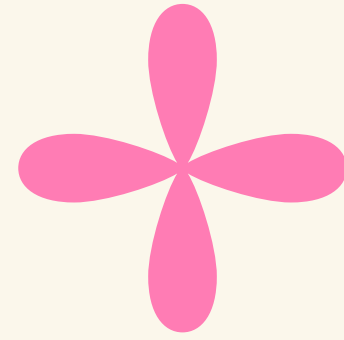
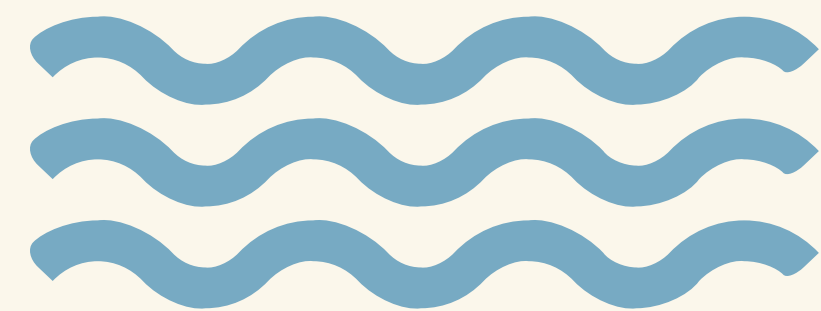


storyly



# Mastering Black Friday & Cyber Monday 2024:

- A Strategic Guide for eCommerce Marketers and Retailers
- Insights from 24 eCommerce Experts





# Foreword



**İrem Işık**

*Head of Marketing at Storyly*



Buckle up! Q4 is upon us, which means the ultimate shopping season, a.k.a the BFCM craze, is about to commence.

As players in the eCommerce sector, we all have witnessed drastic changes in consumer habits, as well as the developments in tech solutions that accelerate these changes. Social commerce is transforming the way customers are inspired, hooked, and make a purchase decision. Customers are more price sensitive than ever, and they have every tool in hand to compare prices before making purchase decisions. AI is revolutionizing almost all the touchpoints throughout the customer journey from precise customer acquisition to better inventory management and more personalized customer

service. Influencer marketing has reached a level where anyone with a small community can become a potential creator whom brands compete for.

All that dazzling pace of change brings tons of questions to mind such as:

- Is it possible to obtain great sales figures while sustaining profitability?
- How can I offer appealing discounts without damaging my brand proposition?
- Where can I start planning for BFCM in the first place? What should I prioritize, include, and consider?
- Which channels should I include in the marketing mix?
- How can I retain those first-time buyers post-BFCM?

Hence comes this eBook! It includes everything you need to know about BFCM, with comprehensive steps to follow to get ready for this season. On top of that, there are expert tips from 24 eCommerce opinion leaders to broaden your horizons!

So dive in, take your notes, and I bet this BFCM will be yours to conquer!

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# Table of Contents

[Chapter 1:](#) The Evolving Landscape of Black Friday and Cyber Monday.....4

[Chapter 2:](#) Black Friday Stats You Need to Know in 2024..... 10

[Chapter 3:](#) Marketing Strategy: Laying the Groundwork for BFCM Success..... 14

[Chapter 4:](#) Preparing Your Digital Store for BFCM.....28

[Chapter 5:](#) The Big Day: Black Friday & Cyber Monday Execution.....33

[Chapter 6:](#) Post-BFCM Strategies.....36

[Expert Insights from the Brilliant Minds in eCommerce:](#) .....40

[Conclusion:](#) .....60



# Chapter 1:

## The Evolving Landscape of Black Friday and Cyber Monday

Black Friday and Cyber Monday are no longer just a U.S. phenomenon. They have become global events that eCommerce businesses cannot afford to ignore. The numbers speak for themselves. In **2023**, Cyber Week global sales hit **\$298 billion**, up **6% from the previous year**.

If you are an eCommerce business owner or a professional in marketing or fulfillment anywhere in the world, Black Friday and Cyber Monday will be one of your busiest periods.

Since these events draw millions of shoppers into a discount frenzy, they represent an unparalleled opportunity to boost sales, acquire new customers, and clear out inventory.



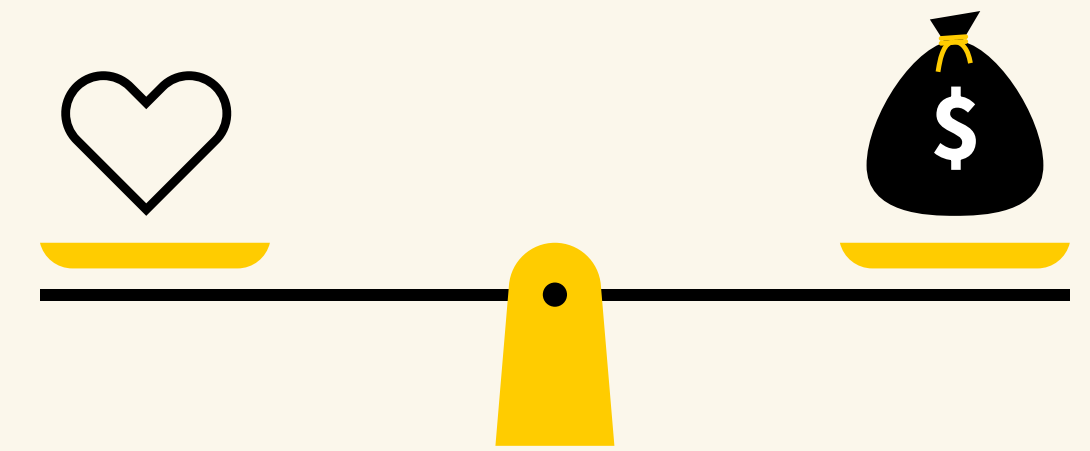


# Current Trends Shaping BFCM 2024

## 1. Economic Pressures and Price Sensitivity

With ongoing inflation and cost-of-living concerns, shoppers are becoming increasingly price-sensitive. According to [Awin's research](#), in 2023, European shoppers displayed caution, with Black Friday sales down by 2% compared to the previous year.

However, the overall Cyber Weekend saw **a 3.3% increase in sales**, indicating that while consumers are price-conscious, they are still participating in BFCM, albeit more strategically. This shift presents both challenges and opportunities for retailers:



**Threat to Brand Loyalty:** Consumers are more willing than ever to try new brands if they offer compelling deals. This openness to switch threatens established brand loyalties but also creates opportunities for emerging brands to capture market share.

**Strategic Discounting:** Retailers must balance aggressive pricing strategies with maintaining profit margins. The key lies in offering perceived value while preserving brand integrity.

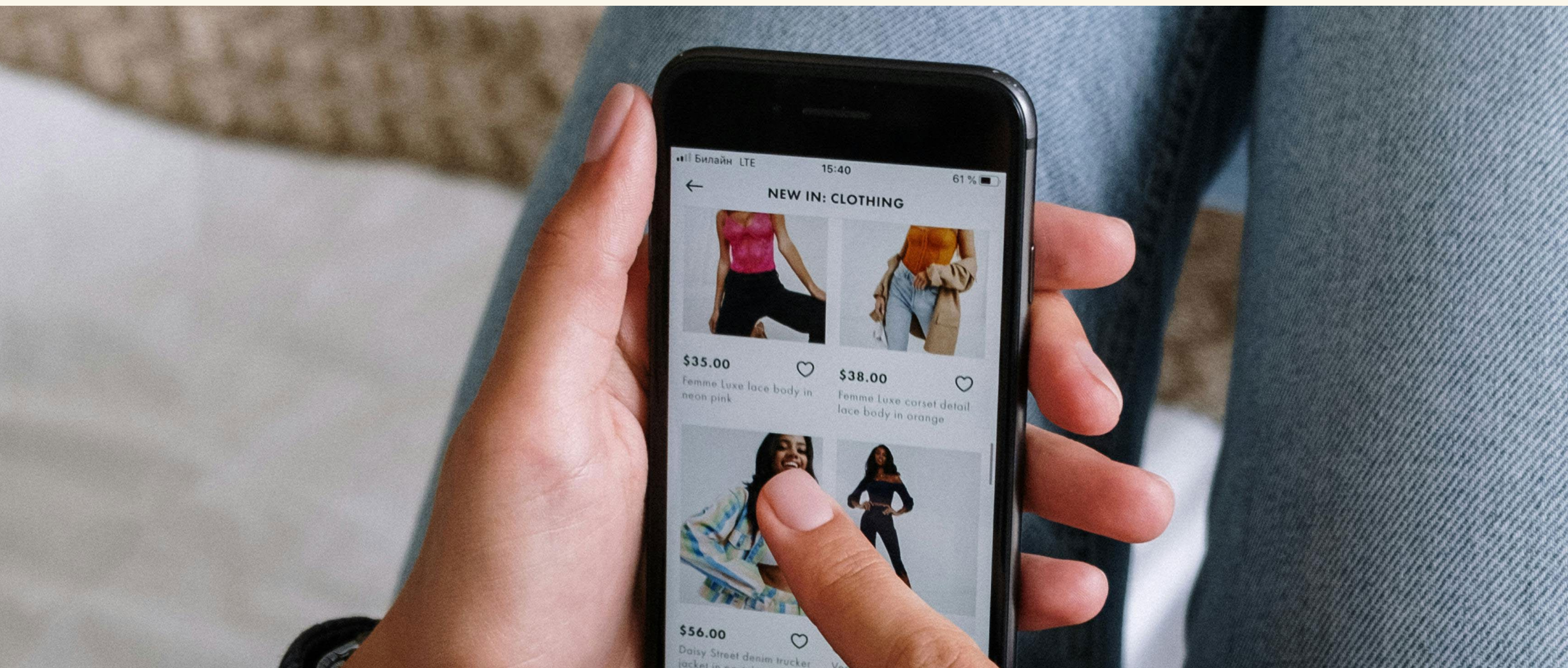


## 2. The Mobile-First Shopper

The rise of mobile commerce has been a defining trend in recent years, and BFCM 2024 is set to cement mobile's dominance:

In 2023, mobile devices accounted for over 50% of online sales during BFCM across all markets.

For BFCM 2024, mobile is projected to drive 77% of overall traffic and **66% of orders.**



## 3. Interactive Shopping Experiences

The digital retail landscape is becoming increasingly interactive, blending entertainment with commerce:

**Social Commerce:** Social media is revolutionizing how consumers discover and purchase products, especially among younger demographics. Shopify's recent integration with YouTube Shopping Affiliate Program and Amazon's new partnership with TikTok confirm this trend, enabling viewers to shop the products while they watch the videos.

**Live Shopping:** Real-time, interactive shopping events are gaining traction. They offer a blend of entertainment and immediate purchasing opportunities.

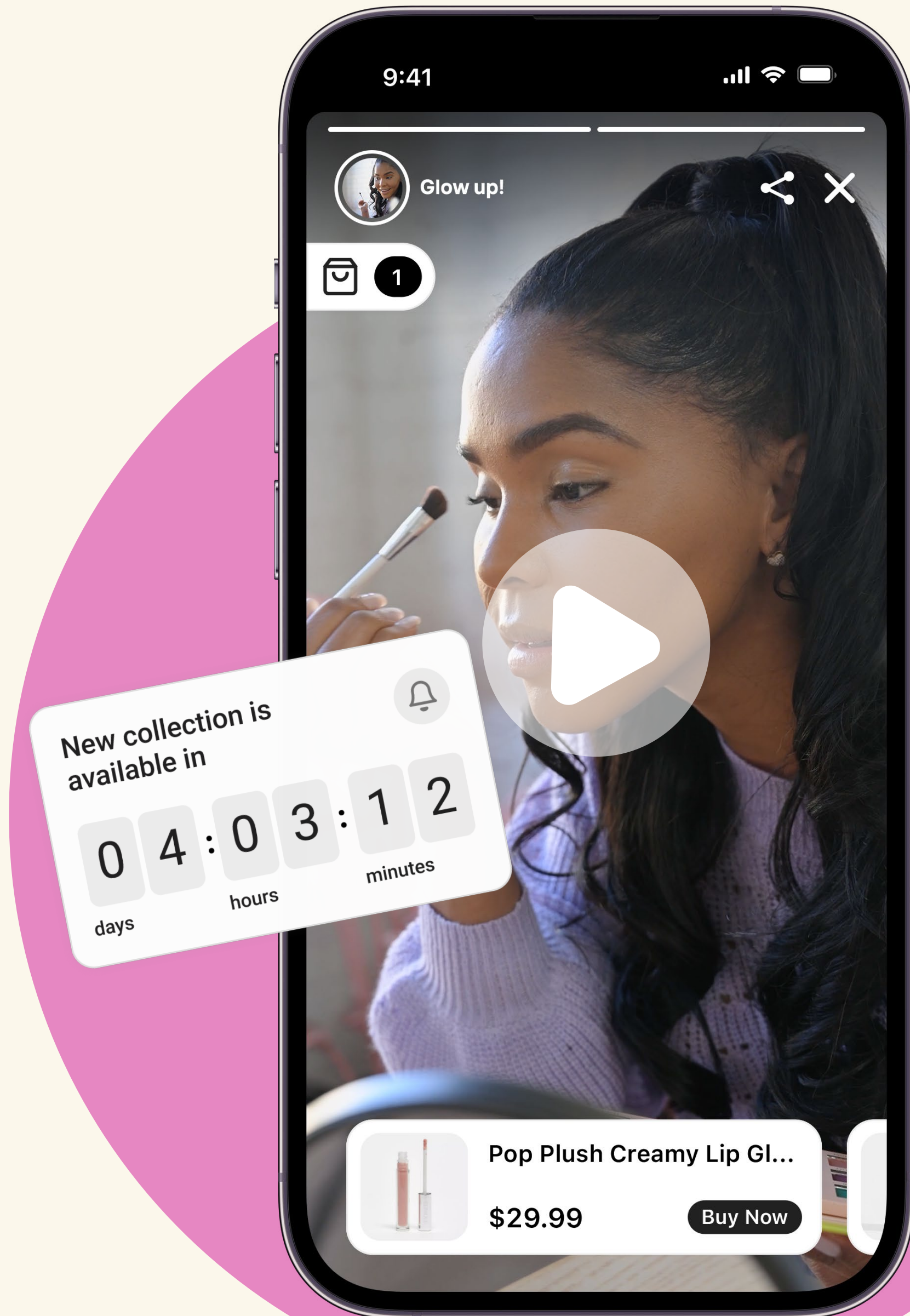


**Shoppable Media:** In-app and website experiences are evolving to make content directly shoppable, reducing friction in the path to purchase.

## Storyly Tip

Bring your influencer videos and new collection videos to your flagship store with Storyly.

Add a product catalog sticker to each video, enabling shoppers to add items to their carts directly from the video.





## 4. Ethical Commerce

Consumer consciousness around sustainability is reshaping BFCM strategies. Sustainable products and packaging are now a priority for [over half of younger shoppers](#), pushing brands to align with these values.

**Rise of Second-Hand Commerce:** Thrift shopping and resale platforms are gaining popularity, appealing to environmentally conscious consumers.

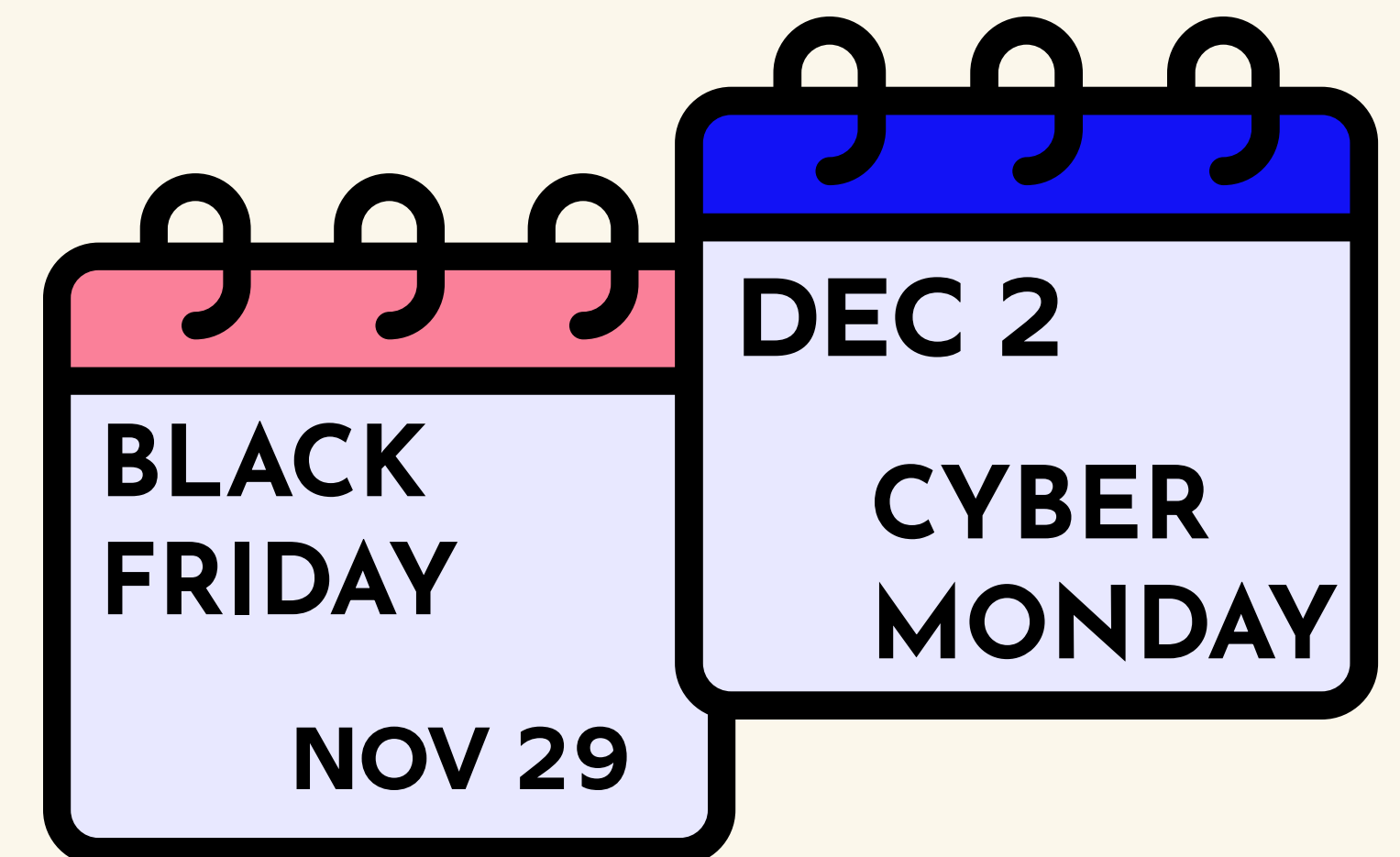
**Sustainable Choices Driving Loyalty:** Brands that prioritize eco-friendly practices in products and packaging are more likely to win over younger shoppers who are increasingly selective about where they spend their money.

## 5. Extended BFCM Season

The traditional BFCM weekend is expanding into a longer shopping period:

**Earlier Start:** Many retailers are launching BFCM deals as early as October.

**Later Peak:** In 2024, the peak BFCM period is expected to start about a week later than usual on 29th November, compressing the holiday shopping season to just 27 days.

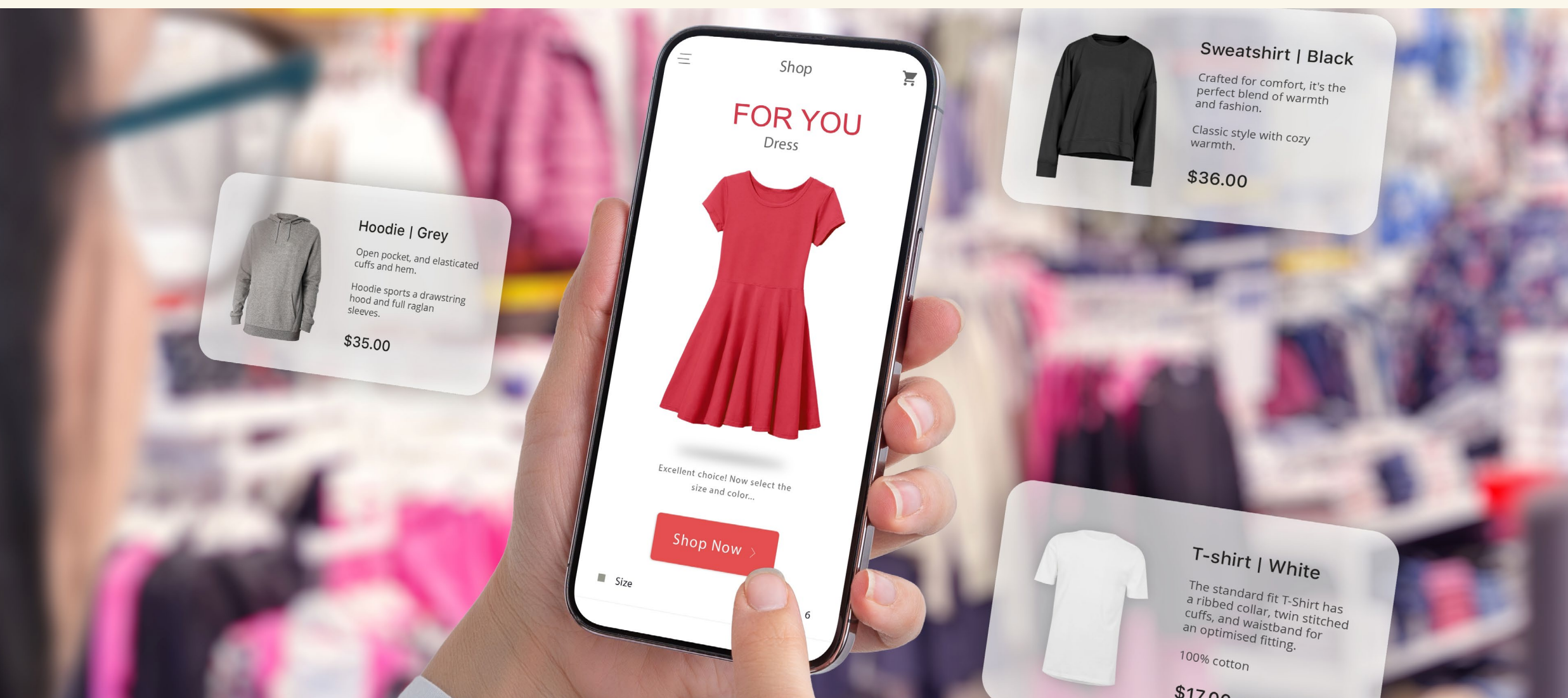




## 6. AI-Driven Personalization

Artificial Intelligence is playing an increasingly significant role in shaping the BFCM experience:

- In 2023, [17% of all holiday orders](#) were influenced by AI recommendations, accounting for \$199 billion in sales.
- For BFCM 2024, AI is expected to drive even more personalized experiences, tailoring offers and product recommendations to individual consumers.



## 7. Evolving Payment Preferences

There's a growing trend towards flexible, digital payment solutions.

- **Digital Wallets:** Digital wallet transactions grew by [54%](#) during the 2023 holiday season.
- **Buy Now, Pay Later (BNPL):** BNPL options saw a [42.5% year-over-year increase](#) on Cyber Monday 2023 alone.

The key lies in understanding your audience, embracing technological advancements, and crafting strategies that resonate with the changing needs and preferences of today's digital consumers.



# Chapter 2:

## Black Friday Stats You Need to Know in 2024

### UK and European Market Overview

The UK continues to be a stronghold for Black Friday sales in Europe. In 2023, total UK Black Friday sales reached an impressive **£13.3 billion**, marking a **7.3% increase** from the previous year.

Breaking down the UK sales figures:

**Online sales: £4.81 billion**

**In-store sales: £3.93 billion**





# Spending Patterns

Across Europe, [spending habits](#) varied:

- French consumers led with an average budget of €309
- Italians planned to spend €273
- Spanish shoppers budgeted €238

These figures suggest that despite economic pressures, European consumers still view Black Friday as an opportunity for significant purchases.

## Product Categories

**Top Products Purchased:** In the US, the 2023 Holiday Season saw a [significant share of spending in five categories](#): Electronics (\$50.8 billion), apparel (\$41.5

billion), furniture (\$27.3 billion), groceries (\$19.1 billion), and toys (\$7.7 billion).

[European Preferences:](#) Electronics also dominated the European market, with 66% of consumers searching for electronics, followed by clothing and accessories (54%), and home appliances and décor (35%).





## Impact of Cost of Living

**Cost-of-Living Crisis:** Over [half of UK shoppers \(52%\)](#) relied more on promotions due to financial concerns.

**Budget-Conscious Shopping:** In France, consumers had the highest Black Friday budgets in Europe, averaging [€309](#). However, over 30% of French consumers planned to spend less than in previous years.

## Dominance of Online Shopping

The [shift towards online shopping](#) has been particularly pronounced in certain European countries:

- 70% of Italian shoppers made Black Friday purchases exclusively online.
- Over 50% of Spanish and French consumers opted for online-only shopping.

## Eco-Friendly Initiatives and Consumer Trust

**Sustainability Concerns:** Nearly [20% of French consumers](#) expressed a commitment to sustainability during Black Friday shopping in 2023.

**Consumer Loyalty:** [84% of consumers](#) say a positive BFCM experience encourages future shopping with the same retailer.





# Technology and Shopping Behavior

**Mobile Dominance:** A record-breaking [79% of Cyber Week eCommerce traffic](#) came from mobile phones in 2023.

**BNPL Growth:** In 2023, shoppers in the UK used Buy Now Pay Later (BNPL) services to spend [101 million](#) pounds on Black Friday (9.7 percent of total online spend).

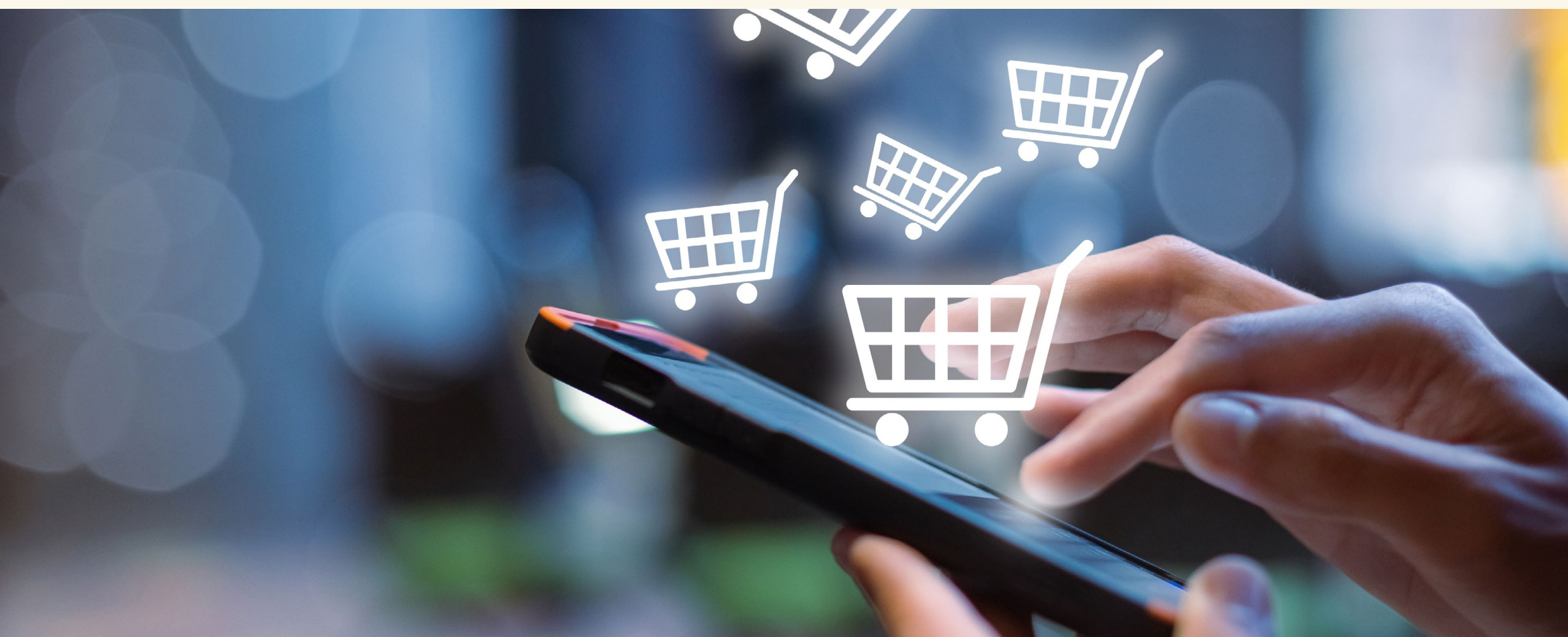
**AI Influence:** AI influenced [\\$51 billion of global online sales](#) during Cyber Week 2023.



## Competitive Strategies

**Early Access and VIP Sales:** European consumers are increasingly interested in early access to deals, with [90% expressing a desire for early deals](#).

**Post-Purchase Engagement:** Black Friday doesn't end in November. [86% of marketers](#) have plans to engage customers post-purchase to foster loyalty.





# Chapter 3:

## Marketing Strategy: Laying the Groundwork for BFCM Success

With the right marketing strategies, you can turn the BFCM frenzy into your most successful campaign yet.

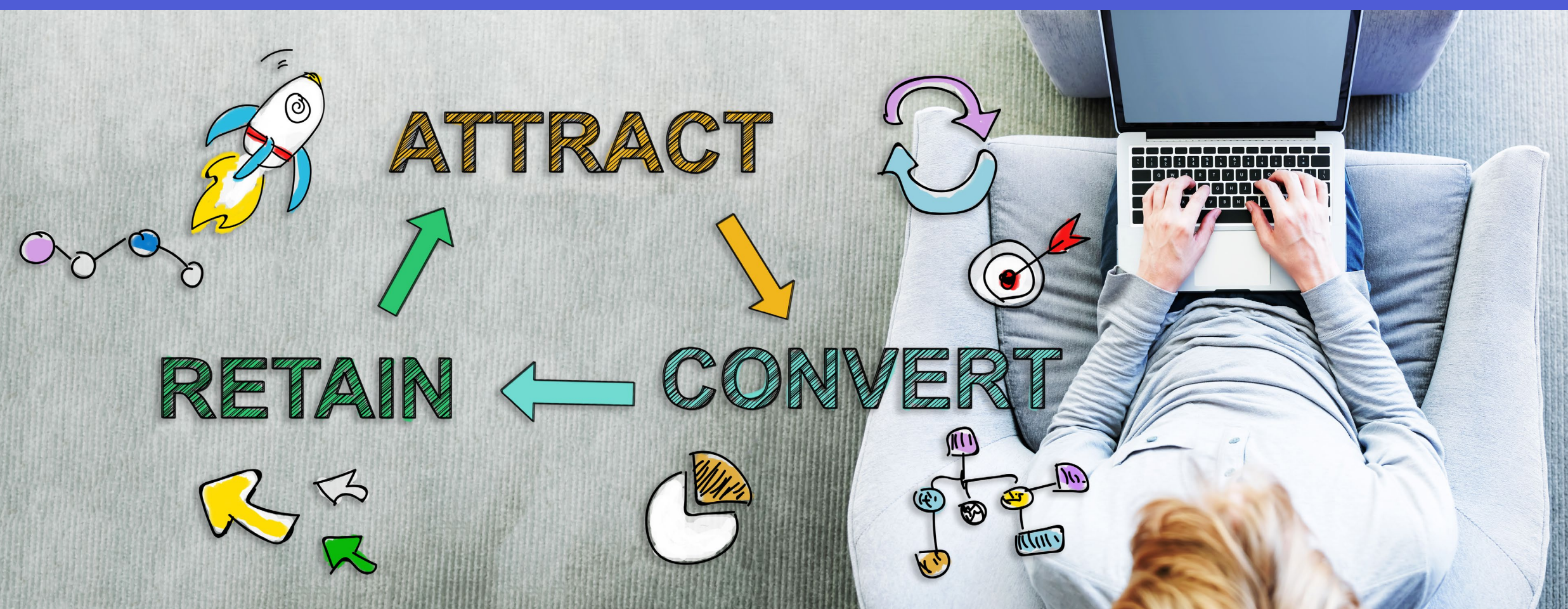
This chapter will guide you through key steps to develop a comprehensive marketing plan that attracts customers, maximizes conversions, and fosters long-term loyalty.

To optimize your BFCM performance, focus your strategy on three core objectives:

- 1. Attract:** Draw customers to your brand before and during BFCM
- 2. Convert:** Maximize sales in your flagship store
- 3. Retain:** Keep customers engaged long after the BFCM rush

Let's now dive into the specific strategies and tactics that will lay the groundwork for a successful BFCM campaign.

### The Three Pillars of BFCM Marketing Success





# Analyzing Previous Year's Data

The first step is a thorough analysis of the previous year's data. Understanding what worked, what didn't, and where there's room for improvement will help you craft a more targeted and effective plan this year.

## **Review Sales Data:**

- Identify top-selling products during BFCM 2023
- Analyze which categories drove the most revenue
- Compare average order values (AOV) during BFCM vs. non-BFCM periods

## **Examine Marketing Metrics:**

- Assess ROI/ROAS for your Black Friday advertising
- Analyze impressions, clicks, CTR, and conversion rates for specific campaigns
- Identify strong and weak points in your previous strategy

## **Conduct a Traffic and Conversion Analysis**

- Examine your top traffic sources (e.g., organic search, social, paid ads, email)
- Calculate conversion rates for each traffic source
- Identify pages with high bounce rates or cart abandonment

## **Collect Zero-Party Data:**

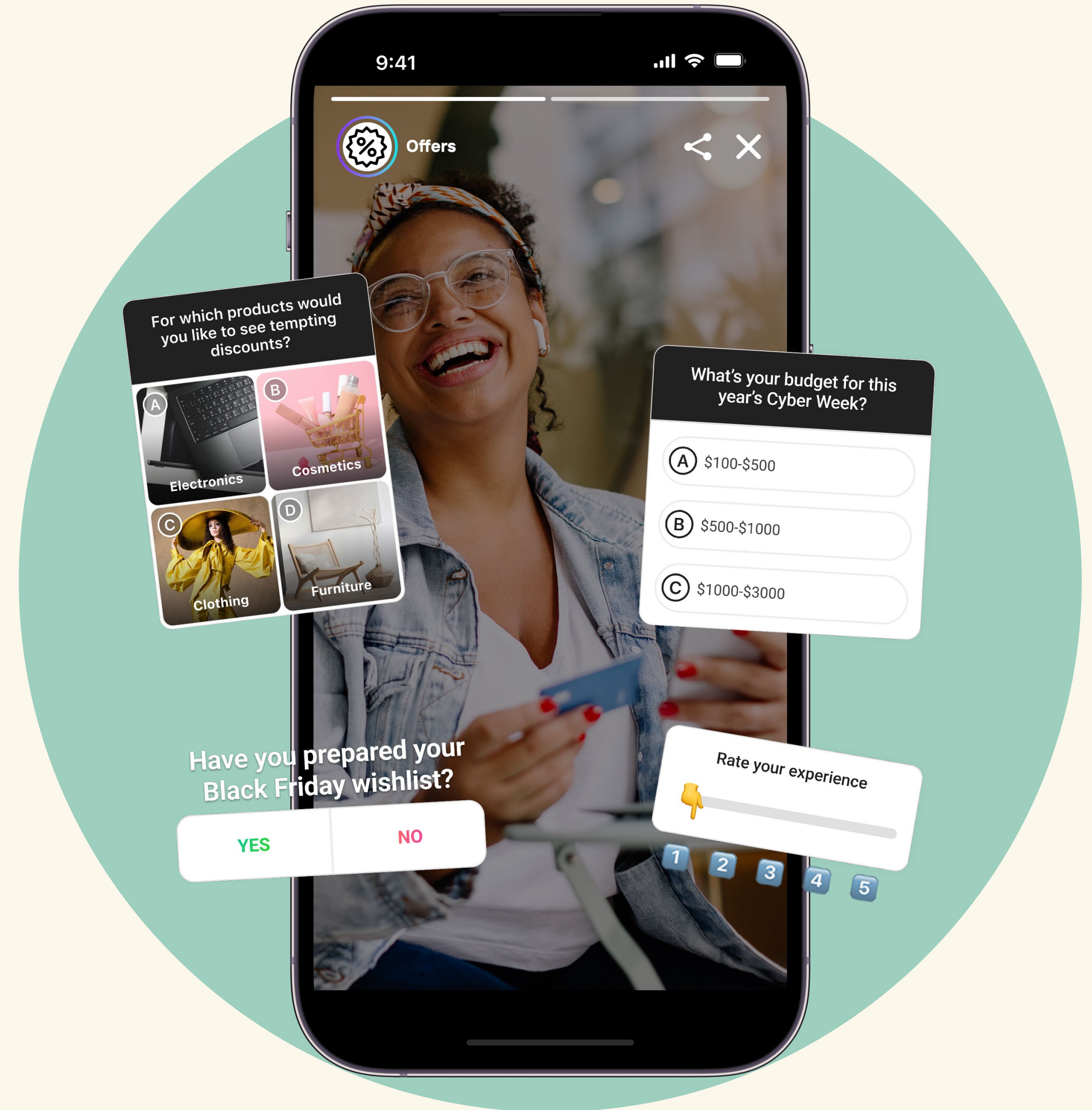
- Ask your customers about their expectations during BFCM 2024
- Update email signup forms to include BFCM-specific preferences for tailored communication.



## Storyly Tip

Create **interactive** experiences to get to know your customers better before the Holiday Season.

- Surveys to learn about customer preferences and shopping habits
- Polls to assess interest in potential deals
- “This or That” comparisons between products or categories





# Setting Goals and KPIs

Clear objectives are essential for measuring success. Establish specific, measurable goals for your BFCM campaign:

## Revenue Targets:

- Set an overall BFCM revenue goal (e.g., 30% increase from last year).
- Break this down by product category or day (Black Friday vs. Cyber Monday).

## Profit Targets:

- Establish a minimum profit margin for discounted items.
- Set an overall profitability goal for the BFCM period.

## New Customer Acquisition:

- Set a target for new customer percentage (e.g., 40% of BFCM buyers).
- Establish a customer acquisition cost (CAC) ceiling.



## Average Order Value (AOV):

- Set an AOV target (e.g., 20% higher than your yearly average).
- Create strategies to upsell and cross-sell to achieve this.

## Email Performance:

- Set open rate and click-through rate (CTR) goals for BFCM emails.
- Establish a list growth target (e.g., 15% increase in subscribers).

## Social Media Engagement:

- Set targets for follower growth, engagement rates, and conversions from social media.



# Developing Your Promotional Calendar

It's important to map out key dates and events leading up to BFCM, ensuring that your messaging and offers are consistent across all channels.

Let's create a comprehensive timeline for your BFCM marketing activities:



**Storyly Tip**

Create all your in-app and on-site content in advance. Upload them to the Storyly Studio and schedule the dates.

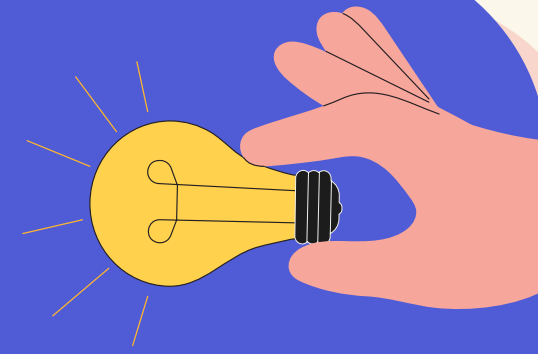
## **Pre-BFCM Build-up (October - Early November):**

- Week 1-2: Launch teaser campaign ("BFCM is coming!").
- Week 3-4: Begin collecting email signups for early access. Set up push notification alerts.
- Week 4-5: Offer early bird discounts to email subscribers and push notification opt-ins.
- Week 5: Release sneak peeks of top deals.





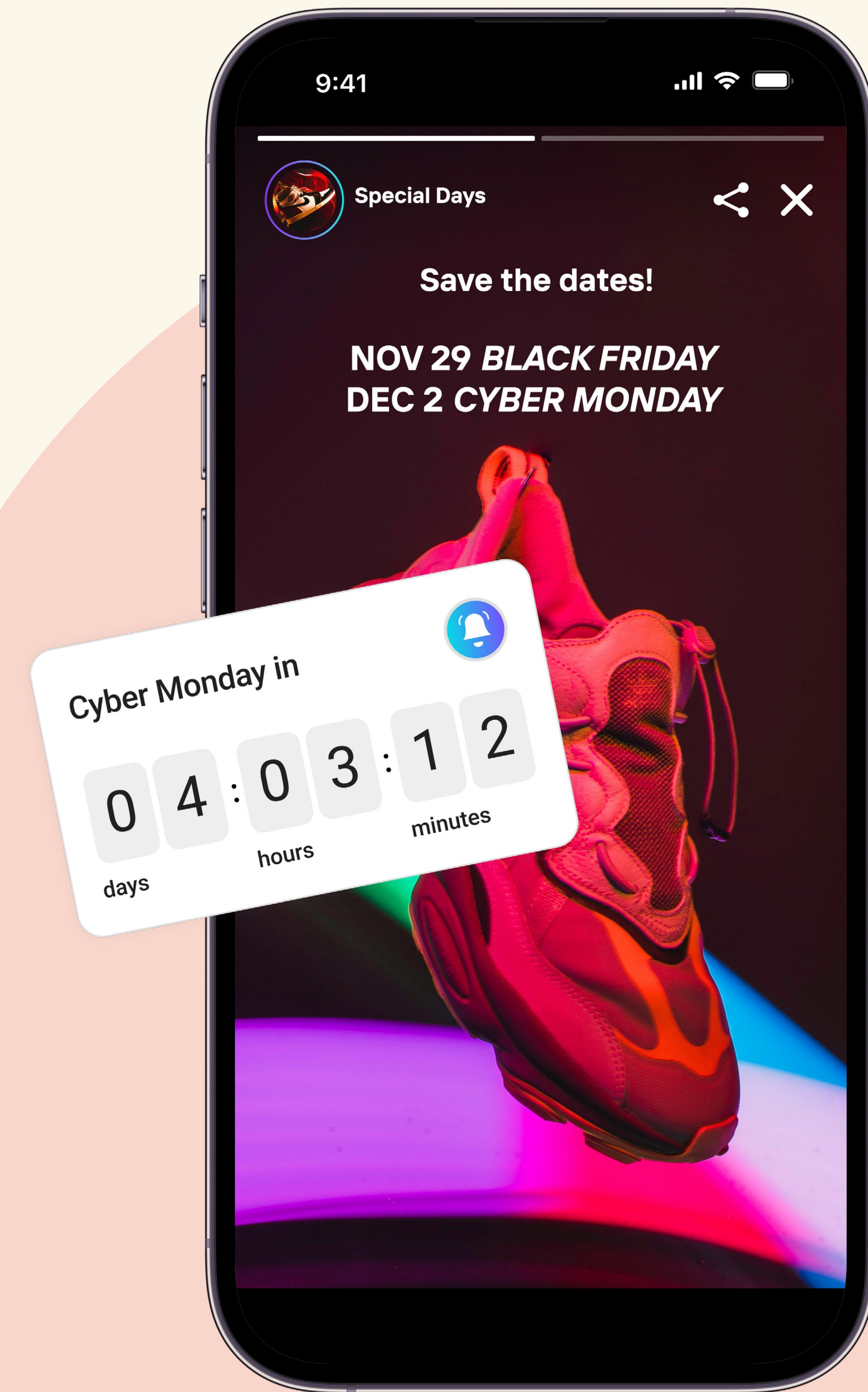
## Storyly Tip



Use Storyly's countdown stickers to create a hype in your digital store. Enable the "Notify Me" icon to ensure that your customers receive a push notification when the campaign is live.

### BFCM Week:

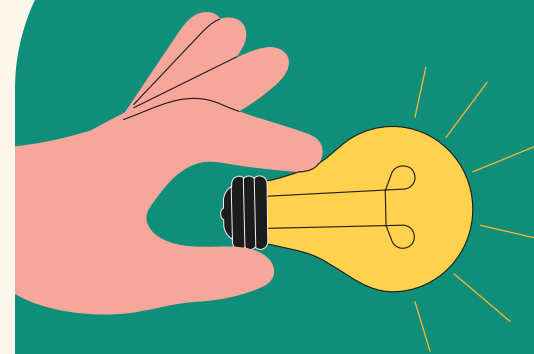
- Monday-Wednesday: Send daily countdown emails.
- Thanksgiving: Launch early-bird deals for email subscribers.
- Black Friday: Roll out main deals, refresh hourly.
- Saturday-Sunday: Maintain momentum with weekend-specific offers.
- Cyber Monday: Second wave of major deals.





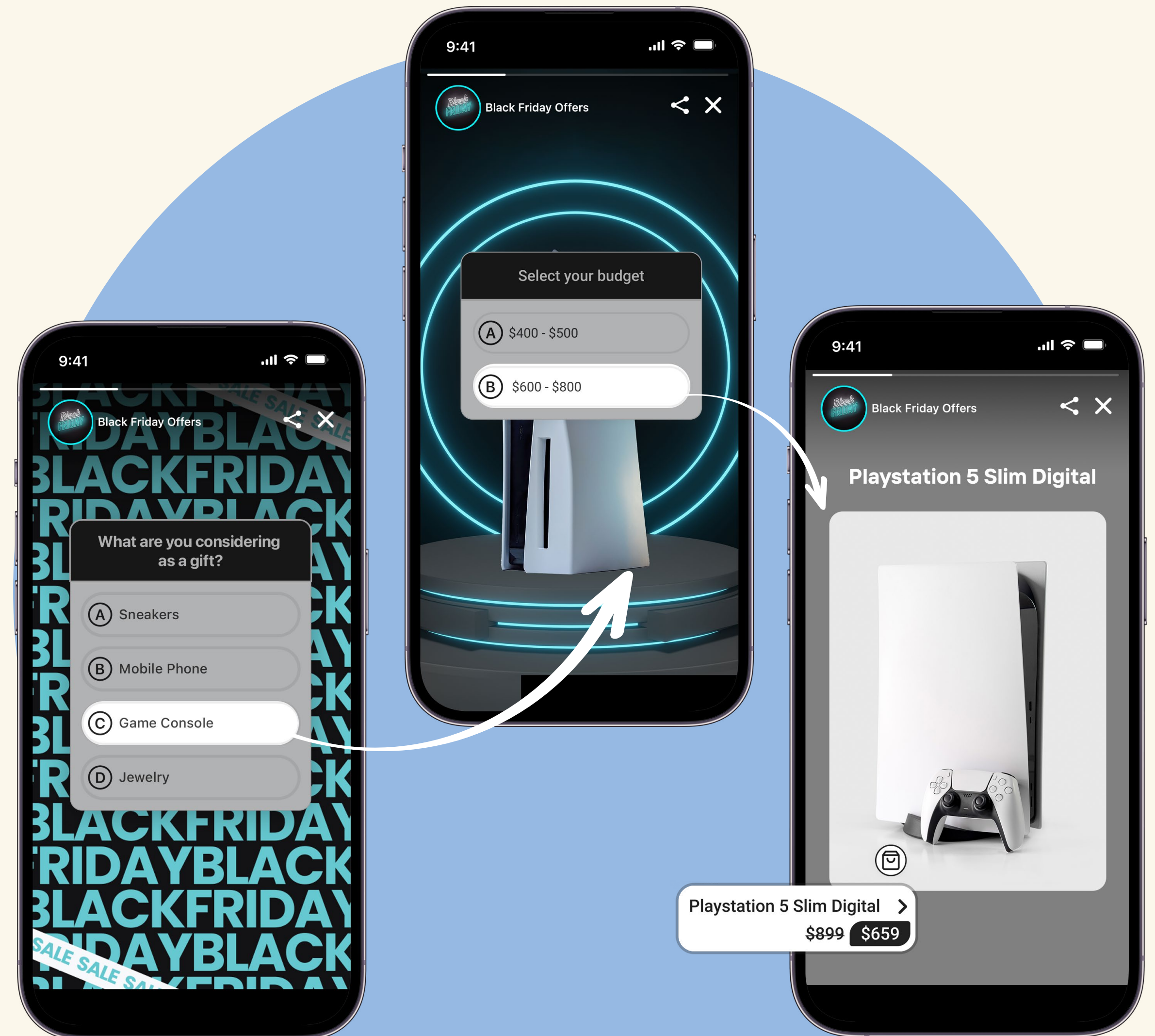
## Post-BFCM (Early December):

- Day 1-3: "Last Chance" BFCM extended deals
- Week 1: Transition to holiday shopping promotions



### Storyly Tip

Create interactive in-app and on-site gift guides for last-min holiday shoppers to guide them to the perfect gift options. Get to know their preferences with polls and quizzes. Show them the relevant items as shoppable media so they can add these products to their carts instantly.





# Creating Compelling Content and Campaigns

Effective content is the cornerstone of your BFCM marketing efforts. Here are some key elements for your BFCM content strategy:

## Develop a Unifying Theme:

Create a narrative that balances brand values with enticing offers. Implement this theme across all touchpoints.

## Design Visuals:

- Create a BFCM-specific color palette and design elements.
  - Develop templates for in-app and on-site content, email headers, social media posts, and banner ads.
  - Produce lifestyle photos and videos featuring products in festive settings.



## Craft Persuasive Copy:

- Highlight your offers and make them sound irresistible:
- Percentage and cash discounts (e.g., 20% off storewide, €20 off €100 purchases)
  - “Buy One, Get One” (BOGO) deals
  - Gifts with purchase
  - Loyalty point boosts
  - Free shipping promotions
  - Product bundles and tiered discounts
- Create multiple variations for A/B testing.
- Write clear, benefit-focused product descriptions.



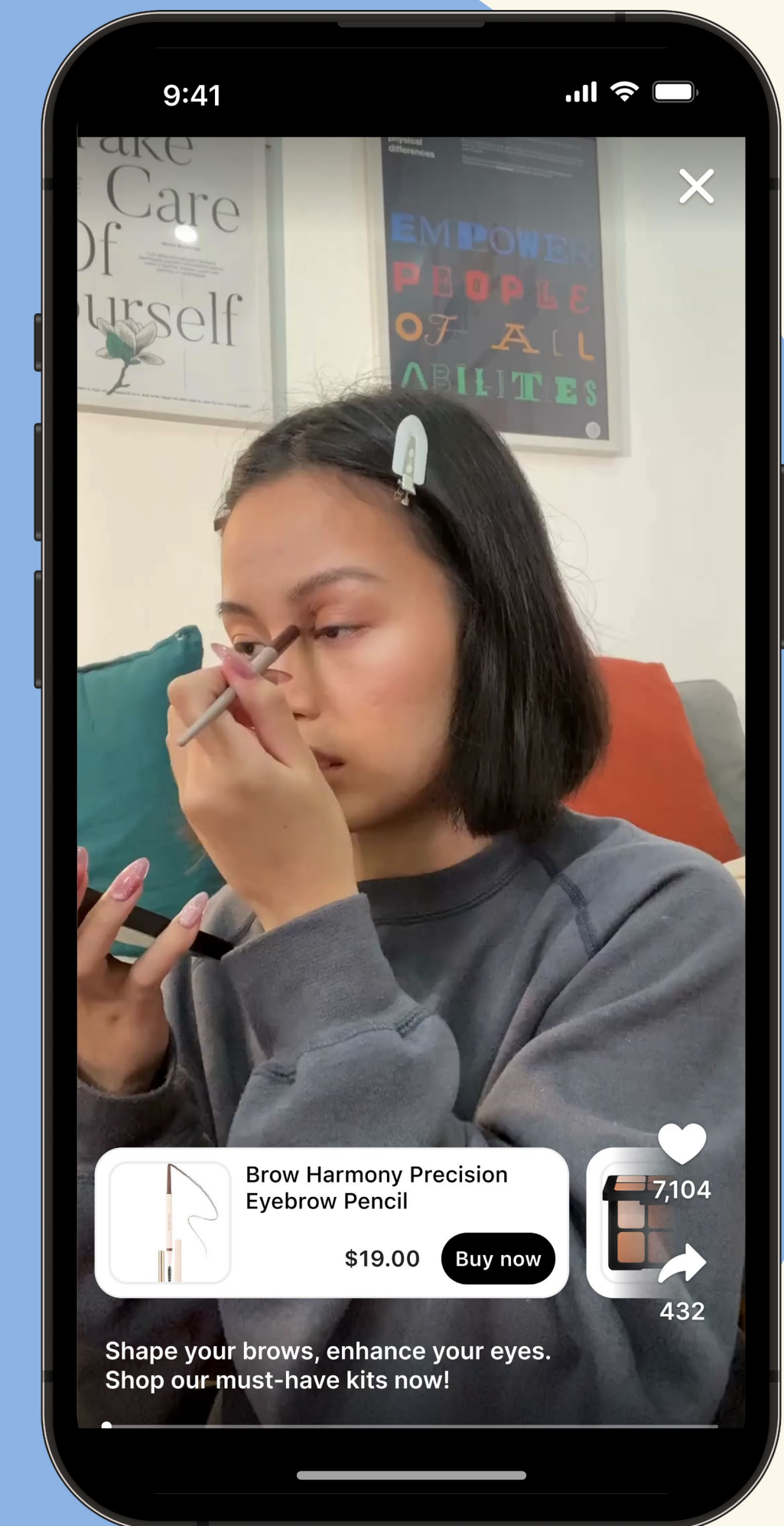
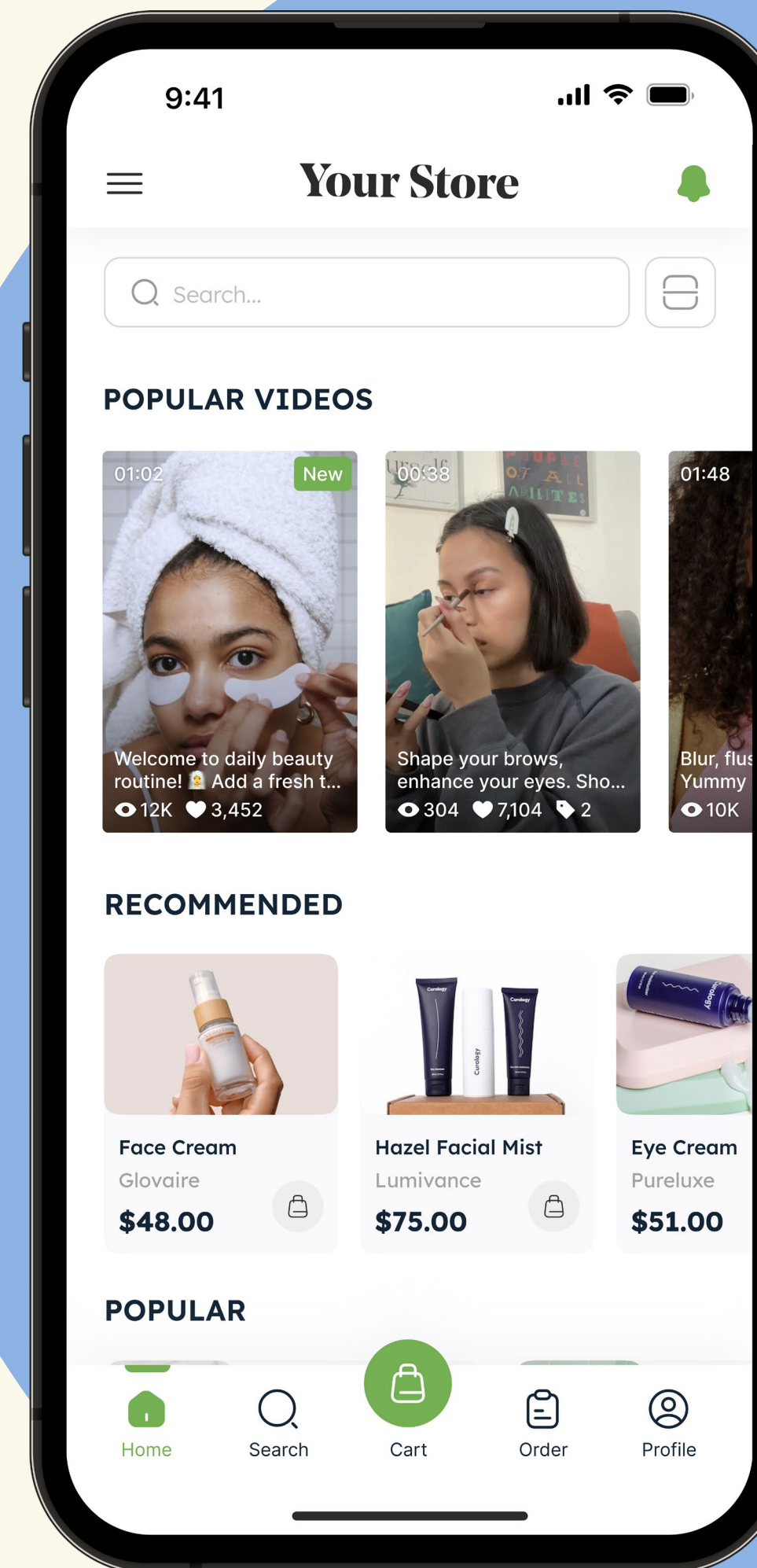


## Produce Video Content:

- Produce a main BFCM promotional video (30-60 seconds).
- Create shorter clips (15 seconds) for specific product categories.
- Create shoppable videos to unveil top deals.

## Create Interactive Content:

- Use tools, such as Storyly, to create engaging content experiences on your website or app, such as:
  - Interactive images and videos showcasing daily deals
  - “Deal Finder” quiz to guide customers to personalized offers
  - Gamification scenarios (e.g., “Black Friday” trivia) to boost engagement



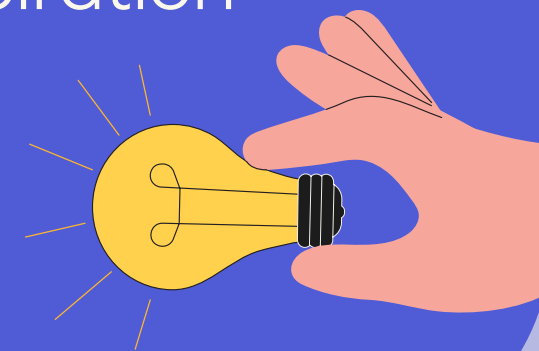


## Storyly Tip

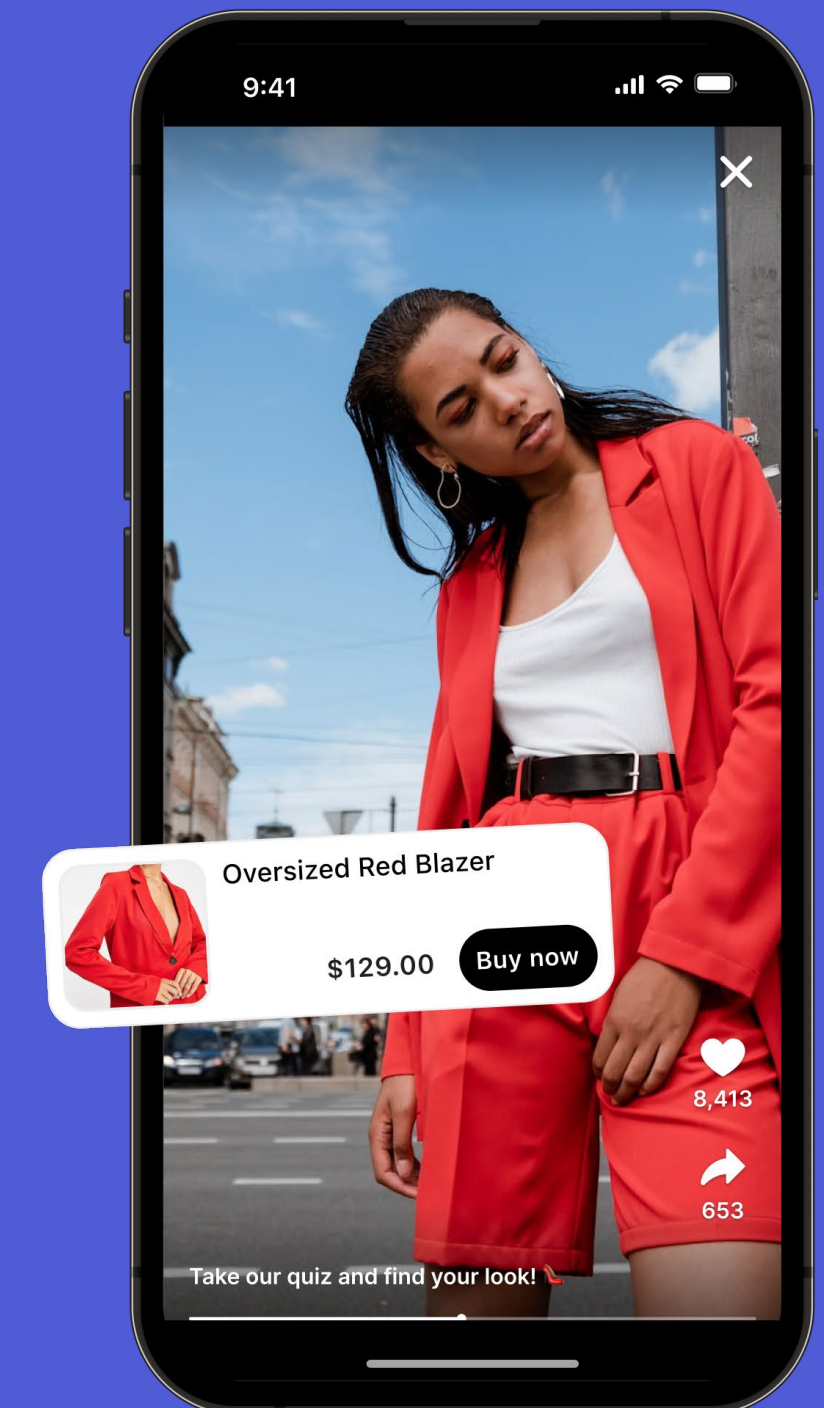
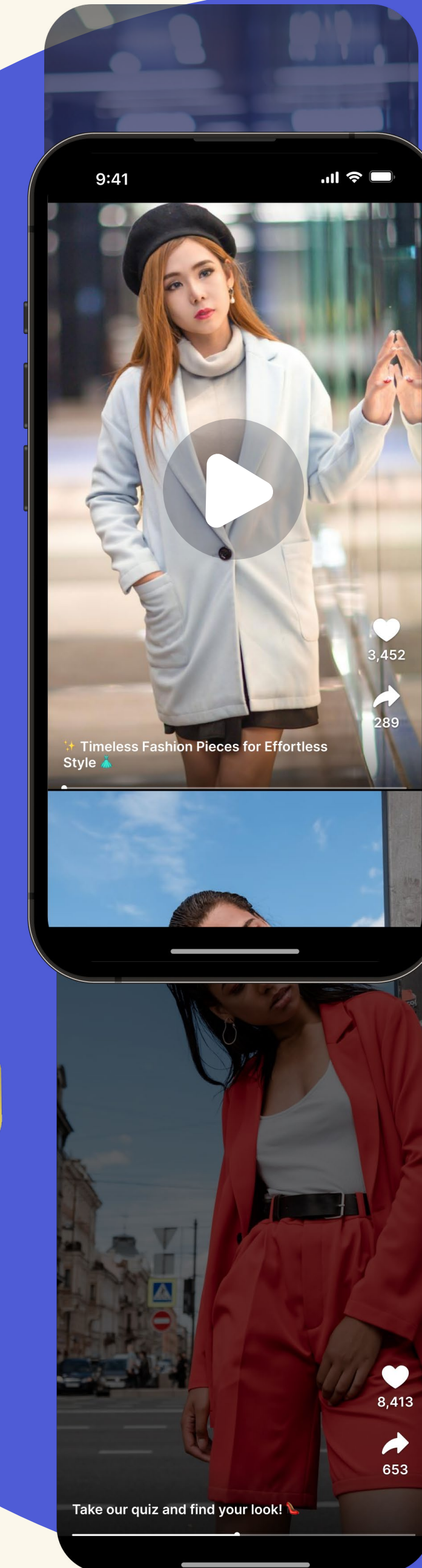
Did you know that you can create a TikTok-like experience with Storyly?

Try Storyly's new Vertical Video Feed product to turn your eCommerce app into a space for inspiration, credibility, and shopping.

Create an infinite scroll experience with product and influencer videos. Minimize content workload with Instagram and TikTok import. Tag the products in the videos to make your content shoppable, streamlining the path from inspiration to purchase.



*Scroll down & Scroll up*





# Designing Email Marketing Campaigns

Email remains a powerful tool for BFCM success. Plan a series of emails that build anticipation, offer exclusive deals, and drive traffic to your store.

**Segmentation:** Divide your list based on purchase history, engagement levels, or interests.

**Content Calendar:** Plan themes and offers for each email in your BFCM series.

**Automation Setup:** Implement welcome sequences, abandoned cart reminders, and post-purchase follow-ups.

**Personalization:** Use customer data to personalize subject lines, product recommendations, and offers.

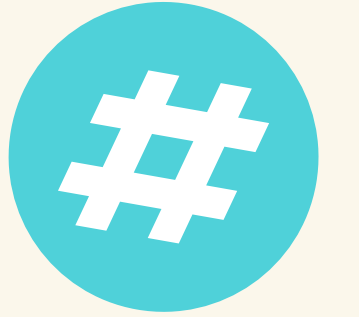


## Specific Tactics:

- Offer early sale access to subscribers
- Send price drop notifications for wishlisted items
- Use distinctive BFCM email designs with bold colors or animated GIFs
- Embed countdown timers for flash sales



# Planning Social Media Strategy



A robust social media strategy is crucial for amplifying your BFCM efforts and engaging with your audience effectively.

**Platform Optimization:** Update profile pictures, cover images, and bios to reflect your BFCM campaigns.

**Content Calendar:** Plan platform-specific content, including posts, stories, and live sessions.

**Hashtag Strategy:** Research and use relevant BFCM hashtags to increase visibility.

**User-Generated Content:** Encourage customers to share photos of their purchases.

**Influencer Partnerships:** Collaborate with micro-influencers for authentic promotion.

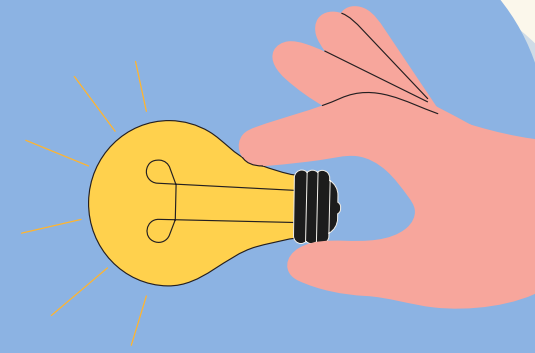
- **Influencer Selection:** Focus on micro-influencers in your niche with high-engagement rates.
- **Exclusive Codes:** Provide influencers with unique discount codes to track their impact.
- **Product Reviews:** Send products for unboxing videos or live stream reviews.
- **Curated Collections:** Have influencers create “favorite picks” collections from your BFCM offerings.
- **Live Shopping Events:** Partner with influencers for live shopping sessions during BFCM.

**Social Shopping:** Utilize features like Instagram Shop and TikTok Shop to enable direct purchases.

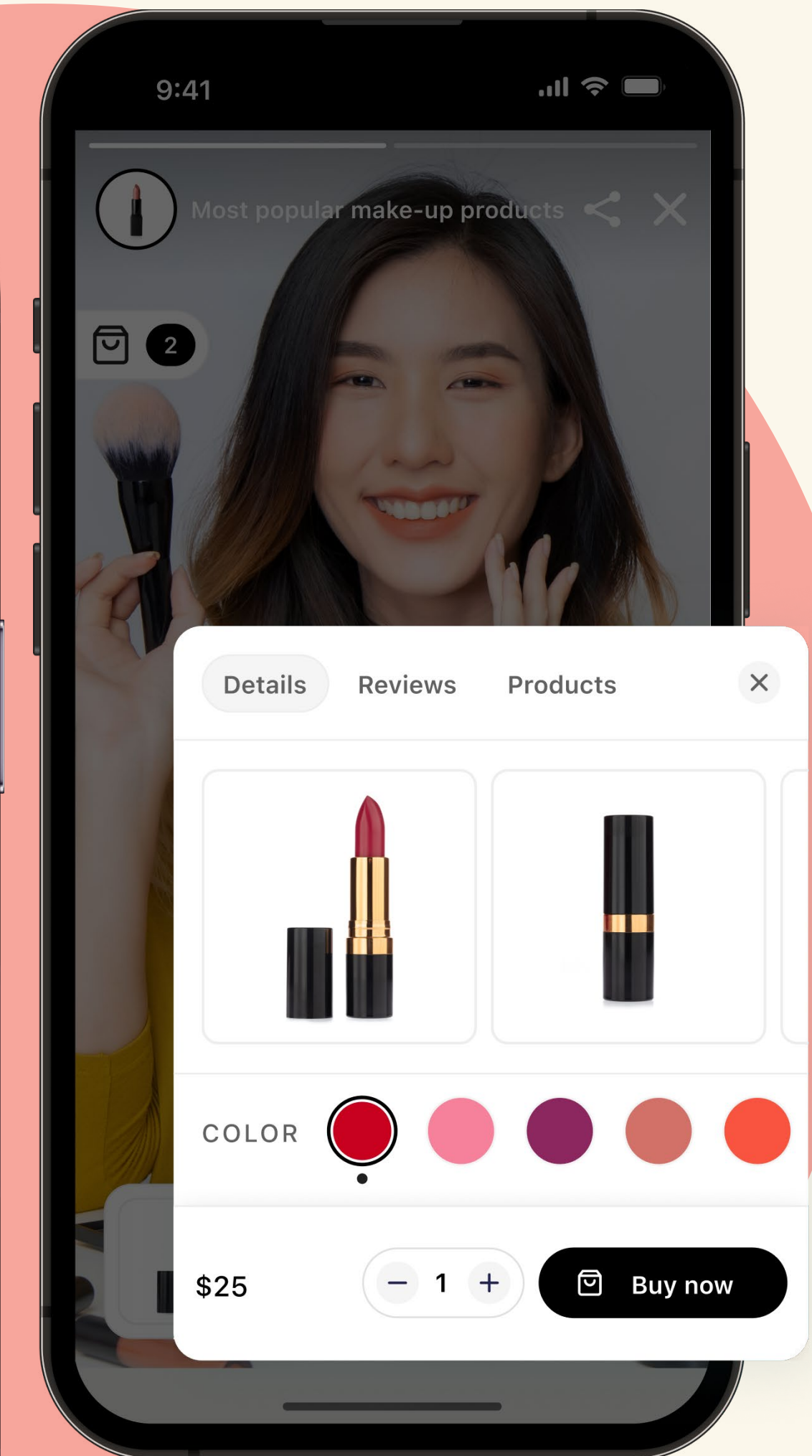
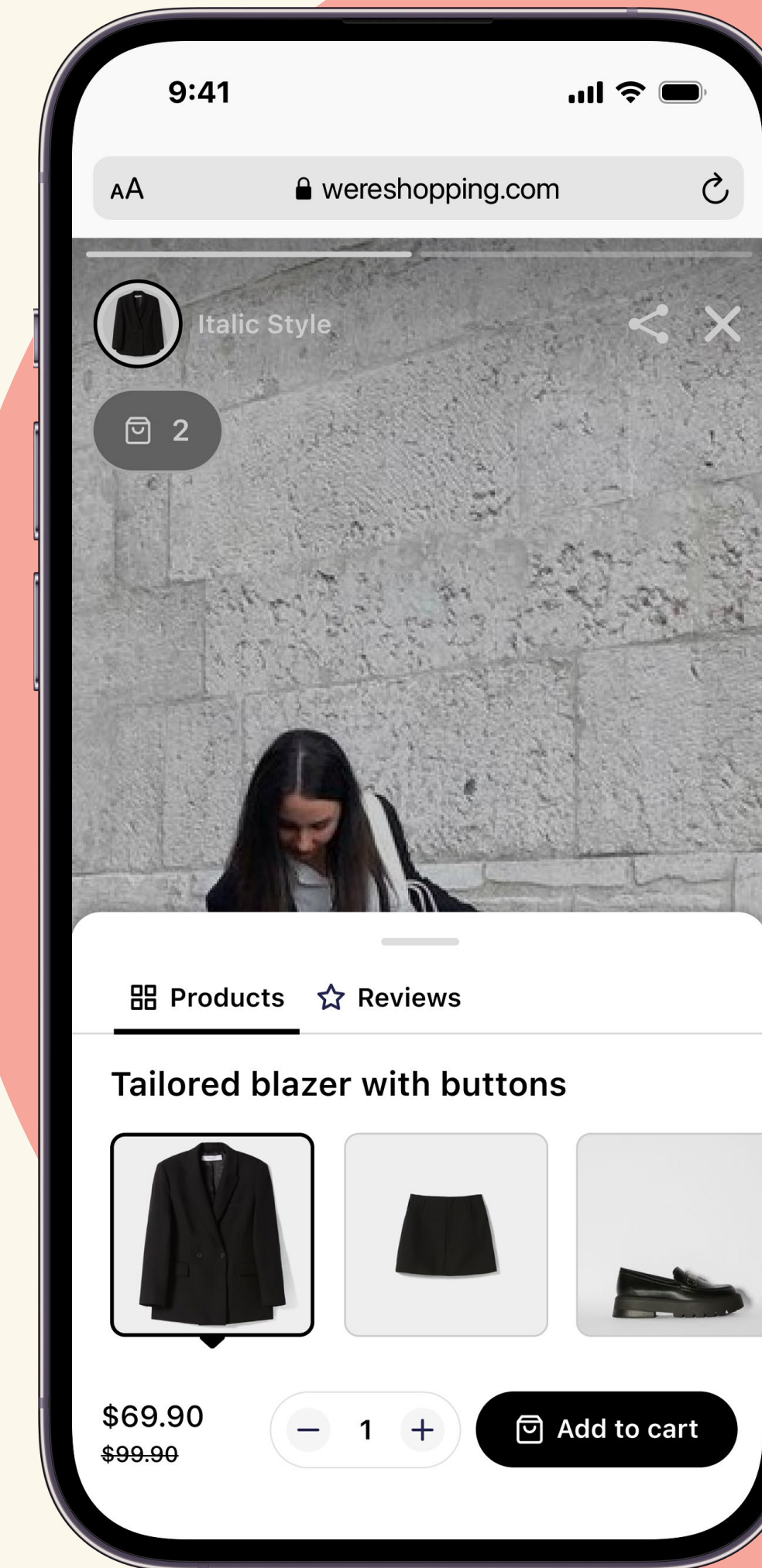




## Storyly Tip



Repurpose your social media content such as influencer videos in your digital store for higher impact. Minimize the effort thanks to Instagram and TikTok import features. Make your videos interactive and shoppable to shorten the path from inspiration to purchase.

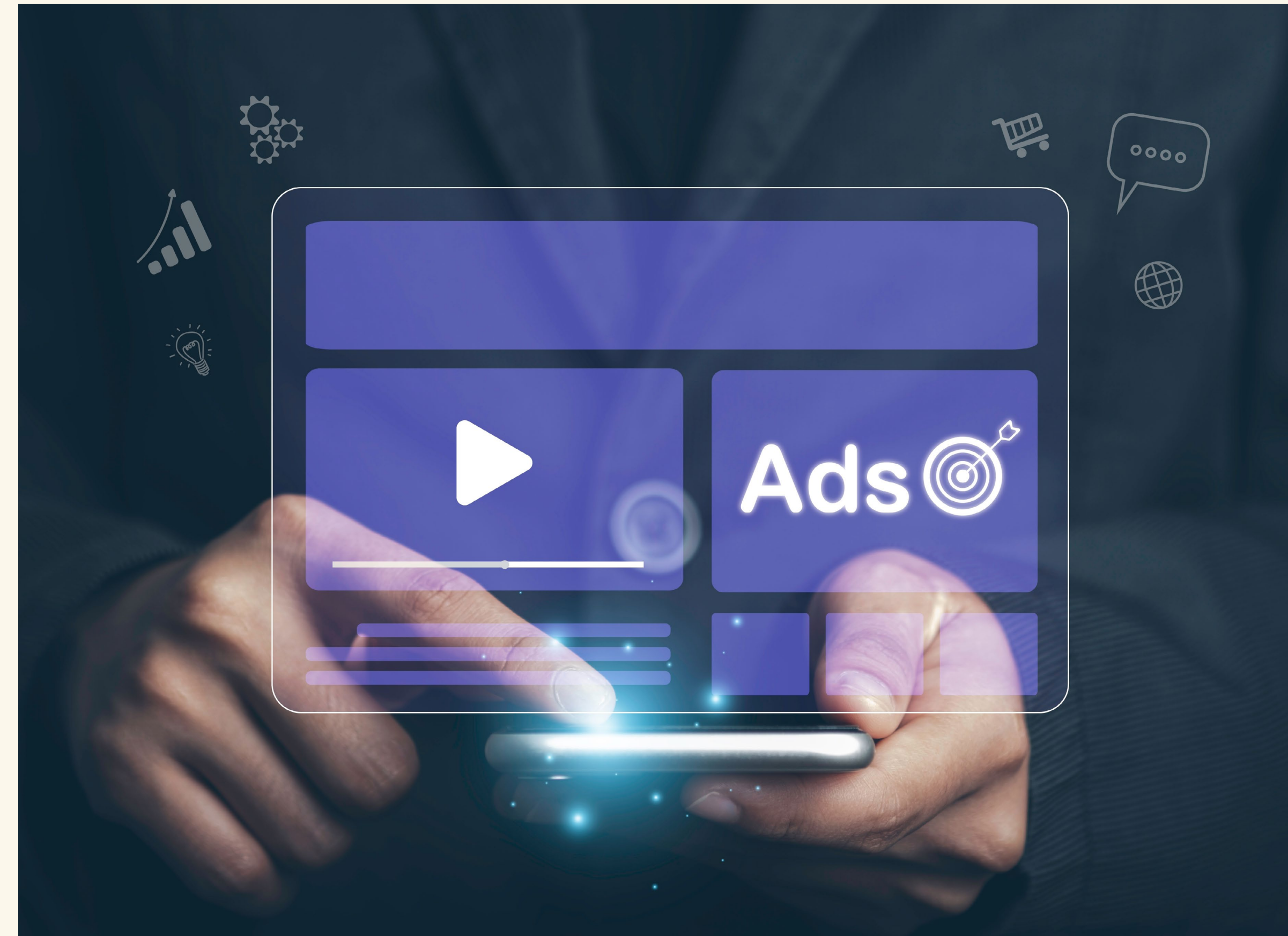




# Preparing Ad Campaigns

Crafting an effective ad campaign is essential to capture attention and drive conversions during the BFCM rush.

- **Early Budget Allocation:** Allocate a larger budget for early BFCM advertising.
- **Feed Management:** Create a product feed with the items that will be on sale during BFCM.
- **Mobile Optimization:** Ensure all ad creatives are optimized for mobile devices.
- **Retargeting Strategies:** Implement dynamic retargeting ads based on users' past interactions.
- **Video Integration:** Incorporate video ads showcasing your products and promotions.
- **Local Inventory Ads:** If applicable, use these to drive foot traffic to physical stores.





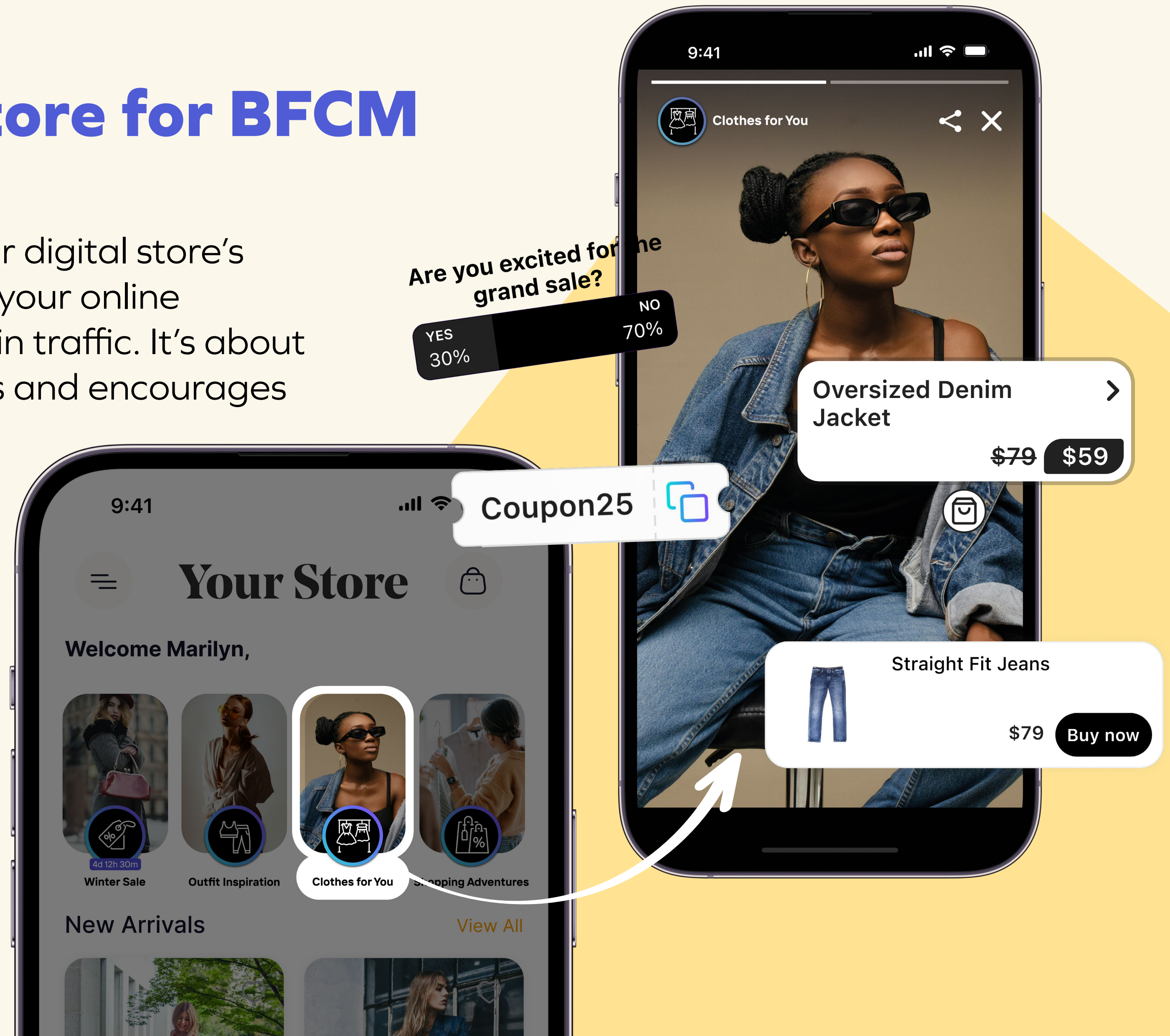
# Chapter 4:

## Preparing Your Digital Store for BFCM

As the BFCM shopping craze approaches, your digital store's performance will be put to the test. Preparing your online storefront is not just about handling the surge in traffic. It's about creating an experience that drives conversions and encourages long-lasting relationships.

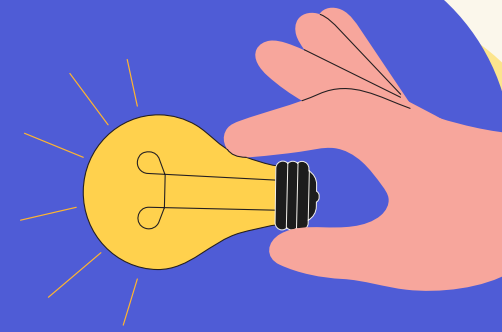
### Personalizing the Shopping Experience:

Tailoring the shopping journey to individual preferences can significantly enhance engagement and boost conversion rates.





## Storyly Tip



- Connect Storyly with your customer engagement platform. Target specific segments with the right offers using Storyly's labeling feature to craft a 360-degree campaign strategy.
- Personalize your in-app and web content with user properties to connect with your customers individually; for example addressing customers with their names or offering personal promo codes.

Implement these strategies to create personalized experiences:

**Dynamic Content:** Use customer data to display personalized content based on browsing history and past purchases.

**Segmented Messaging:** Create specific offers for different customer segments (e.g., first-time shoppers, VIP customers, cart abandoners).

**Customized BFCM Journeys:** Design unique user paths based on referral source, ensuring a cohesive experience from ad click to purchase.

**AI-Powered Recommendations:** Leverage artificial intelligence to boost cross-selling and upselling:

- "Frequently Bought Together" suggestions based on purchase patterns
- Personalized "You Might Also Like" sections using machine learning algorithms
- "Smart Bundles" tailored to each customer's interests and past purchases

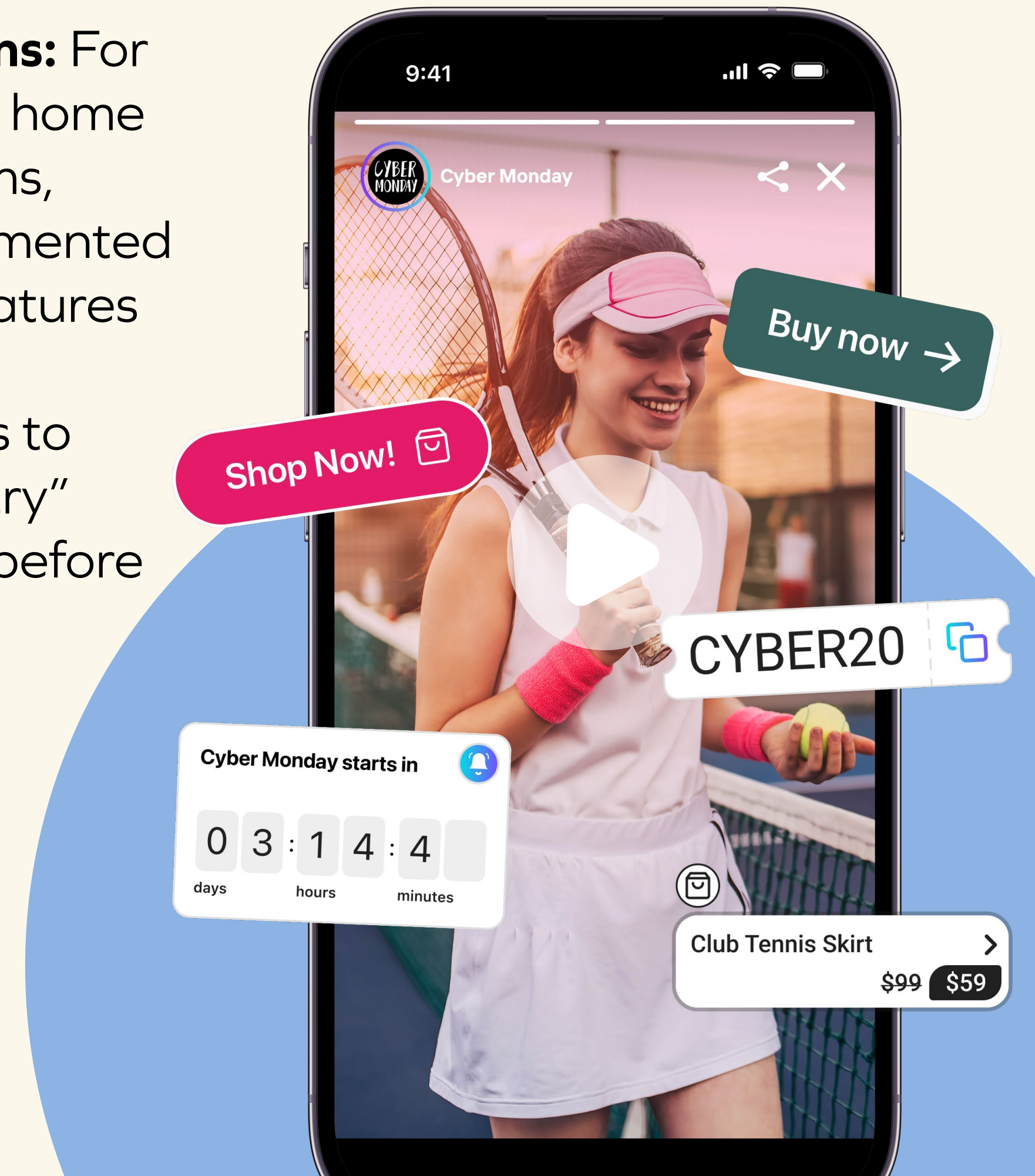


# Enabling Interactive Shopping Experiences

Interactive shopping features can significantly enhance customer engagement during BFCM. Incorporating these elements can make the shopping experience more dynamic and enjoyable.

- **Shoppable Videos**: Create product showcase videos where viewers can click items to add them directly to their cart.
- **Interactive Journeys**: Design an interactive experience guiding customers through your BFCM offers, allowing them to see and buy the product or offer that perfectly fits into their preferences.
  - **Ex**: “Which BFCM Deal Matches Your Style?” quiz that guides customers to deals and products based on their answers.
- **Gamification**: Launch a “Spin the Wheel” game where customers can spin a virtual wheel to win instant discounts or promotional codes.

- **AR Try-Ons**: For fashion or home decor items, offer Augmented Reality features allowing customers to virtually “try” products before buying.





# Preparing Customer Support for Increased Volume

Effective customer support is essential for handling the increased volume of inquiries and issues during BFCM.

**Chatbot Optimization:** Update your AI chatbot with BFCM-specific information and common queries.

**Extended Support Hours:** Plan for 24/7 customer support during the BFCM period, potentially using outsourced help.

**Transparent Delivery Information:** Provide clear and buffered delivery timelines to set accurate expectations and prevent post-purchase dissatisfaction.

**Self-Service Resources:** Create a comprehensive BFCM FAQ page for common issues.

**Social Media Monitoring:** Set up alerts for mentions of your brand to quickly address public concerns.





# Optimizing Your Website

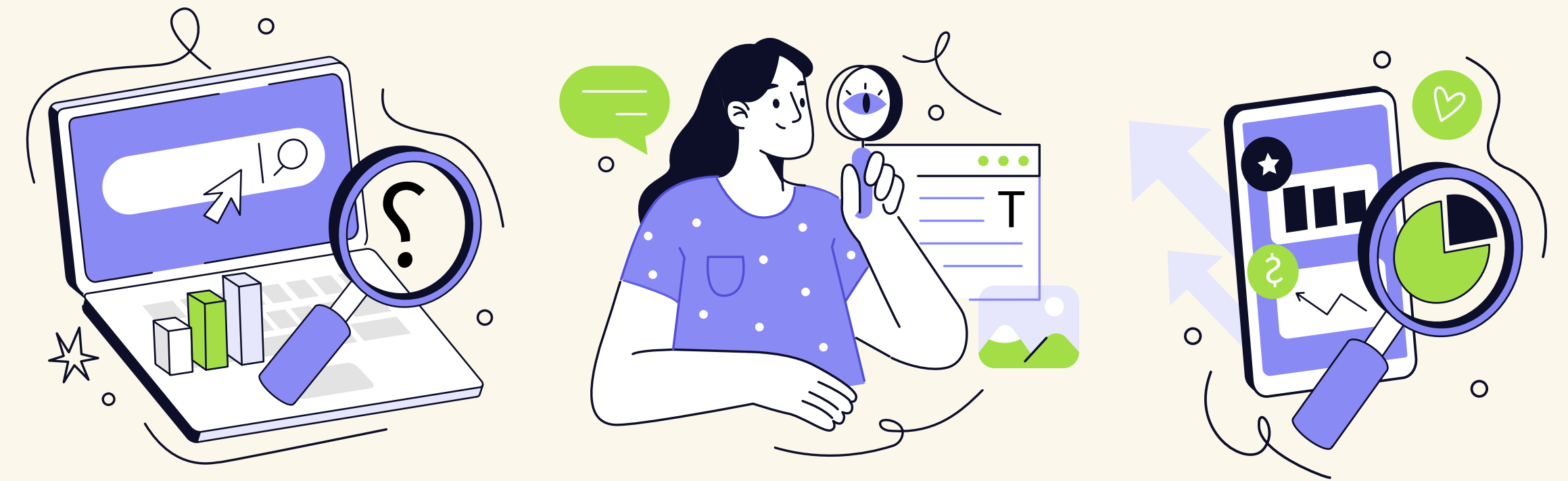
Ensuring your website is fully optimized for BFCM is critical for delivering a seamless shopping experience and handling high traffic volumes.

## Technical Optimization:

- Speed: Compress images, minify CSS/JavaScript, implement lazy loading, and utilize a CDN
- Mobile Responsiveness: Optimize for all devices with easy-to-tap buttons and readable text
- User-Friendly Navigation: Clear menu structure, prominent search bar with autocomplete, dedicated BFCM deals page

## Content and Visual Optimization:

- Product Pages: High-quality images/videos, benefit-focused descriptions, clear pricing with discounts highlighted
- BFCM-Specific Copy: Urgency-inducing headlines (e.g., "Exclusive," "Limited Time") and clear CTAs



- High-Impact Visuals: Eye-catching visuals, before/after pricing displays, countdown timers
- Social Proof: Prominent customer reviews, real-time purchase notifications, stock level indicators

## Checkout Process:

- Offer guest checkout and multiple payment methods.
- Use progress indicators and minimize form fields.
- Display real-time stock levels to create urgency.

## BFCM Content Style Guide:

- Ensure consistent, compelling messaging across the site.
- Include guidelines for copywriting, visual elements, and social proof usage.



# Chapter 5:

## The Big Day: Black Friday & Cyber Monday Execution

The moment you've been preparing for has arrived. Black Friday and Cyber Monday are here, and it's time to put your plans into action. This chapter will guide you through managing the intense BFCM period, ensuring smooth operations and maximizing your sales potential.

### Managing Traffic Spikes

**Cloud-Based Scaling:** Implement auto-scaling features on your hosting platform.

**CDN Optimization:** Ensure all static content is cached and distributed globally.

**Queue Management:** Set up a virtual waiting room for extreme traffic situations.

**Database Optimization:** Optimize queries and consider read-replicas for increased load.

Conduct load testing at least a week before BFCM to verify your configurations.





# Real-Time Monitoring and Problem-Solving

**Command Center:** Create a dedicated “war room” for key team members.

**Performance Dashboards:** Monitor website uptime, server load, conversion rates, and error rates in real-time.

**Alerting System:** Implement automated alerts for when key metrics breach predefined thresholds.

**Rapid Response Protocol:** Develop clear protocols for addressing potential issues like server overload or payment processing errors.

Create and test your BFCM dashboard two weeks in advance, ensuring all team members can interpret the data.

# Keeping Inventory Updated

**Real-Time Sync:** Integrate your inventory system with your eCommerce platform for live updates across all channels.

**Low Stock Alerts:** Set up automated alerts for predefined low stock levels.

**Overselling Prevention:** Implement safeguards like temporary product removal or backorder systems.

**Inventory Communication:** Quickly communicate stock status to customers on product pages and during checkout.





# Adjusting Promotions as Needed

**Dynamic Pricing:** Implement a system for real-time price adjustments based on inventory and sales performance.

**Flash Sale Capability:** Prepare infrastructure to quickly launch flash sales for specific products or categories.

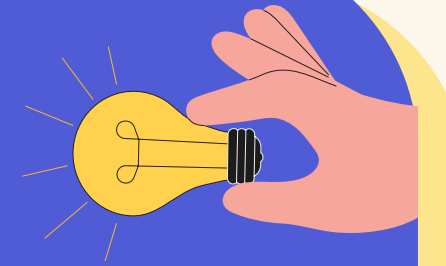
**Promotion Swap-Out:** Have pre-approved backup promotions ready to deploy if certain deals underperform.

**Real-Time A/B Testing:** Monitor and adjust your site's messaging, layout, or offers based on performance data.

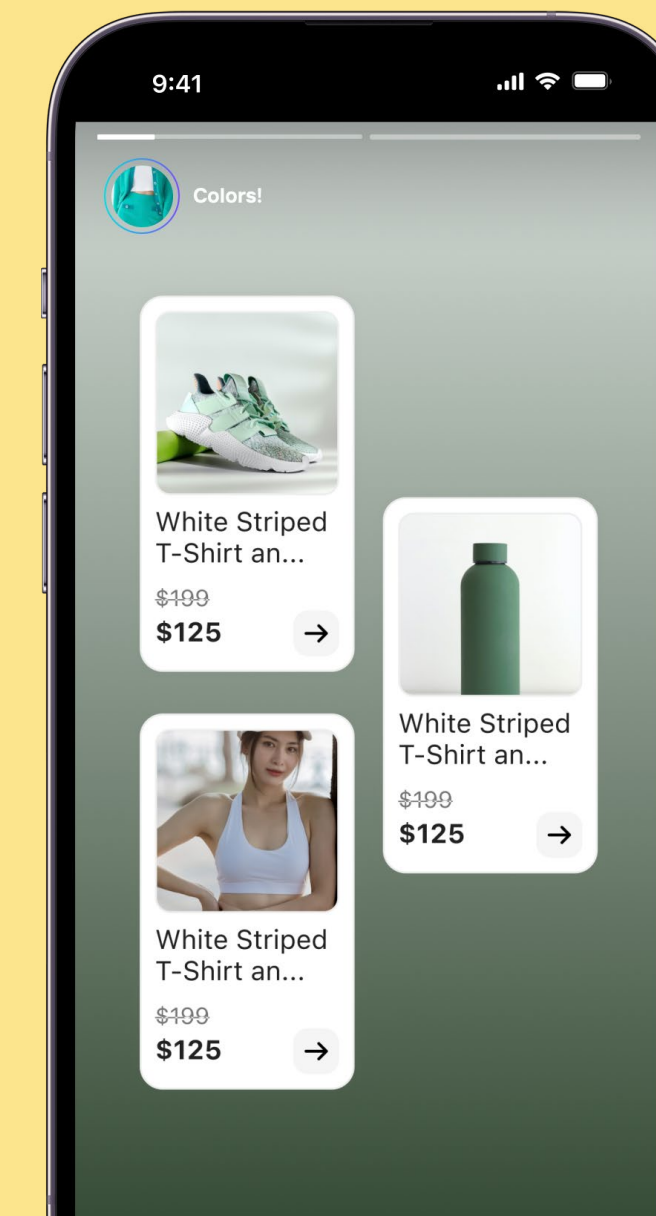
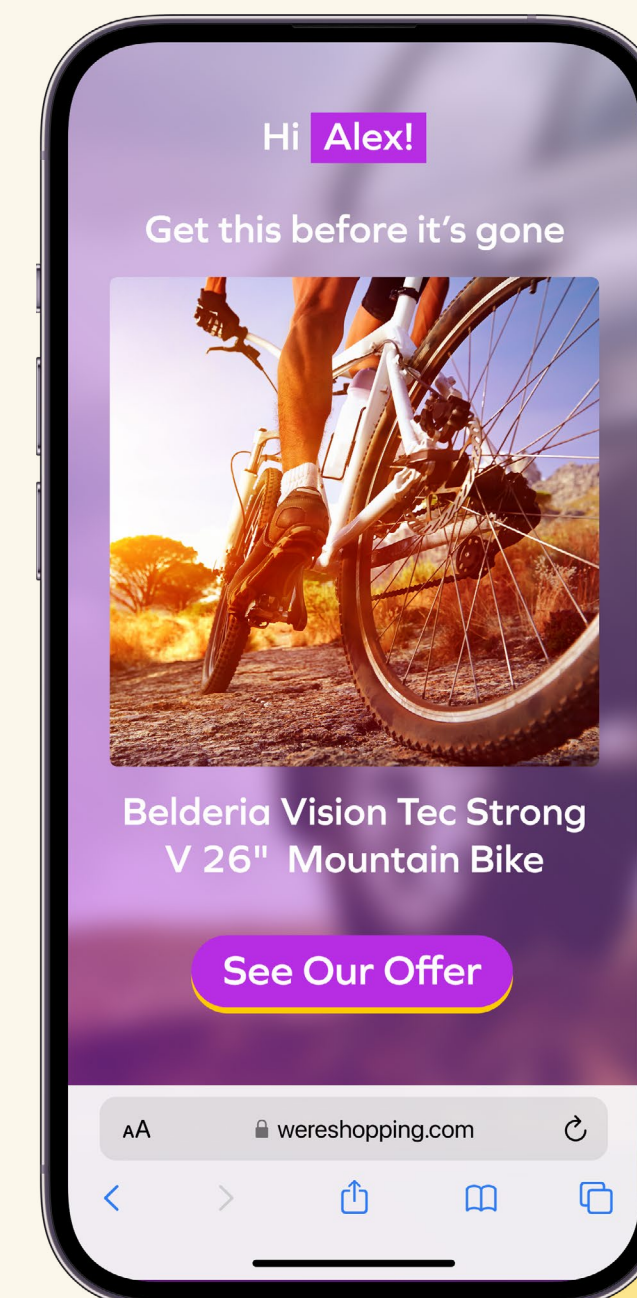
**Cross-Sell and Upsell Optimization:** Adjust product recommendations and bundle offers to maximize average order value.

*Remember to take care of your team during this intense period. Schedule breaks, provide support, and celebrate successes together. BFCM can be stressful, but it's also an opportunity for exhilaration and team bonding.*

## Storyly Tip



Upload your BFCM product feed to Storyly. Activate automated content creation on the Storyly dashboard to turn your feed into shoppable content effortlessly. Provide the best discovery experience to your shoppers.





# Chapter 6:

## Preparing Your Digital Store for BFCM

The frenzy of Black Friday may be over, but your work is far from done. The period following BFCM is crucial for analyzing performance, nurturing customer relationships, and managing inventory effectively.

### Analyzing Performance Data

Post-Black Friday analysis is crucial for understanding your performance and informing future strategies:

**Sales Metrics Review:** Compile and analyze key sales data:

- Total revenue
- Average order value
- Conversion rates

- Best-selling products
- Peak shopping hours

#### **Traffic Source Analysis:**

Examine which channels drove the most traffic and conversions:

- Organic search
- Paid advertising
- Email marketing
- Social media
- Referral traffic

**Customer Segment Performance:** Analyze how different customer segments performed:

- New vs. returning customers
- VIP customers
- Geographically-based segments

**Mobile vs. Desktop Performance:** Compare sales and user behavior across devices to inform future design and marketing decisions.





# Following Up with Customers

Maintaining communication with customers after BFCM is crucial for building long-term relationships. Here are some ways you can do that:

**Thank-You Campaigns:** Send personalized thank-you emails with special offers for future purchases.

**Review Requests:** Encourage customers to leave reviews with incentives.

**Holiday Shopping Guides:** Create content to assist last-minute holiday shoppers.

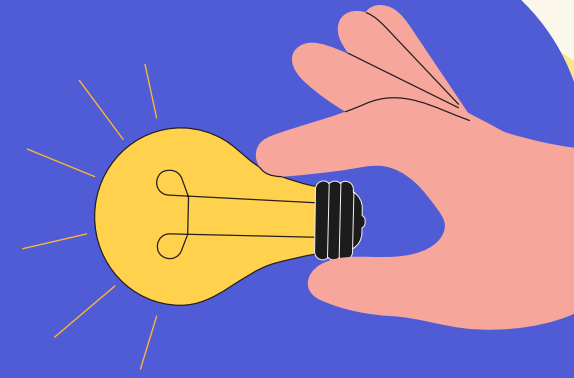
**Loyalty Program Promotion:** Highlight the benefits of ongoing engagement with your brand.

**Feedback Collection:** Create interactive in-app and on-site content to ask customers to evaluate their BFCM experience.





## Storyly Tip

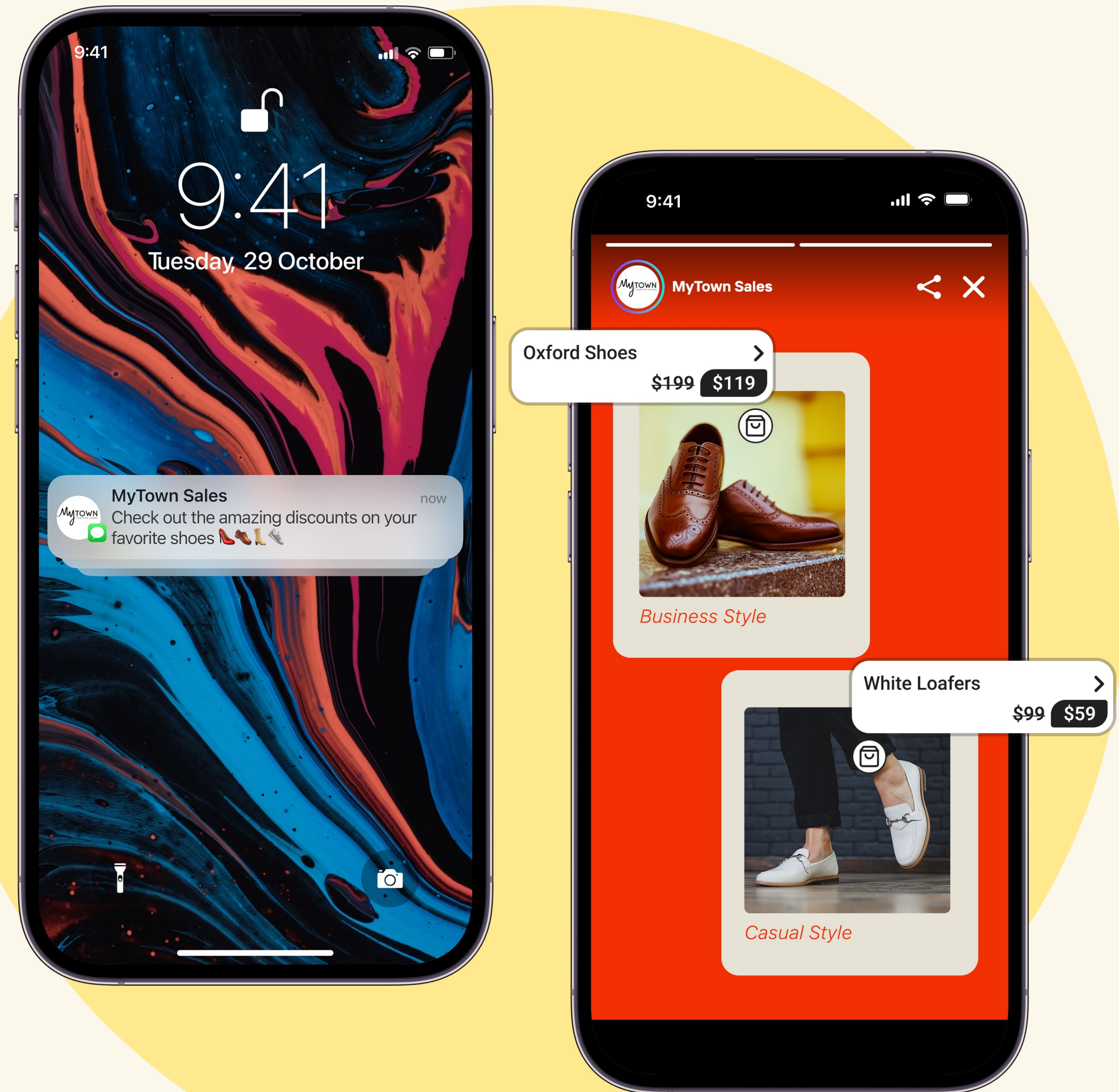


### For BFCM shoppers;

- Create a campaign offering them a promo code in their next purchases.
- Send a push notification.
- Connect your push notification with full-screen in-app content enabling them to copy the code.

### For BFCM cart abandoners;

- Create a campaign offering them a discount on the item they left in the cart.
- Send a push notification.
- Connect your push notification with full-screen in-app content showcasing reviews for that item.







## Retargeting Campaigns for Unsold Inventory

If you're left with excess stock after BFCM, strategic retargeting can help move these products.

**Dynamic Retargeting Ads:** Set up ads showcasing items viewed but not purchased during BFCM.

**Email Remarketing:** Target cart abandoners with special offers.

**Bundle Deals:** Combine slow-moving inventory with popular items.

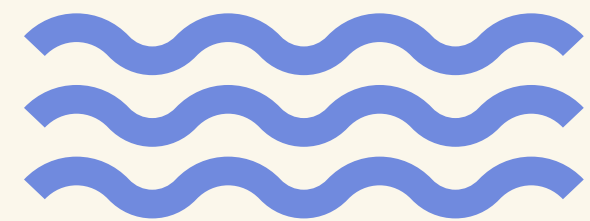
**Extended Sale:** Run a "Last Chance" or "Clearance" sale for overstocked items.

By effectively leveraging the strategies outlined in this chapter, you can turn your BFCM success into long-term customer loyalty and sustained business growth.





# 24 Expert Insights from the Brilliant Minds in eCommerce







## Elisa Pogliano

*Founder & Principal Consultant at  
Hen's Milk*

My top tip for Black Friday and Cyber Monday 2024 is specifically for those retailers who have physical stores and who allow online shoppers to go and pick up their orders in store.

Did you know that up to 49% of people who buy online and then pick up their order in store will buy something else from the store that they did not plan to buy. That's a massive opportunity! So, how can you capitalize on it?

First of all, start with the basics. What's the experience like for those people who are picking up their online orders in your stores? Is it easy enough? Have you planned the right amount of incremental store staff? Black Friday and Cyber Monday will

be a peak in orders, therefore also a peak in "buy online and pick up in store" traffic...

Secondly, can you offer them something else? Can you encourage them with displays of impulse purchase items or even with dedicated extra promotions that the store staff will advertise to them when they're picking up their online order?

Finally, think about how you can make it really easy for them to say "Yes!" For example, is the area where people are picking up their orders close enough to the tills? Is there a way that you can make them pay for the extra transaction there and then, without actually having to go and queue at the tills? Paying attention to these small details will be key for you to capitalize on the opportunity represented by BOPIS shoppers.

Find Elisa on [LinkedIn](#)







## Will Laurenson

*CEO & Lead CRO Consultant at  
Customers Who Click*

My top tip for eCommerce marketers this Black Friday: Really think through the offers that you're putting together and going to go to market with. Gone are the days where you can just put a blanket 30% off on your website and expect it to perform well. If you do that even now, you're going to get sales and revenue, your conversion rate will go up but you're just going to eat into your margin and hurt your business.

So, think about how you can add value to what you're selling without having to give away margin and give away discounts to people. Put bundles together that make sense. You can still give a discount but what we're aiming for is people spending £100 or \$100 with you instead of their normal AOV which might

be 60-70. So, even though we're going to give people a discount on each part of that bundle, the overall bundle is there to increase AOV.

Also, think through your unit economics for each of your products, your best sellers, your worst sellers... You've got to decide how you can use this as an opportunity to clear stock as well. If you've got dead stock of products that just that no one wants and buys, how can you get that into your offers in a way that will help you liquidate that stock and get out of storage but also in a way that appeals to the customer? You can't simply add a free gift or try and force products into bundles where they don't belong in the hopes that people will buy them. That actually decreases the value of that bundle.

So, sit down, think this through your approach to Black Friday in terms of the offer that you're going to present.

Find Will on [LinkedIn](#)







# Neal Goyal

*Director of Sales at Tapcart*

## **The Biggest Threat eCommerce Marketers Will Face During BFCM 2024: The Election Effect**

The 2024 U.S. election combined with BFCM will significantly impact a brand's customer acquisition costs. Political ad spend will reach \$10.2 billion, where 17% is expected to go towards Meta. This surge in demand will drive up CPMs, causing CAC to hit record highs, as I have already seen trends resembling the 2020 election year.

This massive competition for ad inventory leads to aggressive bidding, market saturation, and consumer ad fatigue, making it harder for non-political ads to stand out and convert. Complicating

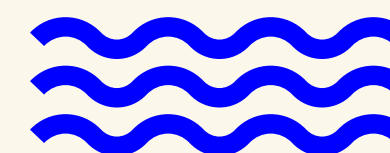
matters, this is the first election year post-iOS 14, where privacy changes have already limited ad performance visibility.

How to Prepare: Brands must ruthlessly optimize:

- Post-click Customer Journey: Refine your landing pages, checkout flows, and post-click experiences that are tailored to the customer, to ensure high conversions despite a period where customers have limited attention spans.
- On-site CRO: A/B test... Everything.
- Post-purchase Ads: Use upsells and network effect tools to drive conversions at a lower CAC.
- Retention Channels: Hyper-segment email, SMS, and mobile app channels for customer relationship-building that drive high repeat purchase frequency.

What do all of these have in common? They all play a role in maximizing LTV. And LTV will be your best friend during what will be the highest CAC period we have experienced in history.

Find Neal on [LinkedIn](#)







## Anh Vu-Lieberman

*SVP of CRM, SEO and  
Personalization at Nogin*

During an election year, expect marketing costs to increase by 10-20% especially on Meta. Therefore, it's best to lean into lead gen ads to gain your future customers early. Gather the emails of those who want early access to BFCM and treat this group as your highest intent VIP before rolling it out to other subscribers. The timing of email and SMS sends are critical. If you send it too early, your message will be buried at the bottom of an inbox. Study the revenue from email and SMS by hour looking at last year vs current behavior to plan the optimal send time by day. Since Thanksgiving is a big travel time period, allow users who were not able to complete their purchases after the Cyber Monday promo is over with an abandoned cart clean up. This tactic can bring in up to 43% of the day's revenue.

Find Anh on [LinkedIn](#)



## Rebecca Hilliard

*eCommerce Customer Retention  
Consultant*

Planning ahead is crucial, and by now, many brands will have the main event squared away, but what comes next? While your strategy is likely to bring in a surge of new customers through performance marketing channels, the real opportunity lies in how you nurture those relationships after their first purchase. Without a well-thought-out post-BFCM plan, you risk losing valuable new customers. By focusing on retention, building loyalty, and creating personalised customer experiences, you can maximise their lifetime value. A solid post-BFCM strategy ensures that the momentum built during the event continues, turning one-time buyers into repeat customers and driving long-term growth for your business. The post-BFCM plan is just as important as the BFCM plan.

Find Rebecca on [LinkedIn](#)







## Ben Rodericks

*Senior Paid Media Consultant at Vervaunt*

Here are my top tips for nailing your retention strategy during Black Friday and Cyber Monday.

**Tip #1:** Maximize your most valuable resource—your customer database. Segment it effectively by customer behavior. Your top-performing customers with a high average order value (AOV) and purchase frequency won't behave the same or respond to the same messages as your lapsed customers. By segmenting your data, you can apply the right bids, the right budgets, and the right messaging to each group.



**Tip #2:** Evaluate the customer lifetime value of those acquired during this period. Be critical when deciding whether to include them in your retention strategy at all. They likely entered your business at a discounted price, so their likelihood of buying again at full price may be low, which could require additional investment—almost like reacquiring them at full price. Be selective when deciding to exclude these customers from future retention efforts, including those acquired in last year's BFCM.

**Tip #3:** Approach retention differently. We usually think of retention as driving repeat purchases, but during BFCM, this can be tough due to heavy competition and decreased brand loyalty. To remain competitive and foster loyalty, offer your customers something special that sets your brand apart—such as early access to sales, exclusive offers, or an extra 10% discount.

Find Ben on [LinkedIn](#)







## Laura Little

*Founder at That British Chick*

Black Friday - Cyber Monday is one of the most exciting promotional opportunities during the year. It's what I like to think of as the kickoff to the holiday season. Around this time of the year, the concept of "surprise and delight" can heavily go into play.

So, what exactly is surprise and delight? It is exactly what it says on the box. It's a way to surprise your customer and delight them, creating bundles of lovely emotional connection to your product. Surprise and delight can be used in every step of the customer journey from your ad

creatives to your email marketing campaigns, to your inserts to what goes inside the box...

Going big on surprise and delight during this very very competitive season can help your brand stand out from the crowd and keep and retain new and existing customers.

Find Laura on [LinkedIn](#)







## Peter Murphy Lewis

*Founder & CEO at Strategic Pete*

It's time to gear up for the big weekend, BFCM 2024. My top tip for eCommerce marketers: Plan your customer journey from start to finish. Map out each touchpoint from the first ad they see to the post-purchase follow-up. Use data to segment your audience and personalize your messaging. People respond to what feels relevant to them. And if marketing isn't tailored to them, they'll swipe left faster than a bad Tinder match.

Automate as much as you can whether it's abandoned cart emails or personalized recommendations so you could focus on real time adjustments during the busy period. For example, integrating automated inventory management with your

marketing strategies can help prevent out-of-stock issues caused by poor demand forecasting.

Speed matters. Make sure your website is optimized for traffic spikes and that checkout processes are smooth and fast.

Finally, remember it's not just about the sale, it's about retention. Follow up with the customers post purchase with personalized offers or loyalty incentives to keep them coming back. Think of it like a relationship. Don't just woo them for the first date and ghost them afterwards. Keep that romance alive.

Good luck and may your sales be through the roof!

*Find Peter on* [\*\*LinkedIn\*\*](#)







## K. Soner Sensoy

*Chief Revenue Officer at Storyly*

Black Friday - Cyber Monday is a great opportunity for eCommerce businesses. It's a period when shoppers pay more attention to your messages, spend more time discovering your offers and products, and show higher intention to purchase. You can capitalize on this opportunity to grow. Yet, growth is a complex phenomenon, and focusing solely on sales/revenue growth would harm your profitability and brand identity.

**Using BFCM to grow brand visibility:** You can create innovative, different, and engaging digital experiences. No need to limit yourself to what others have been doing or what you did last year. Your campaign should be outstanding and memorable.

**Using BFCM to grow your connection with customers:** It's important to take customer preferences into account while shaping discounts and campaigns. You can collect zero-party data and personalize your messages for each shopper.

**Using BFCM to grow your profit margins:** Analyze last year's sales data, best-sellers, worst-sellers, your stocks, and different customer segments' behaviors. Then, you can outline your campaign strategy, test each offer, and iterate along the way.



Find Soner on [LinkedIn](#)







## Adam Pearce

*CEO at Blend Commerce*

Every year over the Black Friday - Cyber Monday period, you tend to acquire new customers. But do they actually have a significant lifetime value (LTV), or do they buy that product and then move on?

So, I recommend you have a look at BFCM last year. Were there specific products that people bought as a first-time purchaser over BFCM that gave a high or a low LTV since that point? Were there a set of products, when purchased as a group for the first time, resulted in a high LTV or low LTV?

Use that information to guide what you're going to do this year in terms of the offers, the promotions, the products... Ultimately, you think about your margins from a profitability point of view. But secondly, with those margins, what do you then get of that new customer over the course of the year ahead?

Go over last year's data, see what happened... Which products were good from an LTV point of view as the first purchase, and which products were bad? Then, promote the ones that have a positive, strong LTV.

Find Adam on [LinkedIn](#)







## Malikah Planas

*eCommerce Marketing Consultant &  
Founder at On Twelve Management*

Marketers can ensure that their retention strategy is being included in their BFCM marketing strategy by implementing win-back email campaigns.

Win-back email campaigns are great for first-time customers who have never purchased from you before. During Black Friday and Cyber Monday, maybe you had an amazing deal and acquired new customers. Make sure that you keep them coming back and turn them into loyal customers. And you can do that by implementing a win-back email campaign.

Possibly 60 or 90 days later after they've made that first purchase and they haven't purchased again, you can send them an automated email campaign, using platforms like Mailchimp or Klaviyo. Set up that automated email to go to them 60-90 days later, depending on what kind of product you have and how often they need it. Let them know of the other products that you have to offer and new products that you have... Tell them, "Hey, we saw you purchased from us for the first time during Black Friday and Cyber Monday. But we miss you, and we want you to come back and shop again."

This will be a great way to retain those first-time customers and turn them into loyal raving fans.

Find Malikah on [LinkedIn](#)







## Greg Zakowicz

*Sr. eCommerce Expert at Omnisend*

Black Friday, Cyber Monday, and the Holiday Season are just about upon us, and it's a time commonly filled with deep discounts. But what if you don't want to or can't discount? Competing with deep discounters isn't easy but who likes the easy road. Here are a few things I'd recommend doing to drive non-discounted sales.

First, focus on your value adds. If you offer free shipping, free extended returns, 24/7 live support, or anything else that would make the customer feel valued, promote it on every channel from email and SMS to social media.

Next, use user-generated-content, especially star ratings and testimonials across all your marketing. When people see five-star rated products they know they're getting value. This can make them feel super-comfortable making a purchase from you, especially if they're gifting. No one wants to gift a poor-quality product. For the same reasons, use customer testimonials in your messages, such as welcome messages, browse abandonment and cart abandonment emails.

Next, think about what you can offer. Maybe it's a bonus loyalty point, free gift wrapping, expedited shipping, a gift card for a future purchase, or if that's not enough, a discount if they purchase a bundle of products.

Finally, you can even try showing a few out-of-stock products on your site. This might seem counterintuitive, but if done well, it can reinforce the sense of urgency in consumers.

Combine these tactics with your email, SMS, and all your other marketing efforts, and hopefully, you will have a successful holiday season and beyond.

Good luck!

Find Greg on [LinkedIn](#)







## Mahdi Mahil

*Head of Partnerships at Social Snowball*

Affiliate and influencer marketing are huge drivers of growth for brands that are looking to boost their sales during BFCM. The holidays are a busy season for influencers and creators, and many brands vie for their attention to get their products/offers noticed. One thing brands can do to stand out is to boost commissions for creators on BFCM. That ensures that your brand is a priority for them on the holiday. Communicating the offer with creators early via email/SMS is key to success: you want to make sure they know they want to work with your brand before BFCM rolls in.

Find Mahdi on [LinkedIn](#)



## Kaan Toygar

*Marketing Manager at Prisync*

Maximize sales and profits with strategic inventory management and competitor stock monitoring. Focus on your best-selling products from past Black Friday and Cyber Monday events and stock upon them. Use tiered discounting with dynamic pricing, offer deeper discounts on your less popular items, and keep lighter discounts on your best-selling products to protect your profit margins.



Find Kaan on [LinkedIn](#)







## Nurçin Turgut

*Customer Engagement Team Lead  
at Storyly*

Working with eCommerce businesses from different countries, I've seen that Black Friday is a global phenomenon now. Shoppers are more active on apps and websites, browsing for the best offers and the service. It directly reflects on in-app and on-site content metrics, leading to a significant increase in impressions, CTR, and conversions.

That's why starting BFCM communications early is the key.

You can kick off your campaign with a countdown badge, informing shoppers when the discounts will be available. Limited-time-only promotions are perfect to create a sense of urgency and build a hype. One of the simplest yet most effective tactics

here is the "Notify Me" icon of our countdown stickers, sending a reminder to shoppers both before the sales begin and as they approach their end.

Also, many shoppers add items to their favorites before BFCM. So, you need to show them reminders and discounts about the products they saved, listed, and searched. Personalization is essential during these busy times.

Finally, your app/website visitors will be curious about trending and top-selling products during this time. So, showcasing these items can inspire them, driving even more engagement and conversion.

Find Nurçin on [LinkedIn](#)







## Meghan Hardy

*Consumer Marketing &  
eCommerce Consultant/Founder*

One of the most impactful things D2C brands can do leading up to BFCM (and one that I often see missed) is analyze the offers they've run in the past. You want to make sure your offers are driving long-term growth, not just quick wins. Offer analysis has helped my clients unlock results like a 47% lift in revenue per new customer. Your offers shouldn't just be about driving conversions – they should be about bringing in the right customers for your brand.

Find Meghan on [LinkedIn](#)



## Seray Begüm Sezkir

*Marketing Specialist at Prisync*

If you're an eCommerce brand that doesn't want to slash prices, avoid deep discounts by offering bouldering promotions like limited-edition products, special bundles and gifts during Black Friday and Cyber Monday. Engage customers with your brand story, mission, and impact on society and environment to connect with those seeking meaningful purchases.



Find Seray on [LinkedIn](#)







## Rahi Jain

*CEO & Founder at RetainUP*

Black Friday isn't just about acquiring customers. It's your best chance to turn one-time buyers into loyal brand advocates. Here's how you can do it:

### **1) Reward your loyal customers.**

It's time to take special care of your most loyal customers. Higher discounts, early access, VIP offers, or priority shipping are the best way to strengthen their commitment to the brand. Also, they can help you generate positive word of mouth in the shopping season.

### **2) Re-engage your lapsed customers.**

With the biggest offers of the year, it's the perfect time to ask them to return. Also, you can personalize the offers based on their previous shopping experiences.

### **3) Incentivize the next purchases.**

After Black Friday, focus on driving repeat purchases. If you offer subscriptions, focus on selling a monthly subscription as an upsell. Structure your loyalty program so customers get points and redeem it post Black Friday. Also, educate them about the brand values, benefits, and your USP. Work on setting up a detailed post-purchase journey via email and SMS to recommend cross-sell, ask for reviews, win-back etc.

Find Rahi on [LinkedIn](#)







## Caitlin Telford

*Marketing Executive at Quickfire Digital - Shopify Plus Agency*

Personalisation can significantly enhance the customer journey during Black Friday - Cyber Monday. Leverage customer data and browsing history to deliver targeted product recommendations, personalised offers, and dynamic email content. This approach fosters a sense of individual attention, which then could lead to increased engagement and conversion rates. To act on this, why don't you implement personalised email campaigns based on past purchase behavior? For example, if a customer frequently buys electronics, send them an exclusive BFCM day offer on the latest gadgets. This targeted approach demonstrates that you understand their interests making them more likely to take advantage of your offers.

Find Caitlin on [LinkedIn](#)



## Dieter Hsiao

*Managing Partner and CEO at DIVISA*

Brands that don't want to slash prices during BFCM can focus on value-added offers. Consider bundling products, offering exclusive limited-edition items, or providing free shipping and extended returns. Highlighting the unique value propositions of your products through compelling storytelling can also create a sense of urgency and exclusivity. Personalized marketing, leveraging customer data to tailor recommendations and offers, can significantly enhance customer engagement and drive sales without heavy discounting.



Find Dieter on [LinkedIn](#)







# Michalina Leśniak

*Senior Digital Strategist at  
Future Mind*

Personalization has great power when it comes to customer decision-making! You can use it to build a unique bond that leads to loyalty and friendship. However, be careful – popular content personalization practices are no longer enough to stand out. To capture a customer's attention, you need to show how well you know them and hit the mark with your message.

BFCM is all about getting through the noise and taking advantage of the user's shopping fever within your e-commerce – and personalization is key to make it happen. It is powered by user data, so to fully leverage this potential, think about how you can use your data and segmentation and get ready well before BFCM.



Below, you can see some strategies to make it happen and help your communication match the specific user segment:

- First-time buyers, so people who might have interacted with your website before but haven't bought anything yet: as these users have high CAC (Customer Acquisition Cost), during BFCM, your main goal should be to increase basket size and collect user data, therefore try using catchy banners and slogans that will encourage them to leave contact information and stay in touch;
- Regular users: you already have some data, but not many transactions, try to use the information you already have to warm them up before BFCM and send them exclusive deals to be unlocked during BFCM. Use notifications, gamification, and personalized communication to make sure they'll be ready;
- VIP users: It's essential to make sure you don't lose this segment during BFCM, as they have specific interests and are very demanding. It's advisable to prepare dedicated promotions, give them early access to the deals, and entice them with tailor-made communication and offers.

Act, observe, and most importantly –  
listen to what your data and customers tell you!

Find Michalina on [LinkedIn](#)







# Mariana Klover

*Head of Brand Marketing at  
Mailmodo*

With Cyber Monday behind us and your logistics all set, now's the perfect time to connect with those new customers you've welcomed.

Here's a friendly tip: Dive into building relationships right away by sending out some really tailored emails. Most of these new folks likely signed up to track their orders, so there's your chance to shine with some smart email marketing. Start figuring out who loves a good deal and who's curious about what makes your brand tick. Here's how you can get to know them better:

- **Kick off with a quiz:** Send out a quick 3-question quiz in your first email. Their answers will help you split them into 3-4 groups based on their interests.
- **Personalize the journey:** For each group, create a series of 6-10 emails over the next couple of months. Sprinkle in some insights about your brand, showcase your products, drop exclusive deals, and don't forget to nudge them for referrals. Tailor each email to echo what each segment digs.

This way, you're not just reaching out; you're connecting and creating a more personalized experience that speaks directly to their preferences.

Find Mariana on [LinkedIn](#)







## Cameron Gawley

*Co-Founder and Chief Growth Officer at Arrival*

The biggest threat eCommerce marketers will face during BFCM 2024 is the oversaturation of discount-driven campaigns, leading to margin erosion and brand dilution. To counter this, marketers should focus on creating unique, value-driven experiences rather than relying solely on discounts. Implementing omni-channel strategies, such as augmented reality apps for product visualization and limited-edition collaborations, can drive engagement and sales without compromising margins. Building authentic connections and offering exclusive, high-value products will help sustain customer loyalty beyond the peak shopping season.

Find Cameron on [LinkedIn](#)



## Melike Ulaman

*Growth Marketer at Prisync*

As Black Friday and Cyber Monday approach, my top tip for eCommerce marketers is to keep a close eye on their competitors' prices. During this high-stake period, retailers are adjusting their prices rapidly to maximize their sales and revenues. By tracking your competitors' prices in real-time, you can ensure that your offers are attractive and also aligned with the market. It's not just about undercutting them, it's about knowing their pricing strategies, spotting their pricing trends, and also making data-driven and dynamic decisions.

Find Melike on [LinkedIn](#)





# Conclusion

As you gear up for Black Friday and Cyber Monday (BFCM), the strategies and tactics we've discussed across these six chapters will serve as a comprehensive guide to help you navigate this critical sales period successfully.

## Key Points to Remember:

- **Early Preparation:** Set clear goals and build a strong campaign foundation.
- **Website Optimization:** Ensure your site is fast, mobile-friendly, and user-friendly.
- **Personalization:** Tailor the shopping experience with dynamic content and segmented messaging.
- **Multi-Channel Strategy:** Optimize social media, ad campaigns, and strategic partnerships.
- **Interactive Shopping:** Incorporate features like shoppable videos and AR try-ons to engage customers.

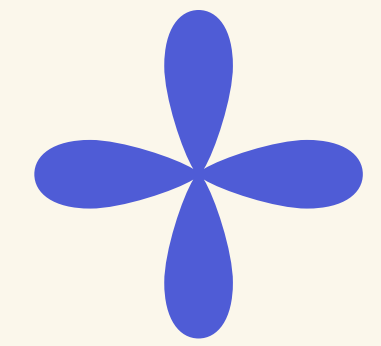
- **Customer Support:** Prepare for increased volume with chatbots, extended hours, and social media monitoring.
- **Real-Time Adjustments:** Use dynamic pricing, flash sales, and A/B testing to respond quickly to sales trends and customer behavior.

The most successful BFCM campaigns are those that are well-prepared, flexible, and customer-focused.

As you implement these strategies, remember that the success of BFCM lies not only in the initial preparation but also in your ability to adapt and respond to real-time challenges and opportunities.

Finally, stay driven and ambitious, set achievable goals, and most importantly, enjoy the journey.





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interactive, personalized, shoppable  
content experiences for your  
customers on your digital store!**

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