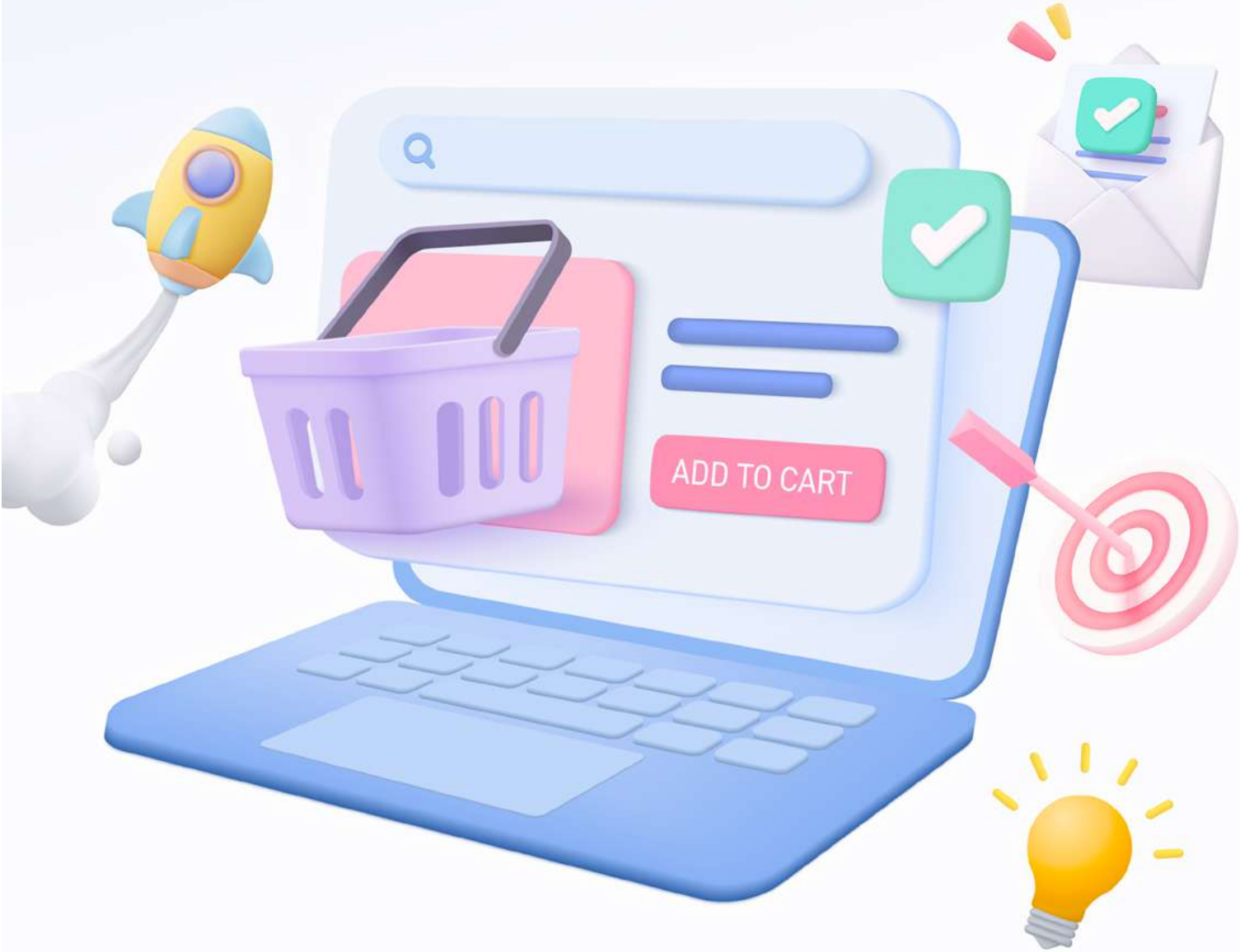
StoreHero

Your Definitive Guide to Black Friday & Christmas Marketing



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NOVEMBER

Budget, Prospect & Scale

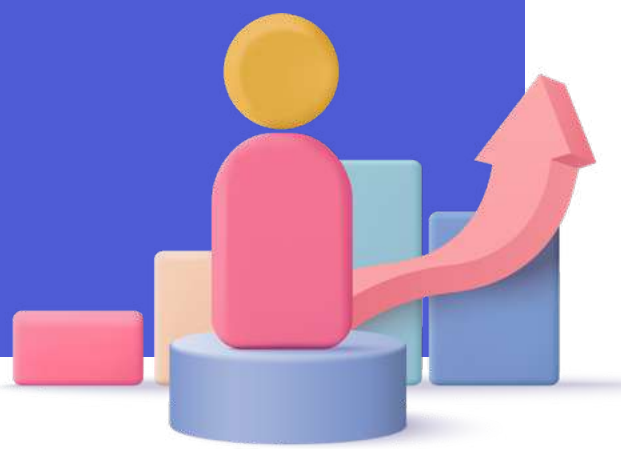
The first order of business for Black Friday & Cyber Monday planning lies in determining your overarching business goal for the Q4 christmas season. It's important to think about your goals early so that you can plan how to achieve them, and it will also help you to keep from getting overwhelmed by all of the other tasks that need to be done.

Do you want to be profitable? Do you want to acquire new customers? Or is it some midway point between those two goals?

If your goal is simply to increase sales
you should focus on boosting traffic through ads that drive people back to your site, where they can make purchases. This means using paid search and social ads. You don't have to worry about getting conversions right away; just get traffic coming in and make sure they're seeing what they need—that's all that matters at this point.

If your goal is to acquire new customers
you should focus on building brand awareness through CPM ads (social media). These ads help you reach those those who aren't already fimilar and engaged with your brand. From there, plan your campaigns in phases. Strategize 3-5 campaigns centered on landing pages, ads, and emails for;

- Pre-Holiday
- Pre-Black Friday & Cyber Monday
- Black Friday
- Cyber Monday
- Christmas: Gifting + Shipping Cut-Off



Black Friday & Cyber Monday are the first big events of the season. To succeed, you need to have a strategy for making the most of these days.

Here's how we recommend you approach them:

- Keep your Black Friday offers secret until the actual event, this helps build anticipation for your sale.
- Once the clock hits midnight, launch your Black Friday promotions. Repeat this process for Cyber Monday (often with an increased discount on ads — stronger incentive).
- As a rule of thumb, don't go heavier on remarketing instead of prospecting. While exact numbers may vary from business to business, we recommend your media buying strategy fall in the ballpark of 60/40 for prospecting versus remarketing

TOP TIP

The busiest time of the weekend is on Friday at 6pm Friday. This year there is an interesting caveat in that England and the USA are playing in the world cup at 7pm. This means, depending on your customer and demographic that a lot of your customers may not be shopping at historically busy times - time your communications and sales accordingly!

Creative

This time frame has been proven to be one of the most successful times of the year for driving new customers and revenue. During this time frame, the best social media content is square images and videos that can be used across all placements — feeds, stories, or anywhere within the Facebook family of apps.

Use this content to remarket to the audience that visited your website or engaged with content in September & October. Now that this audience is already familiar with your brand, ensure you're clean, clear, and concise with your ad copy. Keep your messaging to the point by spelling out "What is your offer?" and "What are you selling?" Also, be sure to build and schedule your ads before the event. Once Black Friday hits, turn your site over to update it with holiday banners, homepage creative, and graphics. The same goes for Cyber Monday!

Paid

Launch your Black Friday ads at midnight before Black Friday. Switch over to a Dashboard view within your Facebook Ads Manager, reflecting metrics significant to your success on Black Friday and Cyber Monday.

- Budget
- Cost and ROAS Controls
- Amount Spent
- ROAS / Return on Advertising Spend
- Conversion Value
- Cost Per Website Purchase
- Website Purchases
- Cost Per UNIQUE Checkout Initiated
- Frequency
- Unique Checkouts Initiated
- Cost Per UNIQUE Adds To Cart
- Unique Adds To Cart
- Outbound Clicks
- Cost Per Outbound Click (CPC)
- Outbound CTR (Click-Through Rate)
- CPM (Cost per 1,000 Impressions)
- Impressions
- Reach

We also know that certain brands may offer different savings on Black Friday than they do on Cyber Monday. If so, make sure to build new creative and launch ads that reflect this difference between offers. And be sure to turn off your Black Friday ads the moment they're no longer relevant.

DECEMBER

Delivery Cut-Off Dates & Post Holiday Campaigns

Planning an ad campaign for the post-Christmas period? The holiday season is a time to celebrate and get together with family and friends, but it can also be a very busy time for many businesses. With the end of the holiday shopping season on the horizon, you may be considering whether or not to extend your ad campaigns into January or even later.

After your last day to ship, stop your ad campaign and start new after Christmas with a post-holiday campaign. If you have a physical location, you can shift your ads to focus on store visits, ideally tied specific offers. From there, Post-holiday campaigns allow you the opportunity to get rid of surplus inventory (ex: clearance sale) or tease new January releases.

Creative

A successful campaign isn't just about getting people to buy once—it's about making sure they keep coming back for more. And that means running creatives that highlight gifts, the last day for delivery cutoffs, or wish lists throughout the rest of the holiday season. These value propositions are key to creative that converts—so lean into these, especially going into Christmas.

Paid

After your Black Friday and Cyber Monday specific campaigns end, it's time for one final push — build and launch ads for delivery cut-off dates.

Building ads during this time can be tricky because you have to be extra vigilant about getting the details right. The key is to ensure that your ads are delivery cut-off date–specific. That means you need to be sure that your ad copy is accurate, as well as the messaging on the landing page. You also want to make sure that your landing page has all of the information about delivery cut-off dates that shoppers need for their orders to arrive by Christmas Eve.

2

Your Metrics

Stay Ahead of the Crowd and Capture Holiday Buyers

The holidays are a busy time of year for e-commerce retailers, but they're also an excellent opportunity to boost your sales.

With the holidays fast approaching, now can be a good time to check on your ecommerce analytics. Are your stats trending in the right direction? Or are you staring at a whole lot of numbers that don't make sense? We've compiled the following metrics and tips to get you started.

AVERAGE ORDER VALUE

Tracking your average order value is one of the best ways to measure the success of your business. As a business owner, you probably have a lot of important metrics that you track: revenue, profits, margins... and more! But if you're not measuring the average order value (AOV) for each product or service, you're missing out on a crucial piece of data that can help you make better decisions about growing your business.

Here's why:

1. It shows whether customers are buying more than one item when they buy from you. This is great news—it means they like what they got enough to come back for more! You can use this information to inform future marketing campaigns and product launches so that customers will keep coming back for more. If you notice certain items being bought together numerous times, then it could be an idea to bundle the two of them as a product offer!

2. It helps guide pricing strategies by showing which products are selling well and which ones aren't worth keeping on the shelves (or in stock). If an item has low AOV compared with other items in its category, maybe it's time to consider discontinuing it or at least lowering its price so that customers don't shop around and find something similar elsewhere that costs less money per unit sold (which translates into higher profits for your business).

ROAS

Return on ad spend or ROAS is a marketing term that indicates how much money you generate as a result of advertising spend. It is an important metric for businesses because it shows how effective an advertising campaign was and whether it delivered the business value needed. This means that you have a ROAS of 2, this means for every €1 you spend on paid ads you'll generate €2 worth of revenue. This is just sales - this is not profit!

If your ROAS is high, then this means that your ad spend was worth it—you're getting more than what you paid for in terms of sales. If your ROAS is low, it's probably time to reconsider how much you're spending on ads and whether or not those euros are really paying off. The key to understanding your ROAS properly is to get an understanding of where your break even point ROAS is!

From the above diagram we can deduce that once our ad is generating a ROAS of over 2.13 per euro spent then we are making money after taking into account all costs associated with the order. Understanding these numbers in detail are important when planning you ad spend budgets for the holiday season!

CUSTOMER ACQUISITION COST

Customer acquisition costs are a vital metric to track in the lead-up to and during Black Friday. A company's ability to acquire new customers is one of the key factors that determine success, and it can be difficult to make predictions about how much it will cost you to acquire a new customer. Customer acquisition costs are an important part of the equation for determining whether or not a business will be profitable in the future, so tracking them is crucial.

The cost of acquiring a customer depends on many factors, including where your target market lives, what kind of product or service you're selling, and what kinds of marketing channels you use. If you're selling products online, advertising on social media will likely be cheaper than advertising in print newspapers or magazines. If you're trying to reach customers who live far away from where your business is located (such as outside of major cities), then shipping costs may increase significantly when compared with those associated with local deliveries.

Tracking customer acquisition costs in advance helps give you insight into how much money it will take for each new customer so that you can plan accordingly before committing resources toward any specific marketing campaigns or strategies. You'll also have an idea of what kinds of results are reasonable based on past experience. If your business is a business that relies heavily on repeat business e.g. a subscription based business then you can afford to lose money on acquiring the customer in the confidence that the customer lifetime value means that it will still be profitable in the long term.

Finding out which channels are more beneficial when it comes to acquiring customers can give you a better idea of which channels you should focus on. For example, are your customers from google working out more cost efficient than customers from Facebook or Instagram?

BOUNCE RATE

Your bounce rate is one of the most important factors in online marketing. As a marketer, you want to ensure that the traffic you bring to your website is qualified.

A high bounce rate means people are leaving right away without engaging with any of the content on your site. This could mean that they're not interested in what they see on that first page (the content is boring or doesn't meet their needs), or maybe they don't like something about the UX design (it's hard to read or find what they're looking for). Either way, this is valuable information: if people aren't staying on the site long enough to find what they need or engage with any content at all, then it should be pretty obvious where you need to make some improvements!

Tracking site bounce rate also helps you identify trends over time if it takes several months before things start improving after making a change, then you know. Bounce rates between 40% - 50% are average for most sites! If you're above this then you need to understand why this is happening before spending more money on advertising!

UNSUBSCRIBE RATE

Email unsubscribes are a great way to see how your audience is responding to your marketing efforts. You can use these numbers to alter the content you send, or even change the frequency of your emails. If you want to increase sales during Black Friday, then it's important that you track your email unsubscribe rate throughout the month. You'll want to monitor this metric closely because it will give you insight into what kind of content your customers find most valuable and when they're most willing to engage with it.

The lead-up to Black Friday is a good time for retailers to send out emails with discounts on their products and services. If people are unsubscribing from these offers, then it means they don't see them as valuable enough compared to other options they have available (like going out shopping in person).

CLICK-THROUGH RATE

CTR (Click-through-rates) are a key metric of engagement on social media. If you have a high CTR, it means that people are clicking on your content and ads. This tells you that your content is resonating with people and that you're producing engaging and relevant material.

If you have a low CTR, it's an indicator that you need to make some changes to your content or ad copy to increase engagement. If you don't track your CTR, then it's impossible to know whether any changes you make actually improve things or not!

PAGES PER SESSION

Tracking pages per session is an important analytics metric to track for your website because it shows how many pages you're getting your users to view on each visit.

If you see that most of your sessions are only lasting one or two pages, this means that users aren't finding what they're looking for on your site and leaving. This is problematic since people who leave after just a few seconds have likely not found what they came looking for and will never come back again.

On the other hand, if you see that most of your sessions are lasting five or more pages, this means that users are finding what they're looking for and staying on your site longer than expected—which is great! This means they're engaged with the content, reading articles and interacting with posts. It also means that users are discovering new information about your brand or product that they wouldn't have otherwise known about (such as new products or services).

RETURNING CUSTOMER RATE

Tracking the return rate of past customers is a great way to predict how successful your Black Friday sales will be. This is because you can use it as a gauge for how many new customers are likely to come through the door on Black Friday, and then adjust your marketing budget accordingly.

If you have a high return rate, it means that people are buying from you again and again, which means that they trust your brand and the products you sell. The more often people return to buy from you, the more likely they are to purchase again during this time of year.

On the other hand, if people don't return often enough or at all, it could mean that there is something about your brand or product range that isn't quite up to par with other options out there. If so, then maybe it's time to rethink what kind of products or services you offer or how they can be improved in order to attract more customers back into the store - especially during this extremely busy period where everyone else is trying desperately hard to bring in as much revenue as possible!

CUSTOMER LIFETIME VALUE

Calculating average customer lifetime value is a great way to understand the potential profit from your customers over a long period of time. You can calculate average customer lifetime value by dividing the number of customers (not orders) by the sales revenue over a specific time. eg €10,000 in sales / 250 customers = €40 Customer Lifetime Value. As a business, you want to make sure that your customer lifetime value is as high as possible. That's why it's important to track your customer lifetime value in the lead-up to and during Black Friday. Here are some reasons why.

1. **Know what you have to offer -** For example, if you're giving away free shipping on all orders over €65 this year, you need to know how much each order is worth so that you can calculate whether or not it's worth the investment.
2. **Find out what works and what doesn't work** - If people aren't responding well to the promotion, try something different next time around! Once you know how much each order costs and how much revenue it generates for your company, you'll be able to see which promotions are most effective at getting customers through the door—and then focus on them even more during Black Friday!

REFUND & RETURN RATE

If you're looking to maximize your sales on Black Friday, it's important to keep an eye on your refund and return rate.

A high refund rate could indicate that you're offering products that aren't meeting customer expectations or that they aren't getting what they want from the product. It could also mean that your product isn't as good as the competition, or even that the price is too high and customers don't feel like they're getting enough value for their purchase. Keeping track of refund and return rates can help you identify trends in customer satisfaction over time—and help you adjust accordingly! You can also use this information to compare against other retailers' numbers to see where you stand among competitors.

Whether you run a small business or manage a huge enterprise, good data means good decisions. It's the only way to ensure that your campaign is going to go off without a hitch and help you see your brand's impact on the world. And if you're not quite certain where to start, these metrics can help.

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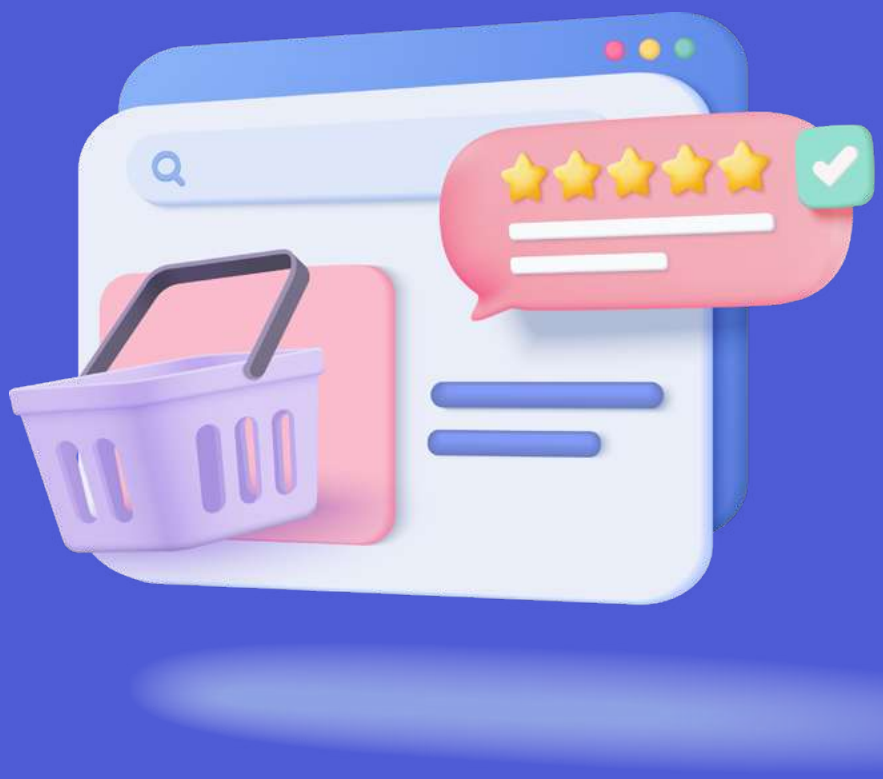
3

Your Store

Optimising your E-Commerce Site for Black Friday & Cyber Monday



Black Friday and Cyber Monday or BFCM as it's come to be known initially began as a very American event that was primarily focused on physical retail. In the last 10 years BFCM has come to be a pivotal weekend in the ecommerce calendar as businesses globally look to get involved in what has become the biggest online shopping weekend of the year. A report by Shopify stated that sales over BFCM on its platform reached $6.3 billion in 2021 up from $5.1 billion in 2020.

As an e-commerce site owner, you need to be optimising your site for both Black Friday and Cyber Monday. Black Friday was a huge deal last year, with Irish shoppers spending nearly €40 million online on Black Friday alone. That's the biggest online sales day in Irish history, and it showed a 9% increase compared to 2020.

Here we'll outline a three-step process you can follow to help optimise your website experience before the holiday traffic strikes.

1. Website Audit
2. UX Optimisation
3. Black Friday & Cyber Monday Strategy

Conducting a Website Audit

Now is the best time to conduct a thorough review of your website prior to the Cyber Monday and Black Friday shopping season. Identifying holes in your conversion funnel before the holiday traffic surge arrives will set you up for success.

Start with a technical audit of your website. Before you can dive into improving your website's customer journey, you need to ensure that it's technically functioning at its best. This is the first step in creating a seamless customer experience, and it's important to make sure that your site is running smoothly and efficiently before moving on to other elements of your customer experience. A technical audit will help you identify any issues or bugs that may be affecting the user experience of your website.

Site Speed

You've heard it before: Your website is the front door of your business.

If a potential customer stumbles upon your site and can't find what they're looking for, chances are they'll go somewhere else. And if they can't find what they're looking for quickly and easily, chances are even greater that they'll leave.

That's why having a fast ecommerce site is the difference between conversion and abandonment. The faster site you have, the better chance you have at converting visitors to your website.

Unfortunately, for a lot of ecommerce managers, optimising a website's load speed is often overlooked and languishes at the bottom of the priority list. Many brands, content with the quickness of their homepage, forget that their product pages, category pages and shopping cart load speeds matter just as much. Having a homepage that loads in 2 seconds is great, but if your shopping cart takes 10 seconds to load you will lose a sale.

TOP TIP

Not only does poor site speed performance hurt your customer's experience, but it also negatively impacts your organic search rankings. Search engines live and die based on the user experience they deliver. Google has dominated search since they introduced their algorithm to provide the highest quality results to searchers. Since users don't like websites with slow-loading pages, search engines don't either.

Mobile Responsiveness

If you want to see a spike in sales during this year's Black Friday, you need to make sure your site is ready for the influx of mobile traffic. Mobile has become the default user experience for Black Friday shopping, and even though the numbers are dropping as more people shop from their laptops or tablets, mobile still accounts for 7 out of 10 online Black Friday sessions. In 2021, 71% of all Cyber Monday sales were made from mobile devices. Make sure everything on your site is responsive so it works well on all screen sizes and resolutions. It should also adapt to fit the device orientation (landscape or portrait) automatically without any user intervention.

TOP TIP

When getting your store ready for BFCM, be sure to be building it in mobile view as opposed to desktop view. It's a better experience when building your site to build and view in desktop mode, but 70% - 80% of your traffic will be from viewers on mobile devices! Be sure that images fit correctly, carts look right and that everything looks right on both desktop and mobile.

User Experience Optimisation

As online advertising becomes increasingly expensive its becoming clearer to many brands that the key to a successful online store is keeping things as simple as possible throughout the customer journey. Being data driven in your UX optimization is imperative to the success of your online store.

It can be difficult to see the wood from the trees sometimes when you're working in a store every day. We've included some examples of good practices around UX Optimization on the key pillars of any online store below.

Homepage

The homepage is the first thing that potential customers see when they visit your website. It's the most important page on your site, and it should be designed to generate interest in what you have to offer.

You want visitors to click through to other pages on your site, so you need to make sure that they're excited about what they learn there. That means you need to tell a story that makes them feel excited about your product or service—and not just any story! You need a compelling story with a clear purpose:

> "I'm going to help you solve this problem."

When you can tell that story clearly and succinctly, you'll be able to inspire your visitors into action.

Your headline should be customer-centric and show the visitor that your brand has something that benefits them while communicating the benefits to your customers, identifying a problem they have and reassuring them that your brand can solve it for them. It should also describe what the business does in a clear and concise way.

You want to make sure that your CTAs are clear and easy to find. When you're deciding on what kind of CTAs you want, consider where someone will be in their buying journey when they arrive at your page. Maybe some of your visitors need more information about your product before buying. Or maybe some people don't know about your product yet? These are all questions you should consider when deciding what kind of CTAs to use on your pages.

Keep imagery simple! Don't overwhelm visitors with too much information or too many images at once. The most effective images are those that appeal to the emotions of visitors and potential customers. In particular, images of happy people help people imagine what their own ending might be like if they purchase your product.

After five seconds, the visitor has 15 more seconds to decide whether or not they want to proceed further into your site. The second part of this decision is whether or not they want to engage with you. This means that after 15 seconds, they either make a purchase or click away from your site. It's important that during these 15 seconds, you give them enough information about what you do, how you help people and why they should buy or engage with your business right away.

TOP TIP

Don't fall into the trap of creating a slideshow of some of your most important products/offers. Research has indicated that the vast majority of users will not click through the first image and so you could have lots of customers bypassing some of your best offers!

Product Pages

If you are planning on investing in paid traffic this holiday season, it's important you're making sure your product pages are properly optimised to get the most out of that traffic. Have you got Buy Now Pay Later options? If so, are they clearly displayed on the product page? Are you using your product page to try and increase your average order value through upsells and cross sells?

PRODUCT NAMING

When it comes to product naming conventions for your products and product categories, the more descriptive, the better. The reason for this is that each word is a potential keyword for organic search. Google favours product pages that have descriptive titles because it allows users to find exactly what they're looking for. Long names also implicitly indicate more value and stand a better chance of attracting the visitor's attention. You need to be strategic about it so that you don't end up with a bunch of long-winded titles that are hard to remember or even fit within the character limit of Google Search results pages.

PRODUCT DESCRIPTIONS

Great copywriting is actually more like a conversation between you and your potential customer. You're both trying to figure out which product will solve their problem best. Your copy should be presented in a scannable, jargon-free format, with benefits highlighted to spell out exactly what the product will do for the potential customer. Use white space to help keep your product page layout clean and easily readable.

The product description should provide critical product information, short-circuit objections, and provide answers to the visitor's most pressing questions.

PRODUCT IMAGES/VIDEOS

When it comes to ecommerce products, the product page is where the rubber hits the road. It's your chance to convince a prospect that they need to choose your product over all the others. The copy and visual design should work together here to establish a compelling message that will make customers want to buy.

High-quality images or illustrations lend credence to the product description. Show people wearing and using your products to give the prospect a glimpse of ownership. Your headlines and product images should work together to establish the product's value and illustrate why the prospect would be wise to select it.

The practice of including video elements in the digital assets strategy has risen so dramatically that many ecommerce sites now consider videos essential. Do people worry your product is difficult to use? Video can disprove that concern by demonstrating that the owner only needs to follow a few simple directions.

Do customers want to know more about the difference between certain features? Video can describe those differences quickly and accurately.

CART & CHECKOUT

The shopping cart is the last step in the online buying process. If a customer doesn't make it through that step, they don't buy anything. Over 69% of visitors who load items into an ecommerce shopping cart end up not finishing the transaction, according to studies by Statistica.

The cart and the checkout can also be excellent places to try and increase your average order value. In cart upsells can be used to cross sell or upsell and can be a super way to drive higher average order value.

Balancing customer experience with the amount of upselling is going to be a challenge as we do not want to constantly have upsells in the customers face at every step of the checkout process.

TOP TIP

Check what your average order was last year and based on the number of orders you had what a 10%/20%/30% increase would look like to your overall revenue figures. Breaking down what incremental increases in AOV can lead to clearer paths to improving strategies on how to grow your online store revenue.

Eg. If we had 1000 orders at an AOV of €50 = Total Sales of €50,000
10% increase = AOV of €55 x 1000 orders = Total Sales of €55,000
20% increase = AOV of €60 x 1000 orders = Total Sales of €60,000
30% increase = AOV of €65 x 1000 orders = Total Sales of €65,000

REMOVING FRICTION

Your checkout process is the final step that determines whether you convert a visitor into a paying customer. It's the last chance to convince them, and if your checkout process is too long, too complicated, or asks for unnecessary information, you're cutting off your potential for a sale. Research shows that people abandon their carts due to these reasons. The best way to avoid losing sales? Make sure your checkout process is seamless and easy—so easy that even visitors who are on the fence about making a purchase will be able to complete it without feeling confused or frustrated.

TOP TIP

Be sure to enable accelerated checkouts where possible.
E.g Google Pay, Apple Pay, Shop Pay & Pal Express.

DISPLAY TRUST & SECURITY BADGES

When it comes to eCommerce, trust is everything.

Your customers need to trust you in order to be willing to enter their card details on your site. Enhancing your onsite trust and credibility should be the basis for many of your conversion rate optimisation activities. Having clear product reviews and testimonials on products where possible will increase social proof in the eyes of your future customers.

Displaying trust signals like SSL, security certificates and card provider imagery helps ensure customers that their card details will be protected, helping them feel more at ease during checkout.

Do customers want to know more about the difference between certain features? Video can describe those differences quickly and accurately.

TOP TIP

Including customer reviews and testimonials on your abandoned checkout and abandoned cart emails have also proven to be a sure way to increase your overall conversion rate.

POST PURCHASE FOLLOW UP

Despite the statistics, most marketers give little time or thought to their post-purchase email sequences. They send a confirmation email and little else. This is missing out on a significant opportunity to convert new customers into recurring customers. The first emails after purchase should be designed to help customers get the most from your product, but you must also keep in mind that they are also an opportunity to re-engage with them and remind them of what they purchased in the first place.

TOP TIP

Use a Post Purchase Survey to try and extract as much information from the customer as possible. This will guide your UX and help you improve the customer journey.

- Why did you buy from our store?
- How did you find our store?
- Did the overall customer experience meet your expectations?

Black Friday & Cyber Monday Strategy

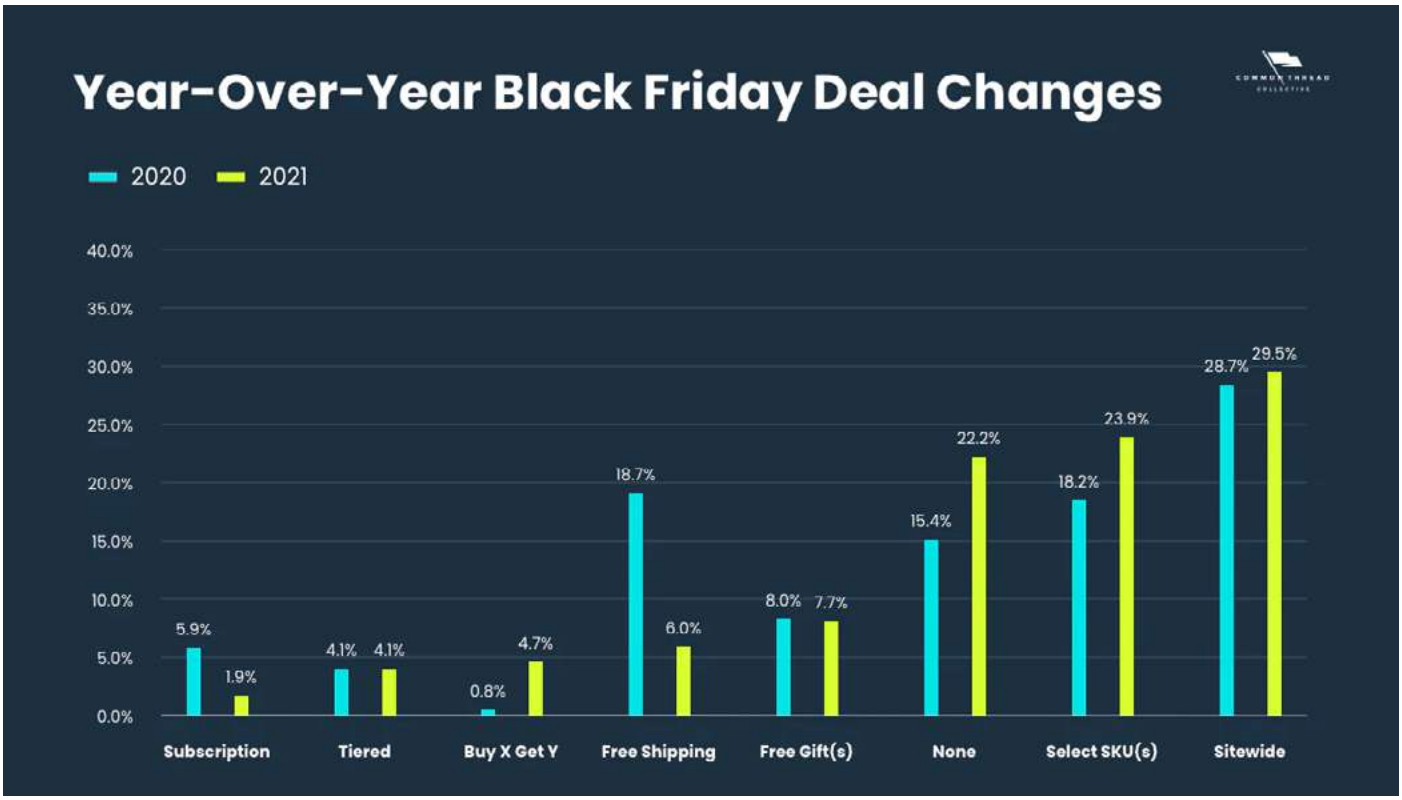
As we've discussed, the BFCM weekend is the most important weekend of the year for many ecommerce brands. Before beginning your planning for BFCM it's best to begin with analyzing what worked well and what didn't work last year. It's been a tough year for many brands with inflation, rising customer acquisition costs and an increasingly changing technology landscape but to name a few.

Customer acquisition costs have risen 36% in the past 12 months, brands thinking of offering similar discounts that they offered last year will seriously need to work these discounts out in relation to rising customer acquisition costs to maintain their margin.

- What worked well last year? Are you changing or keeping the same strategies?
- How are you approaching your paid ad strategy this year?
- What channels are you considering this year?
- Are you planning any influencer or partnership opportunities?

Based on this report from Common Thread Collective during BFCM 2021 the most used discounting strategies were:

- Sitewide: 28.7%
- Free Shipping: 18.7%
- Select SKU's: 18.2%
- Free Gift with Purchase: 8.0%
- Subscription: 5.9%
- Tiered: 4.1%
- Buy X Get Y Free: 0.8%



Source: Common Thread Collective

FREE SHIPPING

Free shipping can be the most powerful marketing tool for ecommerce websites. Sixty per cent of ecommerce businesses report that "free shipping with conditions" is their most successful marketing tool. If adding one more item to the shopping cart results in getting free next day delivery, most consumers will do it. That's because they want the product now and don't want to wait for shipping, so they add more items to the cart so they can get their order delivered quickly.

TOP TIP

Use a free shipping countdown in the cart to show customers how far away they are from free shipping. This is a proven strategy to improve AOV

DON'T OVER-RELY ON DISCOUNTING

Sales are a great way to boost revenue, but they don't always mean more profit. Discounts mean lower margins, which is why it's important to ensure that your sales strategy doesn't sacrifice your brand reputation for sales volume.

Customers associate your company with the lowest price when you discount your products or services, so if you want to be known for quality and service, you need to avoid discounting.

You must be armed ahead of Black Friday and Cyber Monday big sales events. Make sure you are getting traffic, improving user experience and doing your best to convert visitors into leads and sales.

BUNDLING

Bundles involve offering different but related products to consumers in one package and at a bargain price. These can often be products that are going to be bought together anyways Eg Apple iPhone and AirPods as a bundle.

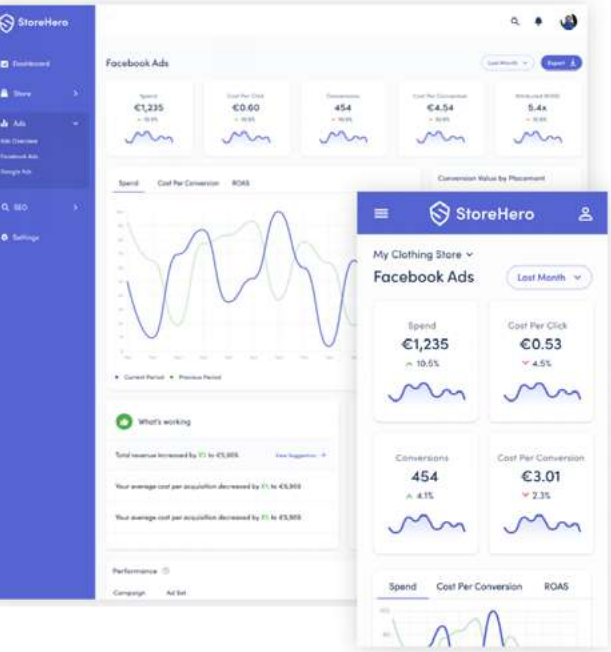
TOP TIP

Bundles are an extremely effective way to increase average order value and boost sales. Be sure to keep a close eye on any recurring orders coming for products that consistently get ordered together and then create them as a bundle.

StoreHero

Grow your online store with confidence

StoreHero turns the chaos into clarity by giving store owners and managers a single source of truth with a real time view of their sales & marketing metrics. Unlike other tools, StoreHero generates recommendations on what you can do about those results to improve your revenue and profitability.



FEATURES

- Single view of all of your sales, marketing metrics
- Understand the profit generated from products and ad campaigns
- Recommendations to identify the changes to make to improve results
- Email Reports to get a daily view of performance.
- Benchmarks to see how you compare to industry competitiors
- Creative Overview to analyse the ad creatives that are driving results

Take your store to the next level with StoreHero

Click here to book a demo or contact us at info@storehero.ai