

With contributions from  Trustpilot  gorgias

"If you're serious about getting more customers, this is the only resource you'll need this year." - Lauren O



megaphone.

"Replace your coffee table book with this if you plan on building a show-stopping brand." - Evan B



ECOMMERCE PLAYBOOK



190+ pages of pure, actionable BFCM value.

BLACK FRIDAY EDITION



The Black Friday *Approach* In A Nutshell.

Before November, Starting Early.

- **BUILD YOUR AUDIENCE:** You could have the best offer, but if nobody sees it, resources are wasted. Use this time to expand your prospect list.
- **OPTIMISE YOUR WEBSITE:** Slow loading speeds, confusing navigation menus, clunky checkout processes, inconsistent messaging – poor website features like these need to be improved as early as possible.
- **GET CREATIVE ON SOCIAL MEDIA:** Use this runway to trial your assumptions. Test different offers, creatives, and messaging. This is when you try new things – then, in November, you already know what your customers love!

November

- **SCALE CREATIVE TESTING:** You can't rely on luck during Black Friday. Ensure you've tested styles, audiences, pain points, and angles *early*.
- **BUILD ORGANIC HYPE:** Harness the power of word-of-mouth. Use your existing social media platforms to promote your upcoming sales.
- **RUN RE-ENGAGEMENT CAMPAIGNS:** Execute creative strategies that connect with customers who've shown interest but not yet purchased.

December Onwards

- **BUILD LONG-TERM COMMUNITY:** Turn once-off purchasers into recurring customers by making them feel *special*.
- **FOCUS ON RETENTION:** The difference between quick profits and holistic business growth is creating brand loyalty through shared values.
- **SEEK & IMPLEMENT FEEDBACK:** Reach out to your customers for post-purchase feedback and reviews, building loyalty and trust.

This Playbook Is Your *Fast-Track* Ticket To Success.



! Black Friday is *make or break* for 80% of eCommerce businesses.

If you seize the opportunity, you can **3x your sales** and attract thousands of new long-term customers.

But if you overlook the essential planning steps and go into the sales period blind, then you're handing over cash and customers to your direct competitors.

To get ahead, you need a strong framework that addresses the following: email marketing, SMS marketing, CRO, creative testing, offer testing, re-engagement campaigns, gift guides, a VIP community, a customer feedback system, an organic content strategy, ViralSweep competitions, subscription programs, and *much, much* more.

It sounds like a lot – and that's because it is. But that's why we start planning several months in advance. You start planning now, so that when Black Friday rolls around, you can capitalise on the **3.5 million sales per minute**.

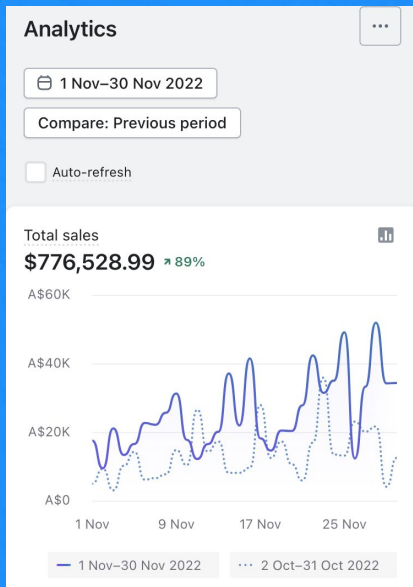
That's why this playbook exists. It shortcuts your time and energy. If you implement the steps explored in this book, one hour can be worth three. Your sales can multiply. And, if executed correctly, you can welcome three times more customers than any year prior — and that's being conservative.

So grab your notepad (digital or old-school) and pay attention, because a tsunami of sales is just around the corner – and we need to be ready.

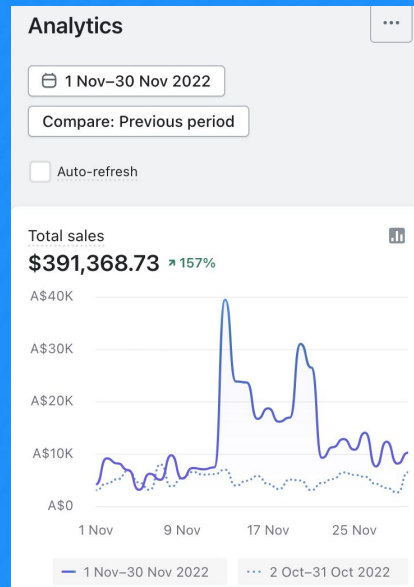
Let's dive into it.

Striving For *Results*.

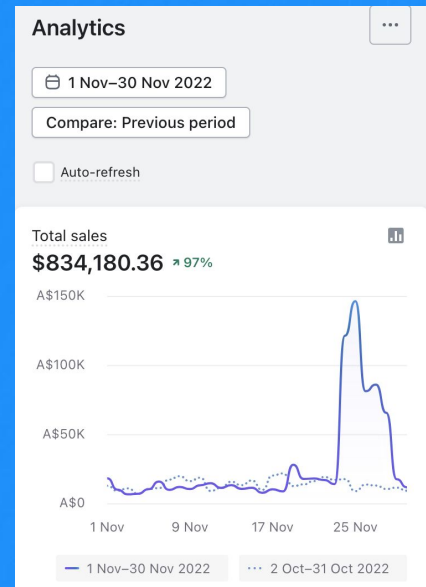
Some real Black Friday client results from last year's Megaphone campaigns.



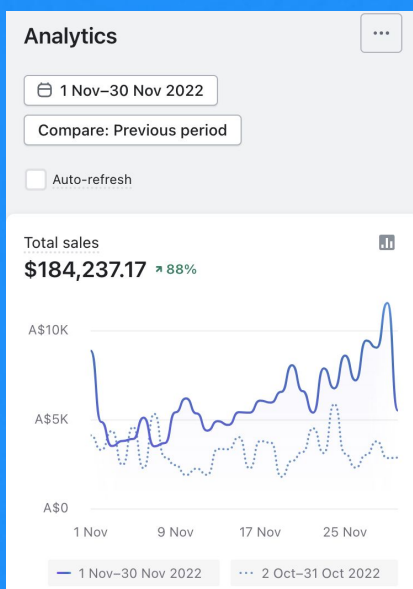
Sports Gear



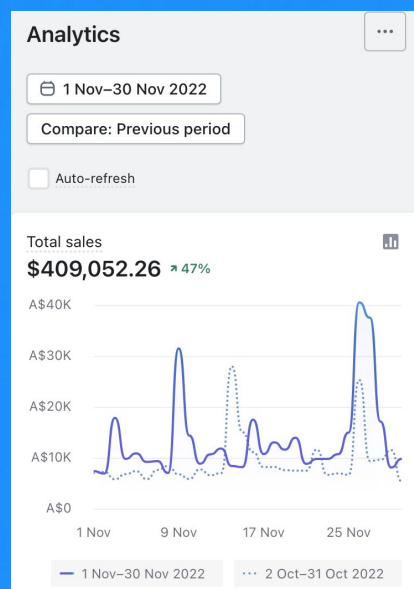
Jewellery



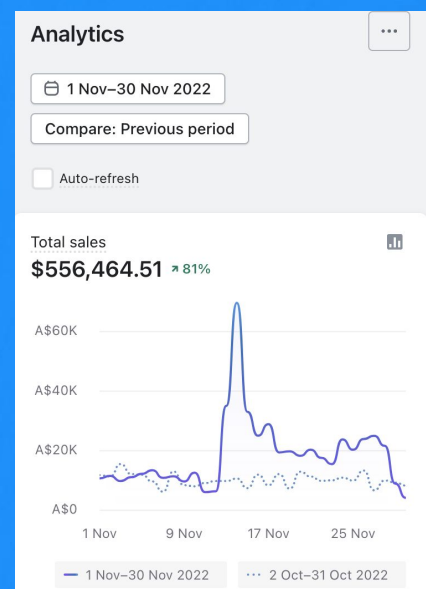
Women's Fashion



Accessories



Home Supplies



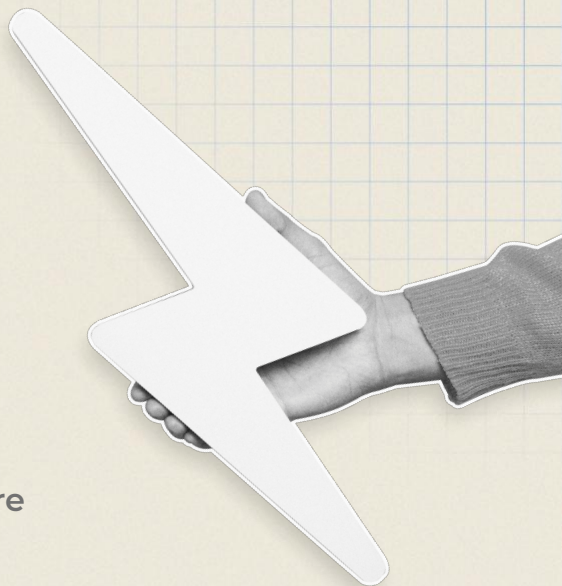
Beauty/Skincare



Most Innovative Agency of the Year
2022 Globee® Business Excellence Awards

This Might Be A Shock.

The people have spoken. Here are some of the most important Black Friday figures *you should know*. They're *much* higher than most people would expect.



- 1 In 2022, worldwide customers purchased **\$11.6 billion** worth of Shopify products over the Black Friday weekend, a **19% increase from 2021**.
- 2 **69% of Australians** want high-quality products that *last* rather than cheaper products that don't – and they're prepared to pay extra for that assurance. For brands and marketers, this means using language that promotes quality, longevity and value.
- 3 **84% of customers** look for discounts and compare prices for the best deal before making a purchase.
- 4 **92% of Australian** shoppers are likely to try a new brand during the seasonal sales period.
- 5 **Australia ranked fourth globally for spending on Black Friday sales**, under the USA, the UK and Canada. \$167.99 was the average cart price per transaction, up from \$163.28 from 2021 and \$128.93 from 2020.

Black Friday is *acquisition and retention* — getting customers and making them come back again, and again.



Your Growth Journey, Broken Down.

In the e-book version, **this page is interactive!** Click on any topic to fast-forward to what matters most for your brand, right now.

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Phase 1.

Establishing Foundations.

How to set yourself up for success.



01

Establishing Foundations.

The 5 Things You *Absolutely Need* To Do As Early As Possible.



If you had the opportunity to increase your brand's chance of a great Black Friday (Cyber Weekend) by 60%, would you seize it?

Or, would you play it safe, do the same thing you've done over the last couple of years, and let the chance slip?

Hopefully, you're in the first camp. And seizing that opportunity comes a combination of planning, learning (about your customers), and laying the groundwork early.

So, with that in mind, here are the 5 things you need to do as early as possible to establish the best foundations for your business:

- 1 Spring clean your online store.
- 2 Plan your marketing strategy.
- 3 Set up social commerce.
- 4 Get ready for the rush.
- 5 Set up subscription options for post-holiday recurring revenue.

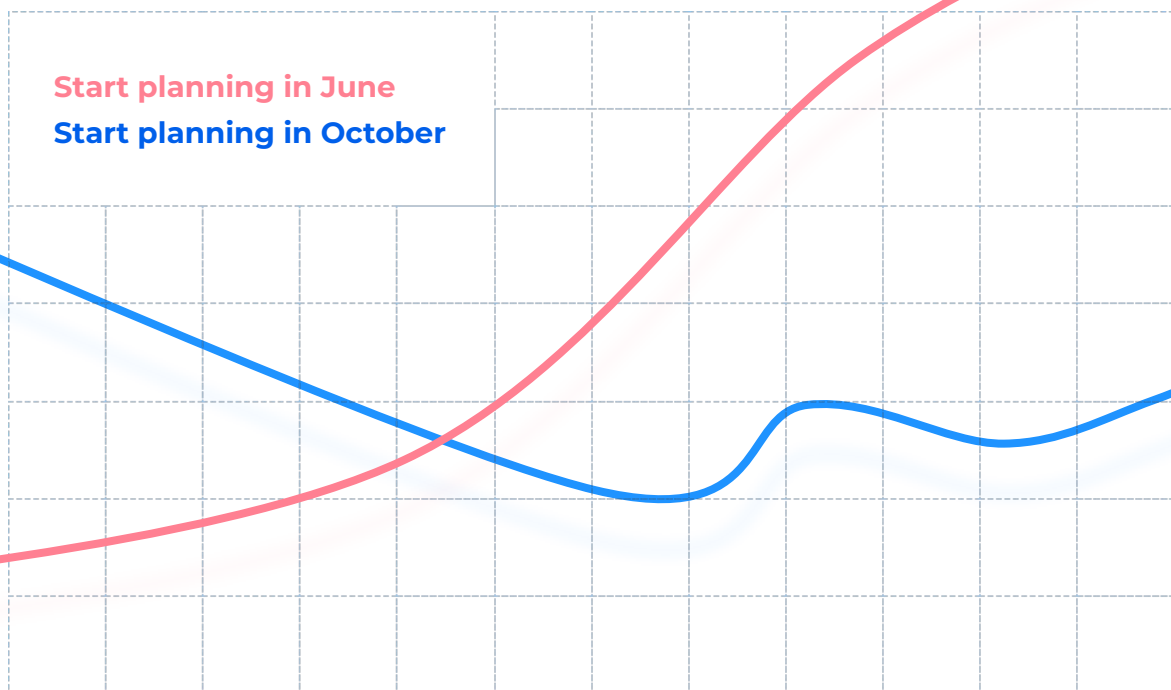


1. Establishing Foundations

When is the best time to start running Black Friday ads? Some say the best time to start planning your Black Friday strategy is in October. Others say September. **The truth? Right now.**

On whatever day you're reading this. Why? Because the earlier you set your foundations, the more time you have to grow your audience and learn about their buying habits. And the more data you have, the more effective your seasonal sales ads will be.

When the peak buying period strikes, you're ready to capitalise on every single opportunity, squeezing every last penny out of your advertising and marketing budget. With that in mind, let's dive into exactly what you need to do to set up your foundations, to springboard yourself to the most successful holiday period of your business life to date.



Marketing Agency of the Year

Business Intelligence Group - 2022 Public

Relations and Marketing Excellence Awards

1. Establishing Foundations

Step 1: Spring Clean Your Online Store.



Spring cleaning your home is the perfect analogy here. You tidy up, move a few things around, throw out the junk, and put your most eye-catching furniture and artwork where everyone can see them. But you don't build a new house.

The same idea applies to your website. You're not tearing it down. You're not starting from scratch. You're simply making a few intelligent decisions on how to spruce it up, to **make it as efficient, as effective, and as enjoyable as possible for this year's customers.**

So, where do you start? With these 8 non-negotiable tasks:

- 1 Make sure all of your pages are mobile-friendly.**
70% of all Black Friday Shopify purchases last year were on mobile. So, if you don't have a mobile-friendly website, 7 out of every 10 customers will go somewhere else.
- 2 Check your website's loading times.**
53% of mobile site visits are abandoned if pages take longer than 3 seconds to load. So, aim for 1-2 seconds and make your experience as smooth as possible.

There's a lot we can do to get that load time down — start by enabling browser caching, removing unnecessary plugins, and reducing your photos and videos' file sizes.
- 3 Optimise your site for search.**
Black Friday is as competitive as it gets in paid ads land. So you need to set the foundations early to make sure your site is easy to find *organically*. If you rank high on Google for your industry, this can help you stand out for free.



1. Establishing Foundations



Start by doing a keyword deep dive to make sure you're targeting the right words and phrases. Handy tools like Google Keyword Planner, Ahrefs, SEMrush, and Moz Keyword Explorer can help you identify relevant buzzwords, which you can then weave into your website through blogs, product pages and descriptions.

While we're at it, make sure your site is well-structured so search engines can easily crawl and index your pages (marketing agencies will often provide a quick and [free SEO audit](#) to help you get the ball rolling - just ask).

The bottom line is this: **Last Black Friday, 34% of consumers browsed for ideas or inspiration on what to buy, rather than searching for a brand name.** Shoppers are likely searching for generic product names, not specific brands, so do whatever you can to seize that top [Google](#) (or Bing) spot.



Fine-tune your homepage and product pages.

Your homepage is your digital front door, so make sure it's welcoming, easy to navigate, and highlights your best deals. Because first impressions count! For product pages, think about including high-quality images and detailed descriptions to help shoppers make informed decisions. Trust is more important than ever in 2023, so don't leave customers guessing.

You can also use tools like Unbounce and Optimizely to test different versions of your pages and see which ones perform best.



Add a live chat with automatic response functionality.

You can have the world's best product, but if your customer service falls short, you'll lose out. Because people want to feel heard, feel valued – and they don't want to wait either. That's why a rapid-response tool like [Gorgias](#), which provides on-the-spot support to shoppers who have questions, can go a long way to alleviating concerns and convincing window-shoppers to click that buy button.

1. Establishing Foundations

6 Offer a variety of payment options at your checkout.
Accommodate to the widest possible audience by providing as many payment options as you can. Afterpay is a non-negotiable, while others like Zip, Klarna, Google Pay, Apple Pay, and PayPal can help make it easier for shoppers to make purchases who don't have their credit cards on hand.

7 Provide shipping options that your customers will love.
Sometimes we like surprises – gifts with purchase, handwritten notes snuck into packaging, or a bonus gift card. But nobody likes a surprise when it's an unexpected \$20 shipping add-on. In the modern eCommerce landscape, expensive shipping is a dealbreaker 9 out of 10 times.

Offer free shipping (and free returns!), and ensure your delivery options are clear and easy to understand too.

8 Prepare discount functionality on your website... and don't get too creative.
Your discount codes will be your golden ticket to new Black Friday customers. So you need to make sure they're effortless to use and that you have multiple codes ready to go – some for the general public and some for VIP customers.

Most importantly, keep your discount nice and simple. "\$100 off" is great. On the flip side, something like "45% off your first 2 purchases and \$25 off your next limited-edition bundle when you spend over \$200" is way too complicated.

At the end of the day, try to align your promotion to one of the following four categories: percentage discount, dollar discount, free gift worth \$X, or buy-one-get-one promotions.



1. Establishing Foundations

Step 2: Plan Your Marketing Strategy.

You've laid the groundwork – now it's time to get the ball rolling and start thinking about how you'll turn your killer ideas into a real-world plan of attack.

There are so many different pieces to this puzzle and ultimately, the nuance will come from your industry, customer feedback, historical data, and goals. But don't let that overwhelm you – when you break it down into bite-sized pieces, it becomes astoundingly achievable — and here's a simple roadmap to help get you started:

- 1 Build an SMS marketing plan.**

More than 74 percent of Australian shoppers are already signed up to receive SMS marketing messages from brands ([Inside Retail](#)). So that means if your customers are getting notifications from you, they're probably getting notifications from your competitors too – that's why you need to stand out.
- 2 Build a creative social media plan.**

The data doesn't lie. According to various studies, 30% of internet users discover new brands or products on social media, and more than 50% of people have made a purchase after seeing a product on their Facebook and Instagram feeds.

For us, this means that if you want to capture the attention and loyalty of your target audience, then a presence on social media is no longer an option – it's a necessity.
- 3 Collect UGC to create shoppable Instagram galleries.**

What's more powerful than a brand touting its own products? A real customer giving rave reviews about their wonderful experience. In this day and age, nobody buys without some sort of trust or assurance. Word of mouth has gone digital – not just in reviews, but in videos and photos.

1. Establishing Foundations

- By collecting user-generated content (UGC) – such as unboxing photos, demonstration videos, and honest, piece-to-camera reviews – you can turn your Instagram feed into another digital storefront.

It's easy to set up: just tag products in your content. These link to a shoppable Instagram gallery where customers can simply click and buy.

The main takeaway here is to use REAL content from REAL customers. Because when shoppers see your products in other people's hands, they'll be more likely to feel inspired and imagine the same product in their own hands – and in turn, more likely to make a purchase.

4 **Leverage influencers as part of your strategy.**

Influencer marketing is an incredibly powerful tool. But you need to be sure that the influencers you choose to work with genuinely align with your values, target audience, and message.

While you're putting together your marketing strategy, consider allocating part of your budget (in reality, this may be as simple as giving away free products) to influencers.

By creating personalised affiliate purchase codes, your influencers can actively push your deals and discounts to their followers. They get a cut (usually 10-20%) and you get new customers... win-win.

5 **And, throughout all of the above, be *authentic*.**

Customers are four times more likely to buy from a brand whose values align with their own. An authentic approach — apologising when you make mistakes, living true to your company mission, and following through on your promises — goes a long way to building emotional loyalty.

1. Establishing Foundations



And the fact is that **once you've built that emotional loyalty, people are three times more likely to recommend your brand to their friends, and twice as likely to re-purchase.**

But what, really, is authenticity in the eCommerce world? It's not touting "high-quality" goods if you're shipping flimsy materials. It's not claiming to be eco-friendly if you send out products in single-use plastic packaging. It's not saying you offer fast shipping if your customers are waiting weeks for their orders to arrive. And it's not sweeping problems under the rug and ignoring customer feedback, because people talk.

Authenticity is being honest with yourself, and with your customers — transparency is key.

From the language you use on social media to how quickly and honestly you answer queries, to the way you interact with audience on all of your channels — these are just a few of the many ways that you can create a *genuine* relationship with your customers. By taking this approach you show shoppers that there's a real person behind the website and social media feed – someone who understands their needs, and some who values honesty and trust.



Think long-term.

Black Friday is wasted if you're only focusing on getting new customers with a 40% discount sale. Because why would they want to come back?

Without retention plans, there's no point in acquisition – especially since you'll be paying top dollar to attract these customers over the busiest shopping weekend of the year.

So, keep this front of mind: Black Friday is a time to think beyond product discovery and lean into your brand values. While a steep discount may make for a one-time purchase, a memorable, positive customer interaction (that communicates who you are and what you stand for) has a far better chance of turning that one-time customer into a long-term loyal, diehard brand fanatic.

1. Establishing Foundations

Step 3: Set Up Social Commerce.

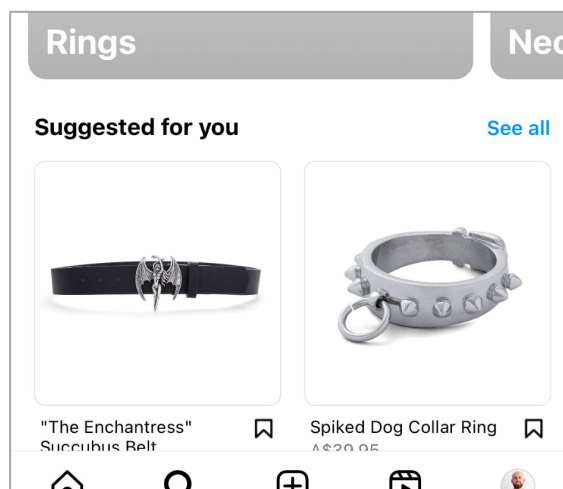
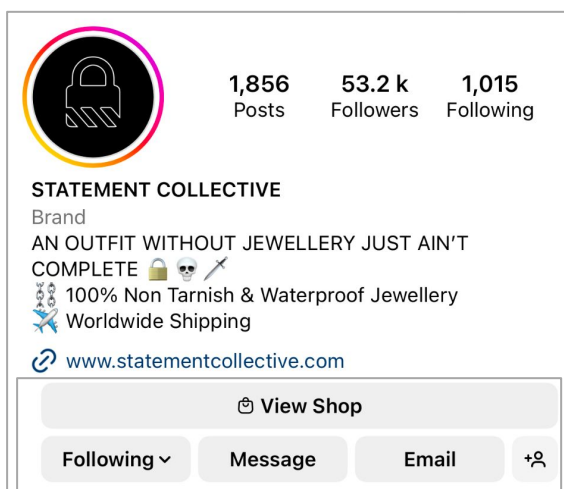
What is social commerce? Simply put, it's any activity that involves buying or selling products on a social media platform — Facebook Marketplace, DePop, and (what's most relevant to us as marketers and brands) Instagram and Facebook Shopping.

In other words, it's using our social media channels to directly promote our products.

If you've heard of "social selling", the concept is similar, but with a twist. While **social selling** refers to using social media platforms to market your brand (potentially indirectly resulting in sales), **social commerce** is the more direct approach; creating marketplaces within your social platforms to sell to consumers. Embedding these online storefronts within your profile makes it easier than ever for your customers to find, love, and purchase your products.

Benefits are aplenty, but, mostly, it's all about convenience. Let's say you're scrolling through a fashion store's Instagram and see an outfit you like. As a user, you're hooked by an eye-catching product – and then, it's as simple as clicking and buying – no more navigating through the website.

If you can set up a seamless "scroll, tap, buy" process on these platforms, you'll have created another avenue to BFCM revenue. And more revenue streams means more customers!



1. Establishing Foundations

So, where do we start? Here's a nifty social commerce checklist to speed things up:

- 1 **Research** which of your platforms attracts the most engagement.
- 2 On those platforms, **set up a seamless "scroll, tap, buy" process.** Double-check that your Meta and Tiktok shops are set up correctly.
- 3 **Build catalogues.** Consider social proof as part of the catalogue (UGC, reviews, and testimonials).
- 4 Always **tag your products** in organic posts, stories, and ads.
- 5 **Add UGC** to your product pages. If the content has come from your community, tag them so they can share the love!

In the last 12 months, one in six adults say they've purchased a product from a social media platform, but this number jumps up to one in four among women aged 18 to 39.

And if you still need more convincing that this is worth the hours to properly set up; globally, **the social commerce industry is expected to grow three times as fast as traditional eCommerce, reaching \$1.6 trillion AUD by 2025.** That growth is expected to be fastest among Gen Z and Millennial users – so if they're your target market, that's just another reason to invest the time.

By following these steps, you can add social commerce as a weapon in your BFCM arsenal.



1. Establishing Foundations

Step 4: Make Sure You Can Handle The New Customer Rush.

If you put the groundwork properly in place then you'll be welcoming an onslaught of new customers come Black Friday. But that's a double-edged sword; because while it's exciting to see your profits soar, the pressure of having a ton of new customers can be overwhelming if you're not prepared – and detrimental if your systems break.

Here are **a few tips** to ensure you and your team have everything covered, **so you can squeeze every last drop out of your Black Friday campaign.**

- ✓ **Ensure your online store is up to date** with accurate information about your customer service, shipping options and payment options.
- ✓ **Provide multiple shipping options** (standard, express, etc.) and payment options (PayPal, Afterpay, etc.) to accommodate to as many people as possible.
- ✓ **Make sure you have stock.** If your suppliers are international, it can take months to get everything rolling, so don't leave it too late.
- ✓ **Brief your staff of the increased workload** they'll most likely face, so everyone is on the same page in terms of expectations – and the reward for the effort...
- ✓ ... and **make sure the team is trained in answering queries**, or use a software like [Gorgias](#) to auto-respond to shipping and order questions.

1. Establishing Foundations



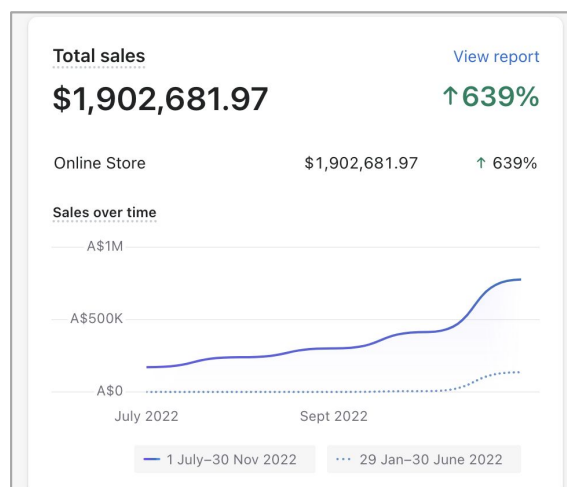
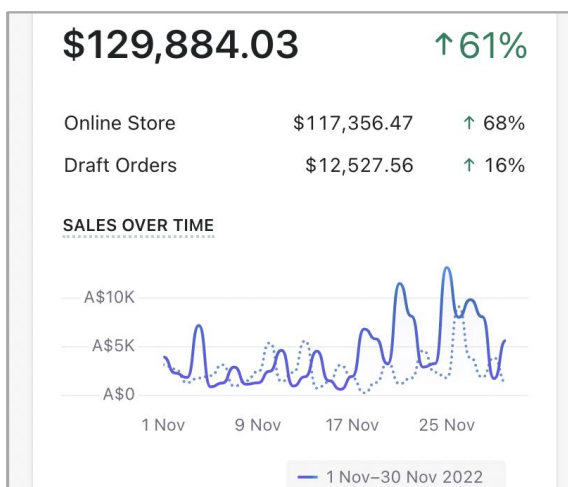
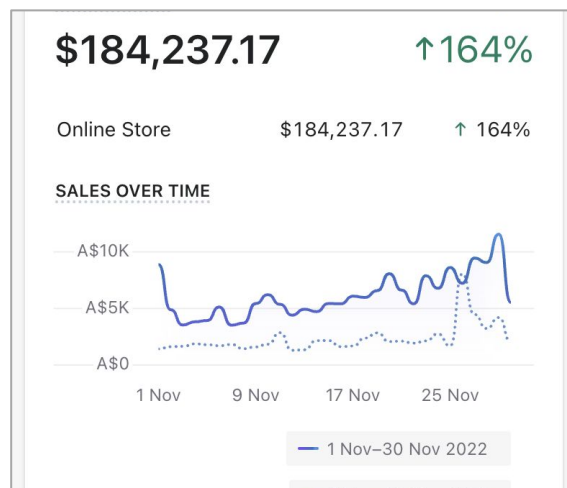
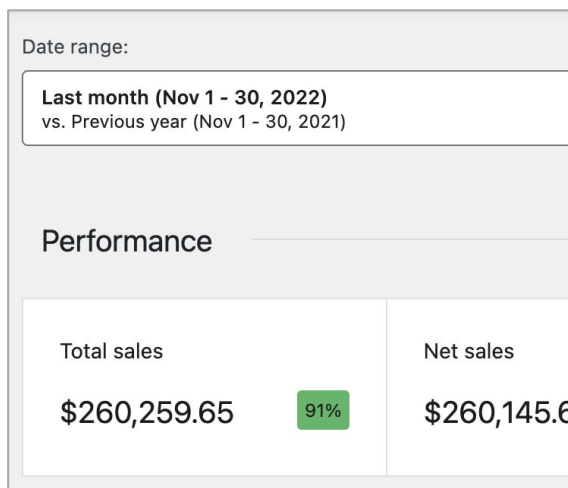
With an increased volume of orders over the BFCM weekend, great delivery experience is going to be the key. **Take this time to re-evaluate your 3PL** (third-party logistics company) and delivery strategy if you've experienced issues in the past during "regular" sales periods.



Consider changing to sustainable packaging options and promoting this prior to the sale period, to capture the 3 in 4 Aussies more likely to look for more ethical options.



On product or shipping pages, **be transparent about dispatch and delivery timings**. You can spin this into a positive by creating an "early-access" sale so customers can get their products shipped *before* the peak period.



11 Tips To Get Your Customer Support Ready for BFCM 2023

Thanksgiving, Black Friday, Cyber Monday, and Christmas — the 2023 holiday season is around the corner! This year, it's predicted that US holiday ecommerce sales will hit \$206.88 billion and will account for a record 18.9% of total holiday season retail sales, according to [eMarketer](#).

While the holiday season is a good opportunity to increase sales and customer loyalty, it'll bring many challenges to your business, especially your customer service team. Why? Because with the normal holiday rush, high order volume, and customers' increased expectations on shopping experience, your customer service team could face a flood of support escalations.

Think about WISMO, shipping delays, damaged packages, product returns, and more — your agents will be busy during the holiday season. Hence, you should develop an actionable strategy for holiday customer service early on to make sure you'll deliver the best shopping experience for your customers.

Here are 11 ways to help you take the reins and provide superior customer service during BFCM.

#1 Create A Concrete Plan To Establish A Solid Process. To create an exceptional shopping experience during this holiday season, you need a different game plan for customer service than what you usually do. Because as explained earlier, holiday sales lead to not only more customers but also more issues and tickets.

By having a concrete plan in place, you keep your agents ahead of schedule. They'll know exactly what they should do to prepare for the peak season, what they need to prioritise, and how to handle particular tickets. Eventually, you'll maintain support effectiveness without impacting the quality of the rush time.

Consider the following tips:

- Set up goals for holiday customer service and metrics to measure the performance.
- Draw insights from past holiday trends. Think about the ticket volume you got, customer complaints, most asked questions, which channels your customers favored, etc.
- Set up your omni-channel customer support as customers now shop from everywhere. They may see your product on Facebook, search for reviews on Google, go to your website to read more information, and buy it from your Instagram shop. Show up wherever your customers are.

#2 Set Customer Expectations By Letting Them Know Your Availability.

Based on insights you've gained when reviewing past holiday seasons, create a service level agreement (SLA) and make it clear about your support availability during the holiday season. This way, you can manage customers' expectations, create a highly efficient support team, and ensure your agents have time to enjoy their own holiday. Case in point below:



Source: [Aluvy Design](#)

Consider the following tips:

- **Set your availability**, for example, 9:00 AM to 5:00 PM, from Monday to Friday. Also, identify peak support times so you can assign more agents to handle all of the tickets.
- **Specify when customers should expect to get an answer from you** so they won't feel like being ignored.
- **Let customers know about any changes in your schedule** or availability as soon as possible. For example, send out an email ahead of time to tell customers you'll be out of the office during certain days or times.

#3 Review Your Return Policy. According to the National Retail Federation and Appriss Retail, retailers expected 13.3% of merchandise sold during the 2020 holiday season to be returned — the estimated cost of those holiday returns was about \$101 billion. Hence, it's better to review and update your return policy as soon as possible. Consider the following:

- **Analyse why you got many returns in the previous holiday seasons** and solve those problems right away.
- **Simplify your return policy.** Avoid offering different policies for different items or impossibly short return windows that cause unnecessary holiday stress. Extending your policy window can give shoppers more confidence to shop from your store and strengthen their loyalty.
- **Make your return policy accessible on your website.** A good practice is to create a dedicated page for your return policy — don't hide it in an about us or contact us page. Here is an excellent example of a return page from [PhoneSoap](#).

#4 Get Extra Hands By Outsourcing Your Support. While peak season requires all hands on deck, you don't necessarily need to hire full-time staff. You can easily outsource your front-line effort to freelance customer service agents or an external agency. Consider the following:

- Look at your historical data to determine how much work you need help with and how many additional agents you'll need to add to your support team this holiday season.
- Create a detailed description of your ecommerce customer support agent so that applicants understand exactly what type of job they're applying for. For example, include the hours per week, types of customer tickets, tone and voice of your business, etc.



- Take advantage of communities for professionals like [Support Driven](#) and [WeWorkRemotely](#) to headhunt seasonal support agents.

#5 Prepare Your Team And New Hires To Move Quickly. Building a skilled support team is a foundation to create a great customer service experience. To do that, you should provide your agents with essential onboarding and training programs. This way, they can quickly get familiar with the products you're selling, your target customers, and how to handle tickets effectively. Consider the following tips:

- Write down everything your support team and new hires need to know. You can create a knowledge hub or resource base where everyone can access to get the information they need. For example, product sources, materials, how-tos, shipping policies, return requirements, etc.
- Set up new hires with the apps, tools, and memberships to communicate and collaborate with the team. Then, teach them how to use those technologies to work effectively.
- Offer guidance on how to deal with customer complaints during the peak season. Provide training to help master critical customer service skills.
- Organise regular performance reviews to let your agents know what they've done well and where they need to improve. Remember to back up your feedback with data.

#6 Adopt A Helpdesk To Empower Your Support Team During Holiday Customer Service. If you're still using email to support your customers, then you may want to update your tech stack this holiday season. With more tickets coming from different channels, adopting a customer support tool like [Gorgias](#) can be a game-changer for your business.

For example, [Gorgias](#) allows you to:

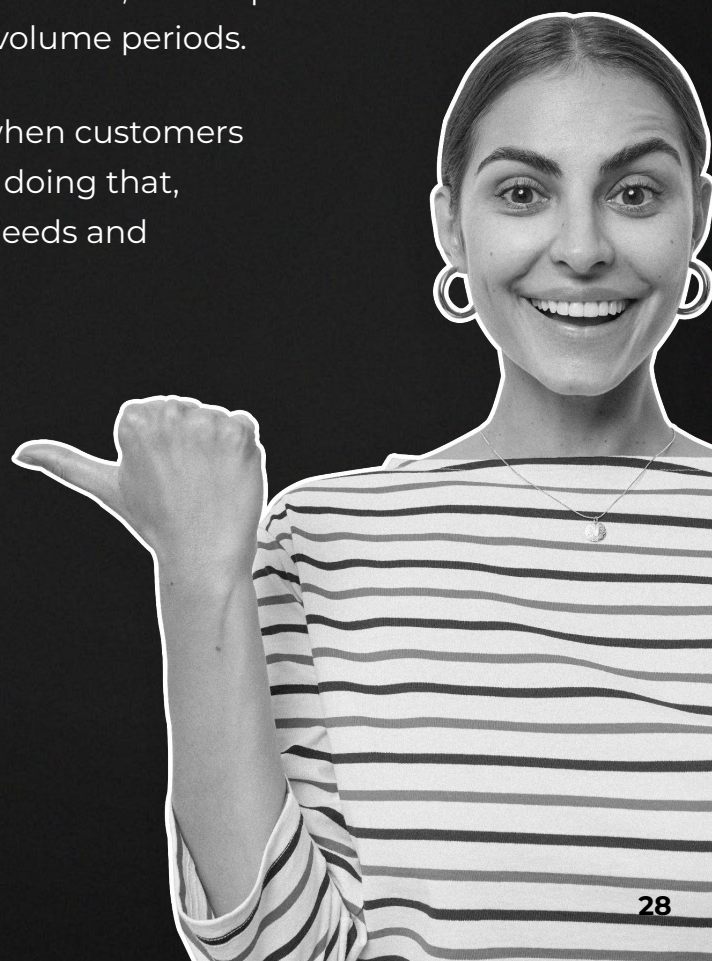
- Provide consistent customer support across channels, including [phone](#), SMS, email, live chat, and social media.

- Set up rules to automatically trigger tickets based on customers' inquiries, which helps reduce first response time and increase customer satisfaction (more on this later). You can also use macros (also pre-made responses) to respond quickly to common questions, like, "do you offer a discount on Christmas?"
- Integrate smoothly and tightly with ecommerce platforms and tools, allowing your agents to pull back customer data and handle tickets from one place. No more switching back and forth between platforms.
- Create a self-service flow for live chat to automate WISMO (where is my order?) requests.
- Set up chat campaign popup messages to drive more sales. For example, suppose a customer just spent \$50 on an item in your store. In that case, you can upsell them another product by showing a live chat message.
- Provide insightful analytics reports so you can know how your support agents have performed during the holiday season.

#7 Leverage Support Automation To Work For You. Automation is helpful to handle repeatable tasks like updating ticket statuses and assigning tickets to the right agents. It helps you speed up your workflow, boost your customer support performance, and improve shopping experience, especially during high volume periods.

You can set up automation to offer support when customers first land on your site with a help desk. When doing that, make sure you understand your customers' needs and shopping behaviors.

Think about what they often struggle with, what types of questions they frequently ask, and which channels they often use to contact you. Then, use the insights to create the right rules to automate your work process.



#8 Add Self-Service Options. Wouldn't it be so much easier for customers if they could find the answer to their questions themselves instead of having to email or call you? That's why more and more shoppers expect self-service options from brands. Simply put, self-service options refer to FAQs, knowledge base, online discussion forums, online communities, and alike. By offering self-service, you can provide online support without the presence of a support agent, deflect common inquiries, increase customer satisfaction, and eventually drive conversions. Consider the following tips:

- Dive deep into your customer data to identify the most common problems they have. Then, construct possible solutions for those questions to create an effective FAQ.
- Use high-quality visuals like screenshots, images, demonstration videos where possible to provide detailed instructions. This is also a good way to showcase your products from different angles and impress customers.
- Make your self-service accessible and noticeable by creating a dedicated page for it.

#9 Get The Workflow Ready. During peak season, your support tickets may be at their all-time high. And you may get a lot of questions on different topics like product information, packing, shipping, and technical problems. To give every customer the best answer possible, ensure you have ticket assignment strategies in place.

When it comes to assigning tickets to agents, it's all about the right person in the right place at the right time. You can do this manually or use the auto-assignment feature in your help desk to automate the process.

For example, with Gorgias' auto-assignment tool, you can choose to either auto-assign tickets to available agents, un-assign tickets assigned to agents who aren't online, or do both at the same time. By using this feature, you can boost your productivity and have time to focus on more important tasks.

Another best practice that can streamline your workflow is using Views. In Gorgias, a view displays all the tickets that match certain filters — filters can be a tag, a status, an integration, a customer, or a channel. You can create a view for a specific problem, like discount or shipping delay, making it easier to manage tickets related to that issue.

#10 Be A Step Ahead Of Your Customer & Make Shopping With You Fun.

Today, knowing where customers are coming from, what they need, and what they're looking for is gold!

Why? Because you can use a conversational tool like live chat to turn these insights into a revenue-generating driving force. A survey of 105 retailers conducted by Digital Commerce 360 even emphasised that 80% of respondents said live chat is crucial to improving their conversion rate.

Imagine a visitor lands on your website and struggles with choosing gifts that suit their loved ones. You can show up through a live chat saying, "let us help you out." Or, if you know a customer is looking at an out-of-stock product, you can trigger live chat with the message "here is an alternative." In this season of cheer chaos, it's clever to use live chat to cut through the noise and reach out to customers proactively. Consider the following tips:

- **Determine the best locations on your site to put a chat box.** You can show it on every page, or on certain product pages, or the checkout page. Look at your data to plan your strategy.
- **Equip your agents with extensive product knowledge** so they can provide shoppers with exact information at the time they want, which will help encourage buying decisions.
- **Brand your live chat with your logo** and display the agent's name and position to build trust with first-time visitors.
- **Take advantage of live chat to announce your flash sales**, free samples, limited-time deals, contests, new arrivals, etc.

#11 Take Care Of Your Customer Support Team to Boost Their Morale. Your support agents are your heroes of the holiday rush & represent your business when they could have been with their loved ones. That's why just like your customers, they deserve to be heard, understood, appreciated and cared for.

Whether your agents are permanent or temporary, you should show that you recognise their efforts and appreciate what they've done. Do that by offering snacks, drinks, flexible working hours, redeemable leaves, holiday bonuses, and other incentives.

To learn more about Gorgias, go to www.gorgias.com

1. Establishing Foundations

Step 5: Set Up Subscription Options For Post-Holiday Recurring Revenue.

Getting customers is one thing. Encouraging them to keep coming back is something else. Subscription programs have been one of the biggest growth areas in eCommerce over the last 24 months, with consumers looking for something that is both A) hassle-free and B) cost-saving – and, in some cases C) high-status.

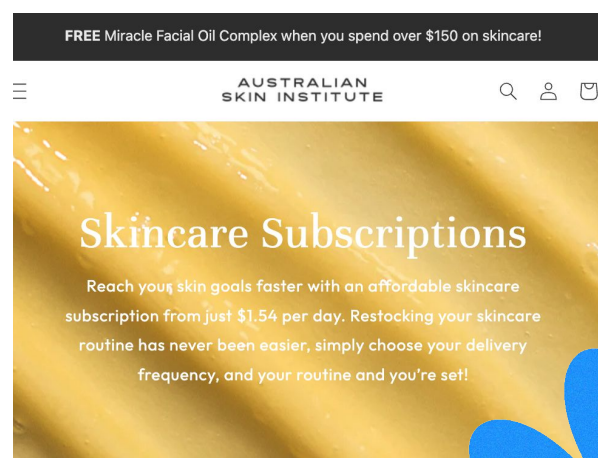
This Black Friday, it's predicted that close to 75% of D2C brands will offer a subscription (based on the [PipeCandy report](#)).

In a big way, this challenges the assumption that subscription programs are only for consumer staples (toilet paper, razors, and the like). Flipping the script, the data tells us that, in reality, nearly **any given D2C brand can create a subscription component.**

For example, fashion retailers can send monthly 'wardrobe updates' curated to trends and seasons, while skincare brands can offer auto-shipment options every 3 months to replenish the shelves, with the added bonus of exclusive content and gifts.

Use the BFCM period to introduce a subscription option for your customers. Consider offering an ongoing discount for loyal subscribers (e.g. 20% off every two weeks) and make sure you set up automated emails that help keep them in the loop with new products, exclusive discounts, and other special deals.

By setting up a subscription program, you can continue to generate revenue even after the BFCM period ends. It's a surefire way to keep your brand top of mind and give customers an incentive to come back time after time, without them having to lift a finger!



1. Establishing Foundations

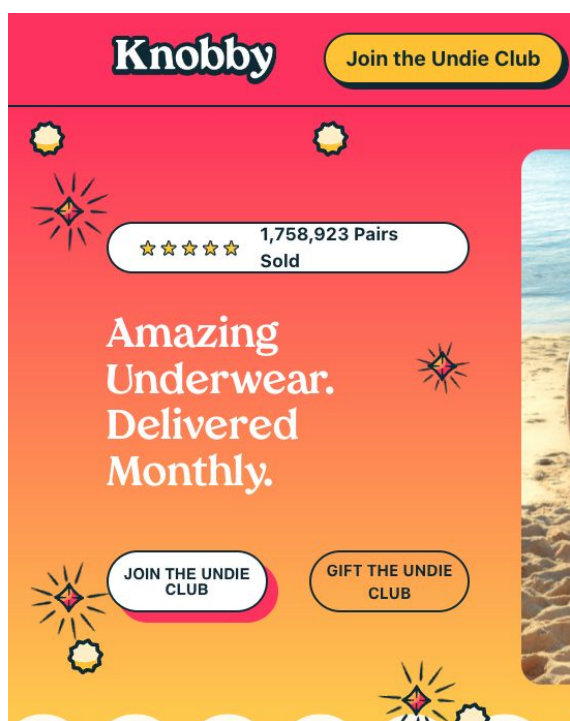
If your subscriber list will already make their typical purchase or receive their standard package during the Black Friday holiday season, you can engage them with special limited-time perks and add-ons to help build that ever-so-important emotional loyalty.

"But I already have a large collection of subscription customers"

Subscriptions Are A Win-Win.

Subscriptions are a win-win for customers and brands alike. On the one hand, customers are blessed with the convenience of having their products regularly replenished, without the hassle.

On the other, brands enjoy a predictable, recurring revenue stream and repeat customers, allowing them to look toward the long-term vision.

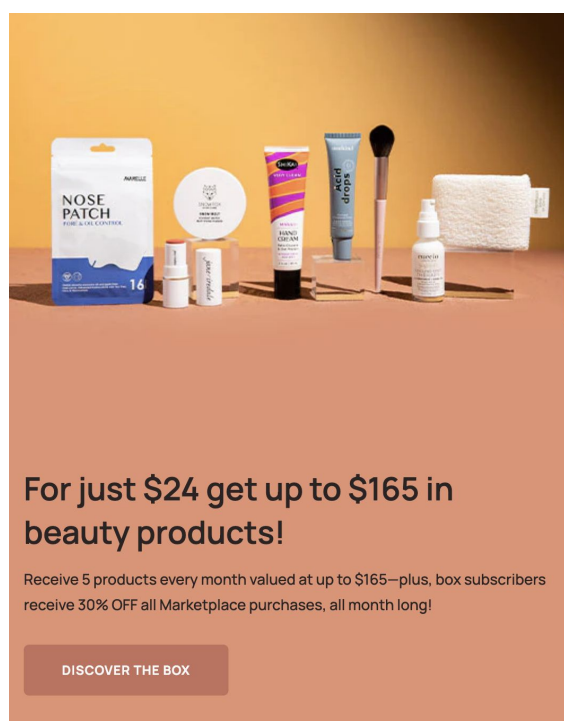


Knobby Join the Undie Club

★★★★★ 1,758,923 Pairs Sold

Amazing Underwear. Delivered Monthly.

JOIN THE UNDIE CLUB GIFT THE UNDIE CLUB



For just \$24 get up to \$165 in beauty products!

Receive 5 products every month valued at up to \$165—plus, box subscribers receive 30% OFF all Marketplace purchases, all month long!

DISCOVER THE BOX

You Need To *Build Your* Audience Early – Here's How.



Having a larger audience increases the potential for selling more products during peak demand. It's logical, isn't it?

Considering that Australian merchants on Shopify saw a 22.7% increase in consumers in 2022, ranking the Land Down Under 4th globally, it goes to show the nation's buying power. Why is this relevant? It indicates that people *want* to spend. They *want* to be part of an audience, so it might as well be yours (instead of your competitors'), right?

Running a "60% OFF" sale is pointless if there are no viewers to notice it. Although you can promote it to new audiences to some extent, you'll lack trust and rely solely on the appeal of your offer.

On the other hand, by proactively building your audience early on, you'll attract genuine interest in your business. People will have time to become familiar with you, select their favourite products, and connect with your values. Then, when seasonal sales arrive, they will already be acquainted with your brand—your offer just needs to seal the deal and get them over the line.

So, how do we build up our audience? The blueprint is pretty simple. Read on to find out..

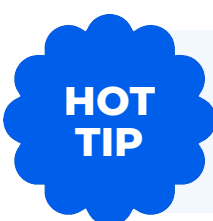
1. Establishing Foundations



- 1 **Run a competition to drive database sign-ups** and social media follows/interactions, and simultaneously incentivise first-time buyers.
- 2 Use that database list to your advantage through **data-driven retargeting**. You can feed this data into Meta's retargeting advertising algorithm too, allowing you to not only target them with relevant ads, but also build more qualified **lookalike audiences**.

Once we've grown our viewership, you've got more soon-to-be customers at your disposal. Keep the momentum and excitement going by providing **online gift guides** that preview your Black Friday offer — if it's good enough, they'll put it in their calendars. Better yet, provide an actual button to "add to my calendar".

Tried and tested, a surefire way to grow your email list — as well as your SMS list — is by running a competition. It's no revelation that people love free stuff, so tap into that basic aspect of human psychology to grow your audience!



Use a platform like ViralSweep to streamline and track the competition process and maximise the results.

1. Establishing Foundations

Running A Competition.

The steps are simple enough:



- 1 Decide on a goal for your contest.**

What do you want to achieve? For the purpose of Black Friday, your answer should be growing your email list.
- 2 Choose the prize for your giveaway.**

This could be your product, a product bundle in collaboration with other brands, a voucher for your website, or even a briefcase full of cold, hard cash. Choose something that your ideal customer would want. There's no point in giving away an iPhone if you sell sustainable handbags
- 3 Choose the entry criteria for your contest.**

First and foremost, get the email address and phone number. Then, to help your competition spread as far as possible, it helps to have social sharing as a main requirement: share on Instagram stories, tag 3 friends, retweet, and so on.
- 4 Consider a brand partnership.**

Could you benefit from partnering with another compatible (read: not competitive) brand? If you sell mugs, a coffee company could be a good fit. The benefit of collaboration is sharing each other's audiences. Win-win!
- 5 Select a campaign hashtag.**

When running a giveaway on your socials, particularly Instagram and TikTok, a specific hashtag can help put your giveaway in front of more people's eyes.
- 6 Put a time limit on your contest.**

FOMO (fear of missing out) is a massive reason why people take action. Use this to your advantage with big and bright countdown timers and lock-out dates.

1. Establishing Foundations

- 7 **Launch and promote your contest.**
Once your competition is ready, yell it from the rooftops. Considering running paid traffic to the ads to complement your organic sharing – this is particularly important if your current organic audience is small.



With your competition done and dusted, your email and SMS lists are not only warm (engaged) but are chock-full of new prospects. And when the seasonal sales roll around, you turn those prospects into customers!

An advertisement for a 'Legends Club' promotion. It features two men in a workshop setting. The text reads: 'JOIN OUR LEGENDS CLUB AND SPEND OVER \$200 TO RECEIVE A \$25 ONLINE VOUCHER'. There is a small shopping bag icon in the bottom right corner.

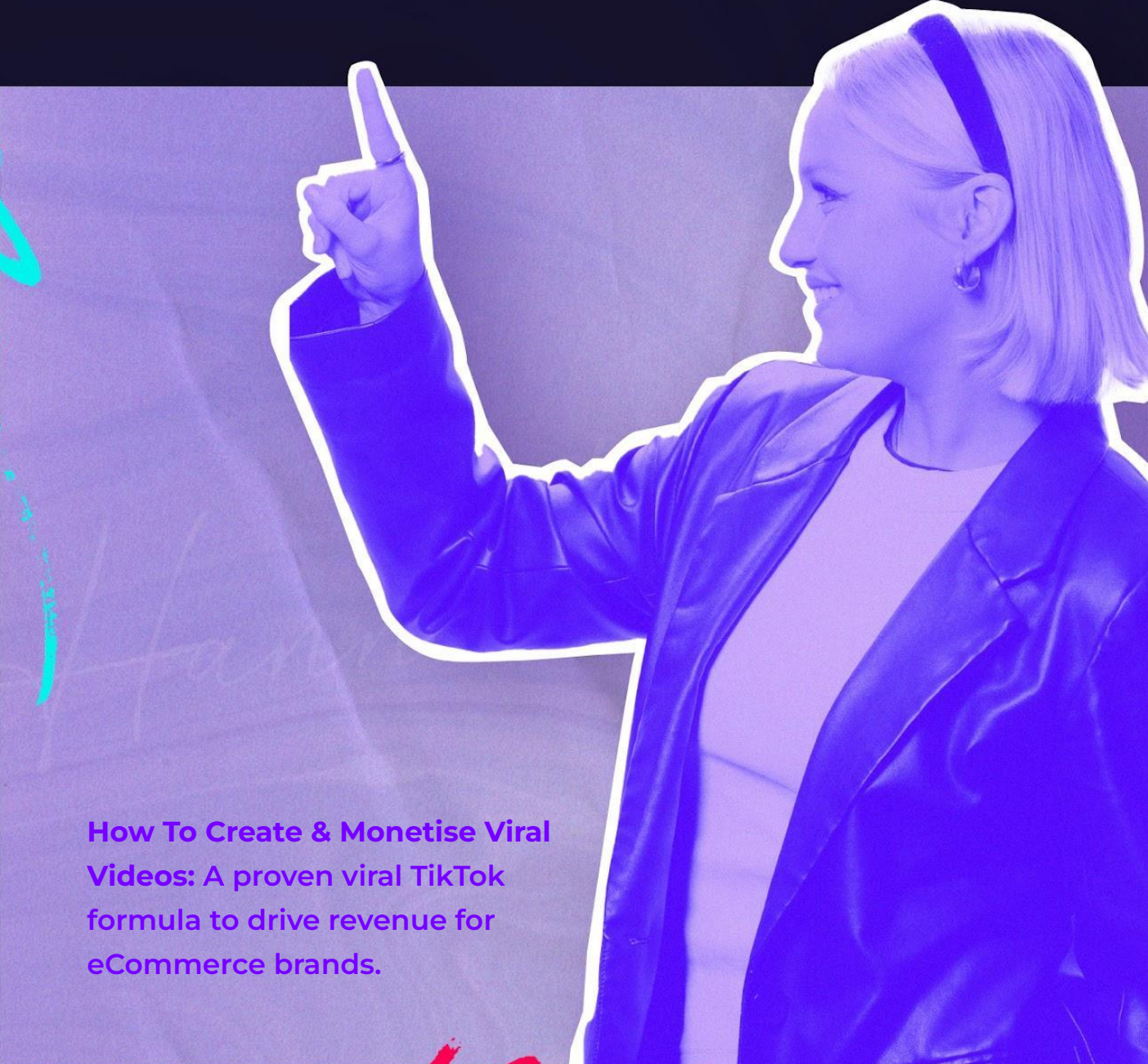
An advertisement for a 'GIVEAWAY' of a 'CYBERPOWER BACKUP UPS SYSTEM'. It features a black CyberPower UPS unit on a red pedestal. Text includes 'CyberPower x CENTRE.COM', 'GIVEAWAY', 'CYBERPOWER BACKUP UPS SYSTEM', 'VALUED AT \$529', 'CP1500EPFCL0A 1500VA/900 WATTS', and 'ENTER FOR YOUR CHANCE TO WIN! Ts & Cs APPLY.' There is a small shopping bag icon in the bottom right corner.

An advertisement for OREO beauty products. It shows several black bottles and tubes of OREO hair care products. The word 'WIN' is written in large letters at the top left. There is a small shopping bag icon in the bottom left corner.

An advertisement for a contest to win a trip to Japan and a Sony ZV-E1 vlog camera. It features a Sony ZV-E1 camera, a Japanese train ticket, and photos of Japan. Text includes 'ENTER TO WIN', 'A TRIP FOR TWO TO JAPAN', 'PLUS THE NEW SONY ZV-E1 VLOG CAMERA'. There is a small shopping bag icon in the bottom left corner.

The Tiktok

REVENUE PLAYBOOK



**How To Create & Monetise Viral
Videos: A proven viral TikTok
formula to drive revenue for
eCommerce brands.**



TikTok officially has over 1 billion monthly active users.

That's 25% more than Snapchat, double that of Pinterest and triple that of Twitter. And those users are more active than on any other platform too — globally, the average TikToker spent 95 minutes on the app per day in 2022 ([Sensor Tower](#)). Just let that sink in.

But long gone are the days of TikTok as a meme collective – while dance trends, relatable skits, and other hilarious content are still present on TikTok, the platform has become so much more than a visual escape for Gen-Z.

It's a place for creators — and brands — to explore different styles of storytelling. It's an interactive way to learn about culture and stay up to date with current events. It's a new form of search engine (40% of Gen Z prefer searching for info on TikTok and Instagram over Google). And, for scrollers, it's an outlet to discover new activities, new recipes, new places to visit and, most importantly for us, new brands and products to try out.

Over the last 24 months, TikTok has matured from an entertainment video platform to a go-to destination for answers and inspiration. If you can create a video that goes viral, you're putting your brand name and your products in front of thousands, even millions of potential new customers.

Creating a viral video (or, ideally, several) is just step 1. The next step is to monetise the enormous following.

So, let's break it down.



To *maximise* your TikTok profit, you need to understand 2 key things:



&



Part 1: How To Go Viral On TikTok.

Before we jump into the formula, remember, virality isn't something you can guarantee. You can heavily increase your *likelihood* of success with consistent, high-quality content that resonates with your audience – at the time of the day/week when they're most engaged.

But you still need the algorithm to smile favourably on you.

With that front of mind, let's look at the methods you can use to give your videos the best chance of reaching millions of eyes:

Use a strong opening line (your "hook"), **nail the first 5 seconds**, and **use creators to your advantage**.

According to TikTok, 63% of all videos with the highest CTR highlight their key message or product within the first 3 seconds. So, *turn the page to see 20 attention-grabbing hooks you should be using.*

20 Best TikTok Hooks To Grab Attention *Immediately.*

- 1 You won't believe this ____.
- 2 POV: your [target audience] just got [product].
- 3 Here's something you didn't know about ____.
- 4 10 [things/tips] I wish I knew earlier.
- 5 Nobody is talking about ____ [insert niche].
- 6 Top 5 [sites/creators] I use to do ____.
- 7 X reasons why ____.
- 8 This is why your ____ isn't working.
- 9 Here are X tiny tips about ____.
- 10 How I got ____ in 24 hours.



20 Best TikTok Hooks To Grab Attention Immediately.

- 11 I spent ___ years designing this.
- 12 Myth vs Fact:
- 13 X common mistakes you're making.
- 14 This is why ___ isn't working.
- 15 I can't believe I'm sharing this...
- 16 X [surprising/unexpected] ways to [achieve goal/resolve pain point].
- 17 [Target audience] with [problem], have you tried this product?
- 18 If you struggle with [pain point] then ___.
- 19 We NEED to talk about this right here.
- 20 My [loved one] made me cry because ___.

But it's not just about the first line. The open 3-5 seconds need to tick several visual boxes too.

Your First 5 Seconds Checklist For Viral TikTok Videos.

Here are a few key elements of a strong first 3-5 seconds. You want at least 4 boxes ticked per video.



My video has a strong hook (as per hook examples).

.....



My video featured bright colours.

.....



My video uses the green screen effect.

.....



My video zooms in to grab attention.

.....



My video has shock factor.

.....



My video uses trending audio.

.....



I am replying to comments with my video.

.....



My video addresses a relatable problem or pain point.

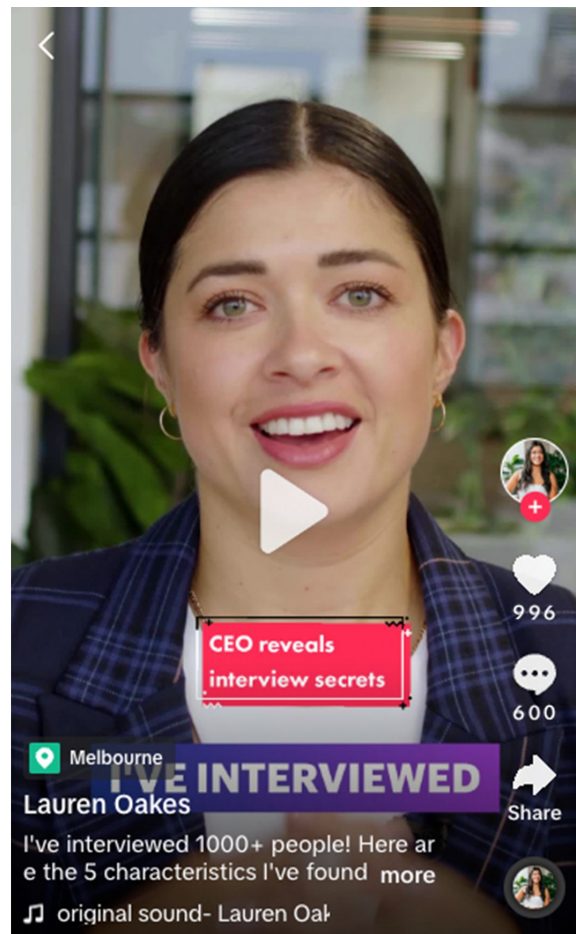
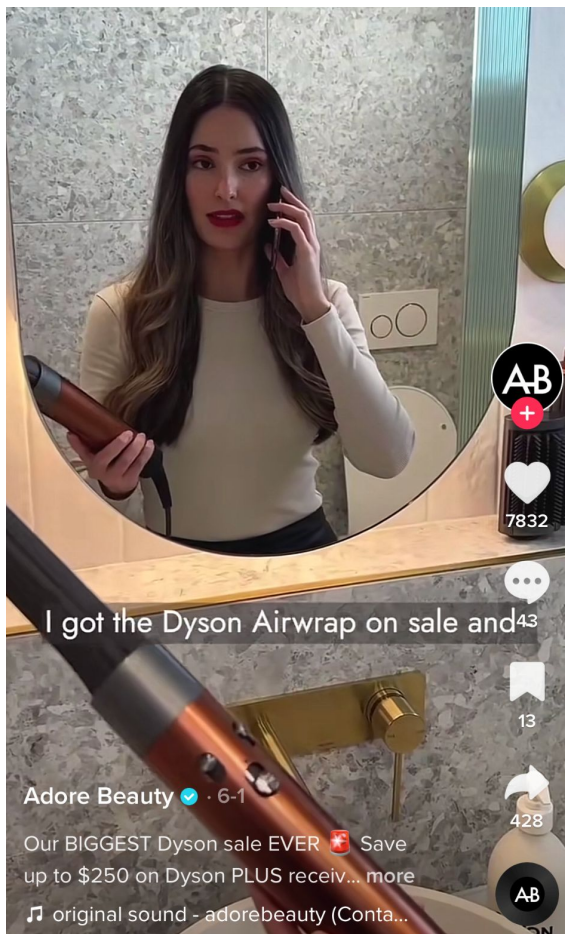
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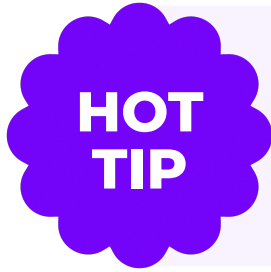
Source Some Inspiration From Top Creators. *Innovate, Don't Steal.*

Scour the platform for the most successful videos in your niche. Study and understand the reasons for the success, then improve upon it and make it relevant to your brand, your audience and your tone of voice.

You don't have to reinvent the wheel to create something spectacular. Through TikTok search, create a library of videos that are proven to perform. These videos should meet all of the following criteria:

- 1 Scored over 1 million views.
- 2 Posted on an account with fewer than 100,000 followers.
- 3 Posted less than 30 days ago.





While you're searching for inspiration, consider building an outreach list at the same time if your Black Friday (or general marketing) strategy involves influencers.

You can source inspiration and build partnership lists through one of two pathways:

01 Niche video search



Type your niche into the TikTok search.



Watch the first 20-30 videos.



Go to creators' pages and check if the video you watched is the MAIN topic of their accounts.



If so, add to your email outreach list for potential affiliate partnerships.

02 Niche creator search



Type your niche into the TikTok search.



Click "users". Click "filters".



Start with "10-100k followers".



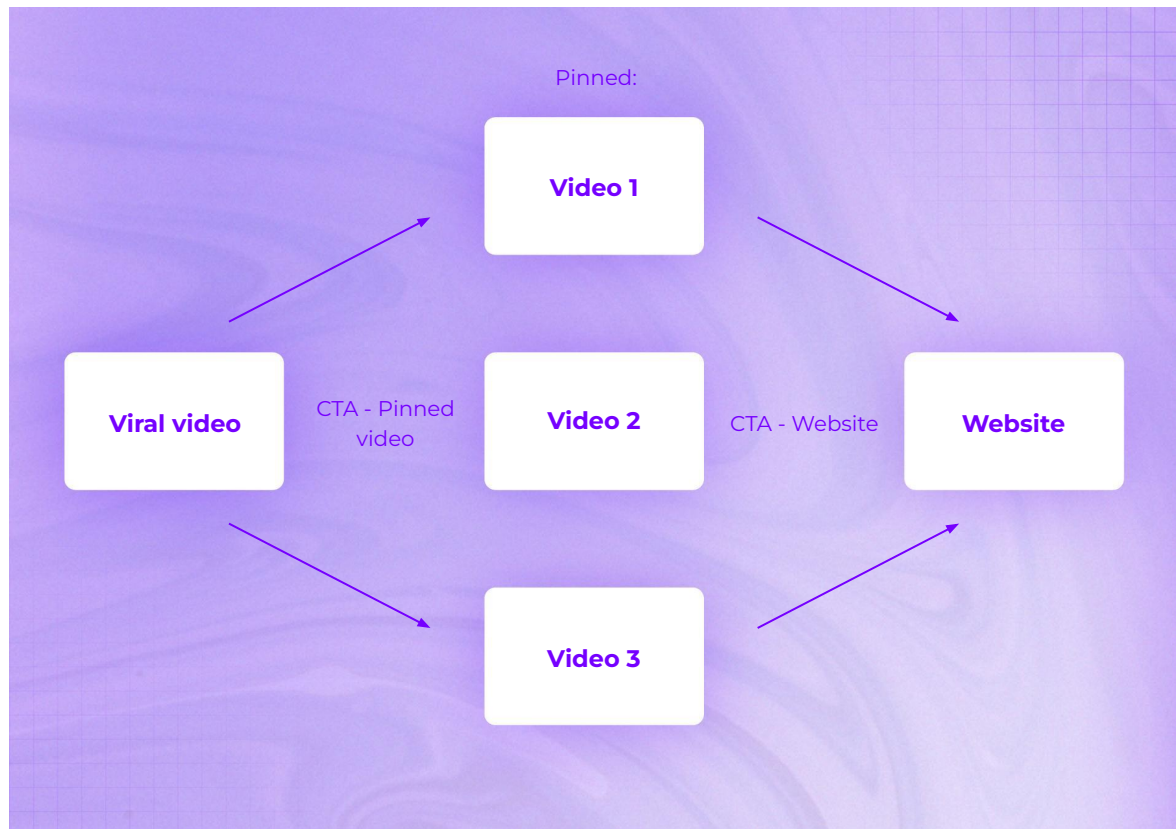
Check all creators and note those with 10k+ views on average.



Repeat for the "1-10k followers" category.

Save all the names and emails of the creators you think are a good fit for your brand. Once you have 50-100 potential creators, start outreaching to them to build a partnership. We suggest using automated outreach software like instantly.ai.

Part 2: Leveraging Viral Videos To Build A Money-Magnet Sales Funnel.



But first, a caveat. It's always important to remember to keep expectations in check when elements are out of your control. If you go viral once and sales soar, this shouldn't become your new benchmark (although do pat yourself on the back).

Virality is unique, and the chances of it being replicated again are slim. If you apply our checklists, you can certainly optimise your creatives for success – but you can't guarantee it. So be careful not to use viral videos as an expected part of the marketing calendar. They're a bonus – keep expectations lower to enjoy the rewards more.

So, how do we convert viral traffic into paying customers?

You need to create a proper sales funnel. That means warming up the audience before you ask them to buy anything.

How do we do this? **How do we ‘warm up’ a TikTok audience?** By featuring your products, benefits, and (if relevant to your tone and not over-the-top salesy) customer testimonials within your videos.

Then, **build a really simple audience journey that looks like this.**

Your viewer sees a **viral video** → in the comments they are directed to your **pinned videos** that feature more value and information (sparking intrigue) → the pinned videos direct them to your **website**.

Let’s break it down a touch further:

01 Customer starts here.



Viral video: The CTA at the end of the video says one of the following things:

💬 “Do you want X > then go to my pinned videos”

💬 “If you want to know how to [subject of your pinned video], go to my pinned video!”

💬 In this video [show the screenshot], I’ve revealed XYZ. Check it out in my pinned video.

Then, make sure to add your pinned video in the caption and/or comments.



TikTok
Marketing Partners

02

Then the customer goes here.

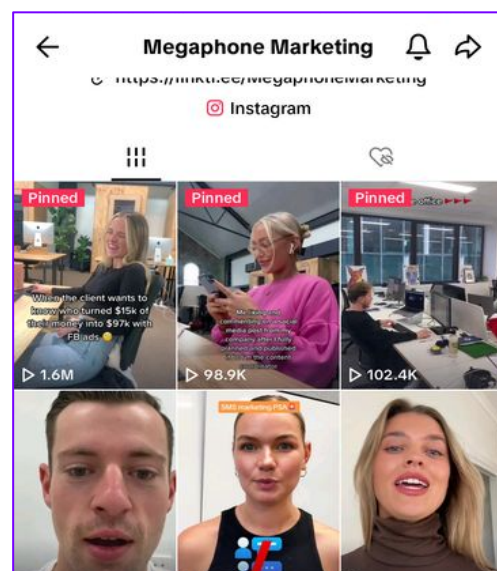
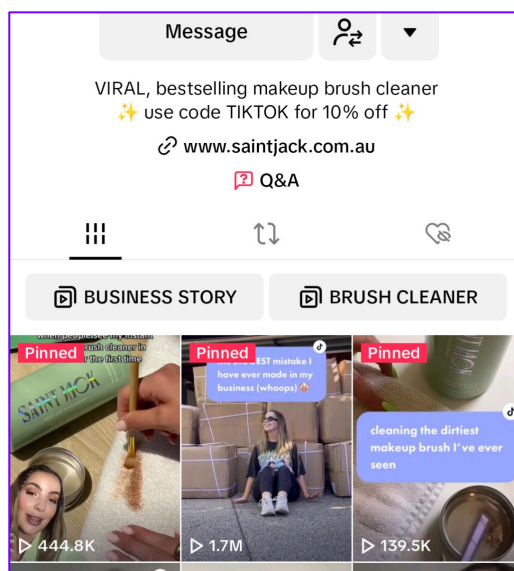


Pinned video: Your pinned videos should have 2 main goals:

1. To give an audience value – to build trust (to “warm them”).
2. To direct them to the next step of the funnel – your Instagram, website or landing page.

These videos won't go viral, but you don't need them to. Great pinned videos could be:

1. Product demonstrations
(showing which problems it can solve)
2. Testimonials
3. Founder stories
4. Answers to commonly asked questions



At the end of the pinned video, a powerful call-to-action could be:

1. “Want one for yourself? Click the link”
2. “Go to our website now to find [product]”
3. “If you want to achieve [goal], you should try [product] - click the link to see if it's right for you.”

03

And the result is.



Website conversion: Your viewer has had their attention grabbed by the viral video. They've learned more about your brand through the pinned video. Now, they've clicked through to your link.

If the link directs to your Instagram page, they'll then fall into Meta's targeting system. If the link directs to your website, they can purchase then and there.

It's a bit of a catch-22. Without traffic, there's not much point building sales funnels, as you won't have an audience to go through the sales journey. But if you get a viral video and you don't have a sales funnel already set up, you're leaving money on the table. So consider the below TikTok viewer guideline as a rule of thumb...

FAQ

When do I focus on views, and when do I focus on monetising?

If your average views are **under 10,000**
— focus on shooting better and/or more consistent videos.

If your average views are **over 10,000**
— start building sales funnels.



Alright, let's sum it all up then. How to *monetise* your TikTok in 4 easy steps.

- 1 Consistently create great content until you get viral top-of-the-funnel traffic.
- 2 Build a proper sales funnel that connects your viral videos with your pinned videos.
- 3 Incorporate call-to-actions in your pinned TikTok videos that direct to your website.
- 4 Have a simple website with a minimum 1-2% conversion rate.

Excited about the opportunities of [TikTok](#) but not sure where to start? Scan the QR code below or [click here](#) to speak with a TikTok growth expert.



This Is Your *Essential* Seasonal Sales Lead-Up Checklist.

Check all of these off before the peak sales period and you'll give yourself the best chance of smashing your goals out of the park.



I have high stock quantities of my best sellers.



My website assets — promotional banner, offer code, email sign-up pop-up, and announcement bar apps — are ready.



I've grown my organic social media channels so that I can use them to promote my sales.



I've determined the right pricing and offer for Black Friday.



I've refined my product names and descriptions.



My site is mobile-friendly.



I have a first-time offer pop-up on my website, building my email list.



My website load speed has been tested (and is fast!)

1. Establishing Foundations

Finding The *Right* Price And Sales Offer.

There's no hard and fast rule to pricing – it depends on your particular products and margins. But the premise remains the same nonetheless: what's a great offer that you can run without cutting too deep into overall revenue?

Some options to find that sweet spot are:



1. Loss leader pricing: A tale as old as time, loss-leader pricing is the idea of discounting one particular product (e.g. a printer or milk) so you'll then buy something else high-margin from the same store (e.g. printer ink or cereal). You might lose on the first product, but your overall sales numbers are in the green.



2. Exclusive collections & bundles: Working for both collections and bundles, this exclusivity harnesses the power of FOMO. From a business perspective, however, it can be a great chance to give exciting discounts (50%+) and still make a profit. How? Build these collections and bundles on the highest-margin products.



3. Gift with purchase: Whether you do or don't run an actual % or \$ sales offer, the gift with purchase — especially if exclusive or rare — can be the magic puzzle piece that turns window shoppers into customers! Best-practice gifts are cheap, limited, and/or part of a wider collection, encouraging shoppers to come back and complete the set on their own dollar.



E-gift cards: Spend \$100 and get a \$50 e-gift card! This is your ticket to getting repeat purchases. At best, they spend that gift card and become hooked on your brand; at worst, if the gift card is never used, you've still made the original sale and you don't lose a dime.

1. Establishing Foundations

Your Offer: The *Importance* Of Free Shipping.

When you start thinking about the offers you'll run later in the year, it's imperative to take your shipping and returns policies into account.

Out of the 12 most common reasons consumers prefer shopping online, free shipping is the main one. The second and third are lower prices and convenience (according to [JungleScout](#)).

88% of online shoppers prioritise "free" shipping over "fast" shipping, with 66% of shoppers willing to wait 3-7 days for their goods ([Deloitte](#)).


And while it might be obvious to some, the flipside of the free shipping preference is a *displeasure* toward expensive shipping. **Expensive shipping is the biggest reason for shopping cart abandonment** ([Baymard Institute](#)).

Taking all of those numbers into account, the writing is on the wall: if you don't offer free shipping, you're leaving a bad taste in your customers' mouths.


STOCK UP OR GIFT

Get 2 Save 10% \$44 Each	Get 3 Save 15% \$41.7 Each	Get 4+ Save 20% \$39 Each
---------------------------------------	---	--


*Discount shows at cart page.
Yes, you can mix and match colours!



Free shipping
over \$50



4 x \$12.50
with Afterpay



48hr dispatch
from Sydney

1. Establishing Foundations

Answering *Your* Questions.

You asked, we answered.



1 Does my website load speed actually matter?

YES! Not only does a snail-paced website make customers pull their hair out (read: go to competitors' sites), but landing pages that take forever to load also suffer in Google's search rankings.

Compressing your images and upgrading your hosting service are two simple ways to improve site speed. And luckily for us, Google's got a free tool to [check your site speed](#).

2 What's the best way to name my products?

It's totally fine to have unique and creative names for your products. We love the authenticity and personality they bring to a brand. However, when it comes to customers finding your products online, it's important to strike a balance.

Let's take the example of a cool pair of sunglasses.

You might internally call them "Shades of Paradise," which sounds amazing. But when it comes to online search, you want to make sure potential customers can actually find them. So, it's a good idea to include a descriptive name like "Shades of Paradise Retro Round Sunglasses with UV Protection and Polarised Lenses." By adding specific details like the style, UV protection, and lens type, you're more likely to attract customers who are actively searching for those features.

Remember, search engines like Google offer free keyword tools that can help you choose the right keywords to optimise your product pages. It's all about finding the sweet spot between unique product names and descriptive details that make your products easily discoverable online.



1. Establishing Foundations

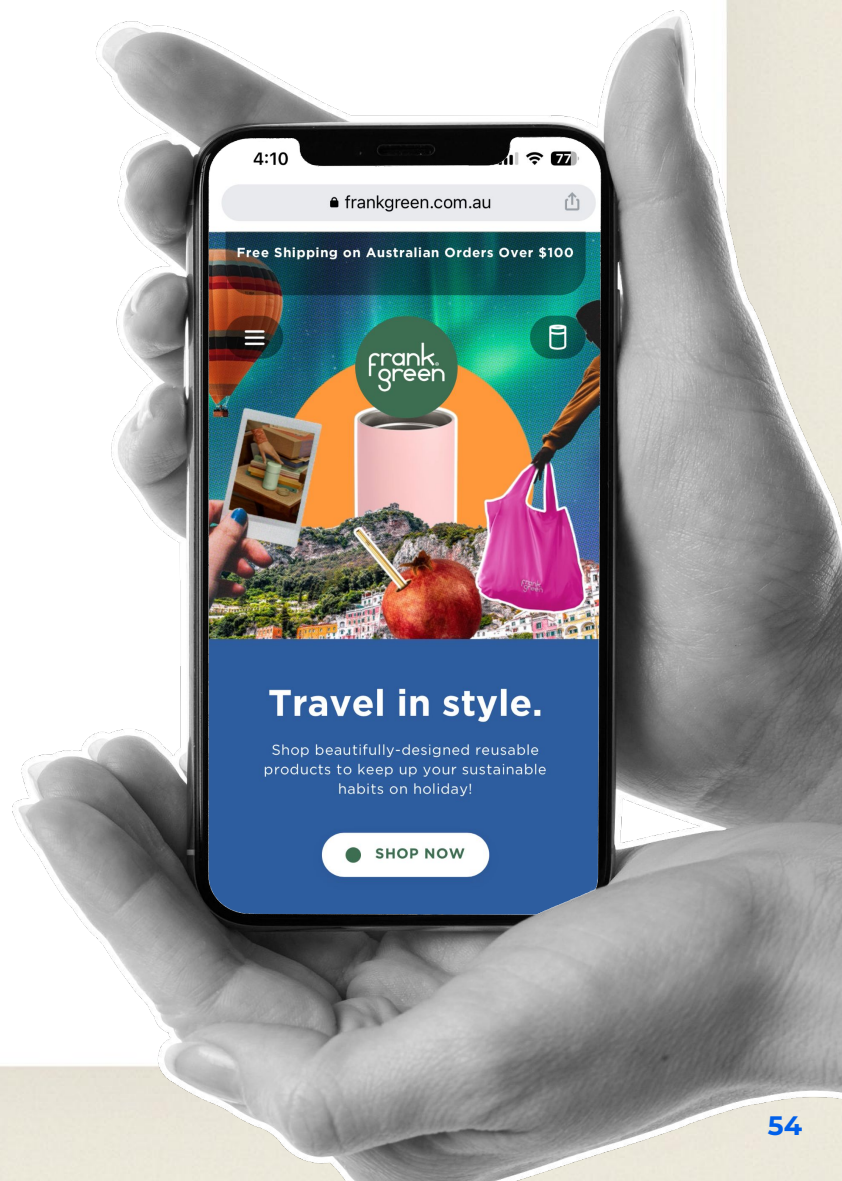
3 People don't actually buy on small-screen phones, do they? Do I really need a mobile-friendly website?

According to Shopify reports, over 70% of all Black Friday Cyber Monday purchases were made on mobile devices in 2022. This trend started back in 2014 when mobile shoppers surpassed desktop shoppers, and their numbers have been steadily increasing ever since. It's crucial to act early and optimise your website for mobile shoppers to avoid missing out on this significant market.

To begin, focus on enhancing the mobile shopping experience by ensuring that each product has high-quality images and videos. User-generated content (UGC) can also have a significant impact here. Additionally, featuring customer reviews on product pages is essential. Even a single review can boost sales by as much as 10%.

However, it's important to note that despite the dominance of mobile, close to 30% of customers still prefer desktop. Therefore, don't neglect improvements on that front as well.

So, take the opportunity to test your website, make necessary improvements, and cater to both mobile and desktop shoppers – then watch the sales roll in.





Facts *You* Should Know.

Among Australia's year-end shoppers, these are the top factors influencing purchases.

Simple account structures lead to better performance when creative testing. On Meta, studies found that advertisers that had <20% of their ad budget invested in the 'learning phase' achieved 17% more conversions compared to those with <80% in their learning phase.

To reach the ideal learning phase threshold (<20%), you need to let your campaigns run until they get conversions, and not make any changes until they do. That means you're not doing as much on the account, so what do we do instead of twiddling our thumbs?

Well, since iOS 14.5 updates, we've had less control as media buyers — that means time typically spent "media buying" in the past should now be put towards testing new creatives (diversifying your formats and angles).

So we can't control media buying in large detail, but we can control the assets we put in front of our customers (which help our campaigns "learn") — that's why creative testing is essential.

Moral of the story? Keep your structures simple but your creatives diverse.

85%

Product Authenticity

90%

Price

82%

Product Choices

90%

Product Quality

1. Establishing Foundations

Creative Testing.

You have 1.6 seconds to stop the scroll and get someone's attention. That's why creative testing is a non-negotiable.

We need to find the best angle, the best creative, and the best offers to then harness to their full potential during the wild BFCM period. What defines **best**? It's what resonates most effectively with *your* audience.

The more you test, the more you know, and the less you need to rely on assumptions and luck. **Black Friday is a race against your competitors; the earlier you start creative testing, the bigger your head start.**

Satin vs Silk vs Cotton	Satin	Silk	Cotton
prevents breakouts	✓	✗	✗
odour resistant	✓	✗	✗
3x less washing	✓	✗	✗
anti-bacterial	✓	✗	✗
anti dust mite	✓	✗	✗
hypoallergenic	✓	✓	✗
protects hair	✓	✓	✗
temp. regulating	✓	✓	✗
moisture wicking	✓	✓	✗

Creative Round (1)

Award Winning Argie Pillowcase	Standard Silk Pillowcase	Standard Cotton Pillowcase
prevents breakouts 🤔 ✓	😞 ✗	😞 ✗
odour resistant 🤔 ✓	😞 ✗	😞 ✗
3x less washing 🤔 ✓	😞 ✗	😞 ✗
anti-bacterial 🤔 ✓	😞 ✗	😞 ✗
anti dust mite 🤔 ✓	😞 ✗	😞 ✗
hypoallergenic 🤔 ✓	😞 ✓	😞 ✗
protects hair 🤔 ✓	😞 ✓	😞 ✗
temp. regulating 🤔 ✓	😞 ✓	😞 ✗
moisture wicking 🤔 ✓	😞 ✓	😞 ✗

Creative Round (2)

Besides optimising your ad spend, sharing diverse creatives can also unlock new audiences during key sales moments. On Meta, for instance, advertisers saw an efficiency increase of up to 32% and an 8% boost in incremental reach thanks to creative diversification.

So, what does creative testing **actually** look like? You can break it down into three distinct phases: Creation, Testing, and Scaling.

A Behind-The-Scenes Look At *Megaphone's Creative Testing Process.*

The Creation Phase.

Month 1

1. Research.
2. Brief and strategy meeting.
3. Ideation and creative concept.
4. Develop 3 key buyer personas.
5. Creative meet to approve concepts.
6. Client products sent to our office.
7. Development of content.
8. Approval of content.
9. Launch strategy for initial content.
10. Daily testing & optimisation.

The Testing Phase.

Month 2

1. Analyse month 1 performance, identifying winning creatives.
2. Build data-backed dos and don'ts list & outline next steps.
3. More ideation and creative concepts.
4. Project brief and strategy meeting.
5. Continuous content creation.
6. Approval of content.
7. More daily testing & optimisation based on previous month's learnings.

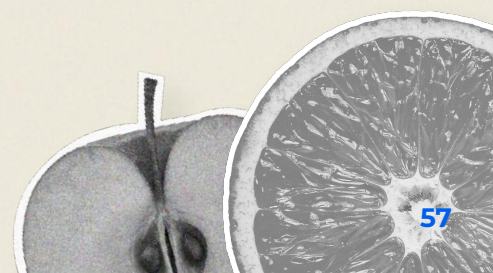


The Scaling Phase.

Month 3+

1. Identify creative wins & next steps from month 1 + 2.
2. Refine data-backed dos and don'ts list from month 1 + 2.
3. Increase top performing creatives budget and promote evergreen ads.
4. Increase daily testing & optimisation based on previous months' data.

And *what justifies a large enough differential to actually compare? We want apples to oranges, not apples to apples.* Turn the page to find out...



1. Establishing Foundations

What's Worth Testing?

- The **style** of video (animated vs. UGC vs. high quality).
- Different **messaging** (angles) for different audiences.
- **Asset types** (video vs. GIFs. vs. statics, etc).
- The **text** within your videos or static ads.
- The accompanying **copy**.
- The dominant **colours**.
- The power words/**keywords**.
- The **hook** (the scroll-stopper, the opening attention-grabber).
- The **creative's dimensions** (1080x1080 vs. 1080x1350 vs. 1080x1920).
- The **structure** of the video (e.g opening with trust vs a benefit).
- The presence of **emojis** (if in line with brand).
- Your **thumbnails**.
- The look and **demographics** of the people in your creatives/UGC.
- Use of **mixed formats** (carousel, reels, stories) to connect with audiences with different viewing behaviours.

✓ YES - Red background vs blue background.

✓ YES - Different people in the ad.

✓ YES - Different hook copy.

✗ NO - Slightly different colours.

✗ NO - Different font.

Take bigger swings, then refine.

1. Establishing Foundations

How Do You Know *Which* Creatives Are The Winners?

You need to focus on the following six metrics.



1. Link-Click-Through-Rate: Is the % of people who saw your ad and clicked the link. **What This Tells You:** How good your ad is at stopping the scroll and inspiring action.



2. Hook Rate: Is the % of people who watched first 3 seconds who saw the ad. **What This Tells You:** How effective this video is at grabbing people's attention.



3. Video Hold: Is the % of people who watched the video to the end. **What This Tells You:** How effective your video is in getting people to watch through to the end.



4. Conversion Rate: Is the % of people who clicked your ad and made a purchase. **What This Tells You:** How good your ad is at building trust and inspiring action.



5. Average Order Value: The conversion value divided by the number of conversions. **What This Tells You:** A high AOV indicates you are driving qualified traffic to the right product(s).



6. Frequency: The amount of times one person sees your ad. **What This Tells You:** How many times your ad is shown before an action is made. Does it encourage impulse purchase?

1. Establishing Foundations

When Should We *Scale* Our Creative Testing?

The more we test, the more our accounts can grow. This isn't news — what might be news, however, is the idea to **increase your creative budget allocation *before* Black Friday**.

The devil's advocate would suggest we keep the powder dry until the seasonal sales are afoot. However, that's too late.

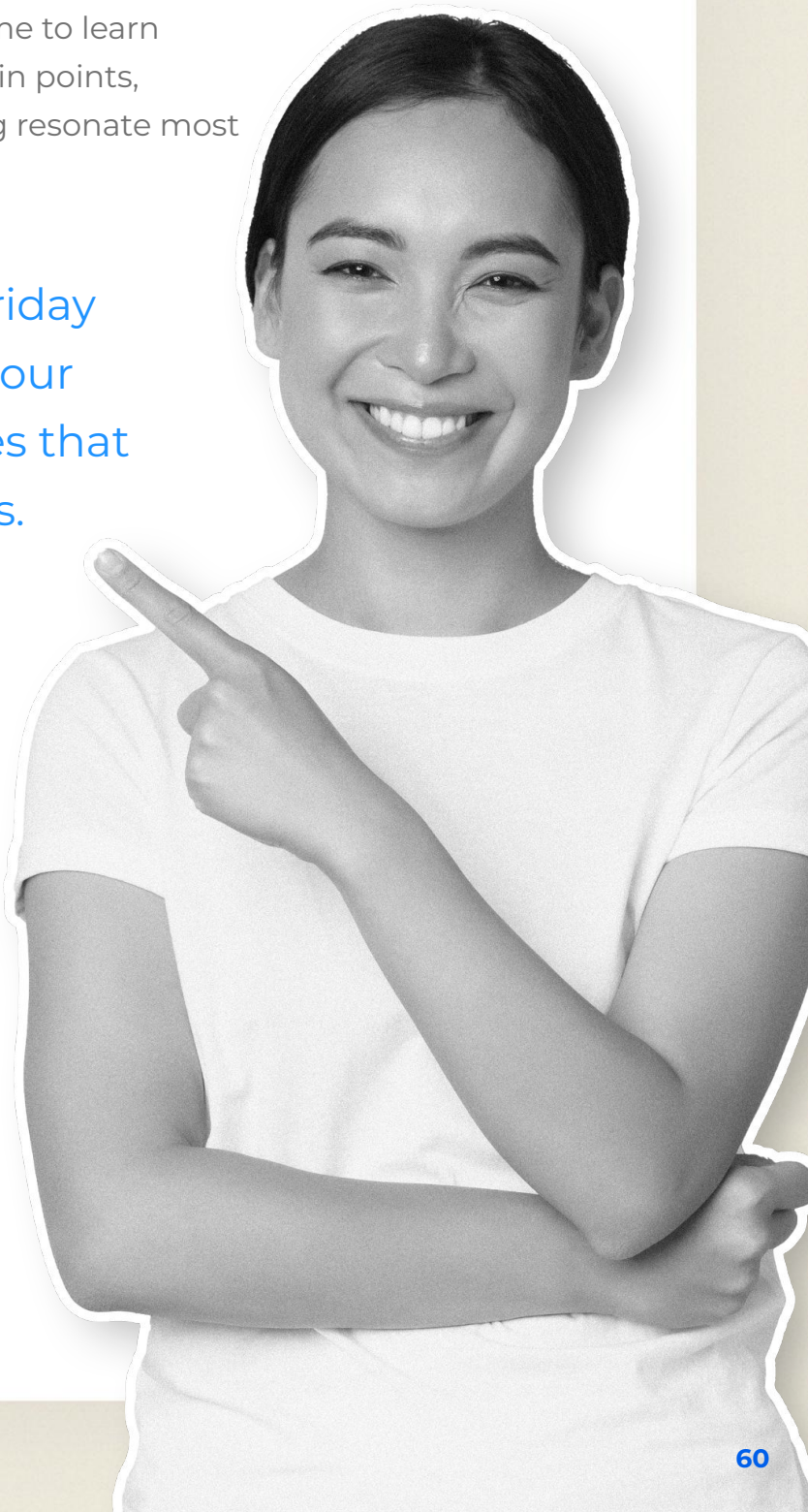
You need to scale your creative testing as early as possible so that you have more time to learn which styles, mediums, angles, pain points, benefits, products, and messaging resonate most deeply with your audience.

That way, when Black Friday arrives, you can funnel your budget into the creatives that *will actually result in sales*.



**Most Innovative
Agency of the Year**

*2022 Globee® Business
Excellence Awards*



Phase 2.

What To Do In The BFCM Lead-Up.

Nurture your audience. Build hype.



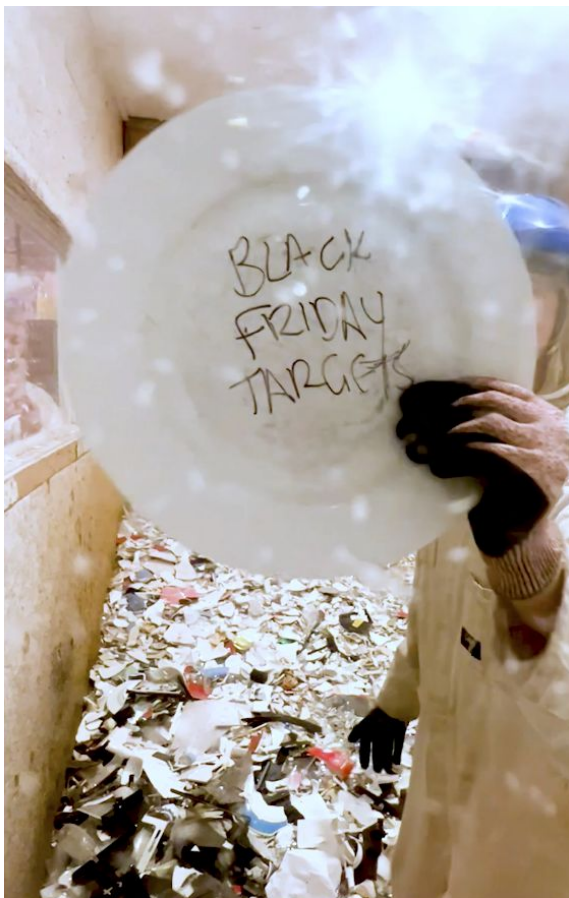
02

What To Do In The BFCM Lead-Up.

Once you've done the initial work of building your audience through email lists, competitions, and seasonal sales preparation, it's time to step things up.

As Cyber Weekend approaches, the busiest shopping period of the year, you'll need to **increase your advertising budget, test new creative ideas, generate excitement, re-engage customers, and make sure your Black Friday offer is outstanding.** And don't forget to maintain a strong presence on organic social media.

There was a record-breaking \$11.6 billion worth of global Shopify sales last year, up from 19% the year prior. So don't take this period — from about the start of October — lightly.



2. What To Do In The Lead-Up

Harnessing The *Power Of* Re-engagement Campaigns.

Make no mistake, your audience will be flooded with ads during October and November. The beauty of a re-engagement campaign is that you've already made a good first impression (resulting in action – a click, purchase, video watch, or website view, for example). These 2nd, 3rd, and 4th-degree interactions allow you to keep your product front on mind.

Within these re-engagement campaigns, here are some back-of-the-envelope ideas to keep things exciting with your content:



Showcase new benefits.



Show the products in relatable situations.



Build brand loyalty with founder stories & behind-the-scenes videos.



Built trust with UGC, testimonials, and/or reviews.

While you're at it, test multiple offers to identify the best way to generate excitement – data that you'll use later on.

Let's say your product is \$200. Run a "30% Off" sale as *Offer A*. Split-test that with a "\$60 Off" as *Offer B*. *Offer C* could be a "Free Gift worth \$60", and *Offer D* could be "Buy one, get one 70% Off".

As you can see, options aren't shallow when testing offers. Make sure you're testing your offer style during the Black Friday lead-up so, come D-Day, you've got the winning angle – based on data – ready to roll.

2. What To Do In The Lead-Up

Finalise Your BFCM Offer.

A last-minute throw-together offer doesn't cut it this year. In [Re-Engagement Campaigns](#), we discussed why you need to be testing your offer (as well as your creatives) in advance.

That's because you want your final Black Friday offer to hit the lights out. You want to know it's **the right offer for YOUR audience, not for any audience.**

How can you find the right offer? Firstly, remember that the 'right offer' is different depending on your customers. What a loyal, long-time customer wants won't be the same thing that a new impulse-purchaser wants.

That's where *category-specific sales* come in.



Our Black Friday sale has just gone LIVE!

Shop our **best-selling** range of classic, a native or an exotic fruit trees with

20% OFF SITEWIDE

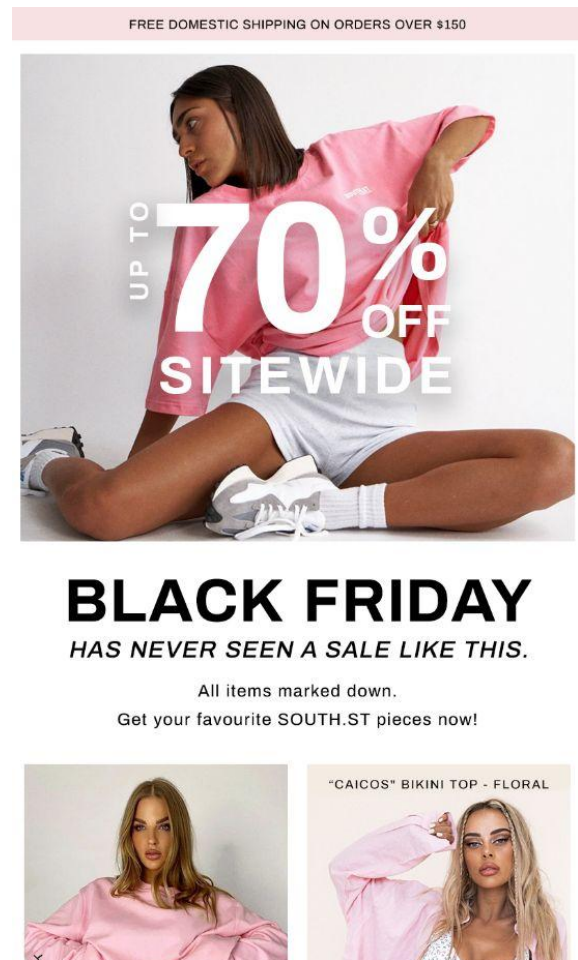
Discount automatically applied at checkout!

[SHOP NOW](#)

You don't want to miss this.

Limited time offer!

Hear what customers are saying!



FREE DOMESTIC SHIPPING ON ORDERS OVER \$150

UP TO **70% OFF** SITEWIDE

BLACK FRIDAY
HAS NEVER SEEN A SALE LIKE THIS.

All items marked down.
Get your favourite SOUTH.ST pieces now!

"CAICOS" BIKINI TOP - FLORAL

2. What To Do In The Lead-Up

Have You Considered A 'Category Offer'?



&



Category-specific sales avoid the generic, overplayed “x off sitewide” sale; instead, they solely promote specific product groups. Rather than offering a general discount storewide — where you have minimal say of what’s purchased and the size of the margins you’ll enjoy — these offers focus on specific product categories that YOU control.

Better yet – don’t just run one. Run multiple, simultaneously. This way, you can segment your email lists. Anyone who has purchased shoes in the past can get the *40% Off All Shoes* email, while dress-buyers can get the *Buy One Dress, Get One Free* offer in their inbox.

In a nutshell, category offers allow you to push your higher margin products or clear the floor of high inventory products. And, when combined with an email flow, they can engage your email subscribers and visitors for longer, because you’re speaking more directly to their individual interests.

HOT TIP

Combine a high discount with a high average order value (AOV) offer. When you increase the AOV, you can afford to give a bigger discount on the product. For example, rather than discount a \$30 product (low AOV, low margins), build a bundle that sells for a total of \$100 after a 30% to 40% discount.

2. What To Do In The Lead-Up

How To Build *Organic Hype*.

Now that you've locked in your juicy Black Friday sales offer (maybe it's a 50% off sitewide sale, maybe it's a buy-one-get-one-free), you can start building up the excitement.

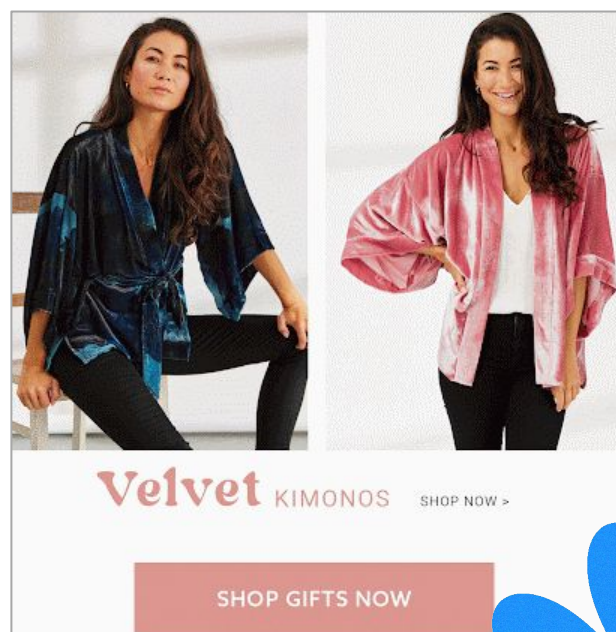
According to [New NAB transaction data](#), 39% of people said they plan out what they want to buy in the Black Friday sales. That means 61% don't — an opportunity that's ours for the taking. And that's why you need to create some hype and word of mouth.

So, how can you infiltrate that 61% and generate interest for people who haven't made up their mind yet? Easy: plant seeds for them (read: gift guides and sneak peeks), and give them something to look forward to (read: tell them what your offer is going to be).

The Power Of The Gift Guide.

According to America's [National Retail Foundation](#), past Black Friday shoppers spent an average of \$301.27 on gifts and holiday-related purchases – and the numbers are echoed in sentiment down under. That's why gift guides are always a great idea.

If you can include upsells like gift-wrapping and holiday cards at checkout, especially for people who are buying their Christmas gifts over Cyber Weekend, then your bottom line (and your customers) will thank you.



**Best Low Budget
Campaign (PPC)**
Global Digital Excellence Awards

2. What To Do In The Lead-Up

The ‘Sneak Peek’ – Use *Exclusivity* To Your Advantage.

When building up your organic hype, don't underestimate the power of exclusivity either.

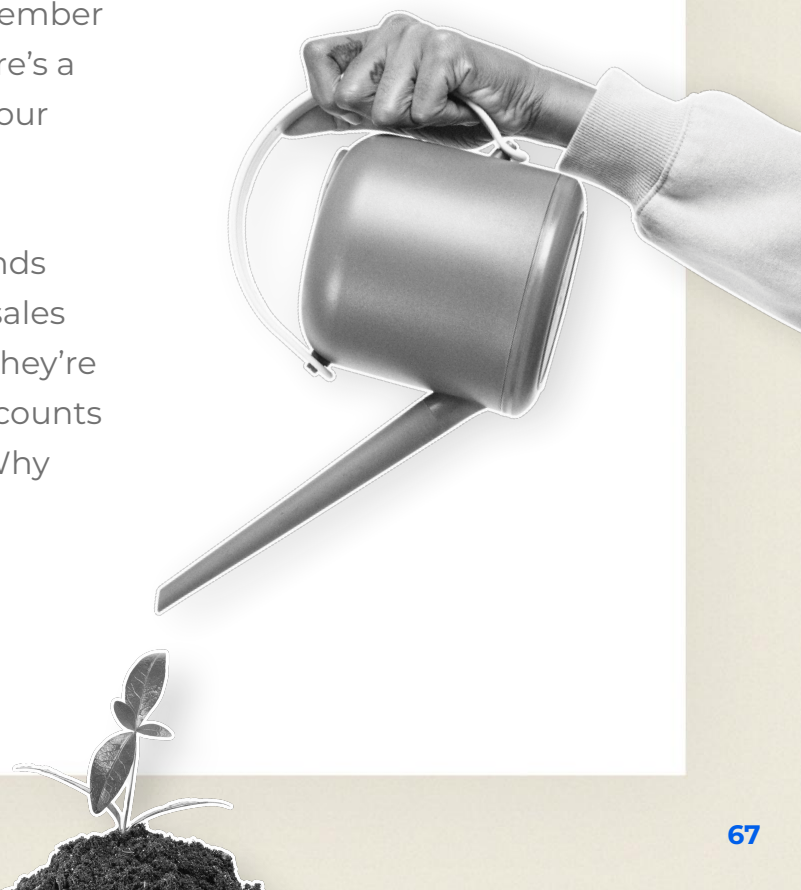
People want to feel special – it's tried and tested psychology. So, let's take advantage of this characteristic of human nature by releasing “sneak peaks” to your customers. Create VIP email lists (or Facebook groups), and reward those who've been loyal to your brand with early access to your deals — or, at the very least, early access to knowing what deals you've got coming up.

Ideally, you're offering an extra discount (or gift with purchase) to your VIP customers too. The elephant in the room here is that you're cutting even deeper into your margins — while you might not make as much profit with these customers, what you are doing is building **long-term brand loyalty**.

Start Running *Early Access* Campaigns For Lead Generation.

If you wait until the last week of November to launch your Black Friday sale, there's a realistic chance you've already lost your customers to a competitor.

Why? Because the in-the-know brands have already launched early access sales campaigns. In the customer's eyes, they're getting the win – they're getting discounts on the products they want, earlier. Why wouldn't they jump on it?



2. What To Do In The Lead-Up

But in reality, if you run an early access sales campaign, you win too. In exchange for that early access, you've grown your email list, brought them into your ecosystem, and can harness your efforts to transition them into long-term customers.

If you hadn't done this, there's a good chance they'll have opted for guest checkout, and you'd be left without the information you need to curate a soon-to-be diehard fan.

Now, let's talk implementation. **What makes a worthwhile, in-advance VIP offer?** Here are a couple of ideas:

- Try giving them a sneak peek into sales catalogues to add to their wishlist.
- Promote exclusive items and limited drops.
- Reveal secret early sales.

Remember, around mid to late October is the sweet spot for launching early access promotions.



SIGN UP FOR VIP
ACCESS & GET UP TO

**60%
OFF**

SIGN UP NOW

**BLACK
FRIDAY**

OUR BIGGEST EVER SALE
STARTS IN 72 HOURS!

25% OFF
OUR ENTIRE RANGE

LIMITED STOCK AVAILABLE
- SO DON'T MISS OUT.

2. What To Do In The Lead-Up

Build A *Loyalty Program*.

According to salesforce, **78% of consumers are more likely to buy from a brand that has a loyalty program.**

Eye-opening, isn't it? It means that, in a crowded marketplace, a killer loyalty program sets you apart from the competition. It's your secret sauce for building an army of fiercely loyal customers who choose you over anyone else.

While it does take a bit of work to set up properly, a thought-out, full-strength loyalty program can be incredibly rewarding. Much like a subscription program, you frontload your effort to secure the sign-ups in the early days — then you let it (mostly) run itself, and let the passive income roll in.

Still unconvinced about whether or not a loyalty program is right for you? Here are 4 reasons to get you off the fence.

- 1 Loyalty programs keep customers coming back for more. It's like having a secret club that rewards and pampers your loyal shoppers.
- 2 By offering special rewards, discounts, and exclusive perks, you make your customers feel like VIPs. And who doesn't love feeling special and appreciated?
- 3 Loyalty programs help you gather valuable customer data and insights on your customers' preferences – insights which can further personalise your marketing efforts.
- 4 Happy and loyal customers become your brand advocates. They'll rave about you to their friends, bringing in new customers without breaking a sweat — digital word of mouth.

Don't miss out. Create a system that makes your customers feel loved, one that keeps them coming back, and one that helps your brand capture the 78% of consumers who are already asking for it.

2. What To Do In The Lead-Up

Implement Tactics To *Convert Window Shoppers*.

A tale as old as time — the curious, observing window shopper who looks but doesn't buy.

Each of these (admittedly, frustrating) individuals may have different motivations for their non-committal browsing behaviour. Some might be doing basic price research, while others might be putting together an inspirational wish list for purchases down the line. Either way, they're just seeing what's out there and have no intention to buy that day.

Unless, however, we give them an option that's too good to refuse. In our toolkit, we've got a handful of nifty methods to turn those browsers into buyers.

How To Turn Browsers Into Buyers.

Option 1: Utilise click-to-copy coupons. With literally just one click, you've given your web-surfer extra motivation to buy – if the purchase price is lower, so is the barrier to entry.

Option 2: Play on human psychology and FOMO. Create eye-catching banners that feature countdowns for your limited-time sales.

Option 3: Increase the number of add-to-cart CTAs across your site.

Option 4: Use pop-ups (such as the Spin To Win) to turn browsing traffic into email database subscribers. Sure, this might not make them buy instantaneously, but you've now welcomed them into your ecosystem and can let your email flows do the rest of the work.

Remember, a lot of holiday customers are first-time buyers, and one-time-only buyers! These methods are how you snatch them.

Did *You* Know?

3 in 4 Australians consider some element of sustainability when shopping online. 60% are willing to pay more when it comes to buying sustainable and ethically made products.

2. What To Do In The Lead-Up

Use AI To Drive Discovery Commerce.

Unless you've been hiding under a rock, you'll be all too familiar with the mighty surge of AI. It's one of [the biggest trends of the year](#). So, it begs the question, how can we use its power to our advantage?

That's where the idea of *discovery commerce* comes into play.

What Is “Discovery Commerce”?

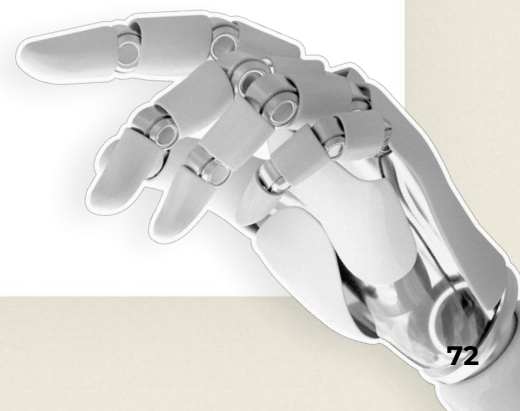
Discovery commerce is about showing customers products they might like, even if they haven't searched for them specifically. It uses data on their preferences, interests, and how they browse to make personalised recommendations. The goal is to make the shopping experience more enjoyable by **suggesting relevant products that customers might not have found on their own**.

87% of Australian online shoppers are open to discovering new products, while 62% admit to making unplanned purchases online. These statistics highlight the potential for brands to capture impulsive buyers in the Australian market.

How Can We Turbocharge It With AI?

AI-driven discovery commerce revolutionises eCommerce by automating product discovery and tailoring offerings to individual shoppers. With over 63% of global shoppers admitting to enjoying finding products without actively looking, leveraging AI presents a tremendous opportunity for brand owners to capture shoppers' attention.

And, since personalised product recommendations are documented to lead to a 26% higher average order value (AOV), enhancing the customer experience also has a knock-on effect on your bottom line.



2. What To Do In The Lead-Up

Where do we start? Simple: Meta. 76% of Meta users make purchases after seeing personalised content on Instagram and Facebook.

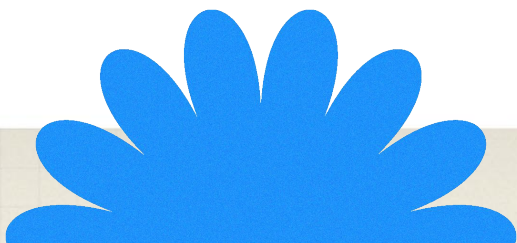
So, by embracing the power of AI to understand shopper preferences and deliver personalised recommendations — as the data shows — you can expect enhanced customer satisfaction, increased AOVs, and an influx of conversions. Seems like a no-brainer, right?

The desire is there: 87% of Australian online shoppers said they are always open to discovering new products.

Convenience is key: 62% of Australians said they make more unplanned online purchases as shopping online becomes more convenient.

So seize the opportunity: Over 63% of global shoppers said they enjoyed finding products on Facebook, without actively looking - so let's use the positive sentiment to our advantage

Now, how do we actually set it up?



This Is Your *Essential* Discovery Commerce Checklist.

Check all of these off before the peak sales period and you'll give yourself the best chance of smashing your goals out of the park.



Set up your conversions API.



Create a diverse collection of ads, suitable for different platforms and dimensions.



Centralise your campaigns and consolidate your data sources.



Increase your audience sizes — enable machine learning to surprise and delight by broadening your audience.



Build fresh demand by leveraging different ad formats (video, static, carousel, etc.)



Set up and promote Shopify catalogue integrations.

Hot tip: Use Advantage+ shopping campaigns on Meta when doing this.

megaphone.

THE MODERN BUSINESS OWNER'S ULTIMATE **CRO CHECKLIST**

“You can have scroll-stopping ads, the best products, and the most competitive prices on the market. But **if your website doesn't convert, all your efforts will be in vain.**”

Everything you need to know to improve your customer experience & your bottom line





25 CRO Tips *You Should* Implement To Improve Your Website Experience And Get More Sales.

You can have the most eye-catching ads. You can have the best products. You can have the most affordable prices on the market.

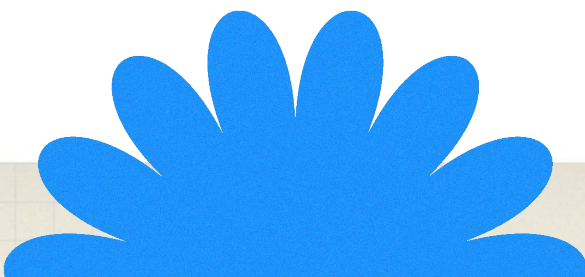
But if your website is clunky, slow, confusing or hard to use, all these efforts will be in vain.

That's why it's incredibly important to focus on improving your website's user experience through a process known as CRO (Conversion Rate Optimisation).

CRO involves spotting issues on your website and addressing them to make sure your customers can find what they're looking for quickly and easily. And it's not a one-time fix (although it can definitely have an immediate impact) – it's an ongoing process of A/B testing, to see which small changes can spark the biggest improvement on user experience.

There are infinite possibilities of changes you could make to your site – and infinite more landing page variations you could create. So where on Earth do we start?

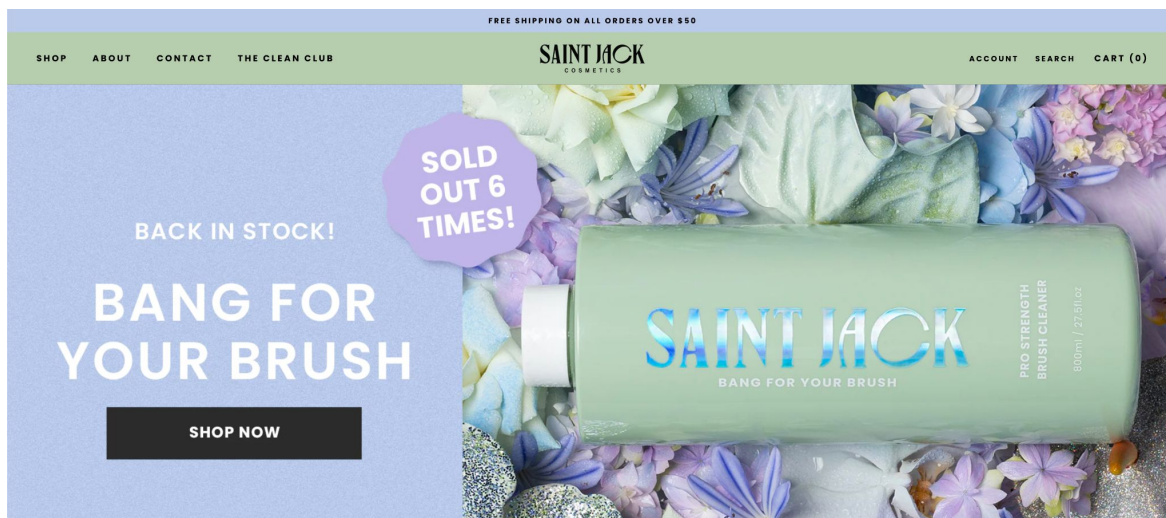
Start by turning over the page.



01

Homepage.

- 1 Make a clear **main banner** that features an image of your main product and a strong CTA.



- 2 Make your **biggest value proposition or USP unmissable** – whether that’s a tagline, a guarantee, your values, or your welcome message.
- 3 Build trust by including **awards, trust badges, media appearances** and certifications.



- 4 Build further trust by adding **UGC and reviews**.



- 5 Use the **top of your page** to highlight specific deals, special offers or create a sense of urgency.
- 6 Make your **main navigation bar** easily viewable and useable.
- 7 Include a first-time purchase **incentive pop-up**.



02

Product Pages.

- 8 Ensure your product page has **reviews or testimonials** on it.
- 9 Your **main CTA** should be the most visible element on the page.
- 10 Use a **sticky add-to-cart button** to make sure your CTA is always visible, even when visitors scroll through.
- 11 A) **Offer free shipping** B) Highlight free shipping next to your main CTA button.
- 12 Include **clear information about shipping**, returns, refunds and guarantees – provide proactive not reactive customer service.
- 13 Include a short list of the **3-4 key product benefits**, positioned near the main product title.
- 14 Feature the Afterpay instalment price to reduce the perceived barrier to entry.
- 15 Utilise **scarcity and urgency** techniques to encourage immediate action.
- 16 **Conduct A/B tests** to compare different variations of your website elements. Test different headlines, CTA colours, or layouts to identify the most effective options.
- 17 **Showcase a variety of content styles** in your image carousel – specifically, a combination of static images, UGC and video content.

03

Checkout Pages.

- 18 Simplify the checkout process:** in general, 17% of shoppers will abandon their cart if the checkout process is too complicated. We tackled this hurdle with a client called [Goalrilla](#). We saw an 11% conversion increase after launching a new website, and the new layout helped increase the Average Order Value 13% at the same time. ([Head to our website to read the full story](#))
- 19 Reduce the number of form fields** people need to fill out. Less information to enter makes for a lower barrier to entry.
- 20 Offer multiple payment options to cater to various preferences.** This should include credit cards, PayPal, digital wallets, and buy-now-pay-later platforms like Afterpay, Zip, and Klarna.
- 19 Create an option for **guest checkout**.** Even though you may not get as much information, the process is much faster for the customer.

The image shows a checkout page with a modal dialog box overlaid. The modal has a title "DO YOU HAVE AN ACCOUNT?" and a close button (X). It is divided into two sections: "NEW CUSTOMER" and "EXISTING ACCOUNT".

NEW CUSTOMER

Continue as a guest

You can easily create an account after completing your purchase.

EXISTING ACCOUNT

Email

sign in

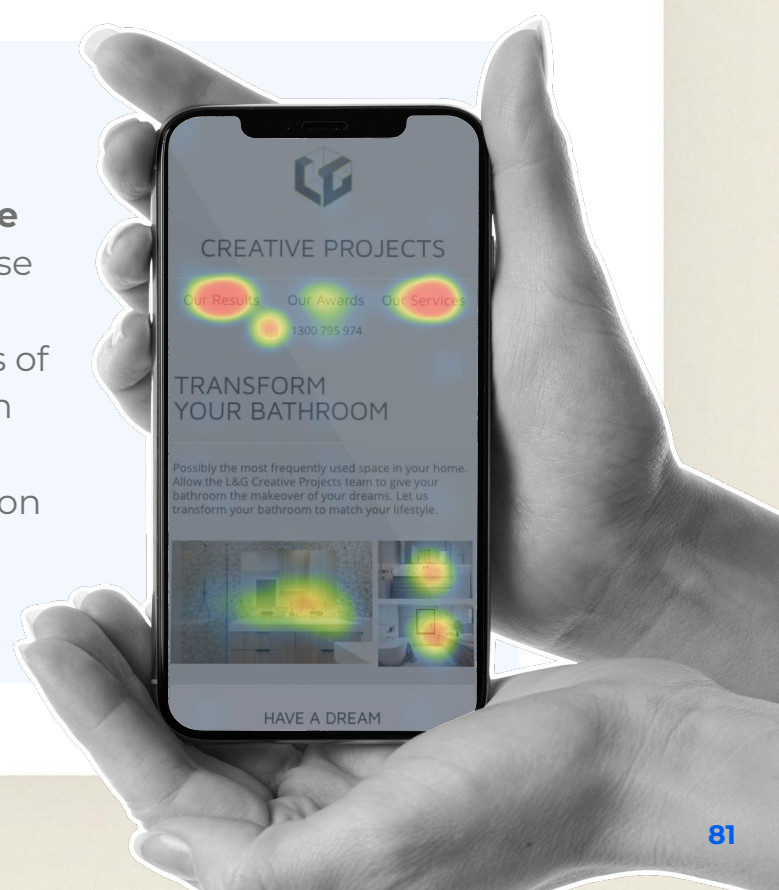
The background shows a checkout page with sections like "DELIVERY INFO", "ORDER", "BASKET OVERVIEW", and "TOTAL ORDER".

04

All Pages.

- 22 Ensure your site is **mobile-friendly**. Last year, 56% of all online sales were on mobile, with this number growing significantly each year.
- 23 Implement **live chat** or chatbot features for instant customer support.
- 24 Use **exit-intent pop-ups** to capture visitors before they leave. Exit pop-ups can offer special discounts or incentives to encourage visitors to stay.
- 25 **Make sure your loading speed is fast**. 53% of mobile site visits are abandoned if pages take longer than 3 seconds to load. So, aim for 1-2 seconds and make your experience as smooth as possible. There's a lot we can do to get that load time down — start by caching your web pages, removing unnecessary plugins, and reducing your photos and videos' file sizes.

Use heatmaps and click-tracking tools like **Google Optimise** and **Hotjar** to analyse user behaviour. Heatmaps provide visual representations of where users click and scroll on your website, helping you identify areas of interest, friction or opportunity.



CRO is all about fine-tuning your website to turn visitors into *loyal* customers.

Each of these steps may only have a 0.1% difference – but they compound. That means that the more incremental improvements you can make, the greater the rewards.

Not sure where to start? Scan the QR code below or [click here](#) to set up a complimentary strategy session with a CRO expert.



2. What To Do In The Lead-Up

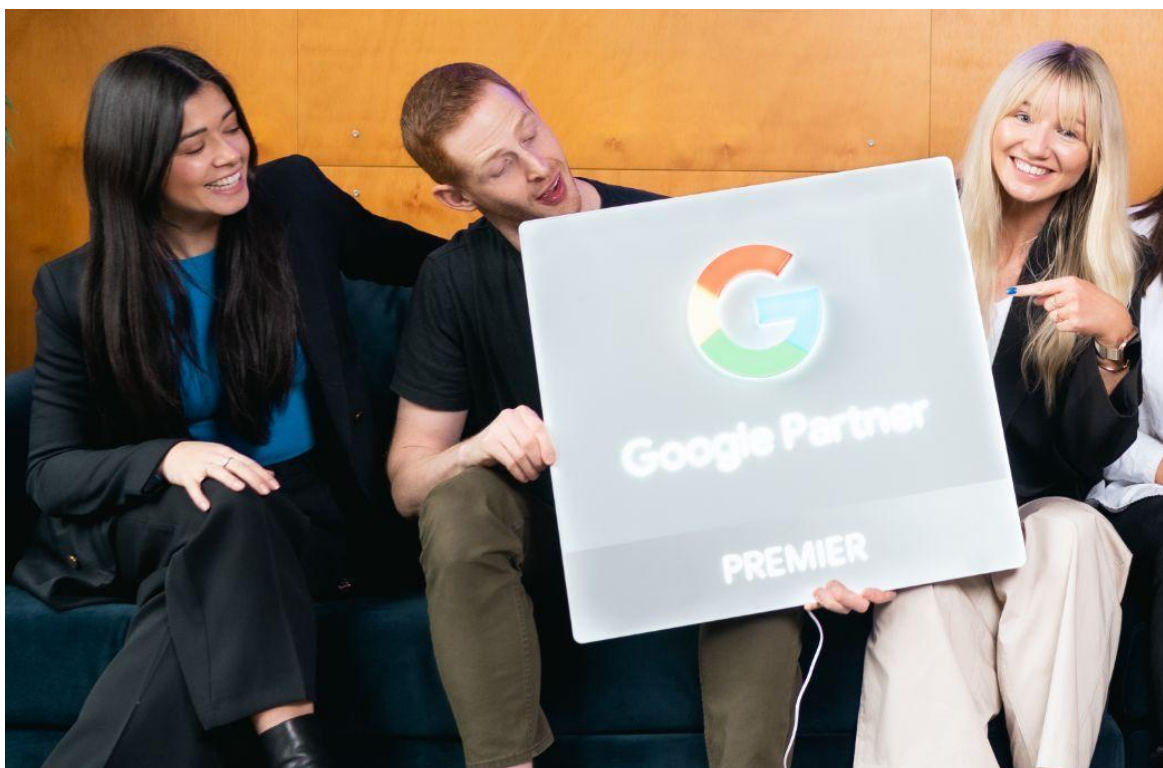
Reserve **Your Google Spending.**

The Google marketing platform is a powerhouse, especially when it comes to the seasonal sales period. Through tailored Search, Shopping, YouTube, and Display campaigns, you can find yourself in front of more eyes just when they're ready to pull that purchase trigger.

So it might sound counterintuitive when we say that you shouldn't go all-out in Google spending before Black Friday. Why? Because late October to mid-November is predominantly a research period. This means shoppers are sussing out what's available, and may not be ready to purchase — so your shopping ads could be wasted.

With respect to Google, we've seen many examples of a decline in results when spending is prematurely ramped up – it means you'll have to pull back budgets earlier than needed.

The solution? You need to **slowly scale up, so that you're spending the most when there's the highest likelihood of a sale** – on Black Friday itself, and during the 1-2 week lead-up period.



2. What To Do In The Lead-Up

Take Steps To *Increase Your Organic Traffic.*

Consumers spend, on average, almost [five hours daily on mobile devices and nearly 150 minutes on social media](#). This time, this interaction, is an opportunity to remind shoppers to make a purchase. Black Friday strategies focus heavily on paid media but that doesn't mean that your organic content (social media presence) should take a backseat. Quite the opposite, in fact.

You need to build anticipation through social media. Create hype. Make your audience love your brand. Increase engagement, increase their touchpoints, and then let your paid media add the finishing touch (read: make them click buy!).

Let's take a look at 6 different strategies to build hype on your organic channels.

1 Hype-builder 1: Create a gift guide.

Remember, a significant portion of Black Friday shoppers aren't buying for themselves – they're buying Christmas presents for their nearest and dearest!

If you can build an aesthetically pleasing gift guide that suggests creative gift ideas and also provides value through carefully curated product suggestions (buy this for mum, buy that for dad), you'll naturally encourage social sharing.

And the more social shares you can get, the more new customers and exposure you'll get.

2 Hype-builder 2: Create answer-based content.

Google has taken a backseat; Shoppers today are increasingly turning to social media platforms like TikTok and YouTube as sources of information and answers, rather than relying solely traditional search engines like Google.

2. What To Do In The Lead-Up

So, when publishing your short-form video content, think about the questions your audience would have. For a skincare brand, those questions might be targeted at warm audiences, like “Does *BrandName* work on sensitive skin?”, or at cold audiences like, “What’s the best skincare routine for mums?”

[AnswerThePublic](#) and [Reddit](#) are great sources to mine for information about what people are searching for online. Twitter is also an excellent resource for Q&As that can get your content brain ticking.

Need further convincing? A survey by Google found that **68% of YouTube users watched YouTube videos to help make a purchase decision** – so make sure your video content answers the right questions too.

3 Hype-builder 3: Engage with online communities.

It’s written in the very definition — social media is intended to be social, a two-way conversation. That means you can’t just post and forget; create interactive and engaging content such as quizzes, polls, or social media stories related to Black Friday.

This encourages audience participation, generates excitement, and helps build a sense of community around the brand.

Allow your customer to “buy in”, metaphorically speaking, to the journey – you want them to feel like they’ve helped put together the sales offer. A “What Black Friday sale offer do you want?” poll is a great way to do exactly this.

4 Hype-builder 4: Run a Black Friday buzz-building campaign.

Your campaign should feature a countdown (harness the power of FOMO) as well as early access deals and specials. If you announce early access deals on your TikTok or Instagram page, highlighting scarcity through phrases like “only while

2. What To Do In The Lead-Up

stocks last”, you’ll lure in impulse purchasers by playing on the sense of urgency. It’s best to run this promotional strategy across all of your online channels—website, email lists, and social platforms—to maximise impact on sale day.

5 Hype-builder 5: Run an influencer engagement strategy.

Harness the age-old method of word of mouth. Your product, and your special offers, will land in front of more eyes, and the influencers help build trust for new customers.

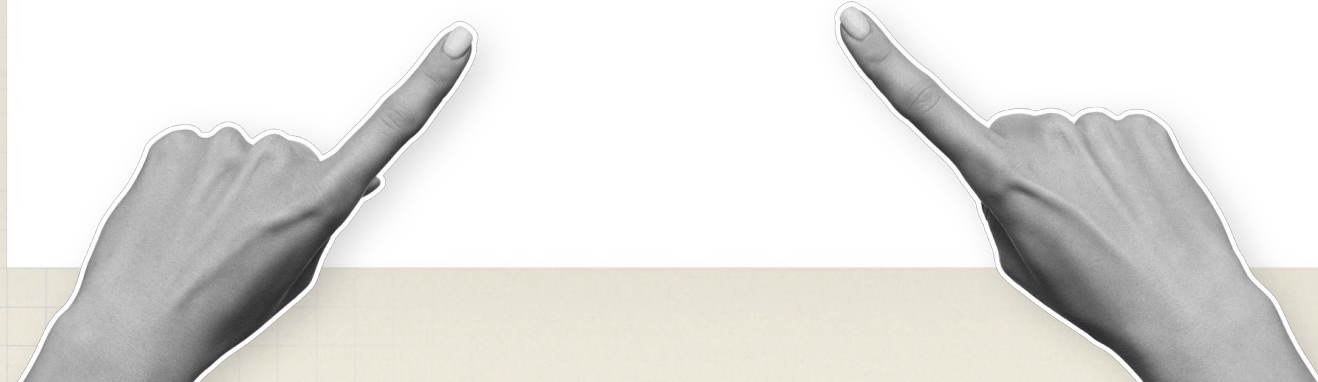
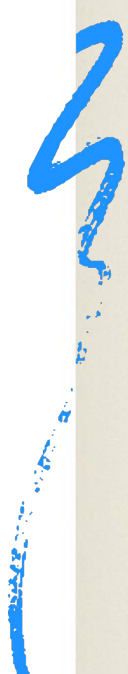
In the past, this has been all about Instagram. But this year, more than ever, it’s important to expand your influencer horizons. TikTok (utilised by 56% of brands using influencer marketing) is now the most popular influencer marketing channel, jumping ahead of the ‘gram.

And don’t skimp on YouTube, either. YouTube influencer marketing has a significant impact, with 70% of teenage YouTube subscribers trusting influencer opinions over traditional celebrities, according to a survey by Google.

6 Hype-builder 6: Draft up post-Cyber Monday deals (and related content).

Keep the momentum going by creating extended sale offers for last-minute shoppers who missed the boat. While this is something you execute during BFCM, it’s something you plan for well in advance.

Make sure to emphasise shipping dates (“arrives before Christmas!”) and gift wrapping throughout December.



2. What To Do In The Lead-Up

11 Top-Performing Ad Styles & How To Leverage Them For Black Friday.

You don't need to reinvent the wheel when creating your BFCM ads and assets, but you can't rely on old-style creatives to continue doing the job — the industry changes lightning fast, so what worked last year won't work this year.

When in doubt, start by creating and leveraging these 11 video styles...

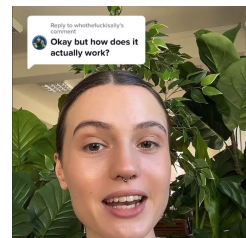
Unboxing

Include gift wrapping so people think about Christmas gifts.



FAQ style (TikTok bubble)

Choose a question your audience has actually asked that allows you to sell your product's benefits.



Collection ad showcasing a wide range of products

Change the product images (temporarily) to showcase your BFCM offer. Meta will then dynamically show these instead of traditional product images.



Raw UGC testimonial

An honest experience of using the product, with a CTA to buy on Black Friday when they're cheaper.



2. What To Do In The Lead-Up

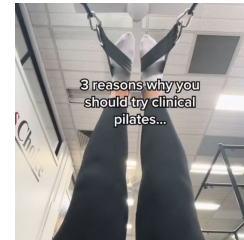
Comparison ads

Highlight the advantages of your products – as well as your better BFCM offer.

	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Feature 1	X	X	✓	X	X	X
Feature 2	X	X	✓	X	X	X
Feature 3	X	X	✓	X	X	X
Feature 4	X	X	✓	X	X	X
Feature 5	X	X	✓	X	X	X
Feature 6	X	X	✓	X	X	X
Feature 7	X	X	✓	X	X	X
Feature 8	X	X	✓	X	X	X

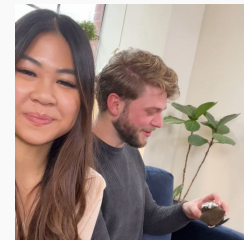
3 reasons why...

Whether it's unbeatable prices, exceptional product quality, or exceptional customer service, make it clear why they can't afford to miss out.



Gift reaction

Depict the sheer delight on people's faces when they receive your products as holiday gifts. Use a CTA that highlights that your brand offers the perfect presents for upcoming Christmas time.



Benefit GIF

Sometimes, simple is better. Animate 3-4 callouts of your benefits and add the cherry on top with a callout of your BFCM offer, evoking urgency.



"As Seen In"

Boost credibility by featuring any media mentions, endorsements, or awards your brand has received. This builds trust. Your BFCM discount overlay will seal the deal.



2. What To Do In The Lead-Up

Static image with sale or promotion text

Keep it simple yet impactful with a visually striking static image that clearly communicates your Black Friday sale or promotion details. Focus on limited-time offers, or exclusive perks.



Founder story

Connect with your audience on a personal level by sharing the inspiring story behind your brand and its journey. Let customers know the passion and dedication that drives your Black Friday deals. By humanising your brand, you'll create a deeper connection and inspire trust in your offerings.



“Chat to a content marketing expert”



In 2023, you're faced with more competition than ever. So, our marketing experts have put together...

The Dummy's Guide To **Building Trust For eCommerce Brands.**



You're also faced with dropshippers, who have made consumers a little sceptical of buying online.





 **87%**

of consumers read online reviews to determine the trustworthiness of a business before making a purchase.

That's why trust is absolutely essential for your eCommerce brand. It's all about building a strong relationship with your audience. When your customers trust you, they feel confident in buying from you and are more willing to share their personal information.

Plus, a trusted brand has a great reputation, which leads to more recommendations and positive reviews. It's a delightful cycle.

Trust – through things like positive (detailed) reviews and UGC – also helps reduce cart abandonment, improving your [conversion rates](#).

We know the benefits. But the question must be asked....

**“I know that building trust is important.
But *where* do I look to build it?”**

Start here, with the 5 most powerful sources of social proof:

1 Customers: It's word of mouth, but digital.

Covering testimonials, reviews, and case studies, a customer stamp of approval is the single most powerful tool in your trust-building arsenal. Why? Because it's the most relatable.

And the proof is in the data: 95% of customers read online reviews before buying a product (Global Newswire). Just as eye-opening,



94% of buyers said that reviews have made them *avoid* a business (Review Trackers).

So not only is it important to have reviews, you need them to be honest, detailed, and overwhelmingly positive.

But be careful not to lean too far in the other direction. It sounds a little counterintuitive, but try to avoid a pristine 5-star rating. On average, 4.2 to 4.5 stars is the ideal rating for the probability of purchase (PowerReviews). **A perfect 5.0 rating is considered “too good to be true” and is viewed with scepticism** — so much so that 82% of shoppers specifically look for negative reviews.

So *never* delete bad reviews. Instead, reply to them, show your sincere appreciation for the purchase and make it clear that you've taken responsibility and tried to resolve the issue (such as a damaged product or delayed shipping).



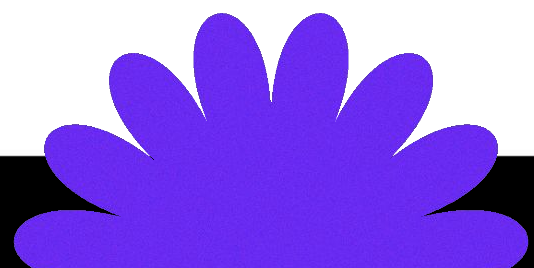
Experts: This could include a credible, reputable partner or a celebrity endorsement (who is an expert in your relevant field, of course). The more recognisable logos and names you can have on your website and social media channels, the better.

Think outside the box here too. Can you get a certified “Great Place to Work” badge, or a Canstar rating? Or a Trustpilot badge? Any independent, third-party platform or person can add extra credibility.



Influencers: 61% of consumers trust influencer recommendations, compared to 38% who trust brand-produced content – so if you can get your product in the hands of micro and macro influencers, it'll go a long way.

As a bonus, you can arrange to get the content from your influencers to use as UGC on your website, helping improve your conversion rate.

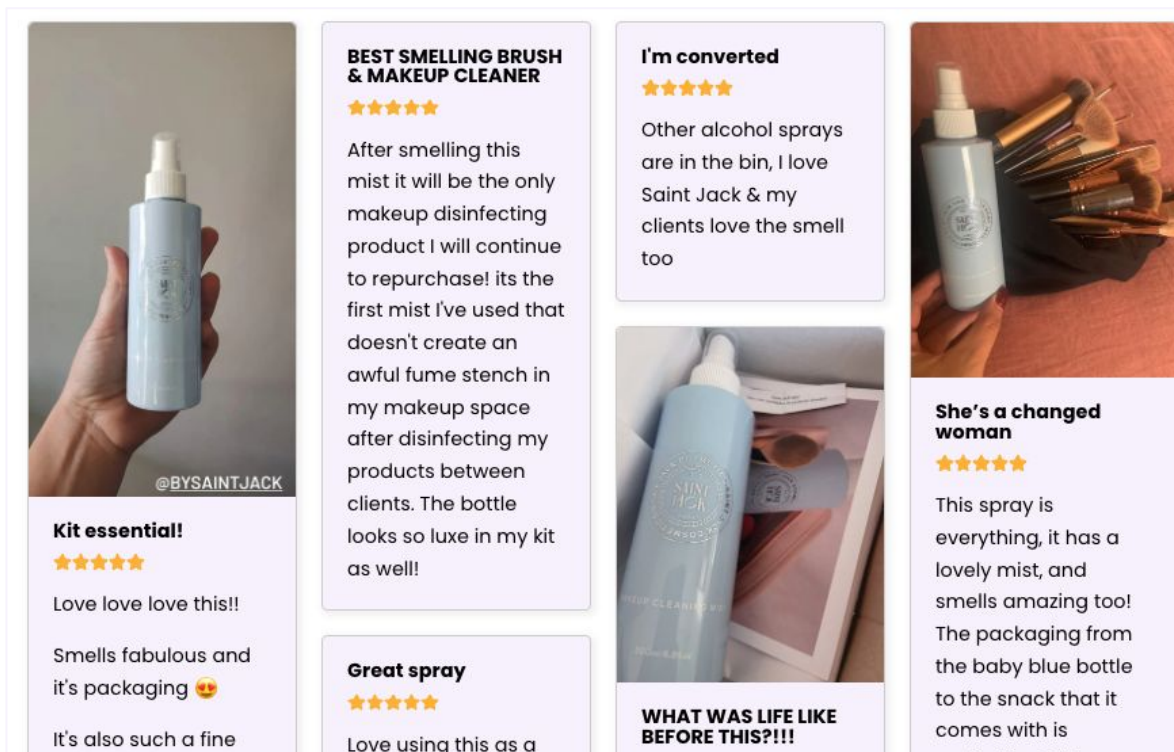


- 4 **Referrals:** The age-old power of word of mouth. Encourage your customers to talk to their connections and spread the word.

Better yet, **develop an affiliate program where your customers can receive rewards points or special discount codes** as a result of referring their friends.

- 5 **Media:** This covers certifications, editorial features (from which you'll display a "featured in" badge), awards and certificates.

The most important part of this is that they come from recognisable third-party names.



BEST SMELLING BRUSH & MAKEUP CLEANER
★★★★★
After smelling this mist it will be the only makeup disinfecting product I will continue to repurchase! its the first mist I've used that doesn't create an awful fume stench in my makeup space after disinfecting my products between clients. The bottle looks so luxe in my kit as well!

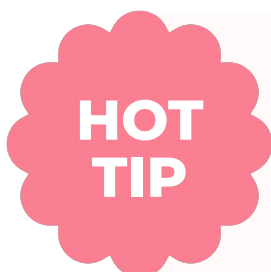
I'm converted
★★★★★
Other alcohol sprays are in the bin, I love Saint Jack & my clients love the smell too

Kit essential!
★★★★★
Love love love this!!
Smells fabulous and it's packaging 😍
It's also such a fine

Great spray
★★★★★
Love using this as a

WHAT WAS LIFE LIKE BEFORE THIS?!!!

She's a changed woman
★★★★★
This spray is everything, it has a lovely mist, and smells amazing too! The packaging from the baby blue bottle to the snack that it comes with is



Use a platform like [Linkby](#) to improve your chances of a "featured" article on websites like Urban List, BuzzFeed, Vogue, Broadsheet, Marie Claire and a whole lot more.



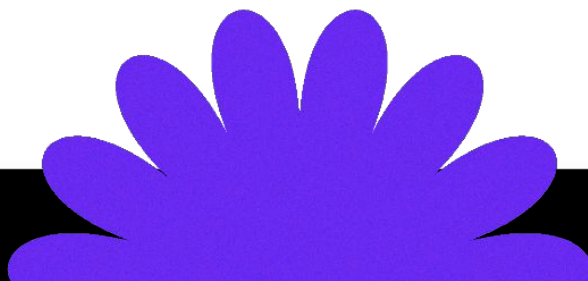
conducted a study that found that **62% of customers make repeat purchases from brands they trust**, indicating the positive impact of trust on customer loyalty.

When you've built that positive relationship, the next step is to turn trustworthy viewers into loyal customers! So, let's go one step further and look at how we can leverage social proof to drive conversions.

18 Ways You Can Use *Social Proof* To Get More Sales

1. Publish reviews and **before-and-after photos** (if relevant) on your landing pages.
2. Show **multiple product reviews** on your product pages.
3. Curate and publish **UGC** on your social media pages.
4. Feature celebrity or **influencer endorsements** in your ads or video content pieces.
5. Harness the power of the public by featuring **key user statistics during critical consideration phases** of the customer journey (i.e. *"90% of customers saw an increase in energy levels after consumption"* could appear on the product page to encourage an add-to-cart).

6. Shout out some of your happy customers (with reviews, photos and videos) in your email marketing mailouts. **Highlight your most loyal customers** – they've given you love, so be sure to share the love back!
7. When running paid ads, take your existing customer list and **retarget a lookalike audience** – this will emulate the behaviours and demographics of people who *already* trust you.
8. Use social proof such as positive **reviews in your ad copy** and ad creatives.
9. Place **certification seals** or endorsements in your website's **header and footer**.
10. Gain PR exposure to **leverage an "as seen in" section** on your website (using platforms like LinkBy to help).
11. Including your average **star-rating data** on your product pages.
12. Display **industry awards** or recognitions of your website (or seek out industry awards if you don't have any yet).
13. Include **quotes from industry experts** or thought leaders about your product or service.
14. Build and promote **a strong founder or "About us" story** to help people get a better understanding of your company.
15. Share authentic **behind-the-scenes content**. Show off the office, photoshoots, and how products are made.
16. **Reply to comments** and actively engage with your customers on their social platforms.



17. Develop online authority by starting a blog that talks about industry topics, FAQs, and problems your ideal customer might have. Use a combination of experts and staff articles to **curate how-to guides, lists, and “Why X is important” articles.**
18. **If you have a lot of sales or social media followers, use those numbers to boost your credibility** in ads and on your website. For example, “over 300,000 sold!” or “the bedsheet that’s taking Melbourne by storm with over 150,000 followers”

Alright, let's wrap things up and summarise what *we've learned* about building trust for your eCommerce brand in 2023.

In the competitive modern landscape, trust is non-negotiable. To build trust, focus on five powerful sources of social proof: **customers** (reviews, testimonials), **experts** (endorsements, partnerships), **influencers** (recommendations), **referrals** (word of mouth), and **media** (certifications, awards).

Leverage positive reviews, collaborate with reputable experts and influencers, encourage referrals, and shout about any raving media features from the rooftops.

And, of course, have impeccable customer service.

By implementing these strategies, you'll establish trust, increase sales, and foster customer loyalty that will keep customers coming back time and time again.

MEGAPHONE WINS AUSTRALIAN ACHIEVER AWARD FOR CUSTOMER SERVICE (AGAIN)



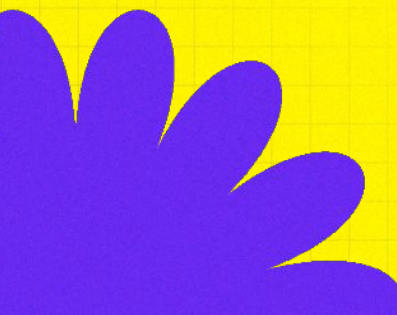
Megaphone · Best Customer Service 2023 · 105 Comments



Across 8 categories – Service, Addressing Client Needs, Care and Attention, Value, Attitude, Communication, Perception, and Referral – Megaphone top-scored with 98.61%, WINNER for Excellence in Customer Service.

Excited about growing your business but not sure *where* to start?

Scan the QR code below or [click here](#) to chat with an eCommerce growth expert.



Your BFCM Email Marketing Cheat Sheet.

6 Black Friday emails you need to draft now.

We made **\$20+ million** for our clients last year. Here's how:

1. Referral Program Email: Building your email list starts NOW. Use website pop-ups, run competitions and give away freebies. But also leverage your existing subscribers. Offer them a personalised referral code that builds store credit for every email address or customer they refer.

2. VIP Early Access Email: Besides a killer offer, why do customers buy? Because they feel special. Do exactly this by drafting an early access Black Friday email.

3. The Urgency Email: 24 Hours remaining, stocks are low! Create FOMO. Use human psychology to your advantage. Feature an actual countdown timer in your email. Nothing triggers the impulse purchase like a race against time.

4. The "1 More Day!" Email: Extend the sale for 24 hours *due to popular demand!* Convert those people who were on the fence with one last email. Improve the offer with free shipping or a free gift – make it so good they can't refuse. And then increase their customer value (CLTV) over time.

5. The Abandoned Cart Email: With a bounty of store options out there, any hurdles (shipping cost, load time, low stock) can make the buyer flee. This type of email will help you recover at least some of them. They were so close to buying already, now simply incentivise them over the line.

6. The Post-Purchase Email: Turn your one-time customers into long-term community members – turn an impulse into a connection. Incentivise them to join VIP Facebook groups, repeat purchase, subscribe, refer a friend, or fill out a survey to mine data — and reward them!

And don't forget to:

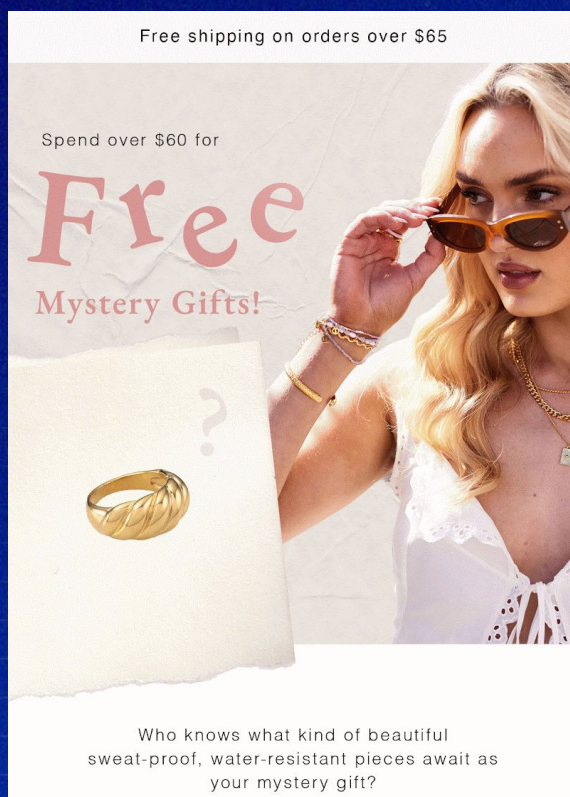
- Analyse last year's holiday performance.
- Make your subject lines stand out.
- Test different email subject lines.
- Have a killer offer (don't get lost in the noise).



5 Design *Tips* For Seasonal Sales EDMs.



- 1 **Be sure the offer is clear** and the first thing you see (above the fold).
- 2 Harness **urgency**. Use countdown timers, and limited-time-offer messaging like “our biggest sale ever” and “we never do this!”.
- 3 Feature **moving elements** (GIFs) to attract attention.
- 4 **Choose the best picture** to show off your product.
- 5 **Test** a more organic-looking EDM against one that’s heavily designed.



TikTok SEO Tips How To *Make The Algorithm Work For You.*

Unless you've been camping out under a rock, it's not exactly a secret that TikTok has taken the world by storm. The low-fi, raw, user-focused video platform has catapulted to over one billion active users worldwide in [less than 5 years](#) – a never-before-seen feat.

With over 90% of users accessing the wormhole of addictive video content every day, it's safe to say that Bytedance has created an eyeball magnet like few before it.

And we know how to capitalise on the viral video platform: just follow the trends, let the algorithm do its thing and hope your video resonates, right? Wrong. Not anymore.

Here's the real kicker – a statistic, which, if you remember nothing else from this article, deserves to be written on a post-it note somewhere:

TikTok has become the most popular web domain, overtaking Google.

[According to Google](#), nearly 40% of Gen Z prefer to search on TikTok (and Instagram) over Google itself. And as TikTok continues to grow, that number's only continuing one way: up.



Okay, TikTok SEO Sounds Great. But *How* Do We Do It?

Whether you're looking for that overnight success or slow and steady growth, implementing SEO best practices on TikTok is a no-brainer.

It's not rocket science either; mostly, just consider these five things:

- 1 **Identify a list of keywords** you want to dominate on TikTok so you can create content around this.
- 2 Ensure you're repeating keyword placements across your **video text, captions** and **hashtags**.
- 3 Use in-video **closed captions**.
- 4 Cross-reference the search bar at the top of your video to **understand how TikTok is categorising your video**, to see if you need to knuckle down and be more explicit.
- 5 **Use keywords that pertain to both your product and the target market** / audience / problem itself.



How Do I Find The *Right* TikTok Keywords?

Start with a 'seed' keyword. What's the most important theme of your video? Once you've got your seed keyword (let's say it's "eyeshadow"), use keyword volume tools to find the areas of opportunity.

Hot tip: similar to Google SEO principles, it's usually beneficial to niche down – your chances of ranking on a specific term like "sustainable Australian eyeshadow" are much higher than the broad "eyeshadow". Plus, it means your viewership will be more tailored to exactly what you're all about.

With TikTok search functions still in their infancy, most in-the-know brands still use Google as a proxy to find what people are searching for online. With tools like SEMrush Keyword Magic Tool, Google Trends, WordSteam and Google Keyword Planner, you can gauge the internet's interest in your topic of choice (and then use that information to help you inform your TikTok content).

Another great way to find the most popular terms relevant to your niche is to use the search bar on TikTok.



TikTok SEO Is *A Potential Goldmine*. But It's Not Your Golden Ticket.

To [grow your business on TikTok](#) you still need to capitalise on trending sounds, create unique and engaging content, and feature appropriate call-outs.

If you're not sure how to create the best TikTok content strategy for your business, scan the QR code below or check out [Trendfm](#) – an official TikTok partner [marketing agency](#) generating \$100 million in TikTok monthly revenue for clients.



GOLD TIER



megaphone.

IS MY BUSINESS...

READY FOR BLACK FRIDAY?

“If you had the chance to triple your reach and your sales, would you seize it or would you let it slide?”

This, my friends, is that chance.”

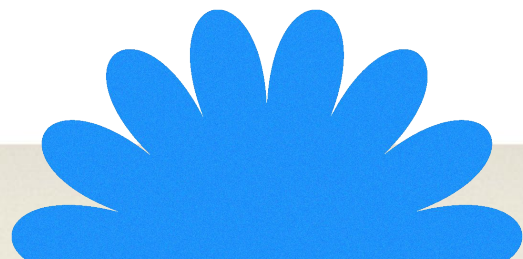
Fill in this checklist to set yourself up for a record year





For a successful Black Friday campaign, you need to be able to answer these 10 *crucial* questions.

- 1 Which types of creatives do my audience respond to?
- 2 What type of copy/tone does my audience respond to?
- 3 What type of discount or offer gets me the best results?
- 4 Is my customer journey seamless? Is it personalised?
- 5 Is my website optimised?
- 6 Am I using SMS marketing effectively?
- 7 Do I provide the best shipping option?
- 8 Have I set up both automated and promotional EDM campaigns?
- 9 Have I built an incentive to nurture repeat customers?
- 10 Have I built enough trust?



Let's elaborate on all of those questions.

Why are they important? And how can we find the answers?

01

What type of creatives does my audience respond to?



Understanding the specific types of creatives that your target audience loves (and doesn't) is pivotal for any eCommerce brand owner. Studies have shown that **personalised visuals can increase engagement by up to 80%** while incorporating user-generated content can boost conversion rates by 4-5 times — why? Because both of these methods help build *trust*.

So it's pretty clear, based on the numbers, that tailoring your creatives to resonate with your audience can result in a significant uplift in sales during Black Friday and the holiday season.

But how do we actually discover this? How do we know what works and what doesn't?

To find the answers to the types of creatives your audience responds to, run A/B tests as often as possible — create different visual variations and analyse their performance metrics. Then, once you've understood which ads get the best click-through rates, engagement levels, and [conversion rates](#), keep iterating on those — in other words, double down on your winners.

The data *always* tells a story. But so do your customers' opinions. That means that gathering feedback through surveys, social media polls, or customer interviews should be part of the quarterly agenda as well.

02

What type of copy & tone does my audience respond to?



If you try to relate to everyone, you'll end up relating to no one. Does your audience prefer to-the-point material, no frills? Or do they like a bit of banter and wit? You can make assumptions, but until you've tested them, you won't know for sure.

Once you have a good understanding of your audience's preferences and behaviour patterns, you can craft the language for campaigns to really capture their attention and lead them down the funnel towards conversion.

How do we find these answers? A/B test your opening lines in your ads, split-test your email subject lines, compare short-form copy with long-form copy, and so on.

And, just like you'd ask your audience what creatives they like, you can ask them what language they like too. This way, they'll feel like they've bought into the brand's story and tone of voice.



48 HOURS ONLY!

VIP SALE

40% OFF

sitewide!

+ FREE pom pom earrings

03

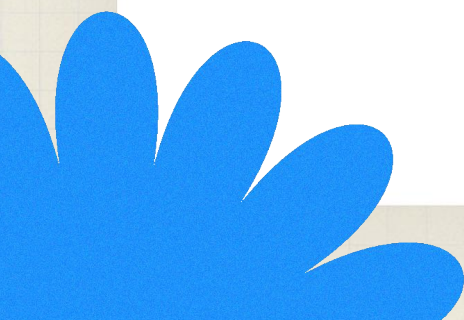
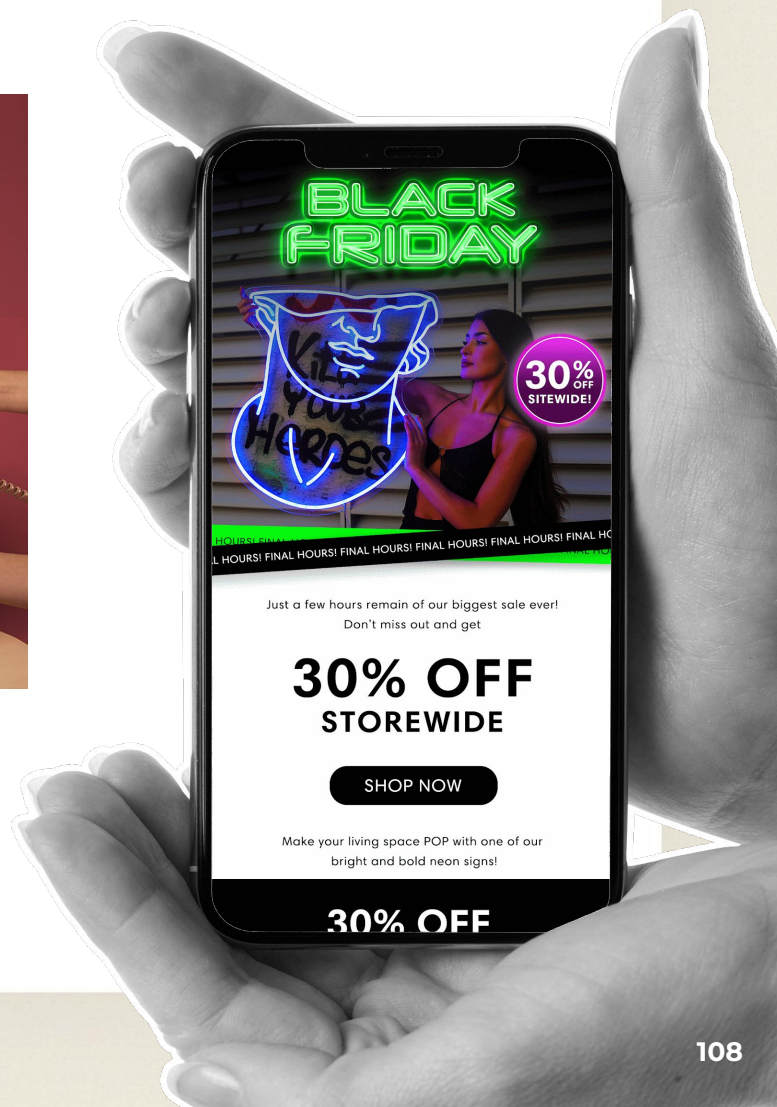
What type of discount or offer gets me the best results?



To figure out which promotions or discounts work best, try mixing things up! Experiment with different offers on specific products or at various times. Keep an eye on important sales numbers like [conversion rates](#), average order value, and customer retention.

By crunching the data, you'll uncover the winning deals for your eCommerce brand.

And, while we might be sounding like a broken record here, there is no harm in actually asking your customers which sales offers they'd like! Not everyone is drawn to a 40% off sale – some people love a buy-one-get-one or a special gift with purchase.



04

Is my customer journey seamless? Is it personalised?



You need your digital presence to stand out from your competitors. How? It's all about making it personal and hassle-free — **you need to think about convenience and enjoyment, side by side.**

Use tools like heatmaps and customer journey maps to see where people get stuck or frustrated – and then improve those areas of your websites.

And to make the experience more memorable, sprinkle some personalisation magic by tailoring your website to your viewer's preferences and past interactions.

Gamified experiences (like spin-to-win pop-ups), personalised emails (such as “Since you bought X you might also like Y”), ‘related items’, and customised landing pages based on customer segments are all strong places to start.

05

Is my website optimised?



Sleek, easy-to-use websites are the norm these days. Anything that's a little slow, clunky or outdated sticks out like a sore thumb. In a world of short attention spans, we don't have long to make a good first impression. That's why optimisation is paramount.

You want your site to be as smooth as butter for your shoppers. Is it fast? Is it user-friendly? Does it look snazzy? Use tools like [PageSpeed Insights](#) and get real people to test it out on different devices. Make tweaks like compressing images, adding caching, and simplifying the navigation.

06

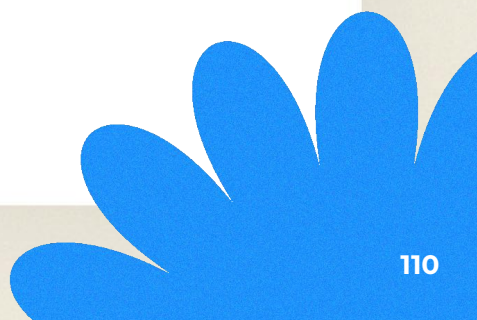
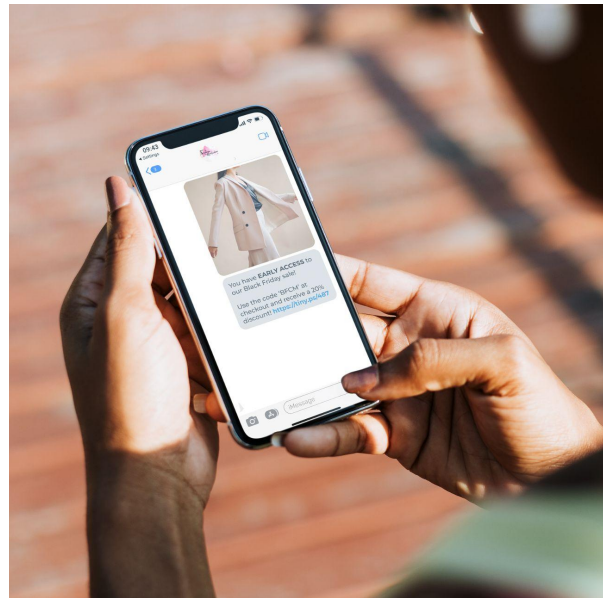
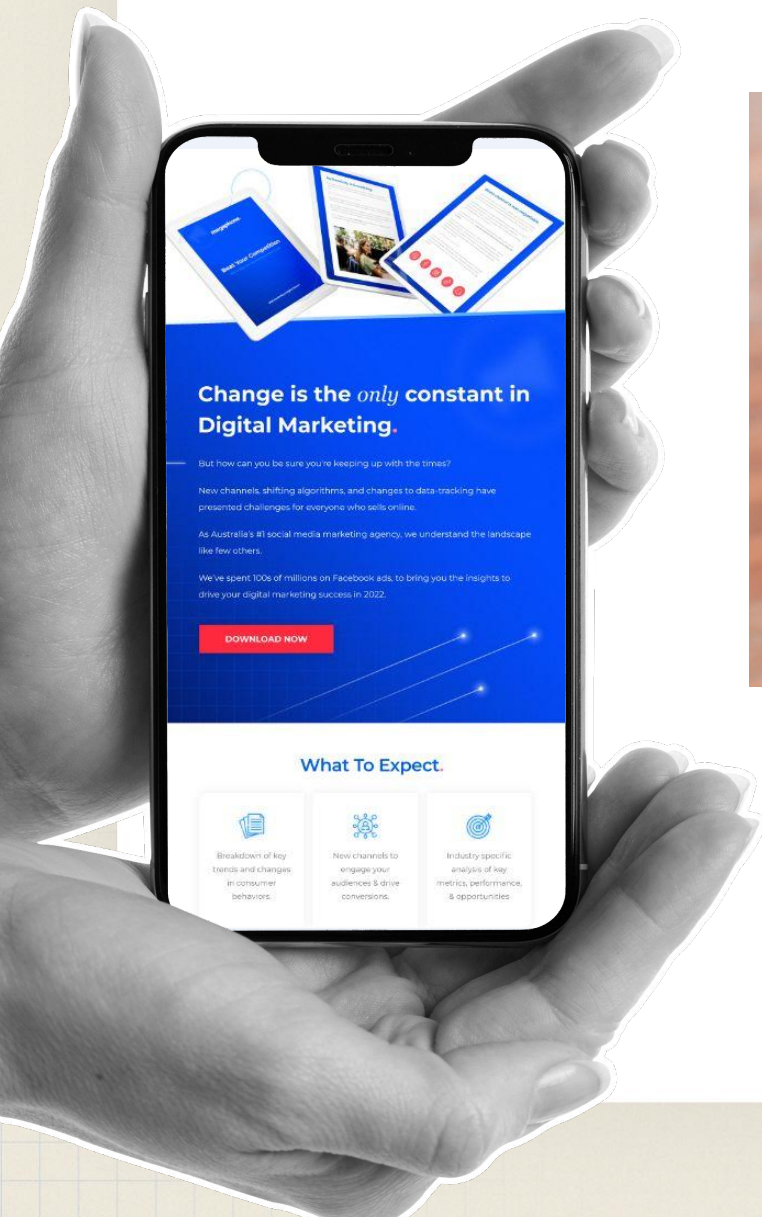
Am I using SMS marketing effectively?



SMS open rates are upwards of 90%. You've got a ticket to your customer's back pocket, so why not use it? Think exclusive deals, limited-time offers, or even just friendly updates.

Keep an eye on those click-through rates and conversion numbers to see if your texts are hitting the bullseye — if they're not, you'll need to reassess your messaging and frequency.

On that note, remember to not overtext. Phones are very private, and spam is a pet peeve of many – so tread carefully to avoid being unsubscribed.



07

Do I provide the best shipping option for my customers?



Studies found that **over 60% of Australians would shop online if shipping were free**. If that's not enough of a reason to offer free shipping, who knows what is?

If it cuts too far deep into your margins, you might need to increase your prices 5% to offer the eye-catching “free” feature. This is certainly a test worth doing – the psychological benefit of the free value may outweigh the hurdle of spending a few extra bucks.

Free shipping can also be a tactic to boost your AOV. Simply add a specific shipping threshold such as “spend \$150 to qualify for free, express shipping”.

And while 85% of consumers prefer free shipping over fast shipping, that doesn't mean that they don't love both! Shop around to make sure your 3PL (third-party logistics provider) is meeting your customers' needs.

FREE SHIPPING DEAL

ADD TO YOUR CART TO UNLOCK FREE SHIPPING UPON CHECKOUT

CONTINUE SHOPPING →

SEE SHOPPING CART →

08

Have I set up both automated & promotional EDM campaigns?



Email marketing drives an average of \$44 for every \$1 spent.

So while [email marketing](#) may be old-school, it's still one of the most effective ways to engage with customers. It's also relatively inexpensive, so make sure you're taking full advantage of automated and promotional EDMs (Electronic Direct Mail) with platforms like Klaviyo.

At a minimum, you should have these five automated email flows set up — each triggered when a customer completes a certain action, receiving a series of personalised emails as a result.

- 1 Abandoned cart flow.
- 2 Winback flow.
- 3 Sunset flow.
- 4 Welcome flow.
- 5 Birthday flow.



09

Have I built an incentive to nurture repeat customers?



Consider offering exclusive discounts, early access to sales, or rewards points that customers can accumulate and redeem for future purchases. By providing ongoing incentives and recognising their loyalty (which makes them feel valued), you can encourage repeat business and foster long-term customer relationships.

You spend so much money and time acquiring these customers, so make sure you don't forget about the power of longevity.

According to Accenture, **84% of consumers say they prefer to shop with brands that offer personalised experiences** and remember their preferences. And, to drill that point home, 81% of consumers want to form a relationship with a brand, and 43% of consumers are willing to pay more for products of brands they are loyal to (according to [Finances Online](#)).



Time flies!

It's already been 1 year since you joined Airbnb. To celebrate, we gathered some destinations we think you'll like.

Start exploring



10

Have I built enough trust?



Trust is crucial for any eCommerce brand. **There are dozens of ways you can build a solid rapport, but here are the top five that you can implement ASAP:**

1. Add UGC to your website

User-generated content (UGC) is a great way to build relationships with customers and add social proof. The raw, unfiltered style **shows off your products from an unbiased, third-party perspective.**

The data backs it up here — in 2022, there was a 3.8% lift in conversion rate for website visitors who were served some form of UGC ([Power Reviews](#)).

And while you're at it... add UGC to your emails too. Email click-through rates can increase by about 73% and produce significant more conversions when they include user-generated content ([TintUp](#)).

2. Showcase glowing customer reviews

84% of people trust online reviews as much as personal recommendations (via BrightLocal) – so let your customers do the talking! Encourage them to leave honest reviews and ratings for your products. These legitimate reviews act like a thumbs-up from happy customers and a public seal of approval to help get potential buyers over the line. Don't forget to showcase those reviews loud and proud on your website, in your ads, and on your social media profiles!

3. Provide peace of mind with secure payment options

Show your customers you've got their back when it comes to payment security. Team up with trusted payment gateways that offer top-notch encryption and fraud protection. Flaunt trust badges or security seals on your website to give customers that extra peace of mind, and make sure your customer service is impeccable if and when slip-ups do occur.

4. Be crystal clear with your policies *(don't provide unrealistic expectations)*

Make sure your shipping, returns, and refunds policies are obvious and clear. Break it down in simple language, covering all the important details like timeframes, conditions, and any fees involved. Transparency is key!

Tip: use eCommerce help desks like [Gorgias](#) that have shipping and fulfilment apps.

5. Provide consistently exceptional customer service

Provide lightning-fast and helpful assistance across various channels like live chat, email, or phone. Be quick to respond, address concerns, and solve issues with a friendly and professional touch. When you're there for your customers, they'll know they can trust you to have their back.

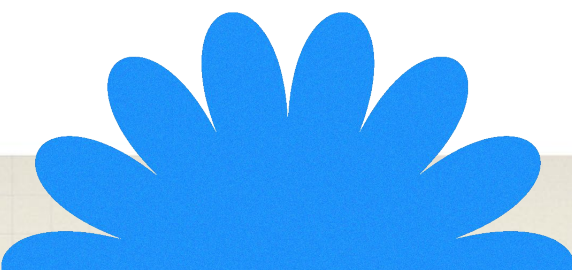
MEGAPHONE WINS AUSTRALIAN ACHIEVER AWARD FOR CUSTOMER SERVICE (AGAIN)



Megaphone | Best Customer Service 2022 | 105 Comments



Across 8 categories – Service, Addressing Client Needs, Care and Attention, Value, Attitude, Communication, Perception, and Referral – Megaphone top-scored with 98.61%, WINNER for Excellence in Customer Service.



In a competitive eCommerce landscape, this *non-negotiable* 10-point checklist serves as your secret weapon for a successful Black Friday campaign.

By understanding your audience's preferences, optimising their journey, and building trust, you can create a shopping experience that stands out. Remember, it's not just about the discounts and promotions, but about connecting with customers on a personal level. So, dive into data, experiment fearlessly, and let your creativity shine.

With this checklist in hand, you're ready to unlock the full potential of your eCommerce brand and make this Black Friday a roaring success. Happy selling!

Not sure where to start? Scan the QR code below or [click here](#) for a complimentary strategy session with an eCommerce growth expert.



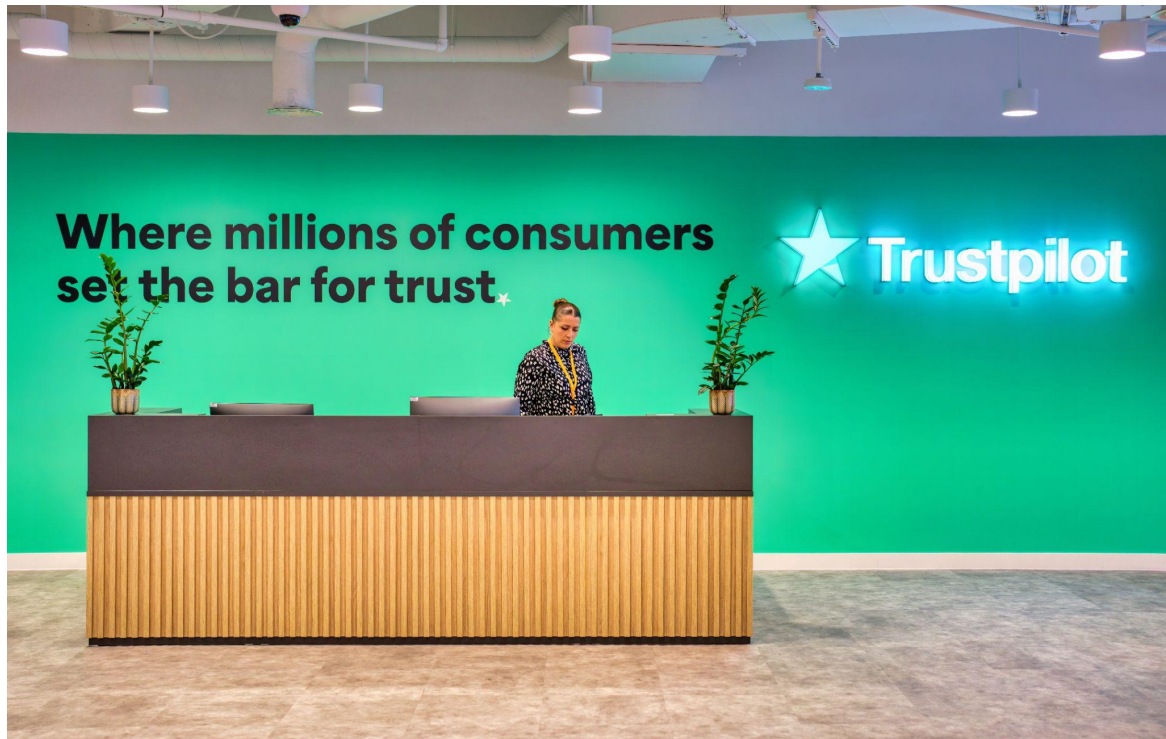


4 Ways To Use Reviews To Boost Sales This Black Friday

"The key to increasing conversions during Black Friday, Cyber Monday and beyond is to inject as much trust as possible throughout the customer journey..."

After all, *word of mouth* is still the best sales driver – and with 80% of people trusting reviews as much as personal recommendations, validation from other customers is certainly what puts you ahead of the competition."





'Low prices' – is this phrase ever more compatible than with the immense yearly Black Friday and Cyber Monday sales?

However, while the promise of low prices is strong, pricing is a delicate balance: too high and no one will buy, too low and everyone could go. So while your offers might be good, your customers might think they are too good to be true. That's why you need something else to assure your customers that the deals are real. Here's how to build trust through customer feedback to increase your conversions just in time for Black Friday and Cyber Monday.

How to build online trust for a successful Black Friday sale

1. Make key pages stand out with customer feedback. Persuasive product descriptions, low prices, or a cool looking site are nothing without assurance you're worth spending money on. For that, customers turn to what other people have experienced.

The thing is this: the average eCommerce conversion rate is pretty depressing at just **1.2%**. This means that almost all of your website's visitors give up on your customer journey.

But it doesn't have to be this way.

Today, **89% of global consumers check online reviews** as part of their online buying journey, and 49% of global consumers consider positive reviews one of their top 3 purchase influences.

The majority of your visitors are looking for validation when comparing your products and services, so use your customers' reviews in the places you need them most.

Want visitors to know your amazing Black Friday sales is *that* special?

- Place reviews on the page where previous customers can vouch for your commitment to quality and low prices.

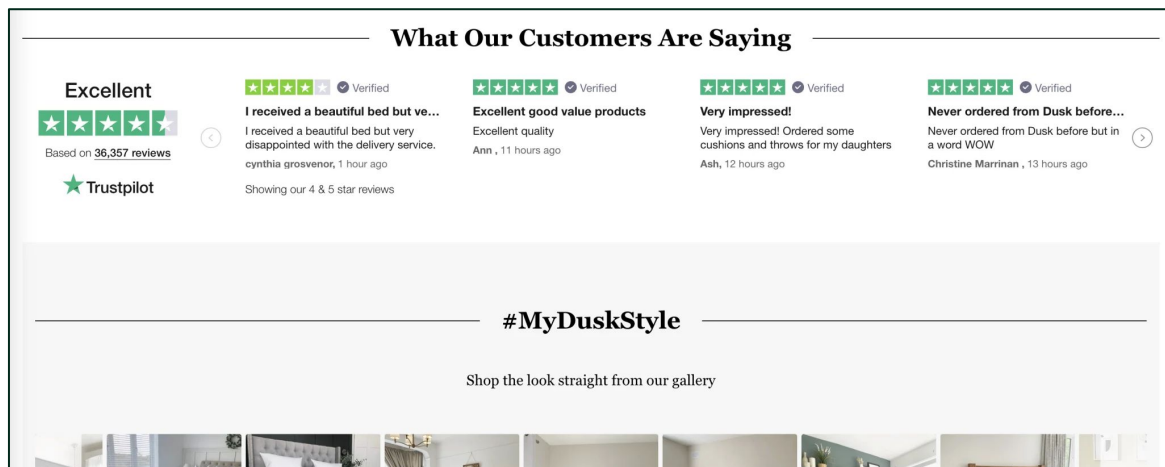
Want visitors to feel reassured the second they find you?

- Add reviews to your homepage or to key sections of your site, so visitors know they've come to the right place.

Afraid customers might back out on the checkout page?

- Sprinkle your checkout page with trust signals to give customers that last little bit of encouragement.

The screenshot shows the DUSK website homepage. At the top left is the 'DUSK' logo. To its right is a search bar with the placeholder text 'Search...'. Further right, there is a Trustpilot review badge that says 'Excellent' with a 4.5-star rating and '36,357 reviews on Trustpilot'. On the far right of the top navigation are icons for 'ACCOUNT', 'HELP', and 'BAG'. Below the navigation is a horizontal menu with categories: 'BEDS', 'MATTRESSES', 'BED LINEN', 'CUSHIONS & THROWS', 'BEDDING', 'BATHROOM', 'LIVING', 'INSPIRATION', and 'OUTLET'. Below the menu are four trust signals: 'FREE DELIVERY On orders over £50 in UK mainland', 'UK'S LOWEST PRICES For luxury bedding', 'TRUSTED BRITISH BRAND Founded in 2016 and based in the UK', and 'EXCLUSIVE DESIGNS Only available at DUSK.com'. The main content area features a large promotional banner on the left with the text 'SPEND MORE SAVE MORE' and three offers: 'SPEND £120 SAVE £15 Code: SAVE15', 'SPEND £180 SAVE £25 Code: SAVE25', and 'SPEND £450 SAVE £70 Code: SAVE70'. To the right of the banner is a photograph of a bedroom with a bed, pillows, and a nightstand. A circular badge overlaid on the photo says 'SAVE UP TO £110'.



It's all about leveraging customer advocacy. Do it right, and customer advocacy can increase marketing effectiveness by as much as **54%**.

2. Take time to socialise. Search engines like Google (we'll get to them in a minute) and social media networks like Facebook have become the go-to 'link' between companies and customers.

With more and more customers owning social media profiles, having a solid social presence is more important than ever. Research by Dell found **75%** of customers are influenced in their choices by what they find on social media.

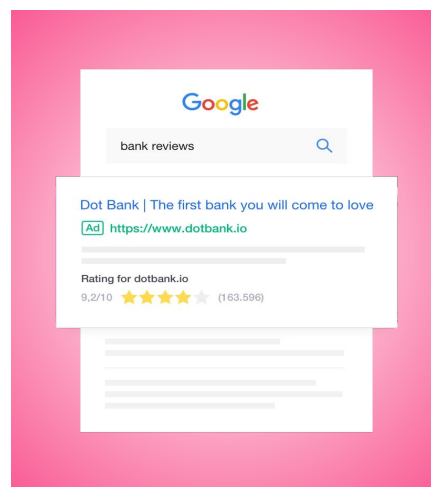
So don't just use your social media channels to post pictures of attractive price reductions, witty jokes or company retreats. Instead, see your social media presence as an extension of your brand.

- 1. Get involved.** Respond to customer comments and feedback, and show there are humans behind the company walls.
- 2. Promote customer feedback** in your social media posts and ads. That quick mention that you're rated highly by your customers will not go unnoticed. You can also go one step further and add a customer picture, case study or video to add further credibility.

Ultimately, it's about improving customer service and interaction. One U.S. study found that **66%** of customers will pay more to companies who have great customer service, and **71%** of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

3. Stand out in Google with Seller Ratings.

This year, we observed an 11% decline in trust globally, with only 71% of people admitting they trust consumer brands. With this trust deficit in mind, your advertising needs to count, right from when people Google you. With **Google Seller Ratings**, you're able to include your review ratings in your Google Ads. This helps show potential customers that they're right to go to you from the outset.



4. Use reviews in offline marketing. Even with thriving eCommerce, offline marketing still packs a punch. After all, **word of mouth** is still the best sales driver – and with 80% of people trusting reviews as much as personal recommendations, validation from other customers is certainly what puts you ahead of the competition. Show off social proof to stay top of mind:

1. Add snippets of reviews, or your overall star rating, to your print ads. It gives reassurance.

2. When packing a product, slip in a flyer or card showing your reputation and asking for feedback at the same time? It shows openness and willingness to improve.

3. Advertising on TV, podcasts, or radio? Mention how trusted you are with a quick line in your script. It personalises your business, and adds a little extra social proof.

Finally, get ready for a sales rush. Black Friday and Cyber Monday is an intense few weeks for retail – but you can get through it, and in a better position than ever before. The key to increasing conversions is to inject as much trust as possible throughout the customer journey.

With more sales come more satisfied customers, and more customer feedback to encourage people to shop with you again. That's a benefit you'll not only gain just for Black Friday and Cyber Monday, but long in the future too.

If you'd like to give reviews a go this Black Friday, why not [create a free Trustpilot profile](#)? It's quick and easy.

PHASE 3.

Black Friday Month.

The beautiful coming-together of planning and action.



03

Black Friday Month.

In 2022, online sales noticeably started increasing on November 6th, indicating a much earlier start to the shopping season compared to previous years. This means your 4-day weekend sale should be, in reality, closer to 4 weeks. You might not advertise it this way, but it needs to be the way you're thinking about Black Friday – to reiterate, **it's now a month affair, not a weekend stocktake sale.**

You've done the planning by establishing your foundations. You've done the research into your audience, and you've created and tested different ads and different offers to discover what your customers *really* want to see.

Now, with all of the grunt work done, and all of the plans in place, it's time to put the foot on the throttle, hit "go" on all of your initiatives, and watch the sales roll in.

"Black Friday Month", which refers to the 2-to-3-week block before and 2-to-3-week block after Cyber Weekend, is **the most important time of the year for 95% of eCommerce brands** (the 5% being those who choose not to participate).

It requires a lot of attention and hard work. But with the right strategy and timely execution, you'll be inundated with new customers before you know it.

Launch your sale early, personalise your email marketing campaigns, execute your SMS strategy, focus on engagement and incredible customer service (which you should already be doing, right?), and while you're at it, double your ad spend.

Let's dive into these a little further on the next page.

3. Black Friday Month

Engage With *Your* Customers.

Engagement is vital year-round. During seasonal sales, even more so, because if you're not engaging, other brands will be (and they'll swipe your customers).

Both proactive and reactive, engagement is part customer service and part community-building. As brands - and brand ambassadors - we need to be on hand and ready to answer any questions and objections customers might have during their shopping journeys.

What does engagement mean, specifically?

- Reply to their comments on your organic (& paid) social media posts in a personalised, genuine fashion..
- Give your social followers secret discount codes (make them feel exclusive and special).
- Go live on your social channels, showing you packing orders, and giving a behind the scenes insight into your company (and therefore, your values).
- Host a live Q&A session with your founder and/or staff – or, at least, post a Q&A Instagram story and craft thoughtful responses.
- Improve the shipping experience using tools like Gorgias.
- Use a 'question desk' or 'help desk' software like [Gorgias](#), Help Scout, or Kustomer to optimise the customer service experience.
- Encourage UGC. Encourage your followers to create and share content related to your brand or products during the Black Friday month. Offer incentives, such as featuring their content on your official channels, or entering them into exclusive giveaways!

And remember, 25% of Australia's year-end shoppers contacted a business via instant messaging over the past seasonal sales period. Do you have instant messaging set up?

3. Black Friday Month



"Have you thought about Instagram's Broadcast Channels?"

Dubbed "a new way for creators to deepen connections", this feature is a direct line of communication that helps you message your followers at scale. Imagine a group chat, but you run the show. While not an "ad" feature, it's still a huge opportunity.

What does this mean for you? It's a time-efficient way to bring fans into the inner sanctum and make your customers feel like VIPs, as long as you keep the dialogue authentic and organic. This can be a fantastic tool in your Black Friday toolkit; another touchpoint that helps you get your point across.

Launch BFCM Ads 2 Weeks Early.

This one's straightforward enough. Why would you want to launch a 4-day sale 2 weeks early? The wider the net, the more fish you catch. Remember, **people are searching early, buying early, and, at times, maxing out their budgets early.** They'll be spending regardless, and you'd rather it be with your brand, right?

That's why we can't be stingy. Launch your offer at least 2 weeks before BFCM, and then use that 4-day shopping fiesta as a means to drop new, extra, additional, or VIP offers.

But don't launch in the dark; **send an EDM to VIP sign-ups the day before you set the sale live to the public,** promote it on your social media channels, provide gift guides, and harness influencers.

Once all's said and done, extend your offer post Cyber Monday – 2 days only! This is the last-gasp effort to convert fence-sitting viewers or anyone who, for whatever reason, couldn't purchase during the sale.

3. Black Friday Month

Remarketing – *Seize The Opportunity.*

Eye-opening [research](#) from Baymard Institute shows that over 69% of online shopping carts are abandoned.

In other words, for every 10 customers who add to cart, seven leave without completing the purchase. That's \$18 billion in eCommerce sales revenue lost annually because of cart abandonment.

But an abandoned cart isn't an abandoned opportunity. With the right remarketing plays, you can use this consumer tendency to your advantage.

Your seasonal sales lead-up campaigns (read through [Chapter 1: Establishing Foundations](#) and [Chapter 2: The Black Friday Lead-Up](#)) will do the heavy lifting, helping prepare you for key shopping moments. Then, with the right tools in place and a larger audience, you're ready to break through the clutter and focus on customers who already expressed interest. In other words, you've got the know-how to turn those abandoned carts into buyers!



megaphone.

The Modern Business Owner's

EMAIL & SMS

Marketing Bible.

"Business success is all about **the relationships you build with your customers.**"

Email & SMS are two proven, high-return ways to do exactly that."

Everything you need to know to reach more customers and get more sales





Which Email Marketing Tactics Did Customers *Love And Hate* In 2023?

The data is in! **Globally, 30% of marketers cite email marketing as having the highest ROI of any platform.** And, [according to McKinsey](#), **email is 40x more effective at acquiring customers than Facebook and Twitter combined.** So don't sleep on it.

But when implementing your email strategy, stay away from the red flags that can drive customers away:



HATE – conflicting, concurrent discounts.

Ensure you remove any concurrent discounts. For example, you may be offering a 40% Black Friday sale, but if your audience receives your standard abandon cart email offering 10% off, you'll create confusion. Make sure you're consistent with 40% across every channel.



HATE – No personalisation.

It is not one size fits all – don't just blast your database with one type of email screaming about your Black Friday, Cyber Monday (BFCM) sale. Different customers will respond to different types of emails.

Create a flow that will encourage various categories of personalities to purchase, covering all bases. Better yet, send unique flows to different segments based on pre-sourced audience data. **BFCM isn't just about acquiring new customers, it's also about getting current customers to repurchase.**



HATE – Fake marketing.

Be honest in your marketing. Shoppers can smell when things are fishy — they know when you’re using templates, they know when you’re running sale after sale, and they know when you’re trying too hard to get purchases with cliché tactics.

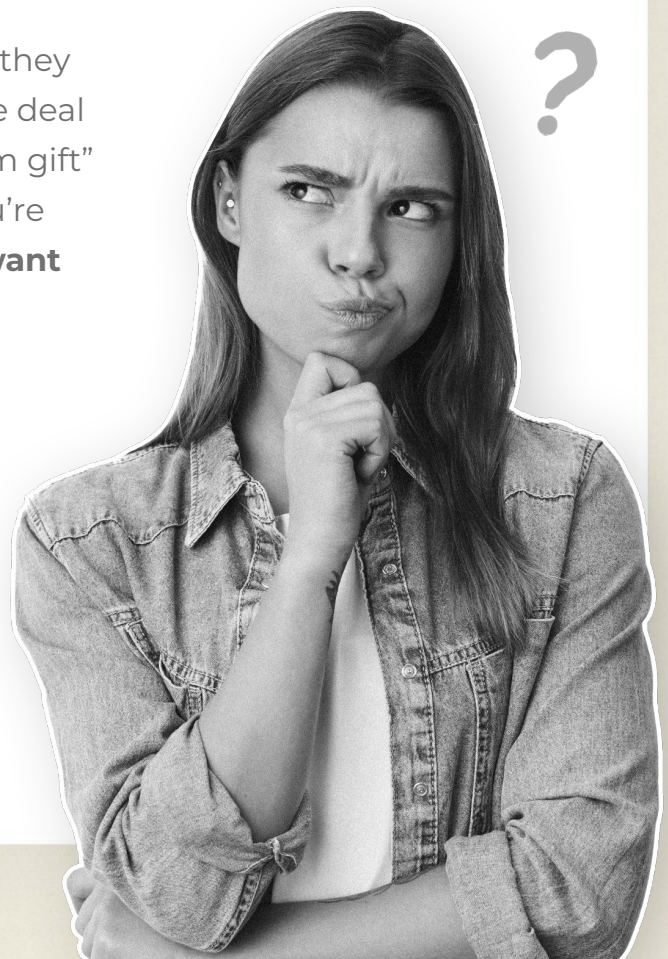
Make sure you allow enough time between “early access” emails and “extended” marketing emails. If you post a carefully-crafted “extended” email just hours after your regular sales period ended, customers will know that you’d planned to run a longer sale from day-dot — and those who’ve already bought may feel misguided.



HATE – Unclear messaging.

Make your deals crystal clear to understand. If you bait your customers with a “free gift”, only for them to discover that the actual terms are “free gift with purchase over \$150”, you’ll have lost trust. Don’t be misleading — it might boost your click-through rate and website traffic, but you’ll lose valuable long-term customers.

Instead, give the customer everything they need to know in order to qualify for the deal upfront. A step-by-step “how to redeem gift” puts the writing on the wall. When you’re giving something positive away, **you want to over-communicate about what customers can expect.**



Marketing Agency of the Year

*Business Intelligence Group - 2022 Public
Relations and Marketing Excellence Awards*

Execute Your SMS Strategy.



Marketing and media aren't one-way anymore. That era is long gone. "Single touchpoint" is a phrase that's been scrapped from the dictionary. In this era of omnichannel everything, brands need to be everywhere that customers are. And where are they? On their phones.

A bounty of studies released over the last 12-24 months all tell the same story: we're spending, on average, between 4 and 6 hours on our phones. Every. Single. Day. That's why SMS marketing is so effective, especially for the seasonal sales period. Classic FOMO mentality, customers don't want to miss the boat on time-sensitive Black Friday or Christmas deals — and the real-time immediacy of texting means they won't.

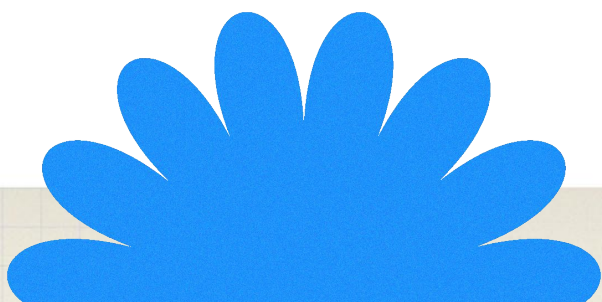
But SMS marketing doesn't just have to be the offer. It can be far more creative than that, becoming a clever engagement tool.



Don't send one-size-fits-all texts

Remember, more than 74% of Australian shoppers are already signed up to receive SMS marketing messages from brands.

Much like your email list, you can also segment your SMS audience list. Divide your users into different groups based on their preferences, demographics, or past purchase behaviour. This will allow you to send targeted and personalised messages that resonate with each group.



Also, consider the optimal timing for sending your SMS messages. Throughout the year, you should have been experimenting with different times of the day to see when you get the highest engagement rates. With this data in your back pocket, send out your messages at the best time — and while you're at it, **avoid sending messages too frequently, as it may lead to subscriber fatigue or opt-outs.**



What should you say in your texts?

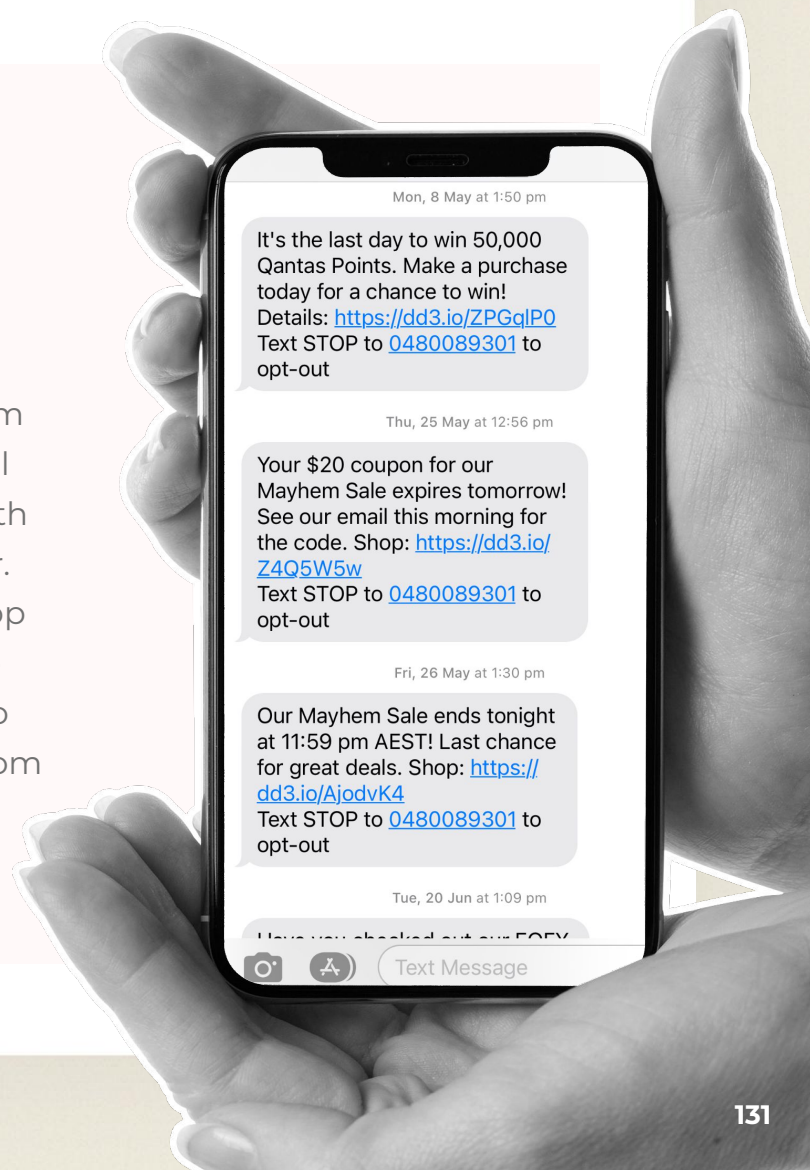
Nobody wants to read an essay on their phone. Keep your SMS messages concise, engaging, and action-oriented. Clearly communicate the value and benefits of your Black Friday offers.

Use persuasive language, urgency, and clear call-to-actions to encourage immediate purchases. And please, for the love of marketing, mention your sales offer directly in your text.



Here's a pro tip:

You've got about 2.5 hours from when you hit send on an email until someone clicks it. But with texts, you've only got one hour. Use this to your advantage! Pop your customers a quick text to remind them about deals or to follow up after they bounce from your site.



7 Email Marketing Tips For Black Friday Month, From 2022's *Executive Of The Year*, Lauren Oakes.

- 1** **Be ready to adjust** your email campaigns to respond to competitors, buying trends, or inventory pressure. Have a Plan B in place, just in case. If your hero product sells out, you might need to push a high-stock, lower-margin product instead.
- 2** **Take recent behaviour into account** when planning your email communications. Make sure to not send promotional emails to people who have already purchased — if you do, the messaging has to be different. Segment your audiences to avoid mixed messaging.
- 3** Plan strategies that complement each other — **email, SMS, organic and paid campaigns can and should all work together**. Use SMS to continue the conversation rather than saying the same thing as an email.
- 4** 57% of consumers spend more on brands to which they are loyal (via Accenture), and 65% of a company's business comes from existing customers (via Altfeld). SO... **give your loyal customers the VIP treatment they deserve** with early access to your sale!



- 5 **Have extremely clear shipping information** mentioned in your emails as well as on your website. Let your audience know what to expect and stress the benefits of buying (and therefore shipping and arriving) early.
- 6 **Simplify your checkout process to minimise friction and reduce cart abandonment** for anyone that clicks through on your emails. Enable guest checkout, offer multiple payment options, and provide clear instructions to complete the purchase. Your email entices them; your website needs to finish the job.
- 7 **Most importantly... make sure you thank your customers!**

The BFCM period is an insanely busy time with a ton of deals and discounts vying for customers' attention. Amidst this chaos, it's more important than ever to stand out from the crowd.

So why not show your customers how much you appreciate them by creating a sweet thank-you video or a handwritten note? Express your sincere gratitude for their business. When you're authentic and genuine, it goes a long way to building brand loyalty.



Lauren Oakes, CEO
2022's Woman of the Year





Segmented email marketing campaigns.

Sure, email marketing isn't shiny and flashy like TikTok, BeReal, YouTube Shorts, or to an extent, SMS, but just because it's not the new and hot marketing tactic doesn't mean it's no longer relevant.

Email marketing is as important now as ever before. A recent [Statista](#) report revealed that **more than 306 billion emails are sent and received every single day**, a number that is expected to reach closer to 400 billion by 2025.

Almost three-quarters of Baby Boomers surveyed by Bluecore thought that email is the most personal channel to receive information from brands, and they're not the only ones. Well over half of Gen X (72%), Millennials (64%) and Gen Z (60%) said they preferred brands to engage with them via email too.



litmus

According to [Litmus](#), 4/5 marketers reported they would give up social media over email marketing and with a 40x return, it's no wonder why.

You get the point, right? **Email isn't dead, it's thriving. Now, let's talk about Black Friday/Cyber Monday.**

Make sure you have abandoned cart flows set up for BFCM messaging and offers. Optimise these emails for conversions by including urgency and exclusive offers.

If you need to, upgrade their offer to get them over the line. On abandoned cart emails, show visitors exactly what was in their cart (jog the memory), and after the purchase, use this as a chance to upsell another item.

Don't send the same emails to everyone. You need personalisation to stand out. With that in mind, here are 10 email segments you can use to increase sales over Black Friday and Cyber Monday:



Seasonal shoppers.



Recent openers.



VIP customers.



Product browsers.



Product category buyers.



Email ignorers.



Hasn't purchased (but is engaged).



Almost purchasers.

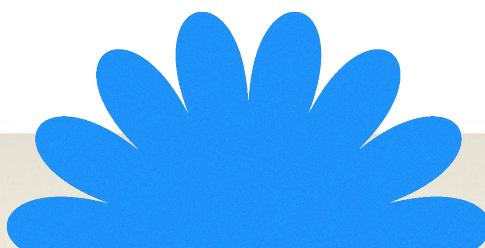


Geographical targets.

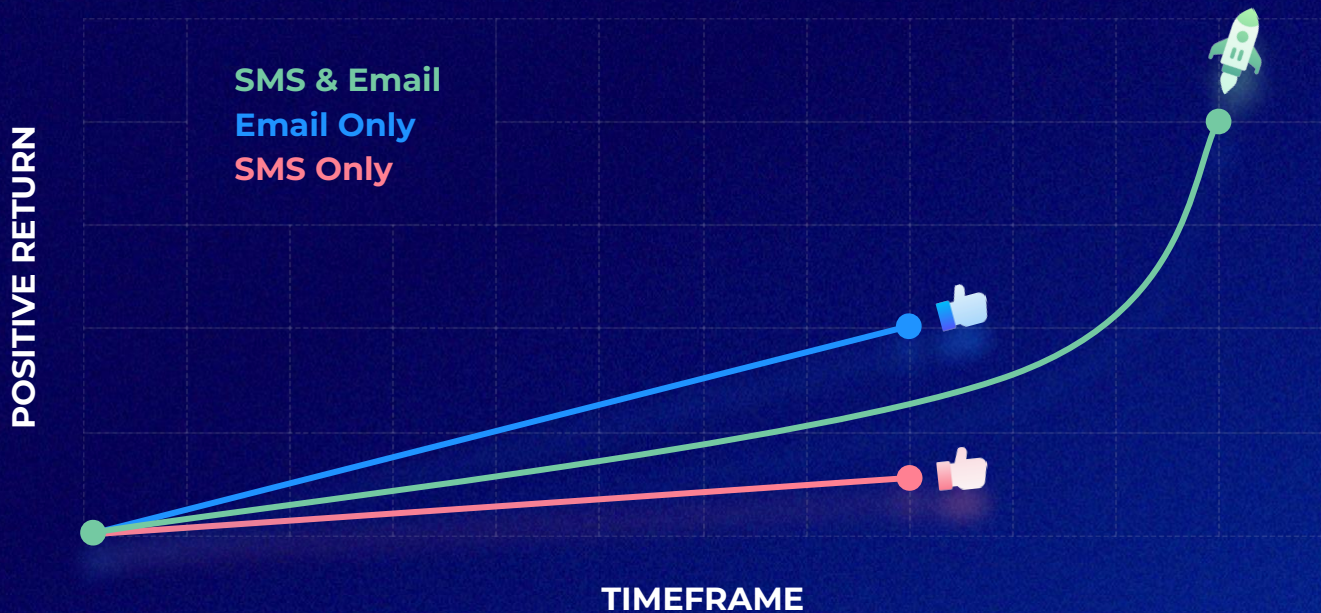


Gift givers.

For the recent 'openers', 'browsers', 'ignorers', 'hasn't purchased', and 'almost purchased' segments, make sure to tailor offers that push them to the checkout—and put that offer in the subject line so, at the very least, they open your email.



SMS and email aren't mutually exclusive. They're both *extremely effective* marketing angles; but when used in tandem, you get synergistic results that improve the customer journey tenfold.



Remember, in a nutshell, nailing email marketing means steering clear of the stuff that makes customers roll their eyes. No more conflicting discounts, generic blasts, or phoney marketing gimmicks. And please, for the love of all things marketing, be crystal clear with your messaging.

But don't stop at emails alone. People are glued to their phones, and you can't afford to miss out on their attention. Get creative with your texts, segment your audience, and time your messages just right. Keep 'em short, snappy, and action-packed.

Not sure where to start? Scan the QR code here or [click here](#) to speak with an eCommerce growth expert.



Tips From *Our* Outbound Marketing Team.

Here are a handful of ways you can use SMS to boost customer retention:

- **Create personalised, automated flows** for cart and browse abandonment segments.
- **Send updates about order status** and loyalty points.
- **Offer exclusive perks and discounts** only for SMS subscribers by adding personalisation to the text and code.
- **Just say thank you!** People appreciate not being sold to once in a while.
- Tell them a little bit about yourself – your **founder story** or your brand values.

Marika Dobell

Marika Dobell,
Marketing & Acquisitions Manager



BONUS SECTION

Black Friday Month *Meta* Deep Dive.





Brands saw a 5x increase in conversions and ROAS when using Advantage+ Catalog Ads for retargeting existing customers on Meta.

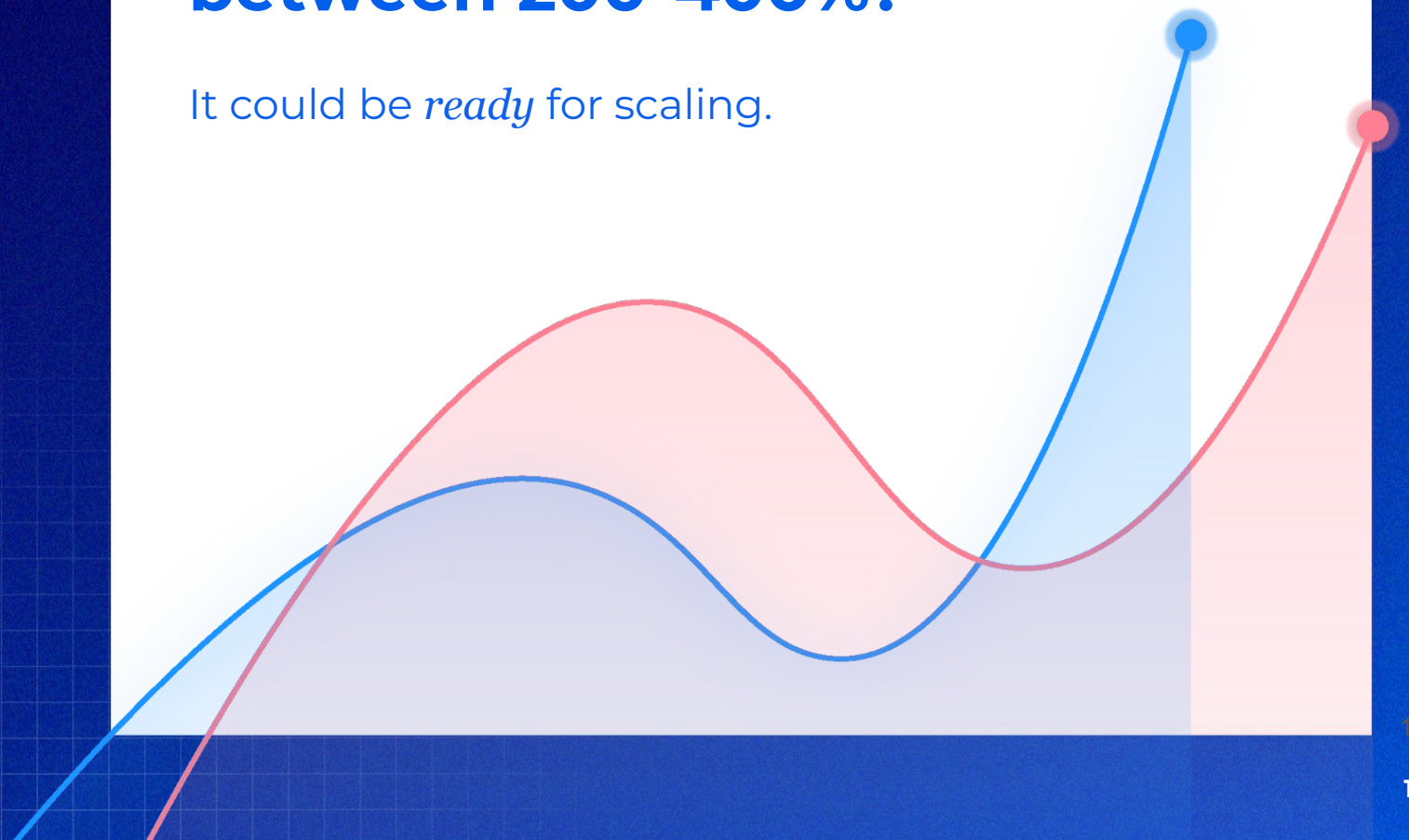
When is the right time to scale your ad spend?

You've launched your ads, increased your organic presence, are engaging with customers – new and existing – and have reached the apex of the seasonal sales period. By now, you've got all the data you need to know where to spend your marketing dollars.

That means that Black Friday Month is the time to scale your ad spend. The rule of thumb is to double your budget over this period. However, if all signs are lighting up green, there's no reason why you can't go higher — just make sure to scale incrementally to mitigate risk, and keep a steady flow of creatives (ads) in production so your audience doesn't get creative fatigue.

Facebook ROAS between 200-400%?

It could be *ready* for scaling.



This is page 1 of 3

Meta Testing Structure.

Build Creative Roadmap

**Ad Set budget increased until results dip*

Cut Ad

Create new angles based on data/insights of winning ads + Google Analytics

1. TEST Campaign (ABO)

Broad (TEST 1)
e.g. UGC

Broad (TEST 2)
e.g. How-to video

Broad (TEST 3) e.g.
TikTok replies

TEST 1 | Ad 1

TEST 2 | Ad 1

TEST 3 | Ad 1

TEST 1 | Ad 2

TEST 2 | Ad 2

TEST 3 | Ad 2

TEST 1 | Ad 3

TEST 2 | Ad 3

TEST 3 | Ad 3

TEST 1 | Ad 4

TEST 2 | Ad 4

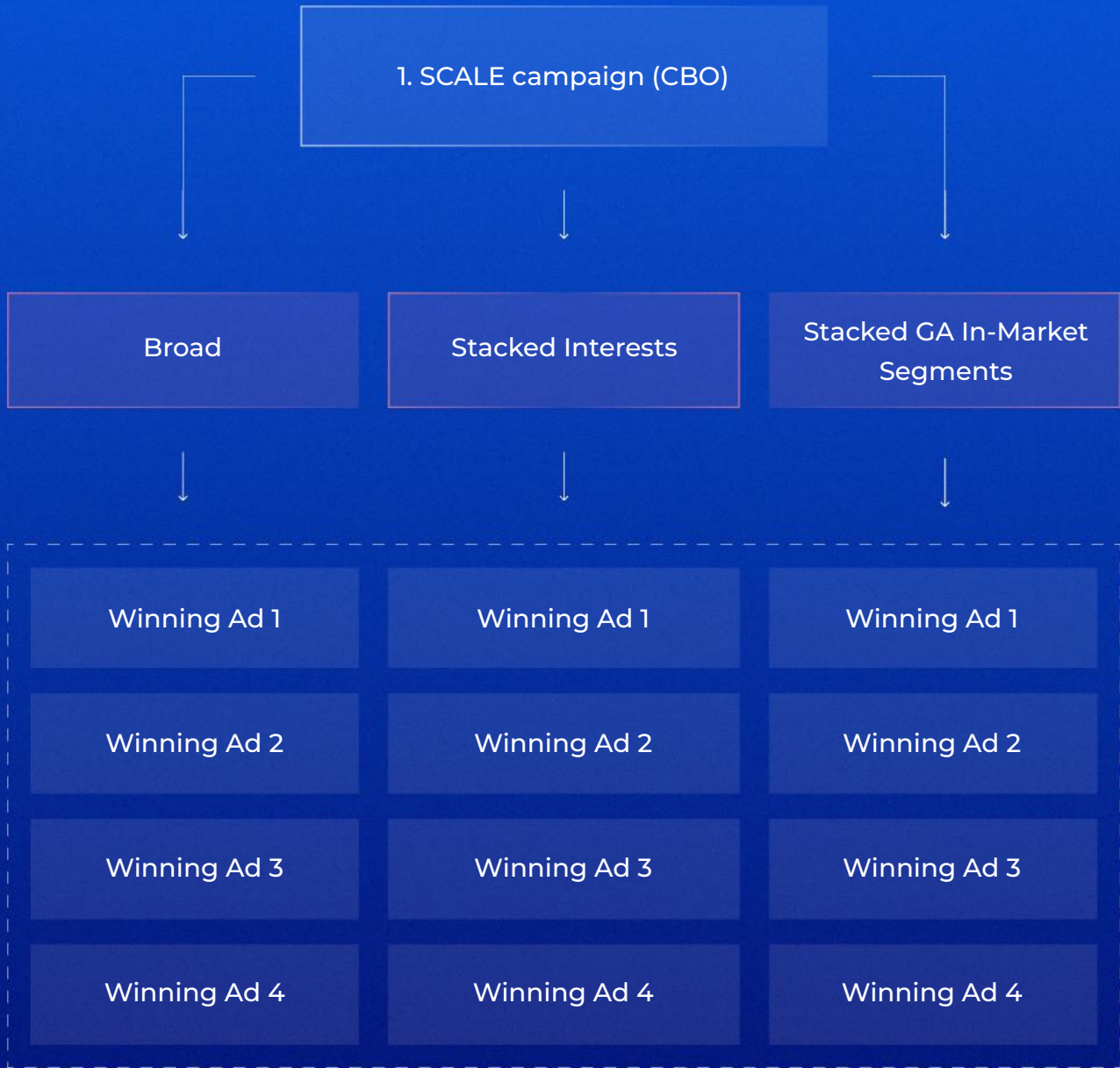
TEST 3 | Ad 4

Winning Ads

Winning Ads

Scaling Structure.

Winning ads are moved across to scale campaign phase (when consistently seeing results with a large number of conversions).



Top performing ads only. Budget changes less than 20% per day to exit learning phase.

This is page 3 of 3

Retargeting/Retention.



★ Optimising Your Meta Account For Conversions.



Follow these guidelines to give Meta's ad platform the best chance of finding customers who will actually buy.

Measurement: Incrementally with Conversions API-based lift.

Creative: Test whether creatives tailored to customers buying intent can drive optimal remarketing value. Build for specific remarketing needs, instead of repurposing acquisition-style creatives.

Ad Format: Carousel and collection formats.

Placements: Use 6+ placements, expanding into automatic placements.

Bidding: Automatic bidding (lowest cost), Campaign Budget Optimisation.

Optimisation: Conversions.

Targeting: Advantage+ Catalog Ads for retargeting (formerly known as dynamic ads for retargeting) to reach people who visited your website and did not purchase.

Objective: Sales.

6 Ideas If You *Don't* Want To Run A Black Friday Sale.

Marketing gurus claim that running a BFCM sale is a must, or you risk falling behind. While this may hold true for some brands, especially those with fierce competition or limited differentiators, our data and experience say otherwise. Even without sales, you can still cash in on the festive eCommerce buzz!

If you fear that big sales will tarnish your brand, or if they go against your brand values, you'll be pleased to hear that there are still alternatives. Tailor your message or offer to one of the following:

- 1 **Donate** products or a % of revenue to selected charities.
- 2 Encourage **conscious consumption**.
- 3 **Reward your existing customer base** (set up a rewards program, double points for purchases during the holiday period).
- 4 Create and promote mystery Christmas **gift boxes**.
- 5 Name your sale or promotion something related to your business, rather than specifically Black Friday or Christmas — a birthday sale, a company milestone, an anniversary, or a Green Friday for sustainable brands, for example.
- 6 Consider a **new product drop** – rather than a sale, customers get access to a never-before-seen item.

megaphone.

The modern business owner's

SEO CHECKLIST

for *out-of-this-world* brand recognition.

“To rely *solely* on paid media is to set yourself up for failure.

Appearing on page 1 is no longer optional – SEO is now, more than ever, non-negotiable.”





8 SEO Tactics Every Online Store Owner Should Do Now To Skyrocket Organic Traffic.

(+ A Free Black Friday Checklist).

68% of online experiences begin with a search engine. And only 0.63% of Google prowlers click on results from the second page.

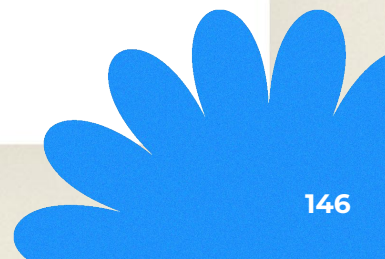
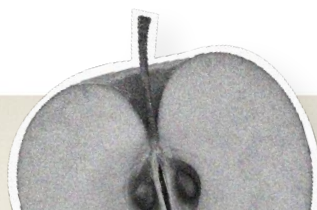
That's why you can't overlook SEO – this often misunderstood digital marketing strategy often gets a bad rap because of its slow-burn nature. But when done correctly, SEO offers the most cost-effective and efficient way to reach your audience.

By creating a website that's tailor-made for search engines, you can improve your visibility on [Google](#), Bing and other engines' results pages. This in turn can increase traffic to your site – and ultimately, help you land more paying customers! What's not to love?

But it's not a quick fix. Effective SEO requires a dedicated approach that involves keyword research, content adjustments and thought-out link building. And you need to continuously monitor your current ranking position so that you can adjust your strategy as needed. That's why many brands often turn to an [expert SEO agency](#) to help get the ball rolling.

That said, the extra effort is worth it. Investing in SEO now will pay dividends in the long run – driving more organic traffic to your site. So, where do we begin?

Let's take a look at the low-hanging fruit we can take advantage of.



01

Update your navigation menu.



A well-structured, intuitive navigation menu helps users find the information they're looking for quickly and easily. A seamless user experience can lead to longer site visits and more interactions with your content, both of which can contribute to better SEO. Google loves a clean, easy-to-understand website.

Your navigation menu also reflects the structure and hierarchy of your site. This helps search engines understand what your site is about and how your content is related and organised — while this might not seem like a big deal, it's one of those factors that we need to consider since it can influence how your site is ranked.

There is also a **balance between user experience and top-selling products** and keywords. You don't want to flood your site with products and confuse your users. Focus on showing off the best of the best, by capping the amount of products listed in your navigation menu. Some brands find it helpful to use categories like “best sellers”, “on sale”, or product types like “men's” and “women's” to create a clear direction without diving too deep into the nitty gritty.

Consider adding top-level links for your best-selling items to your navigation bar. For example, if 70% of your shoppers buy the Gold Necklace, it makes sense to have it on the navigation bar for easy access.



02

Refresh your Meta descriptions.



Meta descriptions are like the blurb on the back of a book.

When you're deciding whether to read a book, you often turn it over to read the short description on the back cover. That little paragraph gives you a summary of what the book is about and helps you decide whether to read it or not.

For websites, the meta description serves the same purpose. It's a short summary that tells people what a webpage is about. When you search for something on the internet, you'll see a list of results. Each result has a title and a little snippet of text underneath - that's the meta description. **Let's look at a few best-practice tips:**



Megaphone Marketing

<https://megaphone.com.au>

Megaphone. Australia's #1 Digital Marketing Agency

We help businesses grow with performance-led ad creatives, intelligent data-driven testing and industry-leading optimisations to scale your brand digitally.

[Careers](#) · [Meta Ads Cost Calculator](#) · [TrendFM](#)

- 1 Build easily understandable, 1-2 sentence summaries of each page.
- 2 Make your meta descriptions relevant to your page and/or product and use enticing but universally understood language (keep it simple, but interesting).
- 3 Edit your meta descriptions through your website's backend (e.g. Shopify or WordPress), rather than any third-party plugin.

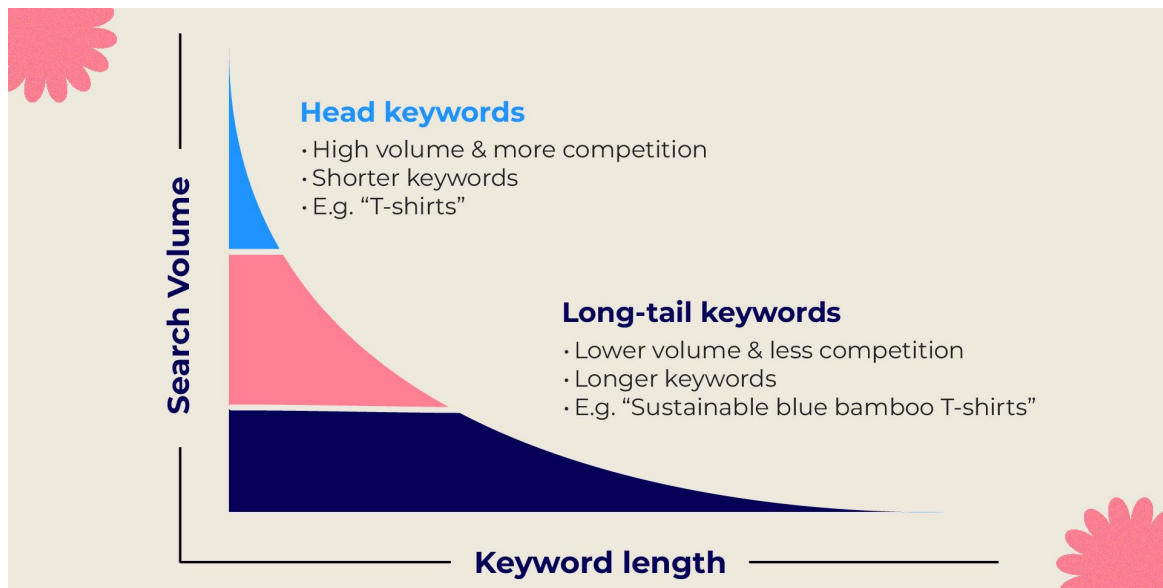
03

Think about your keywords.



Long-tail keywords are more specific and less competitive than short, generic keywords. They can help you attract qualified traffic and improve your conversion rate.

Instead of trying to rank for keywords like “T-shirts Australia”, get more specific. Something like “Melbourne women’s sustainable t-shirts free delivery” would help you stand out more in your niche.



04

Don't overlook your images.



An often-forgotten reality, you can attract plenty of traffic to your site if your photos show up in Google Images.

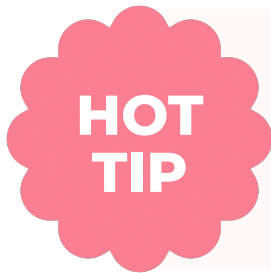
So make sure you're using relevant file names and alt tags for your images when uploading. This will help search engines understand what the image is about, which can improve your visibility in search results.

05

Get those backlinks.



Backlinks play a significant role in SEO, and generally, the more backlinks a page has, the more organic traffic it gets. However, a surprising number of pages (66%) have no backlinks at all, so there's definitely room to get ahead of your competition here!



While you *can* manually outreach to publications, platforms like [Linkby](#) streamline the process while also directing traffic to your site for a capped per-click fee.



06

Use SEO-friendly URLs.



This one's pretty simple – keep your URLs short, readable, and jam-packed with keywords. SEO-friendly URLs can help both search engines and users understand what a page is about.

For example; “brand.com.au/sustainable-shoes” is more digestible than “brand.com.au/shoesthatareagoodfortheenvironment1”

07

Reorganise & refine your page content.



First and foremost, make sure your content is specific and unique. Use tools like Copyscape to check for similarities (and then change them, obviously). This is especially important if you are experimenting with AI content, as machine learning can produce very repetitive copy.

Also, make sure to avoid internal competition for keywords on different pages. Each page should have a distinct purpose — all overlap does is divide your traffic between multiple pages, holding them all back from thriving.

08

Fix broken links.



Not only are they annoying as hell for internet surfers, but broken links can seriously harm your SEO as well.

Make it a habit to regularly check your site for broken links and fix them as soon as possible.

Use a web-based SEO audit tool like Google Search Console, Screaming Frog, Google Analytics, Ahrefs, SEMrush, or Sitechecker, to name a few.



This Is Your *Essential* Black Friday SEO Checklist.

Since you can make up to 70% of your annual revenue over the BFCM period, we should keep this shopaholic weekend front of mind when we're planning our SEO strategy.

Consider this a formal checklist for your Black Friday website pages.

- ✓ **Set up your BFCM pages as early as possible** — this could be a collection page, an offer page, or both. You want to have these web pages ready before your first customer searches for “[Brand name] Black Friday sale”.
- ✓ **Add a description of the sale on the page.** Just having “40% off” isn't enough to register with search engines.
- ✓ This goes without saying – **include a straightforward purchase method** for your discounted products (or product ranges). This page shouldn't simply direct to your regular product page for purchases to be made – it needs to be the one-stop shop for product discovery and checkout.
- ✓ **Specify the discount period start date** on the page.
- ✓ **Include non-discounted products for customers who arrive on the page before your sale officially begins.** Arriving on an empty “coming soon” page would be catastrophic to your average visit duration times, and would skyrocket your website's bounce rate. Make the page interesting at all times, then simply update the collection with your discounted products when your BFCM sale becomes active.

SEO is all about *matching your content with the questions that your audience is asking.*

SEO isn't a quick solution, it's a long-term strategy: only 5.7% of pages will rank in the top 10 search results within a year of publication. SEO requires patience, but the payoff is worth it.

You frontload your planning and creation, and then let your website's domain authority build over time. With the right plan in place, you can create a strong stream of free website visitors.

Not sure where to start? Scan the QR code below or [click here](#) to arrange a complimentary chat with an SEO expert.



William Varney

William Varney,
Web & Operations Executive



THE POWER OF THE POP-UP

TIPS & APPS TO BOOST YOUR SALES

Pop-ups get a bit of a bad rap. I'm here to rewrite that story.

For eCommerce brands, pop-ups can be beautiful. They can be engaging, fun, and interactive – and most importantly, they can increase your website's [conversion rates](#)!

Used properly, a pop-up can entice purchases by providing cool incentives, it can build email lists for targeted marketing, and it can make your site more personal.

But it needs to come with a strategy.

“I've done web design for hundreds of different brands with two goals:”

- 1 Provide the best possible experience for the customer.
- 2 Achieve the desired outcome for the brand – build email lists to 10,000 people, save 20% of people from leaving the website, gather 50,000 phone numbers, and so on.

Sian Finlay

Senior Designer



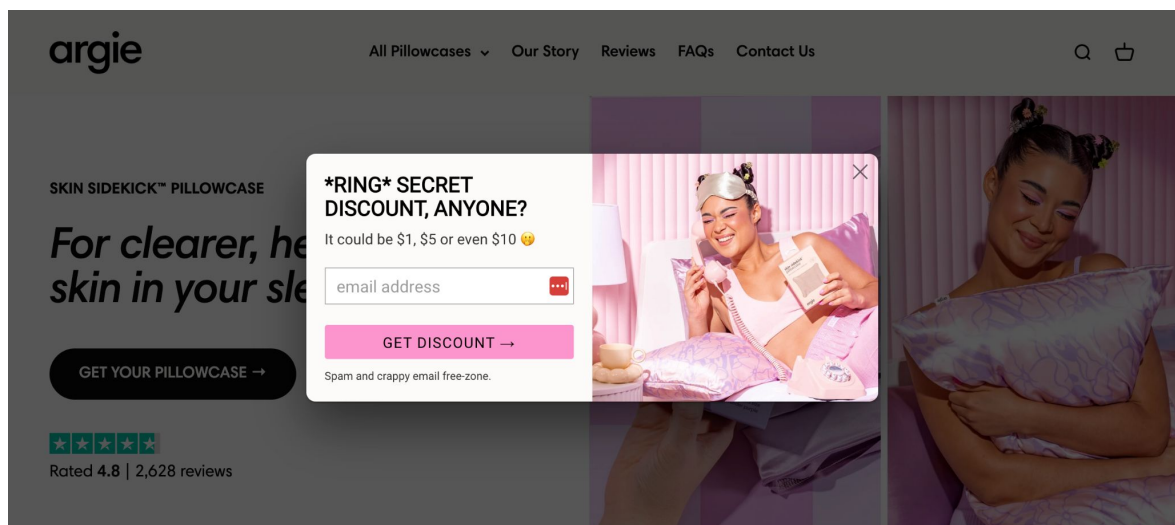
My Top 5 Pop-Up Categories That Every eCommerce Brand Should Use.

- 1 **Offer** pop-up.
- 2 **Lead magnet** pop-up.
- 3 **SMS** pop-up.
- 4 **Returning customer** pop-up.
- 5 **Exit intent** pop-up.

What's the difference? How do they work? Let's dive a little deeper.

1. THE ENTICING OFFER POP UP

This one's simple. Provide a discount or special perk (like a free gift) in exchange for an email address.



2. THE LEAD MAGNET POP-UP

Sometimes, people aren't willing to part with their email or phone number for a simple discount. That's when you need to level it up and provide extra value in the form of a "lead magnet".

This pop-up showcases a valuable free resource, like an ebook, a gift guide, quiz results, a checklist, a workbook, a webinar, access to a private group or exclusive content. Whatever the content, it's then emailed to the user after they add in their details.

Best practice: trigger it when visitors spend a certain amount of time on your site, indicating that they're interested in your brand beyond a superficial level – and, therefore, would be more likely to want the value you're providing.

It helps build your email list, generate leads (for service businesses), and establish trust with potential customers.

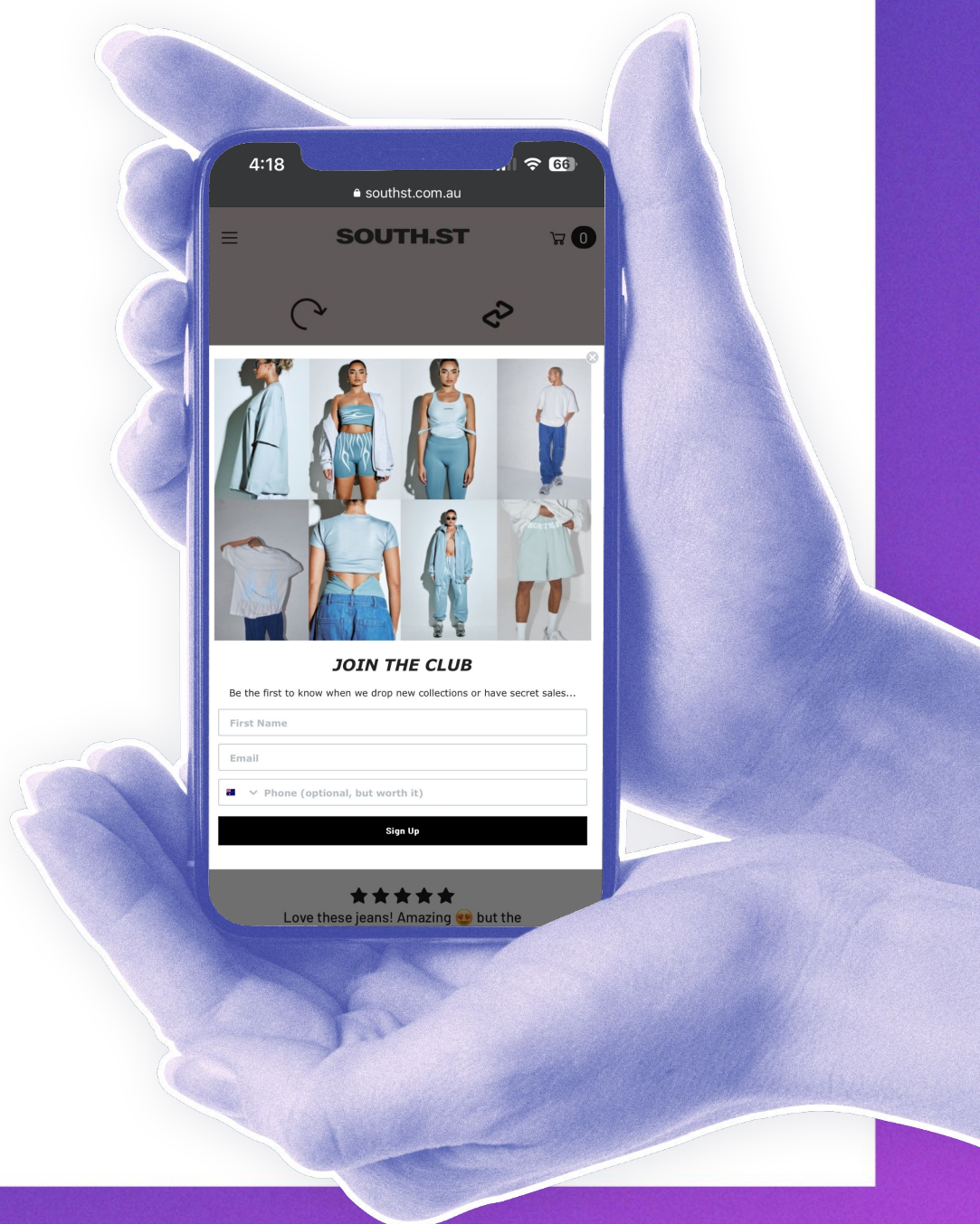
With that in mind, there are **4 essential rules for a good lead magnet:**

- 1 Be relevant to your audience.
- 2 Provide value to your audience that they can't get elsewhere.
- 3 Make your lead magnet shareable to harness the power of word-of-mouth.
- 4 Give it a clear, catchy name.

3. THE SMS COLLECTION POP-UP

This pop-up prompts visitors to provide their phone numbers to receive exclusive deals or updates via SMS – deals that you won't get elsewhere.

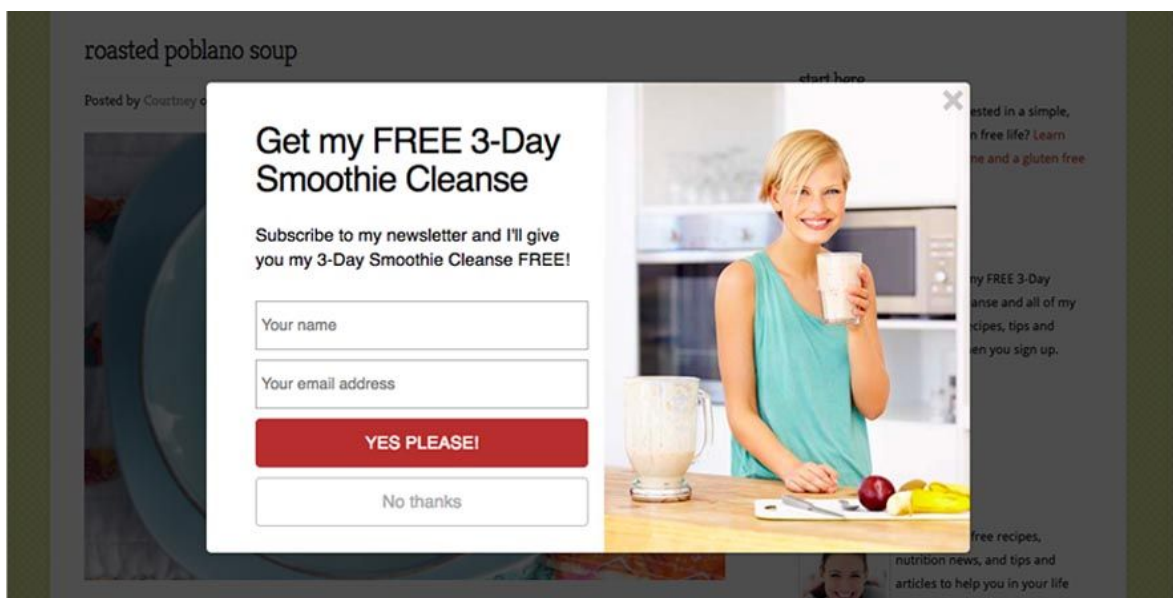
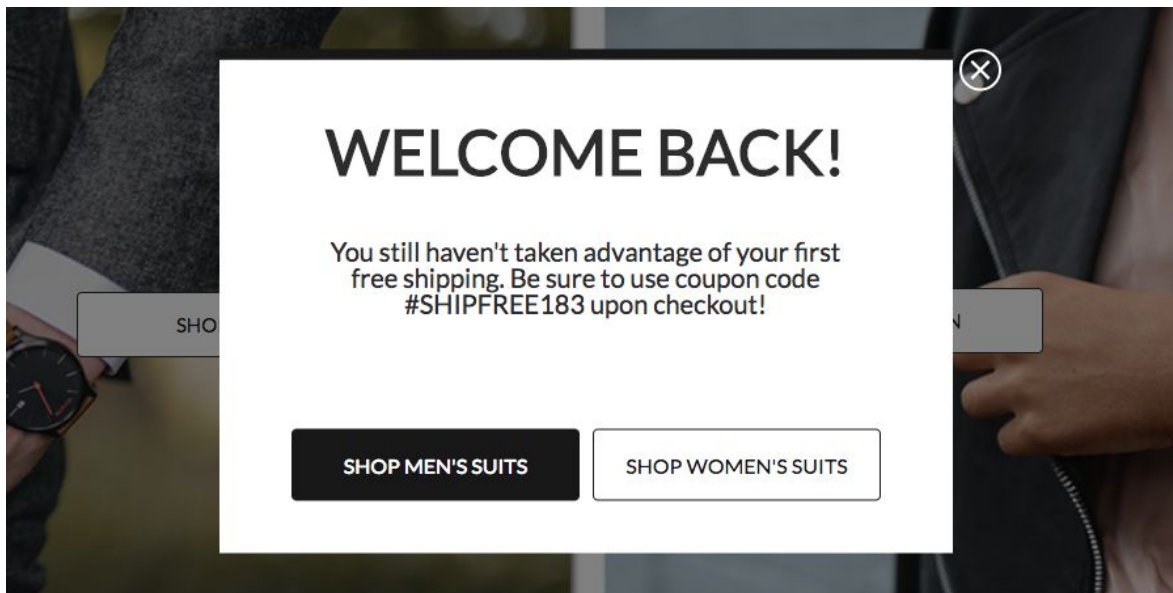
The benefit lies in capturing phone numbers for targeted SMS marketing – you can boost your customer engagement metrics and drive sales through texts. And with 86% of people opening text messages within 30 minutes, it's a fast and effective way to reach your customers.



4. THE RETURNING CUSTOMER POP-UP

You can do this one in a few different ways. But the most important thing to remember is that this is an opportunity to strengthen customer loyalty and show a sense of appreciation – it's not a time to sell too hard and come across as pushy.

When a customer logs in or returns to your site, greet them with a personalised message, give them a special discount as a “thank you”, or offer them some loyalty rewards

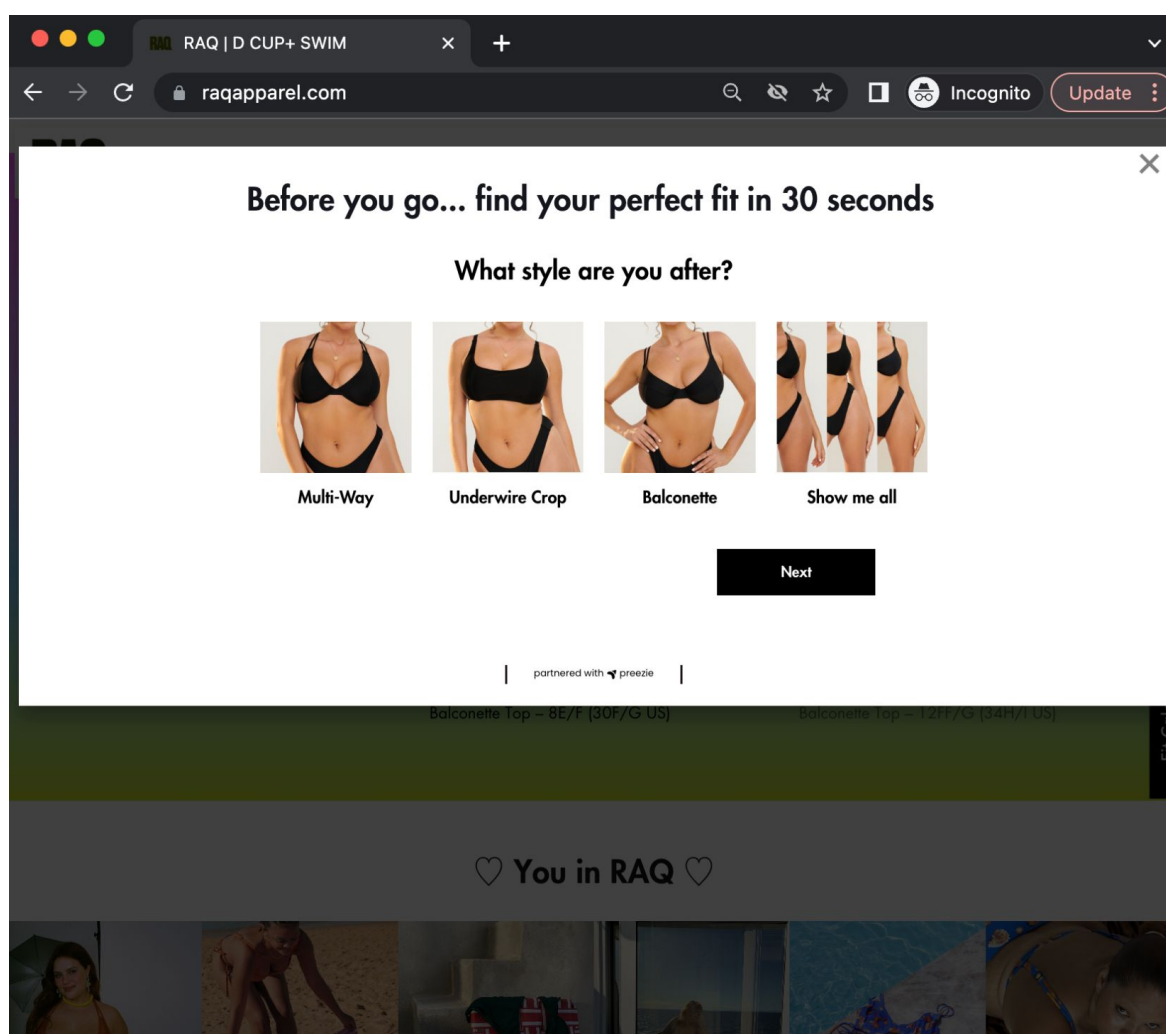


5. THE EXIT INTENT POP-UP

This is your last-gasp chance, so throw everything at the wall and see what sticks.

By displaying a compelling offer, such as a big discount code, free shipping, or a limited-time promotion, you can entice visitors to reconsider their decision to leave and actually hit that buy button instead.

A handy tip: Exit-intent pop-ups can also be used to gather valuable feedback from visitors. Include a brief survey or an open-ended question to understand the reasons that they're leaving your site. Any feedback here can help you plan your upcoming CRO changes.



The 9 Best Pop-Up Apps.

wisepops

Ideal for marketers and large stores, Wisepops boasts a wide range of features with a handy visual editor. You can also personalise specific offers for returning customers.

Stamped

Free to use, Stamped offers loyalty and referrals pop-ups as well as product reviews and UGC collection pop-ups.

yotpo.

Yotpo allows you to generate both SMS and email subscribers in one touchpoint to quickly scale your audience across multiple channels. Yotpo can also create out-of-the-box campaigns to reward customers for valuable actions, helping build loyalty.

WooHoo!

WooHoo pop-ups is a dedicated app specifically for spin to win pop-ups, designed to increase subscribers through gamification.

rivo

Rivo is a free and simple email pop-up with essential features for effective lead generation, suited to smaller and newer businesses.

The 9 Best Pop-Up Apps.



Poptin combines pop-ups (like newsletter pop-ups or exit intent pop-ups) with customer support features like live chat in one convenient app. The drag-and-drop pop-up builder makes it easy for newbies as well.



If you have a free shipping threshold on your site, this dynamic pop-up is a great choice. It features a visually appealing banner that encourages people to reach the threshold, updating every time something is added to the cart.



Conversion Pro Plus

Conversion Pro Plus allows you to show your visitors what items have been bought recently, creating a sense of urgency and FOMO.



Smile.io is focused largely on rewards programs. this pop-up app encourages customers to refer their friends and motivates them to earn points with repeat purchases, social media follows and more.



Typically, pop-ups are afterthoughts. But they can make a *world of difference* if you work them into your broader website and customer experience plan.

Put effort into the design. Make the copy suit your brand voice. Consider the timing, and don't overdo it – too many pop-ups can be annoying but the right amount can boost engagement, build email lists and skyrocket your sales!

Not sure where to start? Scan the QR code below or [click here](#) to speak with an eCommerce growth expert.



PHASE 4.

What To Do Immediately After Black Friday.

Focus on turning every first-time customer into one for life.



04

Immediately After Black Friday.

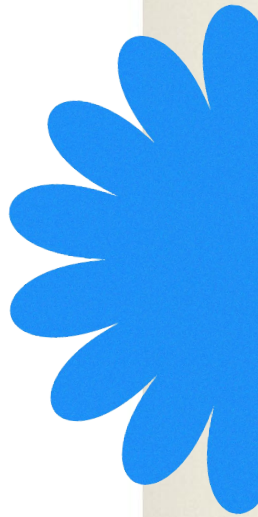
Implement Retention Tactics To *Keep Customers Coming Back.*

You've done the hard work of getting shoppers to your store — now you need to make sure they keep coming back. Because what is acquisition without retention? Loyal customers are vital for success, and there are plenty of ways in which you can encourage them to become repeat buyers.

Here are six of the most proven customer retention strategies, to put into practice in late November and December (and onwards).

- 1 Offer a **percentage off a collection**.
- 2 Add **free gifts** to the checkout for a limited time around mid-December.
- 3 Release exclusive **holiday collections** and bundles.
- 4 Mention a **shipping cut-off** in post-holiday campaigns (i.e. must buy before December 10th to receive before Christmas). This creates a sense of urgency.
- 5 Implement **personalised remarketing** campaigns.
- 6 Start and promote a **refer-a-friend program**.

Head to the next page to explore each of these in further detail...



4. Immediately After Black Friday

1. Offer A Percentage Off A Collection.

One effective tactic to keep customers coming back after the Black Friday Cyber Monday (BFCM) period is to provide a post-BFCM discount on a specific range of products *because* they bought during BFCM – in their eyes, it's a reward.

This creates a sense of exclusivity and incentivises customers to explore and purchase items from the range of your choice, encouraging them to return to your store.

2. Add Free Gifts To The Basket For A Limited Time (Around Mid-December).

To create excitement and encourage repeat purchases, consider offering free gifts during a specific period after BFCM, typically around mid-December. You can set a minimum order value to qualify for the free gift, which motivates customers to add more items to their basket to meet the requirement. This strategy not only increases the average order value but also creates a positive customer experience and increases the likelihood of them returning to your store in the future.

While we're at it, offer free gift-wrapping and gift receipts.

A Holiday Treat
CHOOSE UP TO THREE FREE MINIS
WITH ANY FRAGRANCE PURCHASE OF \$99 OR MORE

UP TO A \$45 VALUE

SHOP NOW

USE CODE **HOLIDAYGIFT**

La vie est belle
LANCÔME PARIS
Lait de Parfum Nectar
Nourishing Fragrance Body

La vie est belle
LANCÔME PARIS
Crème de Parfum Nectar
Nourishing Fragrance Cream

4. Immediately After Black Friday

3. Release Exclusive Festive Collections & Bundles.

Introducing exclusive festive collections and bundles after BFCM can generate renewed interest from customers. Create limited-edition products or curated bundles specifically designed for the holiday season.

By promoting these exclusive offerings, you create a sense of scarcity and uniqueness, motivating customers to purchase them before they're gone. **Don't forget to highlight the benefits and value** of these collections and bundles to entice customers to make repeat purchases and explore new products.

4. Mention A Shipping Cut-Off For Urgency In Post-Holiday Campaigns.

After the holiday rush, it's essential to maintain a sense of urgency to encourage customers to complete their purchases promptly. By setting a shipping cut-off date, such as "must buy before 10th of December to receive before Christmas," you create a sense of necessity and motivate customers to make their purchases sooner rather than later.

Emphasise that your campaigns are "limited time only" and drill down the importance of immediate action – to ensure their products arrive on time, before Christmas. This tactic can be effective in driving post-holiday sales and maintaining customer engagement.



4. Immediately After Black Friday

5. Implement Personalised Remarketing Campaigns.

Leverage the power of personalised remarketing campaigns to re-engage customers who have made purchases during BFCM, or those who visited your store but didn't make a purchase at all.

To do so, use data from previous interactions to deliver targeted ads or emails with tailored recommendations or offers (such as, "since you bought X, you'll love our new Y!"). By delivering personalised content, you can remind customers of their positive experience with your brand and entice them to come back for more.

This tactic gets the ball rolling for that long-term loyalty and keeps customers engaged with your brand long after the BFCM period ends.


6. Start And Promote A Refer-A-Friend Program.


Encourage your existing customers to tell their friends and family by implementing a refer-a-friend program. Offer incentives like discounts or store credit to both the original and the referred customer. This not only helps acquire new customers but also rewards your existing ones for their loyalty, fostering a sense of community and incentivising them to return to your store (because their rewards points are stacking up!).


TELL YOUR FRIENDS!

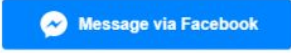
GIFT \$5, GET \$10


Share Lime Crime with friends to gift them \$5 off their first order, and you'll get \$10 off when they make a purchase.


 Share via Email

 Share by Link

 Share via Facebook

 Message via Facebook

*Offer valid only for new customers with minimum purchase of \$30.
Terms & Conditions | Powered by 



4. Immediately After Black Friday

5 Tactics For Your *Post-Black Friday* Ads To Keep Customers Coming Back.

- 1 **Markdown** selected items – use them as hero products in your ads.
- 2 Use big, obvious text to highlight a **percentage off** a collection.
- 3 Add **free gifts** to the checkout for a limited time around mid-December. Make this unmissable in your creative.
- 4 Release and **promote exclusive holiday collections** and bundles.
- 5 In post-BFCM ads, include a **shipping cut-off banner** in your creatives to foster a sense of urgency (i.e. must buy before December 10th to receive before Christmas).

Have you thought about post-purchase feedback?

Brands are all about community these days. Releasing new products or making big **changes based on assumptions doesn't fly anymore** — they need to be based on conversations with your customers. After all, they're the ones buying your products.

So, make sure the feedback loop never stops. That means sourcing – and automating – reviews, and rewarding contributions and opinions.

A great place to start for post-purchase experience feedback is SMS — **make the review process hassle-free**. This way, they won't have to navigate to your site to leave feedback.

4. Immediately After Black Friday

But what about email, you ask? Compared to crowded email inboxes, feedback [requests sent via SMS](#) see a **66% higher conversion rate**. So if you are going to use email, use it alongside SMS for the best chance of conversions.

And this doesn't just benefit your brand decisions, it benefits your bottom line: **93% of consumers say [online reviews impact their purchasing decisions](#)**.

The bottom line? Find out what your Net Promoter Score (NPS) is, and then consistently work to improve it. It's relevant not only in seasonal sales, but year-round.

Lower Your Ad Spend.

Yes, lower your budgets, but don't turn off ads completely! While the BFCM weekend may be over and the hype may have dwindled, there's still Christmas, Boxing Day, and New Year activities to promote. And let's not forget about converting those one-time shoppers into lifelong community members through remarketing and retargeting efforts.

Sure, the hunt for products may not be as intense, but there's still plenty of opportunities to capture the attention of potential customers.

The rule of thumb is to cut your budget back to pre-BFCM levels until about January. Why? Because the rush of Christmas gift purchasing comes to an end around mid-December, once shipping can't be fulfilled in time. **AusPost revealed that, in 2022, 41% of Christmas shoppers intended to begin their Christmas shopping in November.**

Realistically, people's pockets will be running dry after BFCM weekend. Last year, Gen X had the highest *intended* spending average in Australia over the Black Friday weekend, with \$457 per person. Gen Y wasn't far behind, at \$421, followed by Gen Z at \$339.

If you're spending that much in November, it makes sense that December will be a little slower.

PHASE 5.

Thinking Long-Term.

Set yourself up for years, not months, of incredible growth.



05

Thinking Long-Term.

Focus Your Attention On Building A Long-Term Community.

What benefit is there in attracting hundreds or even thousands of new customers and email sign-ups who just leave after taking advantage of a 40% discount?

The great brands get ahead by **building a connection** with their customers that extends long after the sales hype has fizzled.

93% of customers are likely to make repeat purchases with companies that offer excellent customer service ([HubSpot Research](#)), and **77% of customers have maintained loyal relationships with their preferred companies for 10 or more years** ([InMoment](#)).

It goes to show that playing the long game really does pay dividends.

So how do we keep the hype up? How do we set the foundations for years of customer loyalty, not just months?

yotpo.

Start by showing off your values and your mission; In Yotpo's State of Brand Loyalty 2022 report, 84% of global respondents were more inclined to buy from a brand whose values align with their own.



5. Thinking Long-Term

Don't Forget Your Mission.

It can be easy to get swept up in the holiday hype, focusing on the big red sales tags and the hey-look-at-me discounts.

But everyone's doing discounts. So, take this opportunity as a means to build your brand's value, and build connection by showing what's under the hood. Let your audience get to know you – a big play in building that long-term community.

How can you show your values? Well, that depends on what your values are, for starters.

Many community-focused brands champion a cause like charity partnerships, while brands with sustainability as a core value might launch a tree-planting or recycling initiative alongside their enticing discount-focused offers. **The reality is that today's consumer is looking for more than just a good product**, and brands advocating for charities, communities, or organisations are much more likely to attract customers with similar values.

Even if you don't actively coordinate with a charity partner (for example), you can still share your values. How? Create organic **social media videos showing your office space**, speaking about your mission and values, and giving customers a behind the scenes look at your brand.

You're not just a brand, you're a group of people who care, and your audience – whether they realise it or not – wants to connect with this type of brand. **They want connection with a side of product.**



megaphone.

The Modern Business Owner's

RETENTION

Playbook For Securing Long-Term Customers.

How to make customers fall in love
with your brand *and stick around.*



Retention: **Turning One-Time Customers Into *Long-Term* Community Members.**



As the ever-growing and competitive world of eCommerce continues to thrive, business owners looking to position their brands for long-term growth are now required to think outside of the box.

Depending on the industry you are in, **acquiring a new customer can cost five to seven times more than retaining an old one** ([Forbes](#)).

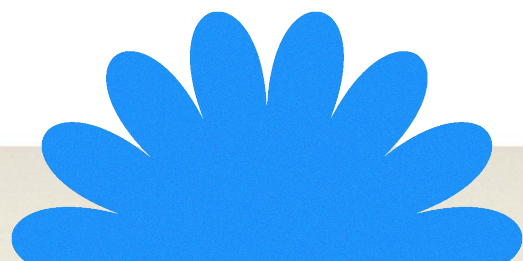
That means that gone are the days when simply having a social media presence and impeccable customer service offering alone will cut it. As businesses, we need to convert customers into diehard fans — into long-term community members who are proud, loyal, and act as spokespeople for our brands.

But how do we actually do this? Good question. Let's jump into some useful tips for how to connect with your customers to ensure those one-time clicks convert to returning superfans.

Start With Post-Purchase Email Flows



In today's landscape, around **91% of consumers say they're more likely to shop with brands that provide personalised offers and recommendations**. Not mass-market ads or cookie-cutter marketing. This means knowing your customer is more crucial than ever; what they like, dislike and who they are. This allows you to provide tailored products and discounts based on their previous interactions.



Retention Playbook

An effective way of reaching these customers is through purchase flow emails. According to [Megaphone's CEO, Lauren Oakes](#), their clientele saw, on average, a 20% increase in repeat purchases from automated post-purchase email flows and cross-selling strategies.

These automated emails are touchpoints that follow the customer through the purchase lifecycle (at purchase, and after purchase to re-engage). They ensure that your brand not only maintains the customer's interest, but they also encourage shoppers to return on an ongoing basis, building brand loyalty.

Make Sure You Seek – And Implement – Regular Feedback



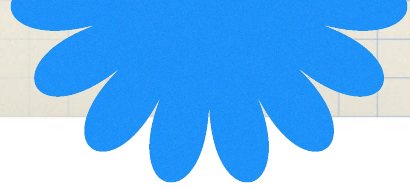
What's the key to creating content and developing copy that resonates with your audience? Simple: find out who your audience is, how they speak, what appeals to them, and understand their pain points and desires.

By actually talking to your consumers, you'll discover their habits, their wants, and their preferences – and this data will then pave the way for your marketing approach, dictating how to best engage with your target audience.

Remember, the most valuable learnings come from listening to your customers and audience.

Source feedback with post-purchase EDMs, add pop-up surveys (offer rewards for participation) to your confirmation page, and, while it might be old-school, actually get on the phone and speak to your customers. Imagine if the founder of your favourite clothing label called you to see if you liked your new jeans and if you had any suggestions — you'd feel special and want to tell your friends, *wouldn't you?*





Provide *Incredible* Service



In the era of Google and Facebook reviews, providing incredible customer service should be the front and centre of any sales and marketing strategy. This includes responding to messages on social media platforms, emails, and yep, even over the phone. Consistent positive customer service is imperative to ensure your consumers return to your store or website.

Customer service is critical for eCommerce because **over 80% of online shoppers crave assistance at checkout**. Provide subpar service, and you risk losing out on sales.

Responding to customer emails and social media messages in a friendly and timely manner is a must. This also means replying to the hairy questions or comments, whether it be in a comment on a post or in a direct message. It is vital to show you care about your customers and protect your brand reputation when resolving issues.

Deleting or not replying to a negative comment is worse than admitting an honest mistake, taking accountability, and showing empathy. As humans, we all make mistakes, so if your brand makes a mistake (wrong product dispatched, accidentally overpriced, lost in transit, etc), then apologise, right the wrong, and show that you've made an effort to understand where the negative reviewer is coming from – you'll come across as far more human and relatable this way.

Build And Maintain *Authenticity*



With most customers highly engaged with brands, particularly on social media, modern consumers can see through messaging that isn't authentic. While AI tools like ChatGPT might be helpful from an efficiency perspective, they can be detrimental to maintaining an authentic, unique, trustworthy image.



Retention Playbook

It's increasingly important to make sure your content and [email marketing](#) align with your organisational values and your brand voice – not just your sales objectives. Now read that last sentence again to let it sink in.

It's more important than ever to work out your brand's tone of voice. Ask yourself: *what positive values or points of difference do we want to highlight in our messaging?* These are the key points you should be coming back to in your content and emails, to maintain a consistent and genuine tone.

The more authentic your brand is, the better your brand loyalty will be.

Have A *Flexible* Returns Policy



Customers love peace of mind. The hesitation from a brand's perspective might be that you risk losing sales extending your returns period.. But the reality is that only 15-20% of people return items anyway – regardless of the policy.

Knowing that you can expect one in five items to be returned, why not shift the narrative and make your returns policy an extra selling point? If you create a “no questions asked” or a “100-day returns” policy, **you then have another tool in your belt to improve your conversion rate, which will offset the revenue lost from the returned products.**

A lenient and hassle-free returns policy increases customer confidence and customer satisfaction, which can lead to boosted customer loyalty and more repeat purchases.

Besides a customer-centric returns policy portraying your brand as reliable and customer-friendly, contributing to a positive reputation, it can also be a competitive advantage if your competitors' processes are rigid and clunky.

Give Existing Customers *Exclusive Access* To New Products



Would you like to make your loyal customers feel appreciated? Why not offer them early access to your latest product lines? In a world where shoppers crave a sense of community around the brands they use, there's no better way to show your appreciation. Give your most devoted fans a sneak peek at exclusive new products and let them know how much you value their support.

Wow Your Customers With *The Best* Post-Purchase Experience



This is a multi-pronged approach, and it's an important one. **The sale doesn't end after checkout — this is when you start nurturing your customer to keep coming back for more.** Follow this checklist and you're all but guaranteed to create a wonderful, word-of-mouth-worthy experience.

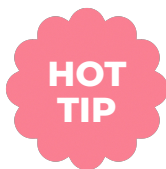
- Send the most beautiful, most authentic (and most helpful) **'Thank you' email** you can.
- Send a **post-purchase survey**, giving your customers an opportunity to speak their minds.
- **Automate the order tracking process**, making sure that customers can know the real-time status of their orders.
- If things go wrong, **take ownership**.
- **Ask customers for reviews.** This isn't an act of desperation, it's an opportunity for your happy customers to share their love for your products! If you include an incentive, they'll be more likely to do so as well.



Retention Playbook

- **Include personalised product recommendations** based on their original purchase. 91% of customers say they are more likely to shop with businesses that make offers and recommendations that are relevant to them.

And don't forget the physical side of things too. Put thought into your packaging, including the occasional handwritten note & surprise gifts!



Create *Long-Term Commitment* By Personalising All Your Interactions

Personalised experiences go a long way in securing customer loyalty, with **80% of shoppers more likely to buy from companies that offer tailored interactions**. Impressively, 44% will even return to repeat their purchase following a personalised experience.

One easy way to tap into individual needs is through product recommendation emails, which help craft a unique journey for each shopper. This can be as simple as “Since you purchased X, you might like Y” or can be more complex based on your customer segmentations.

Set Up Infrastructure For Online Communities

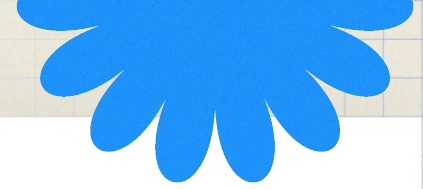


Building a community online can help your customers feel included. So how do we do it?

When considering creating a community, it's important to research which platforms are best suited to your customers. Where does your target market lurk? This could be a Facebook group for brand fans, VIP groups for people who've purchased your products, or paywall member sites like [Patreon](#) that offer exclusive perks. If your brand is more niche; there's Discord and Reddit too.

There are a few **considerations we need to be aware of when launching our online communities:**

- Understand the size and demographics of your customer database and what platforms would best suit your brand.
- Choose whether you should focus the group around a single product or a special interest shared by your consumers.
- Decide when you'll launch the online community – and if you should consider a trial launch with founders / employees / affiliated brands to build the community and establish page moderators.
- Decide who can manage the online community – do you have someone internal or if you will need to outsource responsibilities? Moderators or admins need to screen new members, create discussion threads and topics, and monitor spam posts.
- Have a plan for growing your online community. This might include sending customers prompts to join the group in marketing emails or social media promotions.



Establish An Ambassador Network



Ambassador programs enable you to promote your business on a wider scale. This involves partnering with affiliates or influencers who can cross-promote your brand. And the proof is in the data – **more than 70% of people trust social networks when making purchasing decisions** (per The Digital Marketing Institute). This is why ambassador programs and outreach is vital for customer engagement.

When establishing an ambassador network it's important to consider your target audience, what you're wanting to promote, and which spokespeople (or partner brands) align with your goals. You'll also need to decide how you'll reach out to people. Is it through email? Through DM outreach? Or by hosting an invitation-only event with some of your top customers and a handful of local influencers? Whichever way you choose, make sure you're connecting with people who share your brand values.

If you're not sure how to nurture first-time customers into long-term relationships, start with this simple checklist.



Am I doing all of these things to help create customer loyalty?



Liking and replying to all comments from customers.



Sharing links or recommendations for products.



Offering exclusive discounts to social media followers.



Running competitions and giveaways for my current social media followers; also in an effort to gain more followers.



Replying to messages and emails quickly.

Remember, it's almost 5 times more expensive to get a new customer compared to *nurturing* an existing one for a recurring purchase.

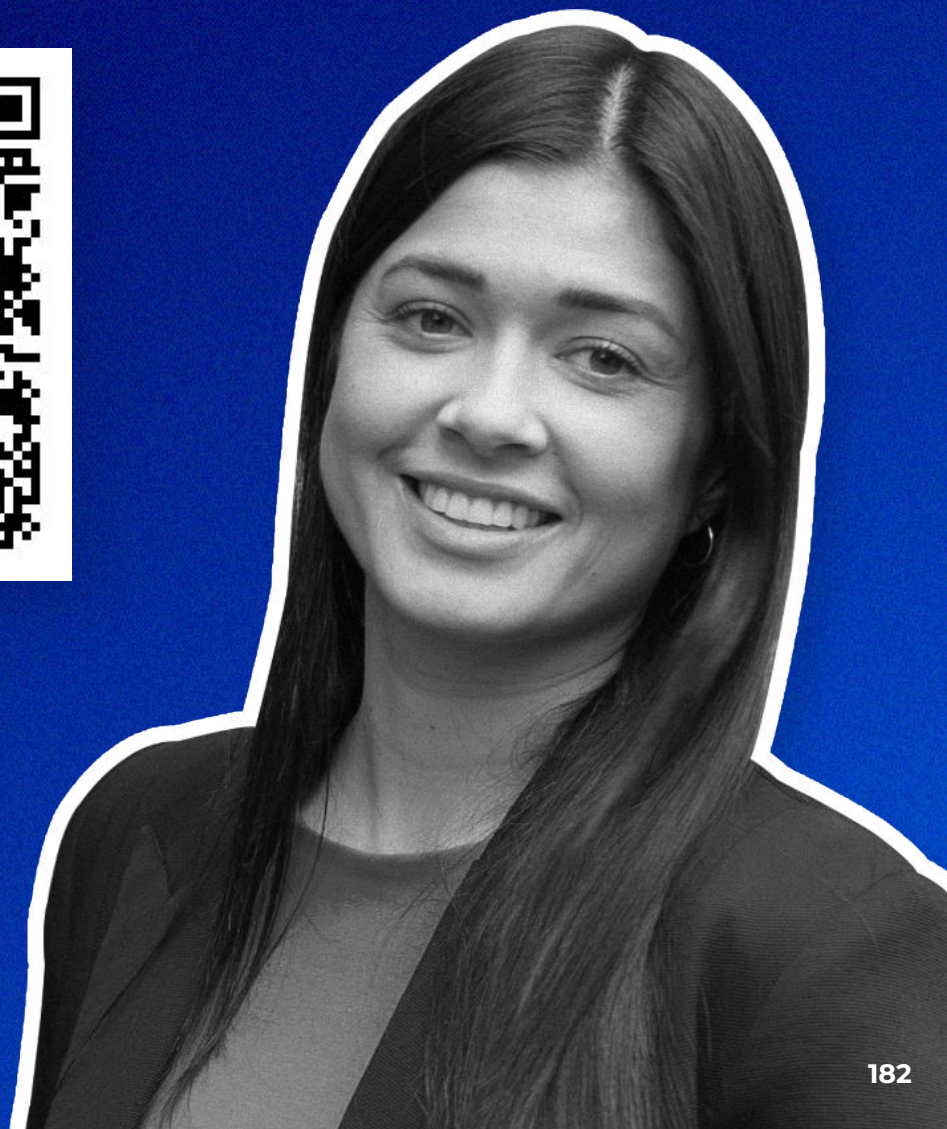
That's why personalised emails, great customer service, a killer post-purchase experience, and a flexible returns policy can go a long way to improving your bottom line.

Not sure where to start? Scan the QR code below or [click here](#) to speak with an eCommerce growth expert.



A stylized, handwritten signature in white ink, appearing to read 'Lauren Oakes'.

Lauren Oakes, CEO



Promote *Your* Loyalty Program.

Loyalty programs are the MVPs of retention. You want them in your corner.

Treat your seasonal sales customers like VIPs — because they are — and keep them coming back for more with a loyalty program that A) makes them feel cared for, and B) entices further purchases.

“[Yotpo research shows](#) that loyalty programs make the majority of global shoppers (60%) more loyal to a brand, and furthermore, [52%](#) of customers will join a loyalty program with a preferred company.”

When building your loyalty programs, make sure to follow the best practices – applicable for before, during, and after the seasonal sales period:

The 5 Golden Rules Of Loyalty Programs.

- 1 Reward the actions you want your customers to take.**
Whether they're uploading UGC photos, leaving trust-building customer reviews, or subscribing to your SMS list, show them some love! The more important the action is to you, the more points and goodies you can dish out.
- 2 Offer **exclusive holiday rewards**, products, add-ons, or double points to loyalty members.**
- 3 Incentivise referrals** to lower your acquisition costs during and after BFCM and get more high-quality customers (or leads). We say high-quality, because there's a good chance they share similar interests to the referring customer (similar demographics, similar circles).

5. Thinking Long-Term

- 4 Simplify the process** of joining and using your subscription program. Instead of making it opt-in, make it opt-out at the checkout stage so that customers don't have to take any additional steps.
- 5 Explore company partnerships with complementary (not competitive) brands.** Not only does partnering with other businesses help introduce your customers to new products and services (which they'll appreciate), but it introduces your products to other brands' customers too!

Harness The Power Of Organic.

Think of your social media profiles as more than just platforms for posting content. They're your chance to really connect with your audience and show the human side of your brand, without the hard sell.

Now, let's talk about your traffic sources. If less than 40% of your website traffic is organic, it might be time to focus more on your organic strategies. Why? Well, it turns out that over half of all website traffic actually comes from organic search ([Content Mavericks](#)).

Relying too much on paid traffic can leave you in a tough spot. Imagine if your Meta ad account was suspended tomorrow. Could you still reach your audience? If the answer is no, then it's time to spend some quality time with your other social media platforms – LinkedIn, TikTok, YouTube, Instagram, and so on.

When it comes to your organic efforts, it's important to be strategic. Set revenue goals, review your performance regularly, and allocate resources accordingly. Companies with active blogs, for instance, generate 67% more leads per month than those without.



5. Thinking Long-Term

A great example is [Deja Marc](#), a company that saw revenue increase 183% through a data-driven organic strategy. So, don't let your organic efforts slip when things get busy. Your audience values consistency.

Did you know: B2B companies generate double the revenue from organic search compared to other channels, and 89% of companies use organic search as their main content distribution method.

That means that it's definitely worth putting some thought into your organic strategy. It's not just about keeping your audience engaged, it's about sustainable growth for your brand.

Here Are 8 Organic Strategies That Might Work For You And Your Brand.

1 Start your own blog. This one is simple enough: companies with blogs receive 67% more leads every month than companies without blogs. This strategy can help increase visibility through improved SEO rankings and build a reputation as an expert in the industry, and – a win-win.

2 Collaborate with influencers. As of 2023, 93% of marketers have used influencer marketing in their campaigns, and it's now considered as a key advertising strategy. Why? Because it works. For 60% of marketers, influencer-generated posts consistently outperform branded posts (Mediakix).

TAGGED: MARKETING INSIGHTS

Better Marketing In 2023 – 11 Trends and Predictions to Grow your Business Online

By Evan Bryce

13 January, 2023, 18 mins read

And just like that, 2022 is already in the rearview mirror. Take a deep breath – it was a wild ride.



But before we jump i... zon, let's take stock.

What did 2022 teach us?

5. Thinking Long-Term

- 3 Showcase your founder story.** Sharing your brand's founder story can create a strong emotional connection with your audience. People love hearing about the journey and motivations behind a company, as it humanises the brand and establishes trust — you see a name, a face and a history, rather than just a logo and a storefront. Dive to the founder's personal experiences, the challenges they faced, and the inspiration behind starting the brand. This story can be told through blog posts, social media content, or video interviews with the founder – or, for the biggest impact, all of the above.
- 4 Publish some guest blogs.** Collaborate with relevant industry blogs and publications to publish guest articles. This allows you to tap into their established audience and expand your brand's reach through backlinks and brand recognition. Make sure to choose platforms that align with your target audience. While free publicity is ideal, you can pay for PR with platforms like Linkby if you want to improve your chances of getting exposure.
- 5 Go LIVE on social media platforms.** Leverage the power of live video streaming on platforms like Facebook, Instagram, YouTube or TikTok to connect with your audience in real-time. On Facebook, live videos tend to receive six times as many interactions as regular videos – which goes to show the power of real-time content. You can host Q&A sessions, run product demonstrations, go on a behind-the-scenes tour of your warehouse or office, or film live events to foster engagement and build trust for anyone who can't be there in person.



5. Thinking Long-Term

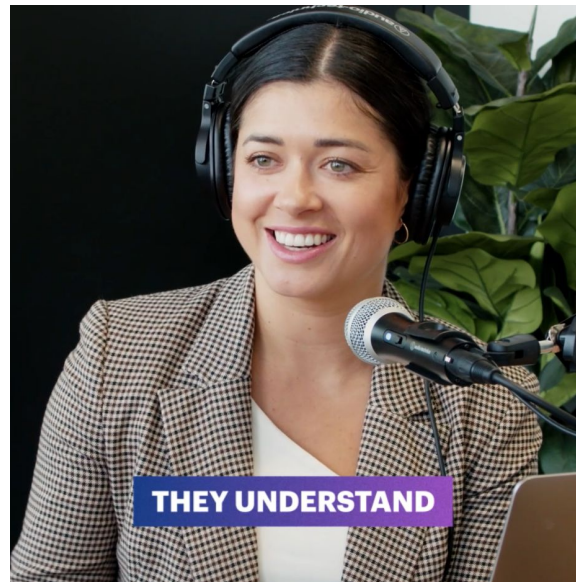
- 6 Run online contests.** Because who doesn't love free stuff, right! Online giveaways are effective ways to build your social media followers and, more importantly, collect email addresses. Encourage people to participate by liking, sharing, or tagging their friends — a platform like ViralSweep makes this easier. This helps increase brand awareness, reach, and engagement. Make sure the prizes align with your brand and are enticing to your target audience.
- 7 Podcasting.** Start a podcast where you discuss topics related to your industry, provide insights, interview experts, or share success stories. Podcasting allows you to reach a different segment of your audience and build a loyal following. Promote your podcast through social media, your website, and other relevant platforms to attract listeners.
- Remember to track and analyse the results of your campaigns to see what works best for your brand. Experiment with different strategies, adapt to your audience's preferences, and stay up-to-date with industry trends to continually refine and improve your organic campaigns.
- Keep in mind: the key to a successful podcast is consistency and longevity – if you don't have the resources to do this one properly, then it might be best to focus your attention on some other areas.
- 8 Customer success spotlights.** Customer success spotlights are a powerful way to showcase the experiences and achievements of your [satisfied customers](#) – which builds that ever-important trust.
- Step one is to identify customers who've seen stellar results with your product - results that you're proud of! Arrange a video interview, and ask them all about their honest (and positive) experience. Then harness the power of their story in the form of an engaging video testimonial, a written case study, and a handful of powerful quotes that you can use in your marketing.

5. Thinking Long-Term



Spread the content across your website, blog, social media channels, and email newsletters, to keep building that positive reputation.

Don't forget to encourage your customers to share and engage with the content too, amplifying its impact by putting it in front of their connections.



More than ever, organic content is essential for building a brand. Authenticity and trust are now non-negotiables; as cookie-cutter brands pop up and recession fears sit in the back of consumers' minds, it's essential to develop an honest relationship with your audience.

Beyond the brand awareness, relationship building and SEO rankings, organic social media also offers a cost-effective marketing approach – when CPMs are rising, we need to be saving money where we can.

Whether you're doing six figures or eight, the writing is on the wall: by creating valuable and engaging content, you can establish trust, attract customers, and drive long-term success without breaking the bank.

The Black Friday Roadmap *recapped.*



July

1. Leverage first time buyers, send review flows, and incentivise "share with a friend" codes.

2. Capture 'window shoppers' by introducing incentive pop-ups for first-time visitors – a helpful tool to capture phone numbers and emails.

August

1. Launch a competition to further build your email and SMS lists.

2. Increase organic activity on your social media channels.

3. Use Afterpay Day to your advantage.

4. Promote your values (people are 4 times more likely to purchase from brands with shared values).

September

1. Use Father's Day (September 3) to learn more about your customers' buying habits.

2. If relevant, launch a "Spring Collection" to keep audiences engaged following the Afterpay Day sales period.

October

1. Send out a 'gift guide' EDM. Promote your gift suggestions on your social media channels as well.

2. Update your website pop-up to encourage people to join your VIP list for early Black Friday deal access (also promote on organic social media channels).

The Black Friday Roadmap *recapped.*

November

1. Start Black Friday sales 3 weeks early to avoid high CPMs. This is because we can expect fewer advertisers in early November compared to Black Friday week itself.

2. Send out an early access EDM as well as a secret sale to your email database 3 weeks before BFCM.

3. Provide VIP offers & "secret drops" during the 4-day Black Friday period to spark urgency (sent via SMS).

December

1. Launch a Christmas "bundle" or promote a gift with purchase to drive up your AOV.

2. Mention shipping cut-off dates to create a sense of urgency.

January

1. Send a post-purchase email flow check-in, with messaging like "Loving your purchase? here is 20% off for your next one for a limited time only!"

2. Run a competition themed around summer, "Back to School", or New Year's Resolutions to increase engagement and connect with fresh audiences.

"Acquisition is meaningless without retention."



Thank *You.*



The comprehensive 2023 eCommerce Black Friday Playbook is a culmination of countless hours of learning, research, and executing marketing campaigns; combining the diligent efforts of several of Megaphone's industry-leading marketing and business experts.

Thank you to all of the Megaphone employees who have helped create an environment that has been voted as a 2023 SmartCompany Smart50 Workplace and 3x Employer of the Year.

Thank you to all of the Megaphone clients – past, present and future – who continue to inspire us with your fascinating ideas and dedication. Thank you to Max Hertan for starting Megaphone in 2013. Who would have thought, 10 years later, your one-person agency would have grown to a multi-city industry-leader with 95+ awards under the belt.

And, most importantly, **thank you to YOU**, the reader. We hope you've found this book valuable. The current global economic landscape presents challenges; but with challenge comes opportunity, and we hope that you now have the know-how and resources to grasp that opportunity with both hands.

For a complimentary business growth planning session with our team, scan the QR Code below or head to www.megaphone.com.au.



Special mentions:

Writing & Editing: Evan Bryce

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Photography: Jackson Webster, Evan Bryce

Research & Ideation: Alana Sly, Evan Bryce, William Varney, Lauren Oakes & the entire 100-plus-strong Megaphone team.



A Little About Us.



We are a leading full-service digital marketing agency headquartered in Melbourne that operates with the mission to be the best place to work in Australia by providing the best service for our clients. We have helped businesses of every size achieve unprecedented results through innovative, data-led digital marketing strategies.

Megaphone doesn't exist to just achieve a great ROAS or a strong MER (marketing efficiency ratio) – those are just the benefits of the company's innovation and expertise. Megaphone exists to help clients achieve their dreams, to help business owners reclaim their valuable time, and to bring innovative strategies to the table that create more thriving, Australian businesses.



Including being crowned 3-time Employer of the Year, 4-time Best Customer Service winner (Australian Achiever Awards for Advertising, Marketing & PR) and 2023's Marketing Agency of the Year, Megaphone has won roughly 100 awards during its decade-long tenure.

Megaphone is spearheaded by 2022's Woman of the Year, [Lauren Oakes](#); with marketing and content directed by multiple B&T 30 Under 30 nominees. Megaphone boasts a proudly unique culture — since inception, the team has continually worked toward two goals: one, be Australia's best marketing agency, and two, be Australia's world's best place to work.

Megaphone has 120+ staff in Australia, the USA, and the UK; services 350+ diverse businesses, and earns over \$100 million for its clients each month.





Are you interested in *scaling your business* over the seasonal sales period?

Contact us now to claim your
complimentary Seasonal Sales
Growth Plan



www.megaphone.com.au



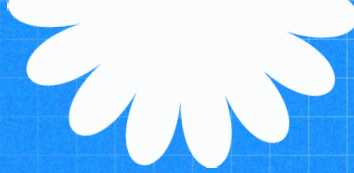
1300 991 526



info@megaphonemarketing.com.au



For You To Fill Out.



My #1 Black Friday goal is...

My #2 Black Friday goal is...

My #3 Black Friday goal is...

My retention plan consists of...

I will boost my AOV to \$100+ by...

I will build a long-term community by...

My customers will LOVE my product/service because...

If you need help filling out these, contact one of our Digital Strategists for a complimentary Seasonal Sales Growth Plan.



AUSTRALIAN SMALL BUSINESS CHAMPION AWARDS 2023 WINNER

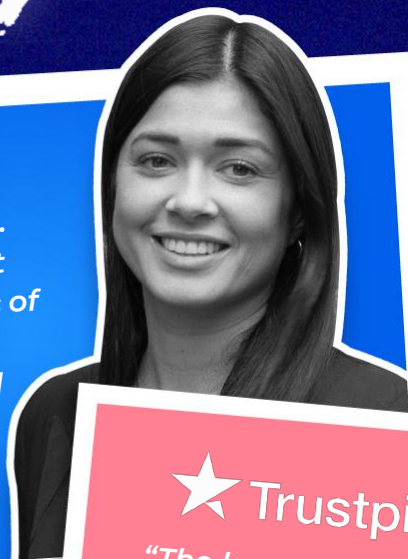
FINANCIAL REVIEW MOST INNOVATIVE COMPANIES



Contact us now to claim your complimentary Seasonal Sales Growth Plan.

www.megaphone.com.au | 1300 991 526 | info@megaphonemarketing.com.au

"Last year, we made \$20M+ for our clients. We've taken the best learnings from 10 years of campaigns and (somehow) managed to squeeze them into this booklet."



"Shopify registered 3.5 million sales per minute last Black Friday. The organic social media advice in this book is a goldmine – don't over-rely on paid advertising."



★ Trustpilot

"The key to increasing conversions during Black Friday, Cyber Monday and beyond is..."



Got some questions? Scan the QR code to set up a chat with one of Australia's best Black Friday strategists.

"92% of Australian shoppers are likely to try a new brand during the seasonal sales period. Dozens of top-of-funnel strategies within this book can help you get your brand in front of those shoppers' eyes."



gorgias

"This year, it's predicted that holiday eCommerce sales will hit \$206.9 billion & will make up 18.9% of all holiday sales."

yotpo.

"We've never seen such a comprehensive, detailed Black Friday playbook like this. The amount of value is insane – treat it as your seasonal sales bible and watch the new customers flood in."

argie

"If you don't plan months in advance, using the strategies put forward in this incredible book, those sales are going to your competitors."

"Use the lead-up months to trial different ads, offers and website optimisations – then, come November, double down on what works. The checklists in this book make this very straightforward."

