



73 - Quick Tip Episode - How To Start Preparing For Black Friday / Cyber Monday in 2020

By: Ilana Wechsler

Why You Need to Prepare Early

- And the answer is because if you wait till the last minute, then what you're gonna find is that advertising costs are super, super expensive because everyone is advertising in that particular time period.
- So that you know at the time of when Black Friday and Cyber Monday is really coming up, you can pretty much only run your very nicely seasoned retargeting campaigns and your advertising costs are way lower than what they would be if you didn't prepare.

Think About What Your Offer is Going to Be

- Okay, what I actually like to do for the landing pages now is start, like, you know, developing, as I said, what your offer is, but also some kind of email capture form for people to register their interest in what will be your offer, you don't necessarily have to give the specifics of the offer.
- Okay, really start thinking about your offer now. And even if you're not sure what it is, start creating your landing pages now teasing the fact that an offer might be coming with an email capture form, and I would start promoting that right now on social media.



Create a Buzz Building Campaign

- And so what you want to do ideally is on social media people to be sharing that. And you're sort of advertising this now before you really need to rely on the expensive time to be advertising.
- And the idea here, as I said, is to build up a really good retargeting list, and an email list that you only really need to run during the most expensive time which is a few days prior, and also during Black Friday, Cyber Monday because as you say, you know, Friday to Monday right, you've got three days there.
- So, your goal is to build up a nicely-being and seasoned retargeting list.

Narrow Your Google Ad Campaigns

- Make sure that you're also narrowing your Google ad campaigns as you get closer to Black Friday, Cyber Monday, and really only purchase very high intent keywords.
- This is a super expensive time to be advertising just before Black Friday and Cyber Monday. So really, you're just going for the low low hanging fruit, the high purchase intent, keywords to make sure that you're not really wasting, very expensive ad spend.



Segment Your Audiences & Treat Your VIPs Very Well

- So segment your audience, both in your email marketing software and also within your retargeting lists, and you want to segment them to show them your best offer, perhaps you're going to create some kind of bundle or something which is a really, really good deal for people.

Re-engaged with Past Customers

- And this obviously does relate to ecommerce, but not just ecommerce even leads that may have lapsed or past customers to try and win them back. And possibly some kind of offer, which is relevant for them as well.
- You need to make sure that your website is very mobile optimized. And I know people who make sure that their website has the capacity for an influx of traffic so that it loads extra fast. So possibly it's worth exploring that with your hosting company.



Have a Strong Abandoned Cart Email Sequence

And the last tip I have is to make sure that you also have a strong abandoned cart email sequence with ads in conjunction with that to follow up.

- So for example, say someone adds something to their cart and does not buy. Obviously an email marketing campaign kicks in to win them back.
- But also, you've created a retargeting campaign for that shopping cart abandonment. So you would include the audience of the people who add the item to their cart and exclude the people who have purchased and make sure you show ads to those people as well.
- And just because somebody abandons their shopping cart, does not necessarily mean that they don't want to buy the product, perhaps life kind of got in the way, etc.