



2021 BFCM ECOMMERCE PLAYBOOK

The 4 Sales Objectives and Tactics
to Get the Most Out of BFCM

relcad
MEDIA

Welcome to BFCM Ecommerce Season

Our holiday calendars are jam-packed when November comes around. Singles Day, Black Friday, Cyber Monday, Christmas Eve, Boxing Day, News Years – the holiday list goes on and on. Any ecommerce manager knows that Black Friday Cyber Monday (BFCM) is the biggest player when it comes to the holiday shopping game.



BFCM GLOBAL SPEND
\$5.1 USD Billion



AVERAGE CART VALUE
\$89.20 USD



PEAK SALES TIME
**12pm on
Black Friday**

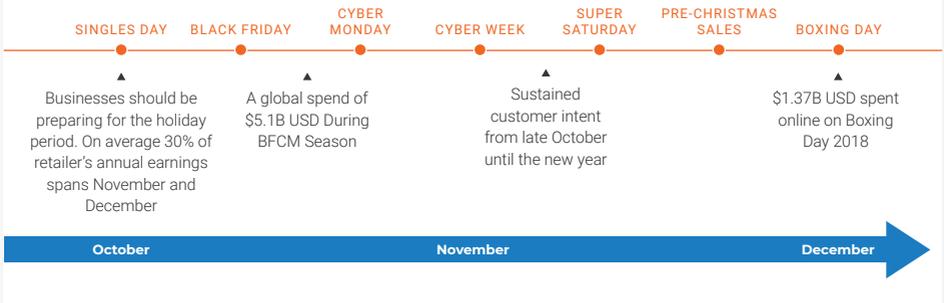
Last year, Shopify reported a global spend of \$5.1 Billion USD during the BFCM season. Data showed that the average cart price was \$89.20 USD and spending peaked at 12pm on Black Friday.

The retail season is no longer only a BFCM weekend initiative, now covering two months of sustained consumer intent from late October into the New Year. For retailers to prepare for this sustained sales period, they should be proactively planning the entire Q4 strategy.

We know that because of the 50% increase in consumers buying from Shopify merchants since BFCM 2019, our clients and ecommerce businesses are continually searching for new ways to level-up initiatives. With over 11 years of experience working with some of the leading brands in ecommerce, we've developed a strategic and tested approach to BFCM.

In this playbook, we've outlined how we help our clients to beat profits year after year so you can directly implement these goals into your BFCM strategy.

BFCM & Holiday Period Revenue



It All Starts With Your Goals!

Before any business can start developing marketing tactics and a promotional strategy, it's crucial to first consider what you are trying to achieve. By doing so, you can better measure the impact of marketing activities, not only this season, but for your business moving forward.

Setting goals helps us to understand the results of the offer you push, advertising spends, product performance and the inventory purchased. From this, you can better understand which levers will move bottom-line revenue for your business and what impact it has on metrics such as returning customers, bulk orders or profit spikes. With these benchmarks in mind, retailers can judge the performance of all digital channels such as paid advertising, email, SEO, media, content and branding.

We know that typical ecommerce goals fall into one of the below four categories. This playbook will take you through how to approach each one.

TYPICAL ECOMMERCE GOALS

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New Customer Acquisition

Due to the effects of the coronavirus, brand loyalty has been at an all-time low, so gaining market share and new customer acquisition has never before been more attainable. Utilising the BFCM sales period as an acquisition strategy allows you to leverage the increased hype and focus purely on activities to get in front of your audience and stop the scroll.

Use first-party and zero-party data to develop a promotion plan.



Collecting first-party data: Having email sign-up forms on-site to capture holiday traffic is crucial. When you are paying to acquire new website visitors, you want to ensure you capture them for nurture tactics. Send these subscribers into holiday nurture flows (automation) to hype them up in the lead up to your sale.



Customer journey first-party data: Consider the first time path to purchase – what's your entry product and how are we using it to inform BFCM promotion?



Upper-funnel advertising tactics will work to skyrocket brand awareness and new customer acquisition. This approach across paid advertising and content skews a heavier focus towards prospecting and generating brand or product awareness.



Utilise the zero-party customer data that you've collected in reviews to create hyper-personalised campaigns. Target past reviewers by segmenting based on the product and customer attributes provided in reviews. Then offer these customers unique promotions or product recommendations based on those segments.

Lindsay Kolinsky

PARTER MARKETING MANAGER – OKENDO

The below channels should be considered across this goal:



Digital PR: Amplify your brand and festive season offerings through the power of content spread across some of the most trusted brands in Australia.



Broadcast Video On Demand: Use media spend to shift the needle on likeability and brand recall across peak season, short-form video in premium environments like BVOD.



YouTube Advertising: By utilising many of the different ad formats offered on YouTube and its advanced machine learning capabilities, advertisers can maximise their return this season.



Google Ads: Test relevant in-market, affinity or similar audiences on Display Ad formats. Additionally, Google Ads smart shopping campaigns are an effective way to reach in-market new potential customers. The creative should include a strong call to action to drive the desire to shop with the brand for the very first time over the holiday period, such as a new customer discount.



Facebook Ads: Set up the Facebook Ads pixel and Conversions API while developing a range of audiences. This will capture new users on site that did not place a transaction, resulting in high-quality remarketing audiences which can be leveraged into new customers.



Pinterest Advertising: Pinterest is the home of inspiration and discovery. This remains even more valuable in the lead up to Christmas. Advertisers should be making use of their wide variety of rich ad formats and targeting to inspire Aussies through September to November.



TikTok Advertising: Well known for driving discovery, creativity and engagement, TikTok remains the largest disruptor to the social media world in 2021. Create content that TikTok'ers expect to see – unboxing, life hacks and use sounds that are trending to drive up video view rates and engagement.

Drive revenue growth

Let's get to the bottom line of how to drive revenue during BFCM. Here are the key sales tactics for retailers to boost holiday revenue:



Consider pushing high-volume purchases of products with the largest margins. Look at your most profitable items and hero them in your promotions.



Look at bundling products, running a minimum spend free gift promotion or offering a spend and save deal – this works to increase your average order value.



Reward your loyal and repeat customers to get your first sales through. Provide this segment with early access to capture strong revenue numbers as the sale kicks off.



Compare your strategy against what your competitors did last year. Can you go live earlier or be the first to launch promotions in the market?



Retailers must maximise the lowest hanging fruit customers such as remarketing audiences with a proven budget for purchase. Tap into your first-party data and previous purchaser lists to cross-sell additional products.



Tip: Supplement your paid activities by prospecting further customers. Create a high-quality lookalike audience by leveraging up-to-date first-party data. By crafting this audience, ad platforms can effectively target prospects who are most likely to buy.



Media planning over the holiday period is typically skewed toward driving a high volume of revenue, with little focus on the cost of customer acquisition. Campaigns may include Facebook conversion-based campaigns, Facebook awareness campaigns, Google Ads Branded Search (with all extensions and promotions used), Google Ads non-branded search campaigns, Google Ads DSA campaigns, Google Ads shopping and Microsoft Ads Shopping. Messaging and creative should lean towards increasing average order value using our top sales tactics.



Increase liquidity to let machine learning do the heavy lifting. Liquidity can be thought of as providing flexibility to your campaigns across key levers such as placements, audiences, and budgets.

Monika Pietrowski

PARTNER MANAGER — FACEBOOK

Hit Your Set Profitability Margin

If a key BFCM objective for you is to hit your profitability margin, here are our three most successful tactics to achieve this:



Run high-value promotions: Only place sales on products in your top gross margins, providing value without a heavy discount. Value can be added by an exclusive offer such as a branded limited edition item that can't be purchased separately. Retailers can also create early hype by teasing out the sale through digital channels before launch.



Leverage paid advertising: To capture a strong volume of sales during the holiday season, it's best to go wide with advertising reach. The creative and messaging must highlight the incredible value of your products to stand out against the competition. Don't forget to factor in heightened consumer engagement over the holiday period – this leads to an increased conversion rate and likely spike in CPC.



Tailor your media strategy: Focus your media plan on how to drive revenue while hitting a set ROI, ROAS or CPA target. You can do this by leaning your paid advertising towards channels that support these targets, such as cost-efficient channels or platforms that have historically performed well for you.

All of the above tactics should be supported by a solid SEO strategy and optimisations.

Use keyword research to determine whether the phrases you are targeting are high volume BFCM terms relating to your industry, service or product. From here, develop optimised pages for these search terms such as an evergreen BFCM or sales page that remains on the site year-round and can be re-used each year. Aim to have BFCM pages live by October with optimised content to start drumming up excitement for the coming sale and collect rankings so that when customers are searching for deals, you rank organically first.

By creating a custom holiday strategy to meet profitability objectives, you can hit your profit margin without slashing prices.



Use good creative — the creative that you serve should be in line with how and where customers consume digital content.

Monika Pietrowski

PARTNER MANAGER — FACEBOOK



Move Dead Stock

If your primary aim is to move dead stock, BFCM is the time to do so. This could include moving products that you have in large quantities or bulky items that you'd like to clear from inventory. In this instance, a percentage discount or price cut is the best way to clear out your inventory.

Going big on paid marketing tactics can help you to achieve this holiday objective. Look at targeting two main groups – loyalists and bargain hunters.



Your loyalists are previous customers who love your products and will snap them up at any opportunity.



Bargain hunters are an interest-based or in-market audience that should be targeted to effectively move old stock to new customers.





Moving dead stock can be tricky due to odd sizings or colour limitations. Using advanced segmentation within Klaviyo, you can target the right customers with highly personalised messages and discounts that will help you shift dead stock. Furthermore, the use of SMS with time sensitive discounts is a great way to generate impetus and hype for products.

Robert Gibson

SENIOR CHANNEL ACCOUNT MANAGER — KLAVIYO

Start by segmenting your email database by those who have shown interest in your key products but haven't purchased yet. For example viewed item x on-site but placed order 0 times. Targeting subscribers this way will ensure your messaging stays hyper-relevant.

The best paid channels for this goal are those that reach highly-engaged consumers in a cost effective way; channels like Instagram via Facebook Ads, YouTube Ads via Google Ads, and consider adding TikTok to your media mix to reach a vast audience.

To move stock, advertising creatives must engage the user and stop the scroll. Testimonials and highlighting strong USPs are effective strategies for this.

Smash Goals this BFCM Season!

By now, you should be well informed to execute a winning holiday ecommerce strategy. By using a multitude of different strategies across paid social, Google, remarketing, SEO, premium media, email or content, you can exceed profit targets, gather new customers, move old stock and grow your retail business.

Thank you to our contributing teams and partners.



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Looking for expert guidance to lead you into a supreme BFCM season?

Chat to a Digital Strategy Consultant today.

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