

BLACK FRIDAY | CYBER MONDAY

BFCM

Are You Ready?

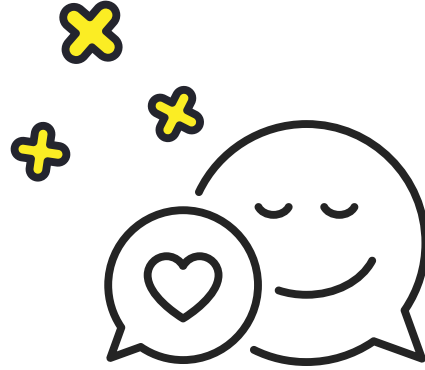
DIGITAL
ReTAIL PARTNERS

eCommerce Experts

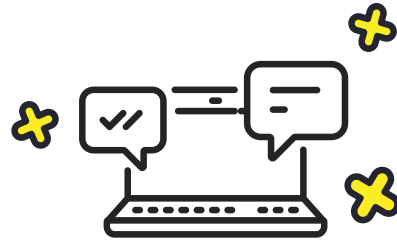


Women owned. Women led. Proudly Independent. 50+ brands around the globe.

Digital Retail Partners stays at the forefront of eCommerce best practices helping retail and online businesses grow and innovate. We believe the way to build a brand is through originality, authenticity and a tireless devotion to the details.



Cyber Monday hit \$7.9B in online sales last year, \$2.2B spent via smartphones



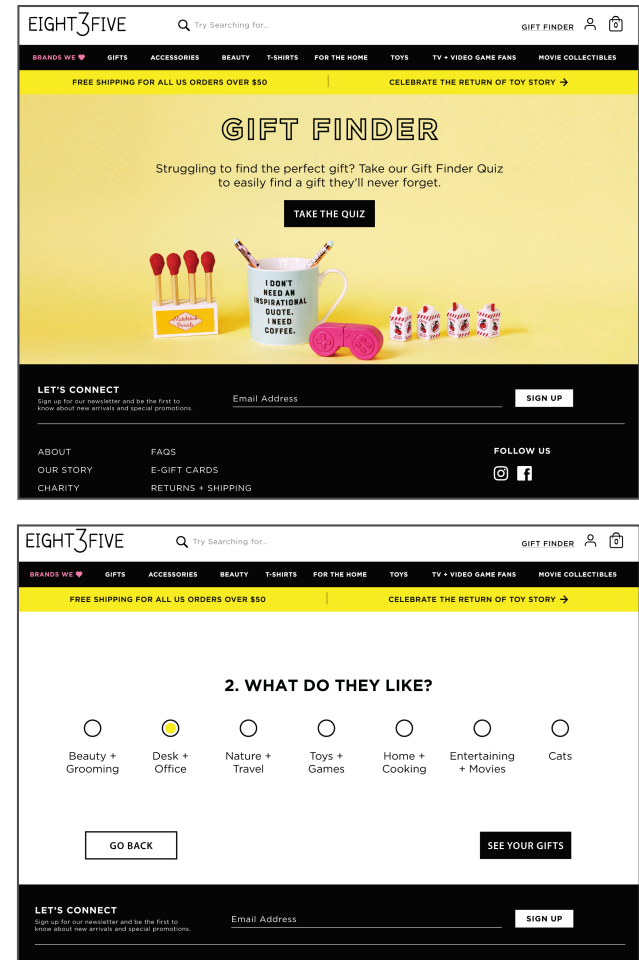
The FACTS

- 01** Three golden hours of retail: between 10pm and 1:00am EST. The idea here is that shoppers catch final Cyber Monday deals right before bed or after work on the west coast.
- 02** Subsequent conversion rates peak above 7.3 percent for the season (almost 2.5 times higher compared to the rest of the year).
- 03** Basket Size
 - Denver: \$163
 - San Francisco: \$157
 - NYC, Portland: \$156
 - National Average: \$138

THE PLAN

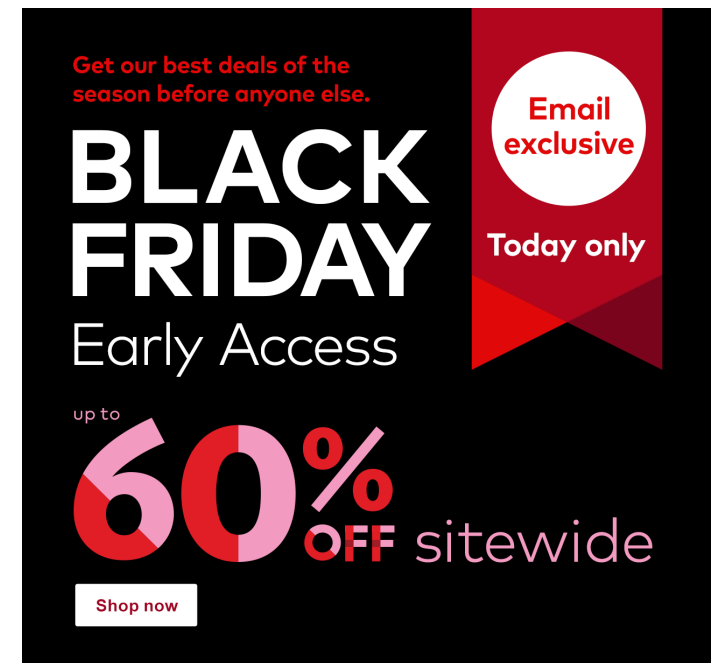
01 The Rough Draft - September

- Look at all of your products and plan your deals and discounts ahead of time, instead of putting on a sale last minute.
- Choose the products you want to run a BFCM sale on and schedule their start dates and sale prices. **MAKE SURE YOU HAVE INVENTORY.**
- If you're using discount codes, plan them now and figure out their start/end date.
- Plan out your creative and copy, start gathering ideas for what you want to do. Reference last year's campaign (if you had one) and evaluate what worked and what didn't.
- Begin to gather your creative assets and start copywriting.



Let's Build

- Put together your homepage using the assets you picked out in phase #1. Shopify allows you to duplicate your theme. This way you don't have to worry about doing everything the day of.
- Put together your ads now and get them approved/scheduled.
- Place retargeting pixels on your BFCM website so you can remarket to your BFCM sale.
- Build your email marketing surrounding BFCM.
 - Pre-BFCM: 1-4 emails dropping hints
 - During BFCM: 1-2 emails reminding them
 - Post BFCM: 1-2 emails of follow-up
- Consider building a unique abandoned cart series just for BFCM. The average cart abandonment rate during BFCM in 2017 was 74.5%
- Write your blogs/gift guides.



02 The HYPE Phase - October

- Customers start looking for deals in October
- 45% plan to start shopping before November 1.
- 25% plan to start shopping before October.
- 12% started shopping for the holidays this summer.



Drop Hints

- Get people interested in the products you're going to be promoting/putting on sale.
- Offer a pre-sale collection, hint that the deals will get better.
- Capture the emails of people who show interest in your sale products – they'll be the most likely to shop during the sale.
- Send out hint emails throughout the month. Tease what will be in the sale and generate interest.
- Those that open/click your pre-BFCM emails: segment them into a separate list and target for more emails.
- Post sneak peeks of upcoming sales on social media.
- Swap out images on your HP throughout the month to hype the sale.

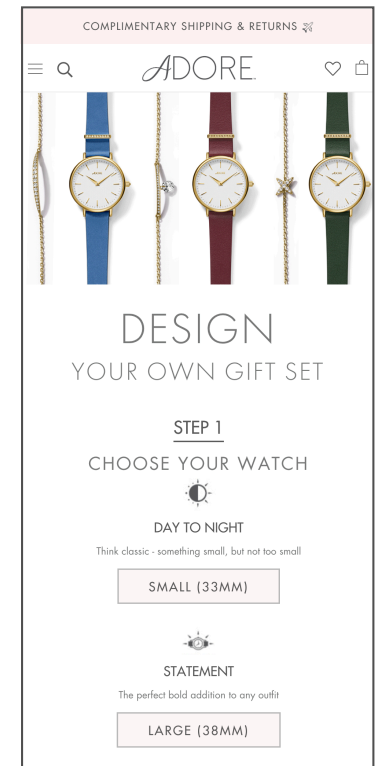
Get Up To Speed

- Create your discount codes that you've already planned and schedule their start/end date.
- Build your collections and sale pages in your Shopify site. (keep them hidden)
- Optimize your site design for mobile sales. Shopify saw more mobile sales last year than desktop sales.
- Test. Test. Test. Make sure everything is set with your website designs and functionality.
- Optimize your site speed and make sure your site can handle all that BFCM traffic. (Justin can speak more to this in the next presentation)

03 Launch Phase - November

THE PRE-LAUNCH CHECKLIST:

1. Make sure your pre-made ads are running.
2. Make sure your discount codes are running.
3. Make sure your emails are going out and segment/send to the highly engaged.
4. As traffic builds on your website, check the site speed.
5. Launch your blogs and gift guides.
6. Make sure your stock is in order.
7. Make sure the rest of your emails are scheduled.
8. Schedule your HP to turn on at midnight of the 29th.



03 Launch Phase - November

THE LAUNCH CHECKLIST:

1. Monitor your site for slowdowns/breakage.
2. If it's slowing down, consider ditching some animation or extra features you may have implemented.
3. If your payment gateway goes down, you can establish a plan to email users with a link that takes them back to their shopping cart with all items - and offers - intact.
4. Make sure there is a team available to address any issues in real-time on your social media channels and to respond to unhappy customers.
5. Ensure that senior technical resources will be available to troubleshoot when required during the sale.
6. Note any failure points during the event.

Follow Up

THE POST-LAUNCH CHECKLIST:

1. Turn sale customers into relationships.
2. Keep them on a list to remind when another sale comes up.
3. Retarget with similar products or discounts.
4. If something went wrong, figure out what it was and fix it.
5. Figure out what worked and what didn't creative-wise (analytics on your ads)
6. Spread the wealth to those that worked on BFCM.
7. Make sure all the orders go out in a timely manner and respond to all returns and refunds quickly.

THANK YOU

Let's Chat 203.375.0282

 hello@digitalretailpartners.com

digitalretailpartners.com

DIGITAL
ReTAIL PARTNERS

eCommerce Experts

Sources

<https://www.prnewswire.com/news-releases/new-survey-finds-54-of-consumers-will-begin-holiday-shopping-before-black-friday-300535354.html>

<https://www.shopify.com/blog/bfcm-checklist>

<https://rigor.com/blog/10-steps-prepare-website-high-load-days-black-friday>