

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 an easy 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
Encourage purchases 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 more engaged followers 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

Underwear brand MeUndies 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 giveaways, 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 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

Brendan G. Carr



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Table of Contents Cyber Monday Tips Customer Service

1. Understanding the eBook Cyber Monday Tips Customer Service
 - The Rise of Digital Reading Cyber Monday Tips Customer Service
 - Advantages of eBooks Over Traditional Books
2. Identifying Cyber Monday Tips Customer Service
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cyber Monday Tips Customer Service
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cyber Monday Tips Customer Service
 - Personalized Recommendations

- Cyber Monday Tips Customer Service User Reviews and Ratings
- Cyber Monday Tips Customer Service and Bestseller Lists
- 5. Accessing Cyber Monday Tips Customer Service Free and Paid eBooks
 - Cyber Monday Tips Customer Service Public Domain eBooks
 - Cyber Monday Tips Customer Service eBook Subscription Services
 - Cyber Monday Tips Customer Service Budget-Friendly Options
- 6. Navigating Cyber Monday Tips Customer Service eBook Formats
 - ePub, PDF, MOBI, and More
 - Cyber Monday Tips Customer Service Compatibility with Devices
 - Cyber Monday Tips Customer Service Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cyber Monday Tips Customer Service
 - Highlighting and Note-Taking Cyber Monday Tips Customer Service
 - Interactive Elements Cyber Monday Tips Customer Service
- 8. Staying Engaged with Cyber Monday Tips Customer Service
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cyber Monday Tips Customer Service
- 9. Balancing eBooks and Physical Books Cyber Monday Tips Customer Service
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cyber Monday Tips Customer Service
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Cyber Monday Tips Customer Service
 - Setting Reading Goals Cyber Monday Tips Customer Service
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Cyber Monday Tips Customer Service
 - Fact-Checking eBook Content of Cyber Monday Tips Customer Service

- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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