

BOOST YOUR BLACK FRIDAY MARKETING STRATEGY WITH THESE 7 TACTICS

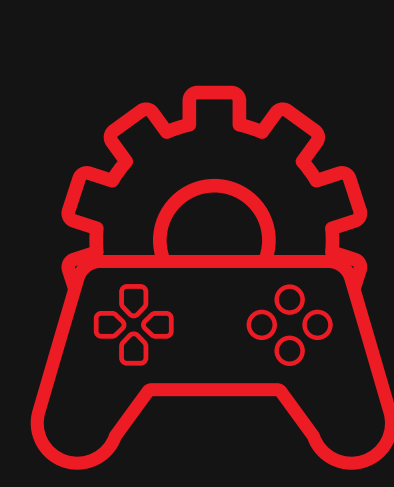
How do you make the biggest shopping event of the year a success? With a combination of great ideas, tactics, and campaign activation, you can attract shoppers and improve your bottom line with your best Black Friday marketing promotion yet.

What You Need to Know About Black Friday



7 Tactics to Wow Consumers With Your Marketing Promotions

1 TRY GAMIFICATION



Inject fun into your campaign and encourage a competitive spirit with gamification. We're all young at heart, so introduce a bit of play to encourage audience participation and engagement.

Energy drinks giant, **Monster**, partnered with Snipp to produce an online 'spin the wheel' game to give customers a chance to win a free video game download with purchases of two qualifying products.

2 PARTNER



Work with other brands to tempt shoppers into making purchases and offer them something unusual or in demand.

Chocolate brand, **Tony's Choclonely**, partnered with Oxfam in a Willy-Wonka style competition to give away tickets to the Glastonbury Festival. All profits from the promotional bars help Oxfam to fight poverty.

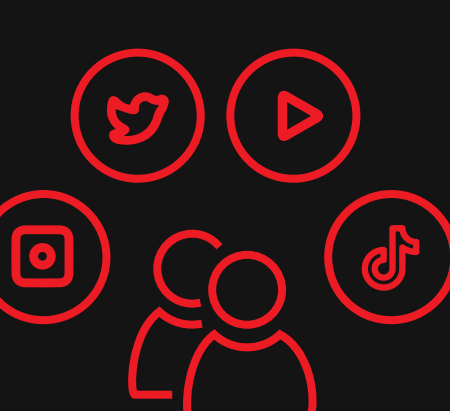
3 THINK BEYOND DISCOUNTS



Get creative. Incentivize! Experiment with giving out free trials or subscriptions, minimum spend rewards, gifts with purchases, or producing limited editions products to create demand and increase basket size.

Personal care brand, **L'Occitane**, gave away samples worth \$35 to customers when they made a purchase, allowing them to try new products and encouraging bigger baskets.

4 GET SOCIAL



Make sure your followers are the first to know about your deals. Even better - offer exclusive deals and get them involved in the campaign. Try asking for user-generated content that keeps them at the heart of your brand.

Baskin Robbins gave away 1,000 ice cream cakes to their followers for Black Friday 2021. To claim one of the delicious treats, followers had to unscramble a code the brand posted on its Twitter account.

5 DO SOME GOOD



Try something different to make you stand out and to build brand affinity. Expectations around sustainability and consumerism are high.

Outdoor brand, **Stanley 1913**, ran a campaign-instead of giving a discount, they donated 50% of the sold item's purchase price to the Woodland Trust to restore natural habitats, generating demand and showcasing their brand values.

6 REWARD LOYAL SHOPPERS



With everyone looking for a great deal, brand loyalty often takes a hit on Black Friday. Make the most of your customer knowledge by enticing members with special rewards on your loyalty channels.

Perfumer, **Narciso Rodriguez**, set up a 'digital punch card' loyalty program with Snipp. Consumers were rewarded for Both purchasers and non-purchase (registrations, photo uploads etc) engagement with the brand.

7 START EARLY, FOLLOW THROUGH



Keep consumers interested for longer with deals that start in early November and end late. Consider sending retargeting emails to customers with abandoned carts to maximize purchases.

Think like **Amazon**. They start their promotions early to encourage spending before many retailers have even launched their Black Friday campaigns.

Improve Your Black Friday Marketing Promotions

Snipp's contests, sweepstakes and shopper marketing promotions - powered by our market-leading receipt validation platform - can help you acquire and engage customers while capturing first-party consumer purchase and behavioral data!

LET'S TALK

www.snipp.com/contact-us

References

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