

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% on Cyber Monday

\$12.8M

8 - 9pm Is The Most Popular Time To Shop
\$12.8M every minute during peak shopping time

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.

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

#2 De-risk Your Deals
Consumers are more likely to buy 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.

Snipp Tip
Consider soft-sell "purchase" (CWP) with a giveaway for an offer that's hard to refuse

#4 Layer Your Promotions
Create a multi-layered promotion 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.

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

#6 Partner with Influencers
Partner with influencers to get people talking about your products, build trust, and drive sales. Don't have a big budget? Micro-influencers have a more authentic connection 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.

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 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 environmental impact by 2030, fast-fashion brand Timberland created a more authentic connection with its customers. 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

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Cyber Monday Tips Customer Service:

Decoding **Cyber Monday Tips Customer Service**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Cyber Monday Tips Customer Service**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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