow placements to directly link to your hottest items.

Decrease load times

Enable your CDN to increase site speed and keep customers from waiting.

Ensure impressive site design

If shoppers are turned off by your site design, they'll bounce immediately.

Deploy a Sound Coupon/Discount Strategy

Like it or not, coupons and discounts are a necessity this season

Consider the following:

- 70% of online shoppers believe retailers will offer better prices and discounts because they recognize consumers are struggling financially.
- 66% of consumers will use online coupons for at least 25% of their purchases in the next 12 months.
- 38% of adults report spending one to three hours on coupon research, with an additional 14% spending more than three hours.

Deploy a Sound Coupon/Discount Strategy

Before you start giving out coupons like Halloween candy...

- **DO NOT** arbitrarily create discounts
- **DO** perform basic calculations
- **DO** conduct a historical analysis for top performers



How to Launch a Free Shipping Promo

Perform a detailed pricing analysis

Study the profit margin of each product to decide if you can offer free shipping storewide, to certain products, etc.

Determine the length of the promotion

One-day blowout? All weekend? Entire holiday season?

Evaluate all shipping providers

Calculate the cost of each product from each provider.

Evaluate all shipping methods

Calculate the cost of each product for each shipping method.

Blow it out

Make it work by promoting it to new and current customers.



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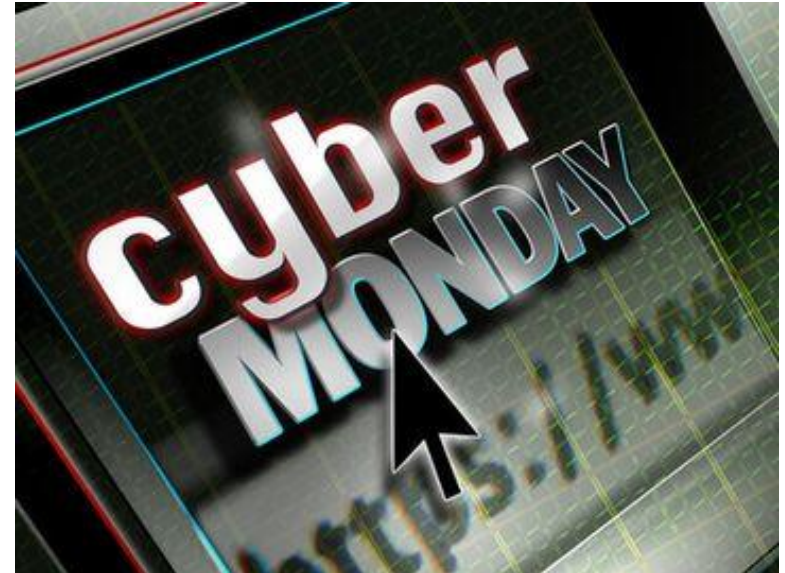
Bonus Tips: Black Friday

- Online shoppers begin shopping, on average, around 10am – hold back on email sends to be at the top of their inboxes.
- Last year, online shoppers viewed 18% fewer products than 2009 – promote specific products to guide shoppers, faster.



Bonus Tips: Cyber Monday

- 45-50% of Cyber Monday purchases are made at work – **cater to these “model employees” by sending emails during standard business hours.**
- Cyber Monday shoppers are more likely to make impulse purchases – **encourage unexpected buys with blowout sales via social media or email.**



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