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Smash Your Black Friday Goals

Street-tested advice from the experts

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19 Experts. 19 Ways To Smash Your Black Friday Goals.

Are you ready for Black Friday?

Do you have a rock-solid plan to stand out? The competition is going to be fierce. And now is the time to start preparing.

To give you an advantage, I tapped some of my favorite marketing, sales, advertising, and strategic thinkers and asked them all to share their top piece of advice for crushing your Black Friday goals.

No fluff. No BS. Just 19 experts giving you their concise, street-tested advice on how to make the most of this year's Black Friday.

Let's dive in!

Keith Perhac
Founder and CEO, SegMetrics

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Scott Queen

Operations

Don't let infrastructure failures derail your success

The #1 mistake companies make on Black Friday is not scaling their infrastructure. It's tempting to focus solely on promotions, but without preparation for the surge in demand, disaster can strike—like your site crashing at peak traffic!

For online businesses, from e-commerce stores to info product creators, it's critical to ensure your business can handle the influx.

Key steps include:

- [x] Making sure your site can manage high traffic, including critical pages on separate systems.
- [x] Ensuring your email provider can handle increased volume without delays or bounces.
- [x] Preparing your sales team for new leads with a system to quickly assess lead quality.
- [x] Scaling customer support to prevent slow response times, frustration, and lost sales.
- [x] Aligning your inventory management and shipping systems to handle the rush accurately.
- [x] Strengthening fraud detection and security measures to cope with higher order volumes and increased levels of fraud.

A successful Black Friday starts with more than just a good deal. You need to be ready to scale smartly and smoothly. Be prepared!

Scott Queen is the Senior Product Strategist at SegMetrics. A leader in digital design management and strategy, Scott has 20 years of success driving demand generation, client acquisition, platform development, and cutting-edge digital marketing solutions for multimillion-dollar clients.

segmetrics.io

Justin Premick

Web

Operations

How a little prep can pay off bigtime on Black Friday

Pulling off a successful Black Friday is like cooking a fine meal: it goes a lot better if you've done all of your prep work well in advance.

For example, if you're going to use retargeting ads as part of your Black Friday campaign, set yourself up for maximum impact by building a big audience for them:

1. Identify something irresistible to your subscribers and followers. This could be a freebie, a contest, or whatever you think your fans will go for.

2. Put your tracking tag/pixel on that page, then drive people to it 2-3 weeks ahead of the start of your Black Friday retargeting campaign.

3. Set up your (now much larger) retargeting audience, plug in your ads, and when the time comes, launch the campaign.

Prepping strategically goes for all of your Black Friday marketing, but it also applies to more mundane things. For example, have you made sure that your site won't crash or load slowly under Black Friday traffic? Have you hired and trained enough sales and support staff for the holiday season?

The more you do now to set yourself up for a strong Black Friday, the more likely you are to have one.

Justin Premick is a Content Marketing Consultant with 15+ years of experience helping SaaS and e-commerce companies attract, convert, and retain customers through content marketing.

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Dave Collins

Strategy

How to stand out when you're a drop in the ocean

Black Friday is the only time of year when you not only compete with your competition, but also the thousands of other companies that are desperately trying to rise above the noise and be seen.

It's a brief opportunity to catch the attention of people who are hungry for deals. The problem is that doing so effectively can be difficult.

But it can be done.

Not by being louder, but by being better.

A common mistake is to focus on the savings. But on Black Friday, the consumer will be bombarded by savings. 12 months for the price of 10. 25% off. 88% off.

So instead of offering BIGGER SAVINGS, why not offer a better deal?

How? By talking to your customer in their own language. Show them you **understand** their problem. Show them your product **solves** their problem. Show them why they **need** your solution to their pain. You might think that this is Marketing 101. And you'd be right.

Because even on the day of sales-to-end-all-sales (yawn) you still need to stand out. The most compelling offer won't be the one with the biggest saving, it'll be the one that offers the best value.

Dave Collins is the founder of SoftwarePromotions and has been working within the online software industry since 1997. He has a very unhealthy obsession with data and trends.

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Traffic Strategy

Michal Baumwald Oron

Outside-of-the-box strategies for driving Black Friday traffic and sales

Based on our experience with successful direct-to-consumer brands, there are many alternative approaches to boosting Black Friday sales beyond massive ad spends and discounts. Here are a few options worth considering:

- [x] **Leverage Influencers to Navigate Ad Cost Surge**: As ad costs rise significantly during Black Friday (and the days before), this is a good time to review your distribution of marketing spend between paid ads and influencers. Like advertising, influencers' activity during the holiday season may have a greater exposure and boost conversions.

- [x] **Combine User Generated Content (UGC) and Black Friday Giveaways**: How can you motivate your users to share their enthusiasm for your brand on social media during Black Friday? Giveaways can include coupons, free products, special bundles and more. And when paired with UGC can quickly build a wave of organic promotion.

- [x] **Discounts Should Not Be Your Sole Focus**: Instead of focusing mainly on discounts, consider value-based offers that can strengthen brand loyalty and drive long-term growth. Strategies such as offering exclusive Black Friday bundles and early access to new products and collections will not only protect margins but also strengthen relationships with high-value customers – and help increase LTV.

Michal Baumwald Oron is the CEO and co-founder of Fortunet, a leading e-commerce investment bank specializing in Mergers and Acquisitions (M&A) transactions for premium E-commerce businesses & Amazon FBA businesses.

fortunet.net

Offers Strategy

Cole Humphus

How to craft irresistible Black Friday offers

Black Friday can make or break your year. With so much at stake, let's make sure you maximize the opportunity by making the most of your offer.

Here are three strategies I love for driving sales on Black Friday:

1. **Expectations are everything** - Your potential customers are looking for deals so make sure to give them one. This isn't the time for 10% off. This is the time for 25-75% off. Go big so your audience feels a need to take action now and BUY BUY BUY!

2. **Buy more, save more** - These kinds of promos work great on Black Friday since they essentially let customers upsell themselves while they're already in the buying mindset.

3. **Use scarcity & urgency** - Using real scarcity and urgency always works, but during Black Friday they are even more crucial to help cut through the noise and crowded inboxes and drive people to take action NOW (before they forget and miss out).

Cole Humphus turned a wedding photography business into a multi-7-figures-in-profit-a-year business helping others build their own businesses. Now he helps creators, coaches and consultants rapidly scale their businesses.

colesclassroom.com

Josh Ho

Strategy

Black Friday success starts with setting a single goal

It's easy to get lost in the hype but a Black Friday deal starts with identifying a single goal. Is your goal to sell out of old inventory? Convince that brand lurker to finally take out their wallet? Or do you want to reach a brand-new audience with a great deal?

Pick 1 and stick to it.

With your goal locked-in, decide the best channel you'll promote this deal in. Paid ads? Social media channels? Your email newsletter? Make sure the audience is in alignment with the goal you set and segment or target the audience as needed.

Here are a few other things to think about from the operations side:

- [x] Make sure your deal doesn't cost you more money than you will make in the long run.
- [x] Try offering something you don't usually sell, like a special package deal.
- [x] Make sure you can handle all the new orders without problems.
- [x] Stick to your promised end date for the deal. This helps customers trust you for future sales.

With every Black Friday decision you make, make sure that your choice supports your singular goal.

Josh Ho is the founder and CEO of Referral Rock, a company that helps businesses design, launch and manage referral programs.

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Offers Strategy

Michael Hunter

Don’t discount. Add value by bundling.

The biggest mistake small businesses make during Black Friday is copying Fortune 500 discount strategies without considering the impact on their business. Many owners rush to offer discounts, just because “it’s what you do”. Discounts can harm your brand long-term in exchange for a quick hit of revenue. This trade needs to be done strategically.

I always advise against discounting prices, however, if you do offer a discount, ensure it's part of a bigger strategy, like using it as a loss leader to strategically attract quality customers based on knowing your customer lifetime value.

Most online businesses and entrepreneurs don’t know their numbers and often discount their only product or their most expensive product—which completely throws off their lifetime value calculations.

On top of that, they’re bringing in customers who aren’t really their ideal customer. This adds friction and diminishes their ability to get results for their customer or client. It’s a double-edged sword: they hurt their lifetime value numbers and cause more stress on their team working to deliver for clients/customers that aren’t a good fit.

A better approach is creating a compelling offer through added value or bundles, rather than reducing prices. I recommend creating a bundle offer at price point above your normal AOV.

Michael Hunter is the founder of Spiffy Checkouts, the #1 checkout platform for online businesses looking to maximize revenue through higher conversions, increased AOV, and decreased subscription churn.

spiffy.co

Neville Medhora

How to actually enjoy your Black Friday

Strategy

Black Friday is great, and may the Gods bless the man who came up with Cyber Monday as well, because it adds 20-30% to my sales each year!!

Here's my advice I can't stress enough: Pre-write all your promotions wayyyy ahead of time.

By October I have all my promotions for the year written AND scheduled. This way when I'm eating turkey and drinking with the family, I don't have to do any last minute shoddy work. I write all promotions out in a sequence, make sure they're all solid emails filled with helpful information as well as sales....and have them locked-n-loaded.

This takes off 90% of the stress of all the big promotion days in Q4 like: Halloween, Black Friday, Cyber Monday, Thanksgiving, Christmas, and New Year's!

Neville Medhora advises numerous companies and runs a copywriting company called Copywriting Course where companies go to make their copy awesome.

copywritingcourse.com

Paul Ace

Essential actions for Black Friday success

Strategy

You're a squirrel, and Black Friday is your acorn bonanza. But every other bushy-tailed critter is out there too, scrambling for the same nuts. So what's a savvy squirrel to do?

Start gathering your acorns early, friend. Build those retargeting piles before the frost hits. When the feeding frenzy begins, you'll need a stash of goodwill to keep 'em coming back. Think of it as pre-season nut-buttering.

Now, here's a nugget of wisdom: Not every acorn you toss hits its mark. We've seen it before, people asking about sales weeks after the sale has faded away. So spread your seeds wide. Email, text, carrier pigeon, smoke signals - heck, carve it on a tree if you have to. Multiple touchpoints are your friend.

Don't just slash prices like a lumberjack gone mad. That's as boring as birdseed. Instead, bundle those acorns. Add some sparkle. Make your deal sweeter than grandma's acorn pie (it's a thing, trust me).

Finally, keep your eyes on the prize. Those nibbling squirrels who sniffed but didn't bite? They're your golden tickets. Retarget them like a hawk zeroing in on... well, you get the picture.

With these nutty tricks up your sleeve, you'll be the king of the forest faster than a squirrel chasing a pigeon (silly old squirrel).

Paul Ace is the CEO of Amplify C-Com, which helps 8-figure online education brands scale their businesses.

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Eben Pagan

Pro tips to ROCK your Black Friday offer

Strategy

Based on our experience with successful direct-to-consumer brands, there are many alternative approaches to boosting Black Friday sales beyond massive ad spends and discounts. Here are a few options worth considering:

Mindset: Remember that it's the holidays, your audience is in a SHOPPING mood... and they also LOVE to buy stuff. "People hate to be sold, but they love to buy" is the old adage. Well, it's true. So help them get the things they want, and give them an excuse to do something nice for themselves.

Action: Tell them early that you've got a great Black Friday offer for them. Give them a preview of it, and let them get in early. Then make it fun through the week of Black Friday, connecting the offer to Thanksgiving (if in the USA), to gratitude, and to celebration.

Closing Down: Remind them that the offer is going away soon, and that they need to act right now to get it. Don't forget the all-important REASON WHY (you're starting the class tomorrow, you only have limited space left, etc.). Make sure it's real, and it's honest, but give them a reason to act now.

Pro Tips: If you can tell stories that relate to the holidays, to gratitude, and to receiving... and make them super interesting and engaging, you'll keep the attention cycle going, and keep your offer top-of-mind. Many clients wait until the very last minute to buy your product or service, so keep the faith all the way to the end!

Eben Pagan Training teaches entrepreneurs how to start and grow profitable businesses.

ebenpagantraining.com

Aaron Weiner

Optimizing Black Friday Google ads

Advertising

If you're running any campaigns on Google Ads or even Microsoft Advertising and plan to have a deal for Back Friday, you should do the following as soon as possible.

Step 1: Make sure that your existing campaigns can handle the increase in traffic. If you're using up your budget, or you're not bidding competitively enough, you'll need to adjust accordingly.

Step 2: Make sure that you have a dedicated landing page on your website for Black Friday. (And don't forget about Cyber Monday.) It might be a good idea to add a global banner across your website which highlights the Black Friday / Cyber Monday deals as well. This way, your existing campaigns and their current landing pages will instantly work for these new offerings. Avoid editing all your existing ads because they will go through a re-review and may not perform as well as they did in the past.

Step 3: Make sure that you set up new Black Friday / Cyber Monday specific ad extensions, sitelinks, promotion, headline and description extensions, just to name a few. Create one for Black Friday and another for Cyber Monday, each with their specific dates.

Step 4: Monitor and make sure they go live.

Good luck!

Aaron Weiner is the Google Ads genius at SoftwarePromotions. He is responsible for making Google Ads work absurdly well for his clients.

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Landon Ray

Lessons from 10 billion emails delivered: Why you should start emailing more before Black Friday

Email

As Black Friday approaches, many business owners get excited about sending out promotional emails to get a piece of the spending frenzy that happens each year. However, if you wait until the big day to suddenly blast your entire list, you're risking your emails landing straight in the spam folder.

Email inbox providers like Google pay close attention to your sending patterns, history, and reputation. They use these factors to decide whether your emails deserve a spot in the inbox or the dreaded spam folder.

If you're only emailing a small subset of your list throughout the year and then try to send a massive promotion on Black Friday, your sudden spike in activity looks suspicious. To avoid this, it's crucial to start ramping up your email frequency now. Sending consistent, value-driven content weeks in advance will help establish a positive sender reputation. It shows inbox providers that your emails are reliable and worth delivering.

By increasing your email frequency in the weeks leading up to Black Friday and focusing on quality content, you build trust with your audience and earn the right to have your promotional emails seen—leading to better engagement and sales when it matters most.

Landon Ray is the founder and CEO of Ontraport, a company that provides business automation software for small businesses and entrepreneurs.

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Email

Adrian Savage

How to maintain List Hygiene for Better Black Friday Deliverability

Maintaining a healthy email list is one of the most important steps for ensuring your emails land in inboxes, especially during high-traffic periods like Black Friday. First, make sure to regularly clean your list by removing inactive or unengaged subscribers (contacts that have not engaged with your emails in the last 60-90 days).

These contacts aren't just dragging down your engagement rates—they can also damage your sender reputation and trigger spam filters, leading to lower deliverability. A clean, engaged list is key to building a solid sender reputation.

Next, watch out for sudden spikes in your sending volume. If you only email your list once in a while and then suddenly increase your sending volume and frequency, you risk being flagged as spam. Instead, gradually increase your email frequency as the holiday season approaches. This will warm up your audience, keep them engaged, and signal to inbox providers that you're a trusted sender.

By focusing on list hygiene and gradually increasing your sending volume, you'll improve your chances of reaching more inboxes and driving better results during the holidays.

Adrian Savage is the co-founder of EmailSmart. They offer training, consulting and easy-to-use tools like the EmailSmart Score which helps you find out how well you're managing your email list.

emailsmartscore.com

Matt Brown

Email

How to optimize your email system before Black Friday

For all of my clients, email is easily their most profitable and effective marketing channel. So, to prepare for Black Friday, we've been hard at work optimizing our email systems to capitalize on the biggest shopping spree of the year.

Here's what we're focusing on:

1. **List Cleaning & Validation** - Make sure you purge all the toxic emails from your list before Black Friday.

2. **Engagement Based Segmentation** - Find your most AND least engaged subscribers. And have a plan for how you'll communicate with them.

3. **Testing & Broadening Audiences before November** - Late November is NOT the time to try and reactivate all your disengaged subscribers. Now is the time.

4. **Optimizing Deliverability & Inbox Placement** - If you currently have a deliverability or placement problem, it'll only get worse during Black Friday.

Black Friday is not the time to find out you have email problems. Especially considering that Google and Yahoo introduced and started enforcing stricter sender guidelines this year.

I'd strongly recommend making sure your email "house" is in order well before November.

That way, you can get your offers into the inboxes – and out of the spam folders – of the subscribers you've worked so hard to acquire.

Matt Brown is the content manager at Membermouse and an email marketing and deliverability expert. When he's not learning about new copywriting frameworks or fine-tuning my SEO knowledge, you can find him drinking tea and going on hikes with his wife.

membermouse.com

Jason Pulliam

B2B

How B2B companies can leverage Black Friday without mimicking B2C tactics

Though Black Friday is typically associated with B2C, B2B companies can also capitalize on this time strategically.

Leverage Fiscal Year-End Budgeting - Many businesses have leftover budgets they need to spend before the fiscal year ends. Offer solutions that help clients optimize their year-end budgets with tailored packages and simplified procurement processes.

1. **Support Planning for the New Year** - As clients plan for the next year, offer promotions on tools and services that help them reach future goals. Bundling value-added services like training or consultations can also strengthen your relationship as a trusted partner.

2. **Optimize Inventory Management** - Clear out existing inventory with special pricing or limited-time offers, helping your clients save while you prepare for new offerings. Timing your promotion to coincide with your clients' procurement schedules can streamline purchase decisions.

3. **Flexible Payment Plans** - Offer deferred payment options, phased onboarding and custom payment terms can help prospects say yes now – even if most of the payments and action steps happen later.

By focusing on genuine value – and avoiding the "copy cat" perception – B2B companies can successfully participate in Black Friday while maintaining professional integrity and strengthening client relationships.

Jason Pulliam is a seasoned marketing strategist with over 15 years of experience in B2B marketing. As a senior consultant at Vitality Marketing Firm, he specializes in helping businesses develop innovative strategies that drive growth and foster lasting client relationships.

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Andy Baldacci

Black Friday focus for small companies

SaaS

Black Friday isn't big in SaaS, but is worth considering when you're selling to consumers.

I'm far from an expert but have done six figures in sales every Black Friday for the last 3 years, without any advertising.

How do we do it?

I follow two rules:

1. Don't alienate your customers
2. Don't needlessly discount

That means we only offer our promotion to existing customers and we only discount an annual subscription of our highest tier plan.

Are we leaving money on the table by not making a broader offer?

Absolutely.

But as a small company, we need to stay focused—and I'm always going to focus on getting our best customers to spend more.

This advice doesn't apply to every business, maybe not even most businesses, but it's worked for us.

Andy Baldacci is the CEO of SaberSim, a company that helps people win more money in daily fantasy sports.

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Andrew Culver

Black Friday is for every business!

Business

Black Friday isn't just for retail—every business needs a Black Friday offer. Missing the opportunity to promote on Black Friday is an indication that you've got a missing marketing muscle in your business. Don't give in to that! Instead, work through it.

Figure out what a unique, compelling offer looks like for your audience. Customers already have their wallets out and are in a buying state of mind, so design an offer so good they're afraid to miss out on it.

Do whatever it takes to be in a position where you can make that offer available in your checkout, where you can send multiple emails (at the very least during the lead up, at the launch, and the morning of the final day on Cyber Monday), and where you can post about the offer on social.

Black Friday is a unique time of year, but the systems required to capitalize on it are the same ones a healthy business needs the rest of the year. If you haven't done it yet, you need to make it happen! Just do it!

Andrew Culver is the Chief Product Architect at ClickFunnels. He also founded Bullet Train and Churn Buster.

clickfunnels.com

Chris Matty

People Data

Maximize Your Black Friday Sales with Data Enrichment

Black Friday is a great opportunity for businesses to maximize sales. Data enrichment and data hygiene tools can give small-to-medium-sized businesses a competitive advantage. Whether you're refining your data for activation or enhancing it with valuable insights, reviewing the quality of your first-party data can help reduce campaign costs during the holiday season.

Why Data Enrichment?

- ☑ Targeted Marketing: Enriched data helps improve customer targeting, ensuring your campaigns reach the right audience.
- ☑ Increased Visibility: Keeping your data clean and updated can lead to more impressions, enhancing your brand's visibility across multiple platforms.
- ☑ Boosted Engagement: Personalized messaging, driven by clean and enriched data, can increase customer interactions and clicks, significantly elevating traffic during peak sales.

Leverage data hygiene and enrichment tools this Black Friday to turn insights into sales and elevate your business.

Chris Matty is the co-founder and CRO of Versium, an all-in-one data technology platform helps teams cleanse, enrich and action their data through easy-to-use tools, a robust set of APIs and the richest identity graph and insights engine that includes over 2 billion contact points.

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Keith Perhac

You need a Black Friday single source of truth

The most important preparation for Black Friday happens before you even start thinking about your promos. Why? Because Black Friday is an amplifier. If your business runs smoothly, Black Friday can deliver a windfall. But if you've got issues under the hood, the holiday rush will turn small cracks into giant chasms.

That's why you need a rock-solid, reliable source of truth for your marketing data before you start planning.

- [x] Do you know which ads are crushing it — and which are just burning cash?
- [x] Do you know which products bring in the most lifetime revenue?
- [x] Do you know which channels and campaigns attract the most buyers vs. the most profitable buyers? (These might be different channels!)

Accurately understanding your ROAS and LTV could mean the difference between undercutting your promotions and fully optimizing for revenue. Unlocking full-funnel analytics early gives you time to fix gaps and weak spots in your sales flow before Black Friday kicks off.

When the stakes are high, like they are during Black Friday, data-driven decisions are critical. This isn't the time for guesswork.

Keith Perhac is the founder and CEO of SegMetrics. After running a successful marketing agency, he became frustrated with the time-sink and limitations of existing reporting tools. He launched SegMetrics in 2015 to bring accurate attribution metrics to all marketers.

segmetrics.io

About SegMetrics

SEGMETRICS

SegMetrics is a full funnel analytics platform designed to give you unparalleled accuracy, cross-platform tracking, and deep performance insights – with the need for a dedicated data analytics team.

Full Customer Journey Tracking

SegMetrics goes beyond basic analytics by allowing you to trace every interaction a customer has with your brand, from the first ad click to the final purchase. Whether you're using tools like Facebook Ads, Stripe, or other CRMs, SegMetrics ties all these data points together to show you exactly where your leads are coming from and how they convert into sales over time.

Accurate Attribution

Unlike other analytics platforms that rely on short attribution windows, SegMetrics offers unlimited attribution windows. This means you can track a lead's journey over months or even years, ensuring you capture the true lifetime value (LTV) of your customers. By connecting historical and incoming data, SegMetrics allows you to optimize your marketing campaigns based on the real revenue they generate, not just initial clicks.

Advanced Segmentation & Reporting

SegMetrics enables you to filter contacts by any attribute or action tracked in your CRM. Discover which customer personas, campaigns, and assets are most valuable and how different segments respond to your marketing efforts. Moreover, with customizable dashboards and pre-built reports, you can easily visualize and share insights with your team, ensuring everyone is on the same page.

Seamless Integration with Your Tools

With 100+ integrations, SegMetrics fits seamlessly into your existing marketing stack. Whether you're using email marketing platforms, ad networks, payment processors, or CRMs, SegMetrics pulls data from all these sources to provide a single source of truth for your marketing performance.