

CYBER MONDAY MARKETING TIPS

Cyber Monday is one of the biggest shopping events of the year, surpassing even Black Friday. What was an online tech focussed event has expanded to encompass everything from food to fashion. For brands and retailers, it's the perfect opportunity to win new customers and boost sales. But with everyone competing for a slice of the pie, how do you ensure you get your fair share? Discover our top tips for Cyber Monday marketing success, with innovative examples from forward-thinking brands.

CYBER MONDAY STATISTICS

43%

Mobile Closes the Gap

Mobile drives 43% of Cyber Monday purchases

\$11.3B

Cyber Monday Trumps Black Friday

Consumers spent \$11.3B during Cyber Monday 2022, \$2B more than Black Friday

\$100+

Healthy Average Spend

Over 50% of US consumers spend \$100 or more during Cyber Monday

85%

Buy Now, Pay Later Explodes

Buy now, pay later orders up 85% during Cyber Monday

\$12.8M

8 - 9pm Is The Most Popular Time To Shop

\$12.8M every minute during peak shopping times

7 TACTICS FOR CYBER MONDAY MARKETING SUCCESS

21% of Millennials and Gen Zs say social media "buy now" buttons drive impulse purchases

#1 Double Down on Social Commerce

Include a "buy now" button on your social media channels to give online consumers a seamless shopping experience for always-online consumers.

#2 De-risk Your Deals

Consumers shy away from offers by offering free shipping and no questions asked returns on Cyber Monday purchases.

#3 Invest In Paid Search

Stand out in a competitive marketplace and target your ideal customers with a Cyber Monday pay-per-click (PPC) campaign.

#4 Layer Your Promotions

Offer additional promotions to incentivize consumers to engage with your Cyber Monday offering, and boost sales with enticing layered promotions.

#5 Harness FOMO

Create a "sneak peek" or "sneak peek" to your Cyber Monday landing page to create a sense of urgency among your customers and increase impulse buys.

#6 Partner with Influencers

Partner with influencers to get people talking about your products, build trust, and drive sales. Don't have a big following? Partner with nano-influencers. Nano-influencers to harness their connection with important audience groups.

#7 Make the Most of the Metaverse

Create unique digital experiences that allow customers to interact with your products and engage with your brand in exciting new ways.

94% of UK consumers say free shipping makes them more likely to buy online

Snipp Tip
Create a "sneak peek" (CWP) with a 24-hour timer for an offer that's hard to refuse

82% of consumers say they'll try, buy, or recommend a product based on influencer content

CYBER MONDAY MARKETING EXAMPLES TO INSPIRE YOUR NEXT CAMPAIGN

dyson

Dyson Brings the In-Store Experience Into the Living Room

Global home appliance brand Dyson lets customers test its hair straighteners, hairdryers, and vacuums in virtual reality environments where you can discover, shop, and learn about our technology from the comfort of your home.

MeUndies: Live from Facebook

MeUndies, a men's underwear brand, hosted a live stream event to provide a fresh Black Friday/Cyber Monday shopping experience for its army of followers. Featuring a DJ and seven live-streamed performances, the event drew over 100,000 viewers, with over 1,000 people joining, encouraging customers to invite their friends. The event started 13,000 people, with a conversion rate of 25%.

MeUndies

Timberland

Timberland Harnesses the Power of Influencer Marketing

To support its vision of reaching a positive net environment impact by 2030, fast-fashion brand Timberland created a social media campaign for Black Friday/Cyber Monday. The campaign raised awareness of the brand's sustainable eyewear line and created a more authentic connection with its customers.

Cyber Monday Tips Customer Service

Arturo Cuomo



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