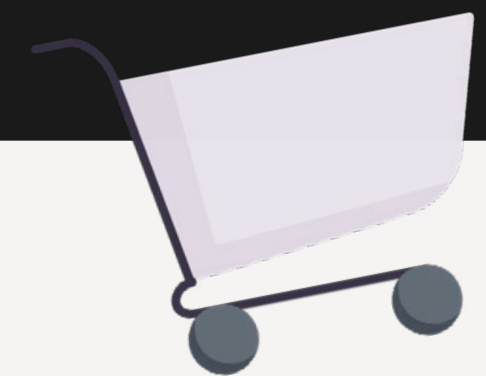




Make **Black Friday 2024** your best one yet!

It's that time again—summer's over, and Black Friday is just around the corner. Ready to make this your smoothest and most successful one ever?

Here are 11 practical tips to help you gear up for the big day and beyond.



Create a seamless multichannel plan

Your customers are everywhere on Black Friday—your marketing should be too. Align email, SMS, social, and in-store promos into one connected experience. Wherever shoppers go, your message should flow effortlessly across every channel.

Use your data to speak to the right people

Black Friday is not the time for generic messages. Tap into your customer data to understand who's buying what, and tailor your offers accordingly. Maybe you have customers who love shopping during sales, while others never mind paying full price. Make sure each group gets the deals that speak to them.

Get your website in top shape

Nothing kills a sale faster than a slow or crashing site. Test now to ensure your site handles the rush. Fast loading, smooth checkout, and urgency triggers like countdowns or "limited stock" can push shoppers to buy before it's too late.

Reward your loyal customers first

Your most loyal customers are your biggest fans—treat them like it! Give them early access to sales, special discounts, or even a first look at new products. These perks not only encourage repeat business but also make your loyal customers feel valued. And who doesn't love a little exclusivity?

Personalize on-site messaging

While you've got everyone's attention, make your website work even harder for you. Personalized banners or pop-ups that recommend products based on browsing behavior or past purchases can go a long way. Small touches like this make the shopping experience feel tailored, even for first-time visitors.

Let data drive your decisions

Take a deep dive into your customer insights from past Black Fridays. What sold well? Where did you lose momentum? Use that data to refine your approach this year. Every number tells a story, and paying attention to those trends can help you focus your efforts where they'll count the most.

Keep your campaigns flexible

Black Friday moves fast, and so should your marketing. Track performance throughout the day and be ready to tweak your strategy. If one promotion is outperforming the others—shift focus to that. Marketing automation can help you stay nimble without overwhelming your team.

Automate cart reminders

People get distracted during Black Friday shopping—it happens. That's why abandoned cart reminders are your friend. Set up emails or even SMS to remind customers what they left behind. A gentle nudge, possibly paired with a small incentive, could be all they need to come back and complete their purchase.

Stay engaged across channels

Don't just send emails and wait. Stay active—answer questions on social media, respond to live chat, or send SMS reminders. Quick help during the madness of Black Friday can turn a frustrated shopper into a happy customer.

Turn reviews into gold

After Black Friday, keep the conversation going. Send follow-up emails for reviews and feedback. This boosts credibility, improves SEO, and gives you valuable insights. You can even offer loyalty points or discounts as a thank-you.

Measure and reflect for next time

Once the dust settles, dive into your results. Look beyond sales—review your marketing channels, new customer growth, and loyal shopper behavior. These insights will help you plan smarter for next year.

You've got this!

Success isn't just about sales—it's about creating a memorable experience that keeps customers coming back. By focusing on multichannel engagement, leveraging data, and rewarding loyalty, you'll set the stage for lasting success.

Need help? Voyado's tools for insights, automation, and campaign management can ensure you shine this Black Friday and every day after.

Get in touch →