

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

Reduce returns 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

Layer 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? Micro-influencers have more authentic connections 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

Cyber Monday "purchase" (CWP) with a 5% discount 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 several live performances, the event encouraged customers to invite their friends. The event attracted 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

Marco Cascella



Cyber Monday Tips Customer Service:

Cyber Monday Tips Customer Service Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Cyber Monday Tips Customer Service**," written by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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