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Black Friday Marketing: How to Create a Black Friday Contest Strategy for Your Ecommerce Storeaa

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Does your Black Friday marketing include contests, sweepstakes, or giveaways? The busiest shopping day of the year is almost here. Starting fromThanksgiving, online retailers will offer steep discounts to their customers. Ecommerce brands will also leverage social media contests, text to winsweepstakes, spin-to-win wheels, instant win games, online sweepstakes, and other giveaway promotions to attract shoppers.

via GIPHY

What is Black Friday?

Black Friday, the day after the American Thanksgiving holiday, and Cyber Monday, the Monday after Thanksgiving weekend (Cyber weekend), are thebiggest shopping days of the year. On these high volume shopping days, ecommerce brands and online retailers run Black Friday Cyber Monday (or"BFCM") campaigns to attract shoppers. In 2022, BFCM fall on November 25 and November 28, respectively.

Black Friday Marketing for Ecommerce and Online Retailers

The retail landscape has shifted dramatically as a result of the COVID-19 pandemic. In fact, 6 in 10 shoppers start searching for BFCM deals as early asOctober. Furthermore, there are also more shoppers who prefer to shop online than ever before. In 2022, ecommerce brands have to do more to createunique Black Friday shopping experiences for customers to help their brands stand out.

How To Create A Black Friday ContestStrategy For Your Ecommerce Store

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