

# The Digital Marketing Maven 2021 Black Friday Sale Guide

A GUIDE TO HELP YOU  
REACH YOUR LAST  
QUARTER SALES GOAL!



Let Me Help You Curate Your Black Friday & Holiday Sales!



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MAVEN, LLC.**

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INFORMATION WITHIN THIS WORKBOOK  
WITHOUT EXPRESS PERMISSION FROM THE  
AUTHOR, SAMMI BIVENS.**

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FUTHER WITH DIGITAL MARKETING  
MAVEN, LLC PLEASE EMAIL ME AT  
SAMMI@DIGIMARKETINGMAVEN.COM**

**WISHING YOU AND YOUR BUSINESS MUCH  
SUCCESS!**



# DIGITAL MARKETING MAVEN & ASSOCIATES

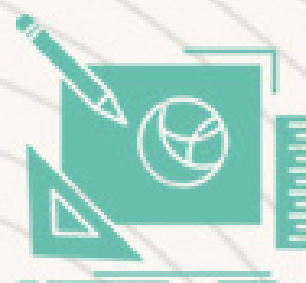
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# About the Maven



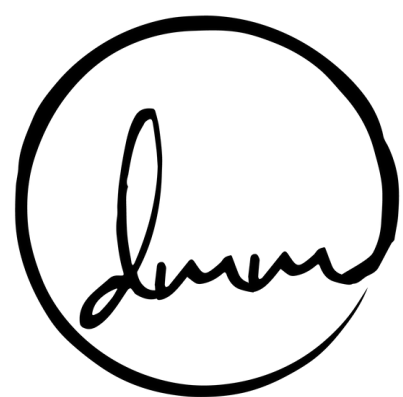
*HI, I'M SAMMI B., A DALLAS-BASED DIGITAL MARKETING MAVEN, DEDICATED TO HELPING YOU OPTIMIZE YOUR BUSINESS' PERFORMANCE DIGITALLY. WHATEVER YOUR BUSINESS PROBLEM IS, I HAVE A SOLUTION FOR YOU. MAYBE YOU HAVE A GREAT BUSINESS IDEA OR CONCEPT, YET YOU HAVE NO IDEA WHERE TO START. THAT'S WHERE I COME IN. I CAN HELP YOU DEVELOP YOUR IDEA AND BRING IT TO FRUITION.*

*LET'S BE HONEST, YOU DIDN'T START YOUR BUSINESS JUST TO SAY YOU DID IT. YOU STARTED IT BECAUSE YOU'RE PASSIONATE AND DRIVEN ABOUT WHAT YOU HAVE TO OFFER. BUT IT'S HARD TO SELL YOUR PRODUCT OR SERVICE WHEN NO ONE KNOWS YOU'RE OUT THERE. SURE, YOU MAY ALREADY HAVE A WEBSITE, SEVERAL SOCIAL MEDIA POSTS, BUT ULTIMATELY, YOU JUST HAVEN'T BEEN AS SUCCESSFUL AS YOU HOPED. THAT'S WHERE I COME IN. I WORK IN CORPORATE AMERICA AS A MARKETING PROFESSIONAL AND I'VE BEEN IN THE ENTREPRENEURIAL REALM FOR NEARLY A DECADE. I RAN MY OWN BUSINESS FOR 9 YEARS, I'VE WORKED WITH TOP COMPANIES, I'VE EARNED MY MBA, AND I CURRENTLY CONSULT WITH UNIVERSITIES AND COLLEGES ACROSS THE COUNTRY TO DIGITALLY MARKET THEIR BRANDS. I'VE DISCOVERED WHAT WORKS AND WHAT'S RELEVANT. LET ME HELP YOU BOOST YOUR BRAND WITH INNOVATIVE MARKETING SOLUTIONS AND MAXIMIZE YOUR TARGET AUDIENCE.*



# Why Is Black Friday Important to Businesses?

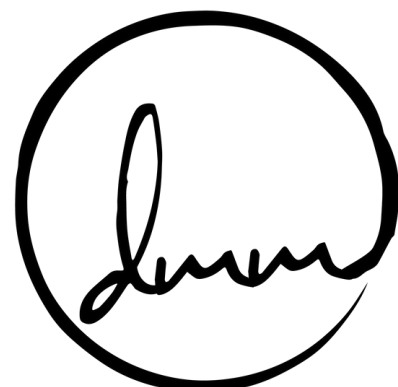
In 2019, it has been reported that Black Friday online sales surpassed all previous records, reaching \$7.4 billion, up by \$1.2 billion from 2018's \$6.2 billion record. That's huge! This is a serious holiday that every merchant with an online or brick and mortar store should observe. It is extremely important to have your sales planned out this year, because COVID-19 is guaranteed to have more people shopping online this year! You, your business, and your family deserve to get a piece of this pie!



# Ideas For Black Friday Sales

We all know that people expect HUGE discounts on Black Friday. Here are a few ideas for you to implement that will help you convert customers in other ways outside of just offering percentage discounts or free shipping.

You can implement any or all of these ideas for Black Friday or at any point during the Holiday Shopping Season.



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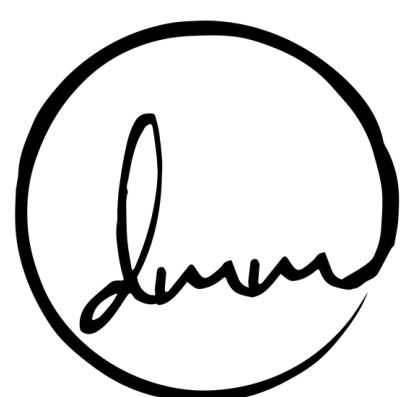


# Shop Now, Pay Later Options

AfterPay, Klarna, ShopPay, and Sezzle are all great ways to increase sales in your store!

The good news for you as a merchant is that you get your money **UPFRONT**. The payment processor handles future payments from the customer.

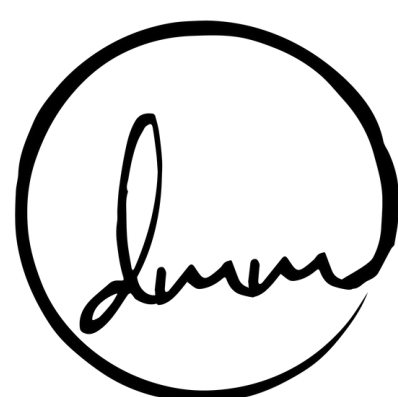
Shopify is automatically adding Shop Pay to all accounts and they have integrations available for all that I have listed above. I HIGHLY suggest these.



# Bundle products together by creating gifts sets.

Bundle products together instead of selling them individually. Not only do gift sets make great presents, they're also a great way to **upsell** customers to a slightly higher price point.

**Bonus Tip!** Offer gift wrapping or gift boxes for an extra incentive.

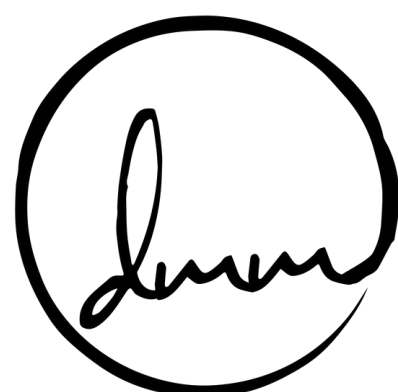




## Offer incentives for later.

Offer reward cards to all your customers who are shopping now, that will draw them in to come back for Black Friday.

For example, spend \$50 or more dollars now and get a \$5 or \$10 reward card that can be spent during Black Friday or some other **specific defined** time period.



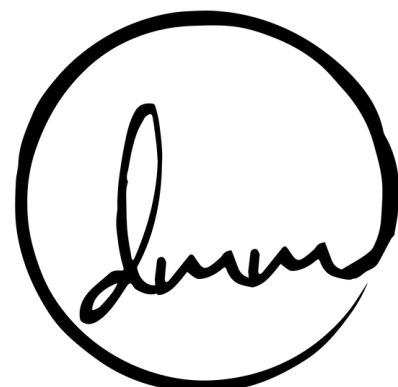
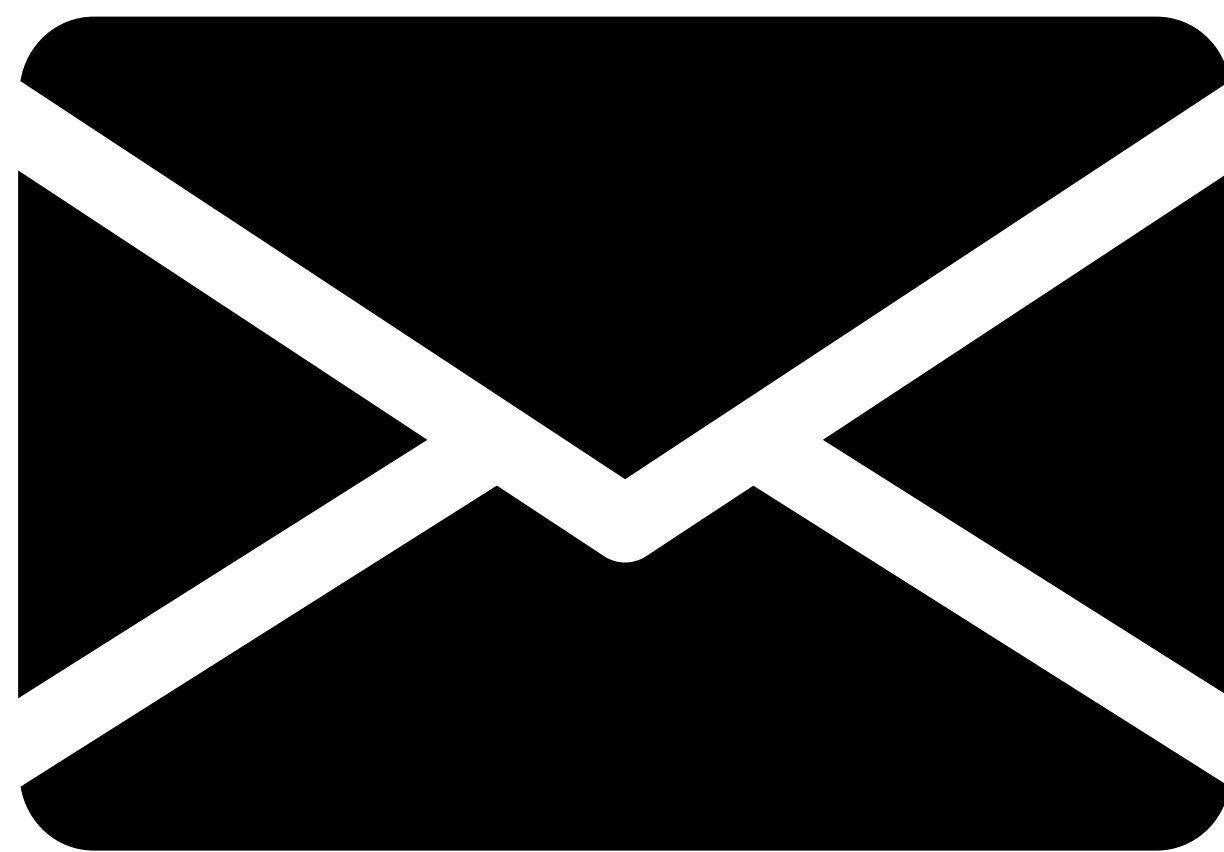
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# Cultivate your email marketing list.

Start letting your existing customers and subscribers know that you have some **BOMB** sales coming.

- Offer them exclusive discounts.
- Start teasing new merchandise that they get know about before everyone else.

Anyone who has taken the time to subscribe to your email list has a **much higher intent of purchasing** or being a repeat customer! Show them love!



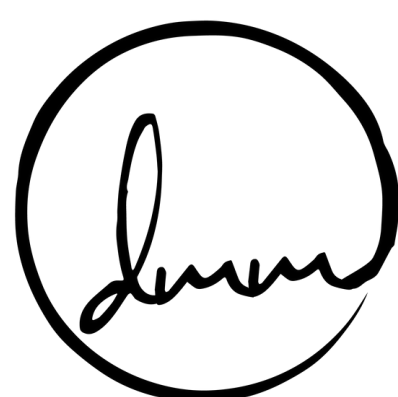
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# Offer a free gift with purchase.

Let your customers know that if they make a purchase of \$50 (for example) they will get a free gift of some type from you.

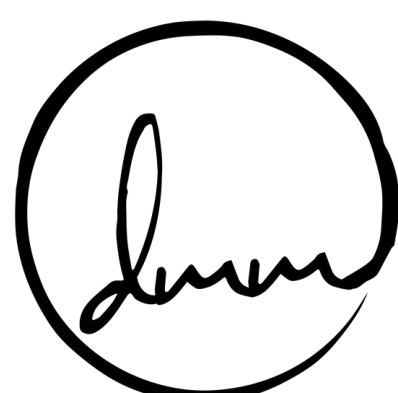
Make sure you identify how much they must spend and what the gift will be. **Consumers LOVE the word FREE!**



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# Present a BOGO Offer

Buy one get one free or 50% off will always be a timeless technique to use to get your customers to **spend more money**.



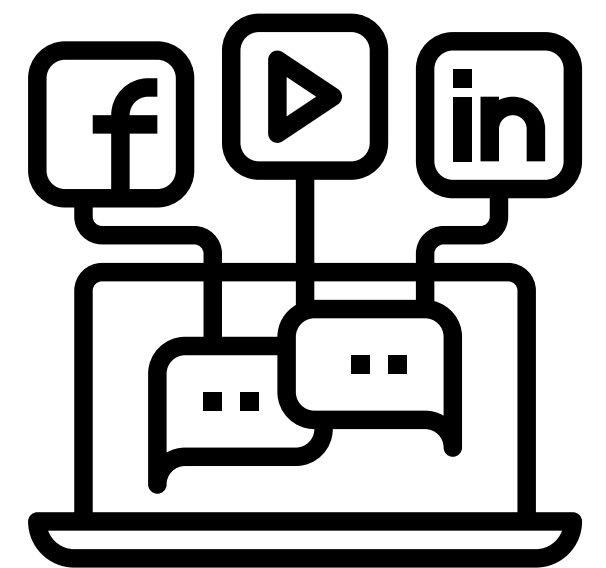


# Offer Exclusive deals to your social media followers.

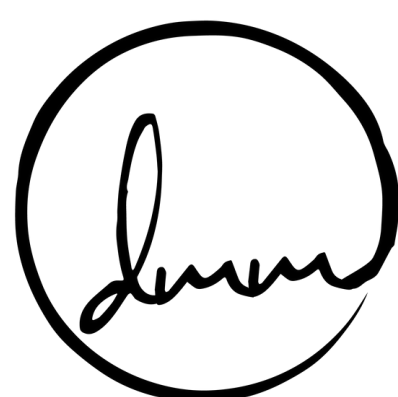
If you want to give your social media accounts an extra boost try **incentivizing your followers** with special discounts.

Offer a special deal every day throughout the holiday shopping season starting with Black Friday, like 25% off sweaters one day or 15% off shoes the next day.

Remember to post a discount code for customers to mention at checkout.

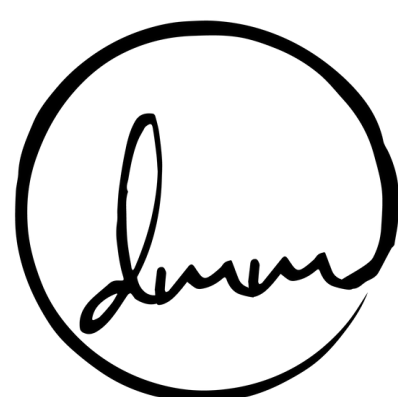


**Bonus Tip:** Use these codes on social media only to measure the true effectiveness of your campaign.



# Maven Tips For Black Friday Sales Success

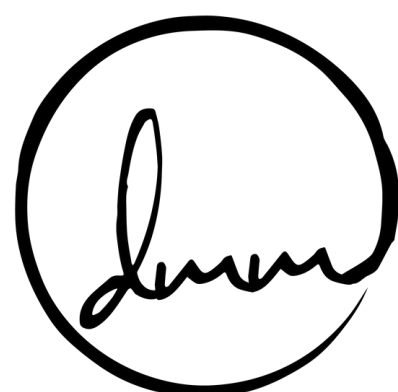
- **Consider starting your Black Friday sales a week or two before Black Friday.** This will allow you to get ahead of your competitors and stand out from the noise of all the other Black Friday sales.
- **Offer a Sneak Peek at Black Friday Deals**  
This will build anticipation for your deals by creating posts that promote products that will be on sale, while mentioning their promotion before the big day. Remember to promote the sneak peek on your social media accounts.





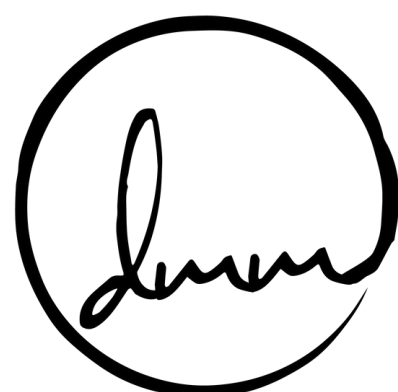
# Maven Tips For Black Friday Sales Success

- If social media advertising is apart of your strategy **prepare to spend a little more money on ads during Black Friday** and the holiday season in general. During the Black Friday weekend, advertisers will be spending way more than usual. The return on Black Friday sales is seen by many as a major investment, justifying the increased spend.
- **Start creating your email campaigns and social media content now!** Planning prevents you from being frantic from having too much to do later.



# Maven Tips For Black Friday Sales Success

- **Abandoned Cart Emails** - Make sure you are sending follow up emails to customers who do not complete their purchase. Already sending Abandoned Cart emails? Try adding an incentive that will draw your clients in such as free shipping or a discount code.



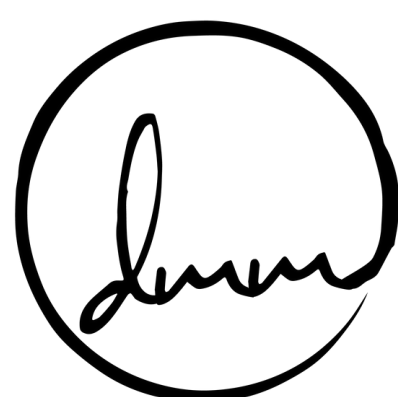
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# Shopify Apps To Help Increase Conversion

Here are **FOUR** apps that I have used and recommend to clients to increase their conversions in their Shopify store. Of course, you can search the store and find hundreds of apps that would be great for your store, there are just a few that I happen to love!

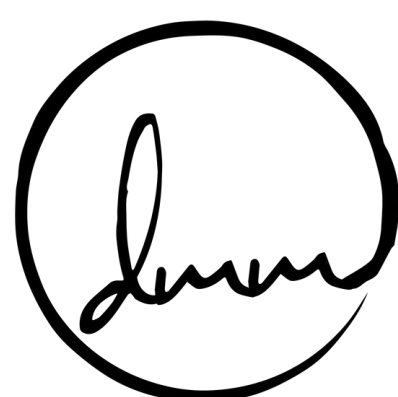
**Omnisend** - I just KNOW that you all already have an email marketing system in place, but in case you don't - here's my favorite for Shopify stores. You can easily create email campaigns as well as implement subscriber pop-ups. Omnisend also includes text marketing.



# Shopify Apps To Help Increase Conversion

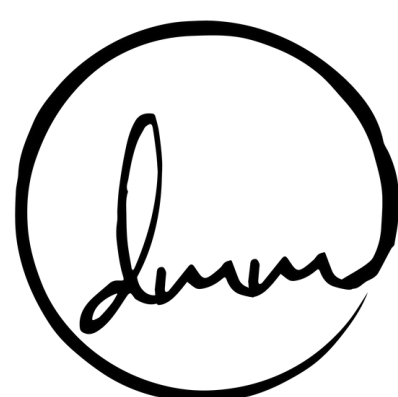
**Smile: Rewards & Loyalty** - This app will allow you to create your own rewards program for your clients. A Smile loyalty program gives your customers access to exclusive perks, attractive discounts, and a fun way to engage with your brand every time they log in to your store.

**Sales Pop** - This app shows that you're an authentic store. It shows people trust you. It shows your store is busy. Most importantly, it shows people want your products. In a world where FOMO (fear of missing out) is top of the consumer's mind, giving them the chance to see in real-time what others have purchased makes the customer jump on the bandwagon too.



# Shopify Apps To Help Increase Conversion

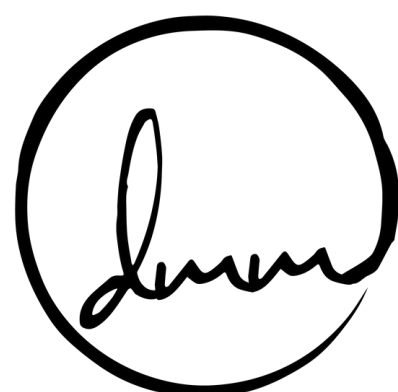
**Free Shipping Pop Up** - Free shipping is a great way to encourage customers to spend more. After you set up free shipping, you need to let your customers know about it. The most prominent way to do so is setting up Free Shipping Popup. This app shows an animated popup every time your customers add something to the cart. Telling them exactly how much more they need to spend to get free shipping. It keeps motivating them as they add more products. It's enticing, and it works!





## More Apps To Try!

- Privy
- GoAffPro
- Shopify Email
- Stamped.io Loyalty & Rewards



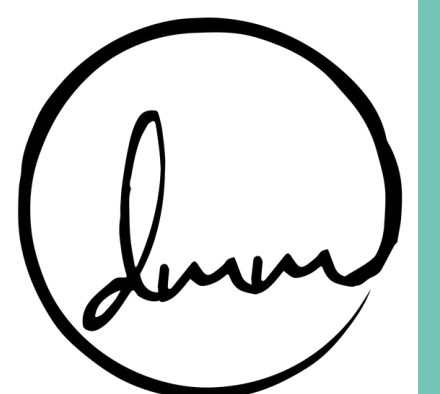
# Get Started!

**Now it's time to get started on these Black Friday marketing strategies to ensure that your store is ready to make the most of the boost in sales on the year's biggest retail weekend.**

**Implement the tactics that suit your store best to ensure the best return on this major shopping weekend.**

**Now you have all the tools to make this Black Friday one of the best ones yet!**

**If you need one on one assistance, schedule your strategy session with me to take your business to the next level!**



**"I had to make my  
own living and my  
own opportunity.  
But I made it!  
Don't sit down and  
wait for the  
opportunities to  
come. Get up and  
make them."**

Madam C.J. Walker

