

CRUSH BLACK FRIDAY & CYBER MONDAY



THE ULTIMATE GUIDE

JUICE

Get JUICY BFCM Results

Learn from one of the fastest growing agencies in the country.

Ready to make this Black Friday and Cyber Monday (BFCM) **your brand's best yet?**



These shopping events aren't just two days on the calendar—they're **THE biggest** opportunities of the year to drive **sales**, attract **new customers**, and boost your **brand's visibility**.

Here's the catch: if you want to stand out from the competition and hit those sky-high sales goals, you need to plan like a pro.

This guide is packed with tips and strategies to help you nail your BFCM marketing and advertising campaigns, all while keeping your eyes on two things: **maximizing ROI and ROAS**.

Let's dive in!

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Why **Black Friday** **& Cyber Monday** Are A Big Deal

01

Buyers Are Ready To Spend

We're talking billions of dollars in sales—last year, Black Friday sales hit over \$10.8 Billion in the U.S. alone. Cyber Monday week? Even bigger with \$13.3 Billion. People are not just shopping, they're hunting for deals. And you want to be right there when they're ready to click "Buy Now."

02

It's Your Chance To Shine

Everyone's competing for attention, but with the right marketing strategy, you can cut through the noise and get your brand in front of eager shoppers. This isn't just about raking in sales over two short periods—it's about making a lasting impression on new and returning customers.

03

Long-Term Customer Love

BFCM isn't just a one-time thing. If you play your cards right, these new customers can become loyal fans who come back all year long. Plus, it's a great chance to increase your **Lifetime Value (LTV)** by turning one-time buyers into repeat customers.

6 Tips

To Make Your BFCM Campaigns

✦ Unforgettable ✦

Start Planning Now—Like, Right Now

Tip #1

Don't wait until November to figure this out. You should start planning at least 2 - 4 months in advance. Take a look at last year's results, set clear goals, and decide on your deals. The earlier you start, the more time you have to fine-tune your strategy.



Pro Tip

Tease your sales early with sneak peeks, countdowns, and VIP sign-ups to build excitement before the rush.

Paid Ads: Your **BFCM Superpower**

Tip #2

Your paid media strategy is going to be your secret weapon.

The more you're able to build your audience of engagers, the more powerful your retargeting campaigns will be.



Here's how to make sure you're hitting **the right audience** at the right time in the conversion journey:

Social Ads:

Go big on platforms like Meta (Facebook & Instagram), and TikTok. Create eye-catching, platform-relevant visuals that show off your deals and use strong calls-to-action (CTAs) to get people clicking.

Search Ads:

Optimize your Google Ads for those bargain hunters typing in keywords like "best Black Friday deals," or "best deals in electronics," etc.

Retargeting:

Not everyone will buy on the first visit. Set up retargeting ads to bring back people who browsed your site but didn't pull the trigger.



Email Marketing: Still A Heavy Hitter

Tip #3

Email is still king when it comes to BFCM. This is your direct line to customers who've already shown interest in your brand. Use it wisely!

Tease Your Deals Early:

Build the hype with early access or VIP-only offers.

Personalized Offers:

Segment your audience and send personalized recommendations to make your emails even more irresistible.

Abandoned Cart Emails:

People get distracted, especially when they're shopping around for deals. Use abandoned cart reminders to gently nudge them back to complete their purchase.



Your Website: Ready For Showtime?

Tip #4

Your website is going to be your most important asset during BFCM. Make sure it's ready for all the extra traffic, and more importantly, make sure it converts visitors into buyers!



Fast Loading Times:

A slow site is a big no-no. People won't wait around for pages to load.

Mobile Optimization:

The majority of shoppers will be browsing on mobile, so your site needs to look and function perfectly on every device.

Clear CTAs:

Make it super easy for customers to shop. Big, bold buttons that scream "Buy Now" will help guide the way.



Create FOMO With Limited-Time Offers

Tip #5

Urgency is your best friend during BFCM. Shoppers are in a hurry to snag the best deals, so use that to your advantage. Highlight limited-time offers, flash sales, or exclusive discounts to create a sense of FOMO (Fear of Missing Out).



Countdown Timers:

Add countdown timers to your site and emails so customers feel the pressure to act fast.

Low Stock Alerts:

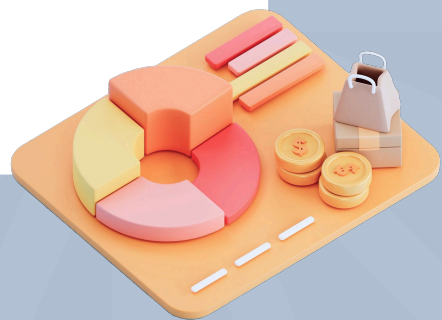
Let customers know when stock is running low. It can be the push they need to hit “buy.”



Stay Agile—Monitor and Adjust In Real-Time

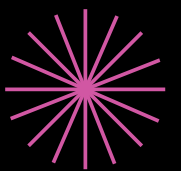
Tip #6

Don't just set your campaigns and forget them. Track your performance throughout BFCM, and be ready to tweak your strategy on the fly. Double down on what's working and shift budget away from what's not.



Pro Tip

Use real-time data to adjust your ads and increase your budget for the highest-performing ones.





Measuring Success: What To Track



After all the planning and hard work, you'll want to know if your efforts paid off.

Here's what to keep an eye on:

Conversion Rate

Track how many visitors are converting into customers.

Customer Acquisition Cost (CAC)

Measure how much it costs to gain each new customer.

ROI and ROAS

Ensure that for every dollar you're spending on ads, you're making it back (and then some).

Lifetime Value (LTV)

Track how much each new customer could bring in over time, not just during BFCM.

Don't Forget: Post-BFCM Follow-Up



Once the shopping frenzy dies down, it's time to nurture those new relationships.

Keep the momentum going with:

Thank You Emails:

Send a quick thank-you message and maybe throw in a discount for their next purchase.

Exclusive Offers:

Got a post-BFCM sale? Let your new customers know about it!

Loyalty Programs:

Invite customers to join your loyalty program to encourage them to come back and shop again.



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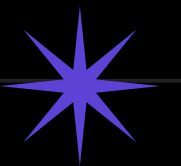
Conclusion

Final Thoughts

With the right marketing and advertising strategies in place, Black Friday and Cyber Monday can be a massive win for your brand. Start early, optimize your ads, keep your website in top shape, and make sure every campaign is focused on driving ROI and ROAS. Follow these steps, and you'll be well on your way to making this year's BFCM your most profitable yet.

That's your playbook for Black Friday and Cyber Monday success. Stay ahead of the game, and the sales will follow!

Next Steps



Ready to get started? Let's crush it!

Contact us at [JUICE](#) for a consultation and discover how we can help you crush your Black Friday and Cyber Monday goals.

[Let's Grow](#) →