











## Strategies for Driving Black Friday & Cyber Monday Traffic

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#### Agenda

- Optimize your site for search engines
- Build a social media marketing strategy
- Create an email marketing campaign







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#### **Get your site ready**

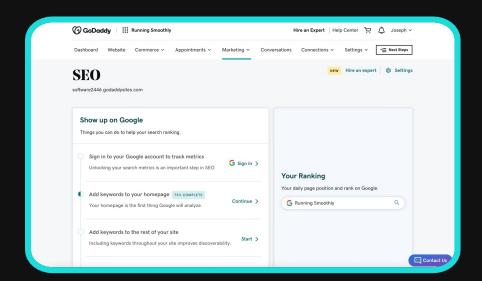
- Is your site mobile-friendly?
- Is it easy for your visitors to find what they're looking for?
- Is it time to refresh your imagery?





## Know what shoppers are searching for

- What keywords are Black Friday and Cyber Monday shoppers likely to be using?
- What does the data show them searching for?







# Use power words in your headlines

- Select high-performing keywords
- Add your own unique flair





OME ILLUSTRATE YOUR BOOK! SHOP PORTFOLIO ▼ WHOLESALE ▼ ABOUT ME CONTACT



#### HOW IT STARTED...

Ashytj Creates is here to tell stories with images. I focus on the experiences of Black Americans to harbor joy and brightness in what is usually dismissed and hidden. I fell in love with illustration when I read my first book Tar Beach by Faith Ringgold. That book genuinely made me feel like I could fly, and the images are honest to the culture it represents.

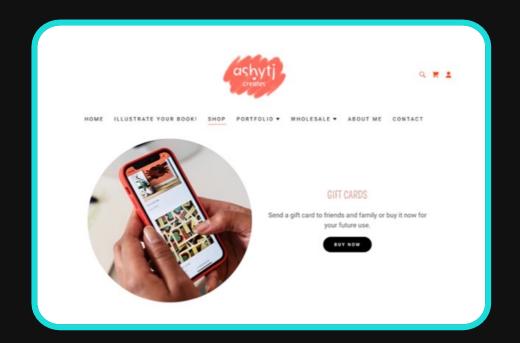
Throughout my experience as a black American feminine person, I found stories in books and entertainment about people like me whitewashed, not relative to my background or the experiences of people around me. Our commonalities across communities inspire me to share images of Black Americans as I've seen and experienced them telling positive healing stories that help us see ourselves and not be ashamed but proud and joyful.





## Get into the spirit

- Increase relevance with images, offers, and copy
- Put it front-and-center







#### **Create excitement**

- Add banners to feature shortterm deals and discounts
- Refreshed featured products on your homepage











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## Plan your social media strategy

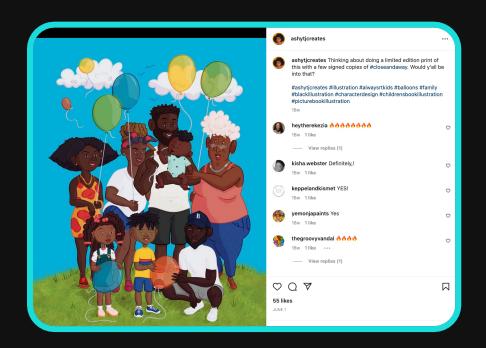
- Start with your goals: more traffic? sales?
- Write some of the content ideas you think will best help those goals
- Use a calendar tool to match your ideas to specific dates and schedule sends





## **Encourage interaction**

- Don't just promote, create ways to interact with your audience
- Ask followers what they're looking forward to with the shopping holidays
- Always reply to comments







# Create a sense of urgency

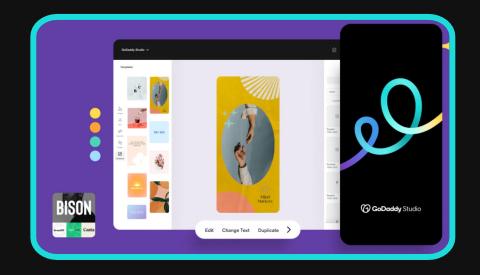
- Show when the deal will run out with a countdown timer
- Create expiration dates to encourage shoppers to jump on the savings





## The best deals deserve the best design

- Stand out from the crowd with high-quality posts and imagery
- Stay current with fresh posts





## Prepare now, reap the rewards

- Build your following
- Continue to surprise and delight







## Consider paid social ads

- Target your niche rather than everyone
- Keep the momentum with boosted posts





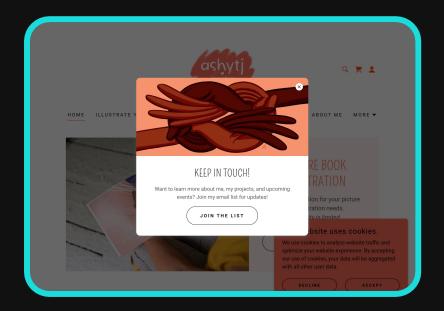




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#### **Build your leads**

- Collect leads from your website visitors
- Reward those who join your list





## **Create campaigns**

- Stay top-of-mind with email marketing
- Keep content relevant to your customer and what they may be interested in









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- Jump in and share your latest success or challenge.
- Meet others in the Baltimore business

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## Thank You.