

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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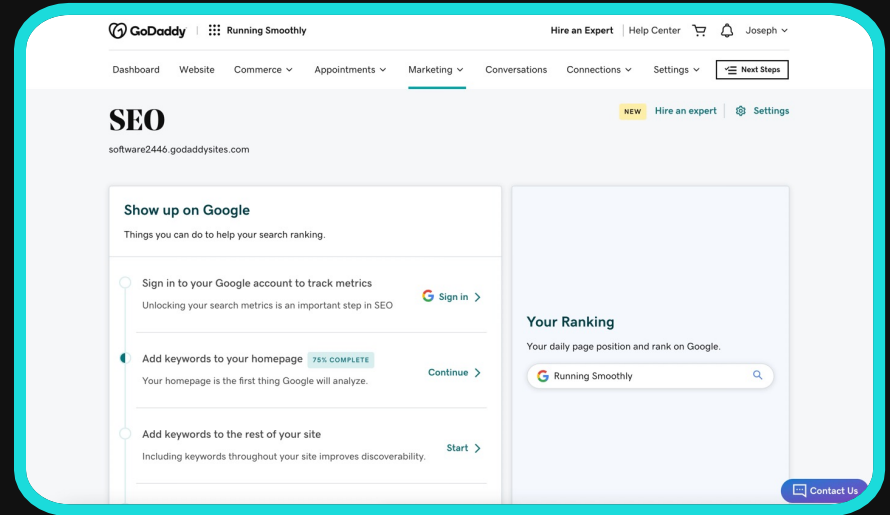
Get your site ready

- 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?



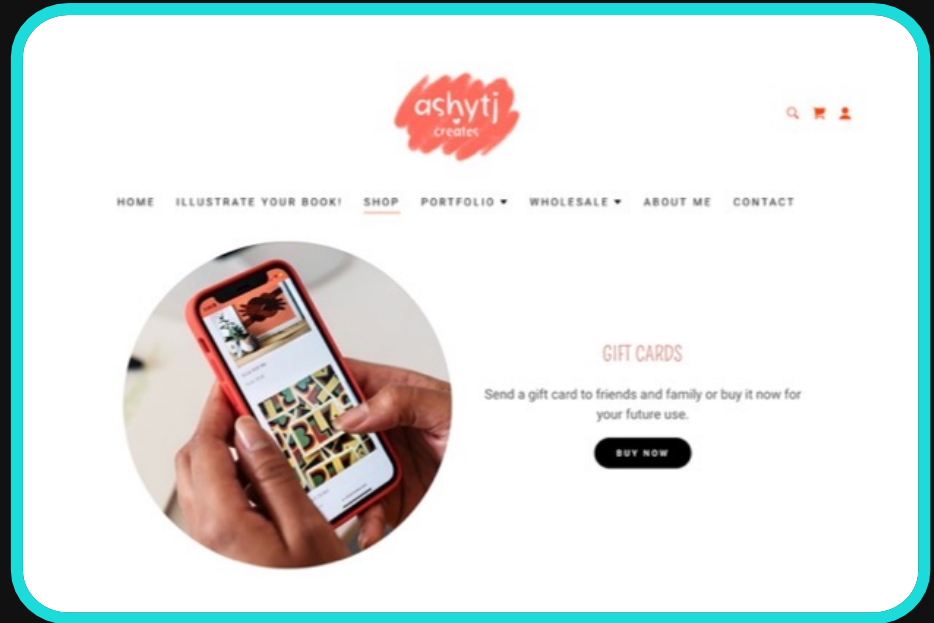
Use power words in your headlines

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



Get into the spirit

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



Create excitement

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



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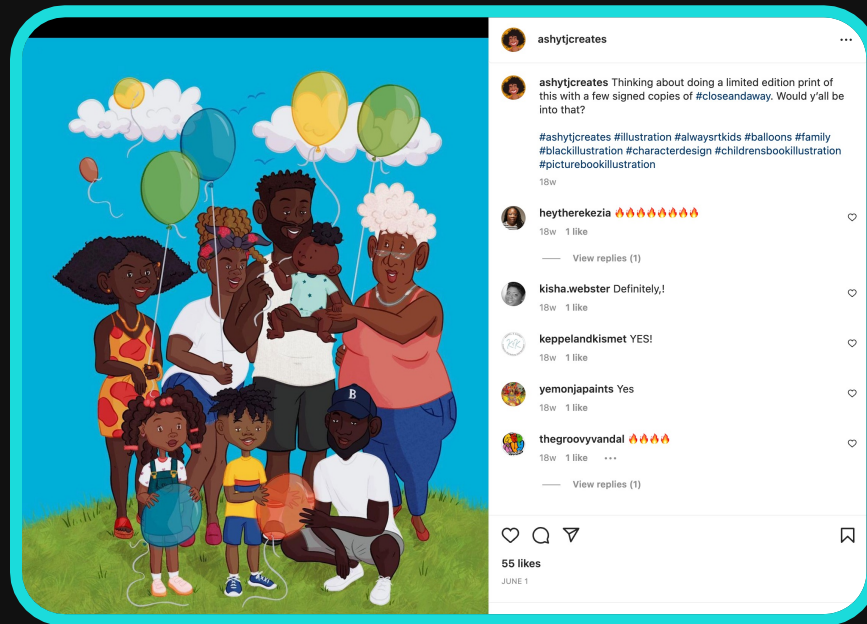
Plan your social media strategy

- 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



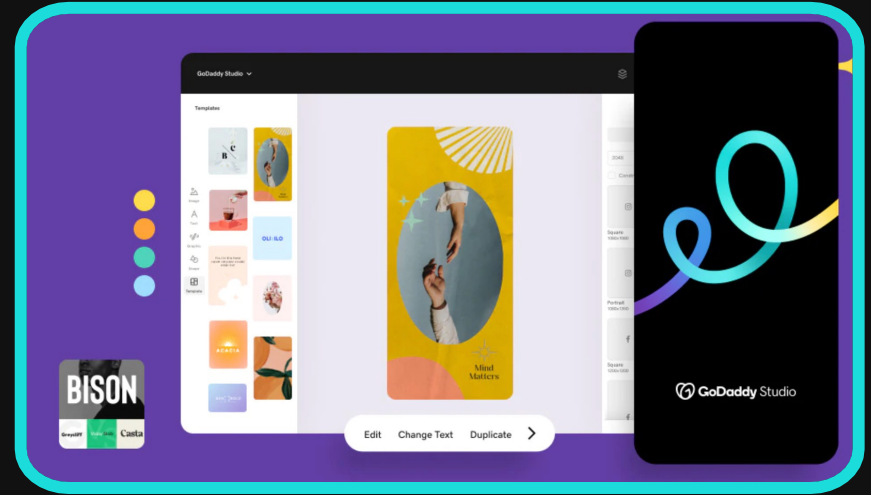
Create a sense of urgency

- 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

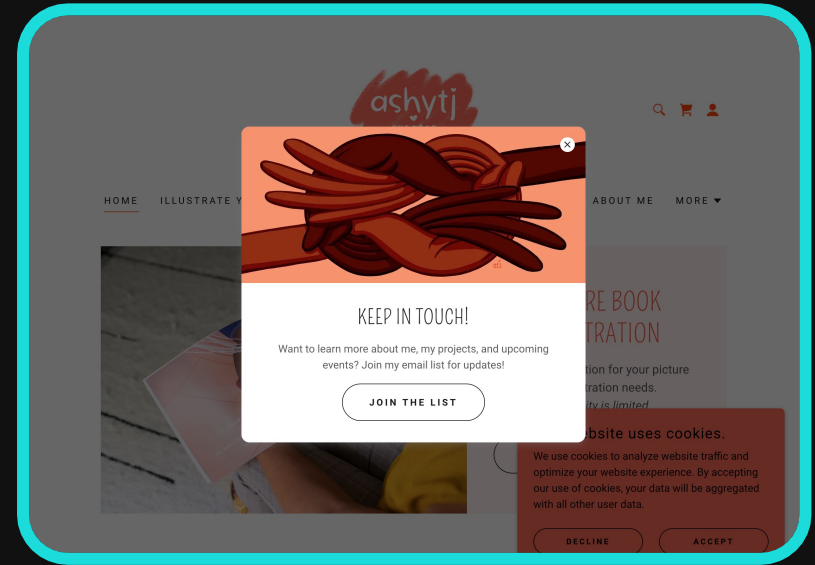
- Target your niche rather than everyone
- Keep the momentum with boosted posts



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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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- Meet others in the Baltimore business community.

Q&A

Thank You.