

5 Key Ways To Master

BLACK FRIDAY

#1

Traffic

Determine Your Sales Potential

Take the number of visitors multiplied by your website conversion rate and your online average order value, and there's your potential revenue. The question is, how do you drive more traffic?

#2

Timing

Plan for a 3-Week Lead-Up

The trick to avoiding cost-per-click spikes and inundated inboxes? Win the attention ahead of time. Advertising to and communicating with your potential audience well in advance not only primes them to return for Black Friday, but it saves you some ad spend in the process.

#3

AOV

Increase Your Average Order Value

Capitalize on customer visits and increase your bottom line by offering convenient bundles on Black Friday only. Alternatively, stack discounts based on quantities to incentivize multi-item purchases.

#4

Pre-Order

Master the Pre-Order

Plan a special release one week before Black Friday to increase your revenue window and to prime the audience to return for the main event. Make sure email communications stand out. Most customers will read your emails on a mobile device, so design your emails with engaging graphics and less text.

#5

Retarget

Spend Wisely. Retarget Often.

With cost-per-clicks rising significantly during Black Friday, you'll want to dedicate most of your funds to buyers with intent to purchase. Your best bet? Previous site traffic! Pro tip: Decrease your ad spend each day as you lead into Cyber Monday.

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