

# Black Friday E-commerce Checklist 2021

(8 min read)

You can download SaaS checklist [here](#)

During Black Friday & Cyber Monday 2020, people spent over \$19Billion in the US alone

Online spending increased by 22% compared to the previous year

The extended version of mentioned psychology principles are at the end of this PDF

# Timing

## Before

61% of holiday shoppers begin searching online for their purchases prior to the weekend of Thanksgiving

### 1/ Build an email list

- a. Build the buzz before Black Friday. Let people know you're going to share with them exclusive deals via email

### 2/ Create an early access campaign:

- a. Could be an early 1-3 days flash sale (**FOMO**) - the limited-time shipping offer can boost sales by [226%](#)
- b. Use **Scarcity** - 40 sales left
- c. Exclusivity for your previous customers - for the "small group only"

Don't fight with other businesses over the attention of your customers during Black Friday - give your customers an early access and monetize them now, and upsell again later on

## During

### 1/ Email your audience daily, based on their customer's journey

## After

### 1/ Offer "Last chance" discounts

- Create a **FOMO**

### 2/ Retain a good relationship with your customer

- Provide additional coupon codes at the delivery

# Traffic

Double down on whatever channel works best for you. The most important psychology principles related to traffic and marketing in overall are the **Mere Exposure Effect** and **Recognition over Recall**

## 1/ Create an irresistible Black Friday offer as a bait

- Create a mind-blowing offer on your best product that will attract customers to your website. Then upsell other products to them

## 2/ Double down on whatever Social Media channel works best for you

Utilize user-generated content (**Social Proof**) - according to [studies](#), customers are 2.4X more likely to view user-generated content as authentic, and 79% claim it influences their purchase decisions.

### i. Organic

- TikTok is a BEAST
- Snapchat
- Pinterest
- Instagram
- Facebook

### ii. Ads

- With coupon codes
- Carousels with products added to cart

## 3/ Influencer marketing

- i. TikTok (best choice) - in some [cases](#) TikTok influencers can provide 5506% better sales than Instagram. And as TikTok is still new, TikTok influencers are still greatly undervalued
- ii. Instagram
- iii. Snapchat

## 4/ Giveaways

- a. Give a chance to win a few of your products to your audience in exchange for share/ retweet

In some [cases](#) giveaways resulted in 100,000+ likes and followers

## 5/ Email marketing

- a. Collect emails with pop-ups on your website
- b. Send an email each day of the promo

## 6/ Stand out wherever you can:

### 6.1/ With your headlines

- a. Using humor can increase your conversion rate by 28%, because of the **Humor Effect** and **Affect Heuristic**

Examples based on [Chubbies](#):

- Black Friday is CANCELLED
- Flex your power-shopping muscles this Black Friday
- The countdown to Black Friday is NOW ON
- Your Black Friday survival guide

- a. **Curiosity Gap** can increase your CTR by [927%](#)

1. Christmas gifts for your boyfriend that will blow his mind
2. This small gift made his girlfriend fall in love with him again

#### ■ Use numbers

- 16 things you didn't know about buying the best Christmas gift for your spouse
- 4 gifts every man needs to get during his lifetime

## 6/ Offer discounts or freebies for referrals

## 7/ Leverage the SMS/WhatsApp marketing

# Up your conversion

## 1/ Build Social Proof

- a. Add reviews - [88%](#) of Black Friday shoppers trust online reviews
- b. Use the notification pop-up showing who the most recent purchases - **Bandwagon effect**

## 2/ Make your checkout experience stupid simple

- Ensure checkout is as fast and easy as possible.
- Don't ask customers for unnecessary information at checkout.
- Provide a guest checkout option.
- Make them buy with one click with such apps as [Fast pay](#), Shopify's [Shop Pay](#), or similar ones - with Shop Pay, stores get a 91% higher mobile conversion rate than with regular checkouts. The use of Shop Pay results in a 9% increase in conversion overall.
- Offer "Buy Now Pay Later" option - In the US, this increases average order value up to [50%](#), decreases cart abandonment by 28%, boosts repeat purchases among first-time customers up to 23%, and reduces sales refunds by 17%
- Provide top-notch customer service - 70% of chat conversations convert

## 3/ Add a countdown timer - create **FOMO**

1. On the Landing page
2. In the email
3. At the checkout

## 4/ Create **Scarcity** - limited supply

- a. Create limited volume available at each pricing tier

## 5/ Use a **Decoy**

When people are presented with 3 options they are most likely to choose the middle one. Example:

- a. Buy 1 bottle, get 10% OFF
- b. Buy 2 bottles, get 20% OFF
- c. Buy 5 bottles, get 30% OFF

## 6/ Bundle this sh\*t up!

- a. Buy 1 get another 1
- b. Buy this set get 20% OFF
- c. Buy these 3 products get free shipping

## 7/ Freebies

- a. Offer freebies with some bigger bundles or products
- b. Offer freebies above a certain pricing point

## 8/ Free shipping

- a. Offer free shipping above \$X spent
- b. Offer free shipping at the checkout, if a person finishes checkout within 10 minutes
- c. Offer free shipping with a coupon code for the first time customer - coupon code would be provided by ads

## 9/ Upsell

- a. Offer bigger size product
- b. Upsell using Decoy (#5 above)
- c. Upsell using Bundling (#6 above)

## 10/ Cross-sell

- a. Offer complementary products, e.g. phone case to the smartphone

## 11/ Gamify your deals (**Motivating Uncertainty**)

Variable rewards can increase customers engagement by [63%](#)

- a. Deal drops - offer a different discount on a different collection - each day it changes
- b. Provide a different additional freebie on a sale - let your customer know they're going to get something within the range of \$X, but don't let them know what
- c. Give your customer a random % coupon after checkout
- d. After a certain \$\$ threshold customer will receive X% additional savings
  - E.g. 10% OFF above \$150. 20% OFF above \$250.
- e. Select a free gift when you spend over \$X
- f. Run hourly deals

## □ 12/ Retarget

The **Mere Exposure Effect** - It takes an average of 7 interactions with your brand before a person buys from you.

- a. fb/insta/tiktok/pinterest
- b. Ads with **social proof** - reviews - [88%](#) of Black Friday shoppers are inclined to trust online reviews
- c. Retarget those who have abandoned carts, via:
  - i. Email
  - ii. Fb ads - retargeting ads have usually [10X](#) better CTR than normal ads and are [76%](#) more likely to result in a conversion

Studies show that in 2019, the average cart abandonment rate across all industries was a whopping [69.57%](#)

- iii. Don't use just 1 ad in retargeting, because of the **Sensory Adaptation**. Use sequences of multiple ad variants instead

## □ 13/ Frame this sh\*t up - **Recognition Over Recall**

Remind your customers they should leverage Black Friday time to buy:

- a. For the loved one
- b. Presents for Christmas
- c. For friends
- d. Try breaking down your gift guides to suit a wide range of audience demographics and interests
- e. Create inspiration gift guides

## **Prevent disaster**

- 1/ Be specific about your delivery times
- 2/ Please don't cheat - Don't increase your prices just before BF and then create a discount on them - it will backfire
- 3/ Highlight returns policy
- 4/ Prepare your website for the bigger traffic load
- 5/ Clearly state all costs (including, tax, shipping, and any other fees) in the cart - unexpected costs are the main reason for abandoned carts, and 60% of people will abandon because extra fees are too high.
- 6/ Test your checkout process
- 7/ Have your customer service prepared to answer any questions

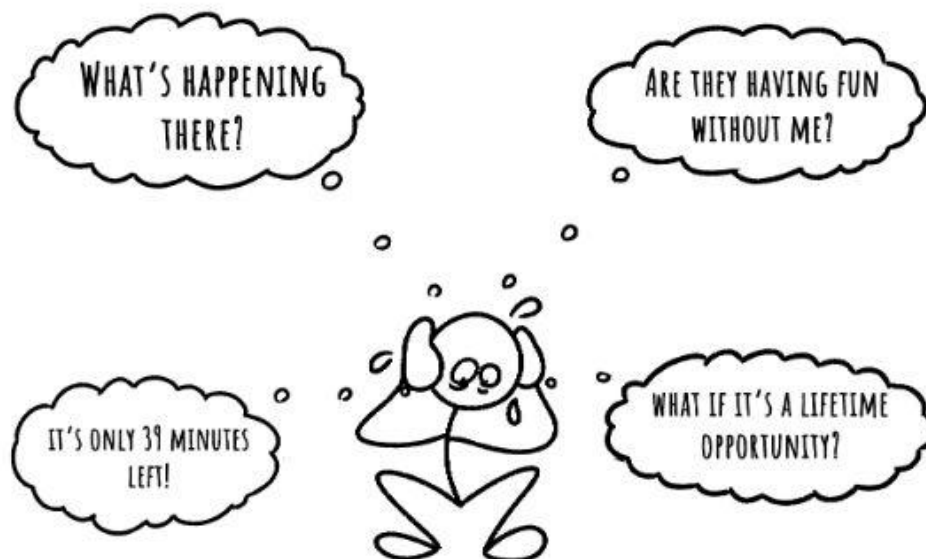


# Cognitive Biases and Principles mentioned above

## 1. FOMO (Fear of Missing Out)

### FOMO EFFECT - FEAR OF MISSING OUT

SOCIAL ANXIETY, ORIGINATING FROM THE BELIEF OF MISSING OPPORTUNITIES. IT IS CHARACTERIZED BY A DESIRE TO CONTINUALLY STAY CONNECTED WITH THE NEWEST INFORMATION



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Social anxiety, originating from the belief that others might be having fun while the person is not present. It is characterized by a desire to continually stay connected with the newest information.

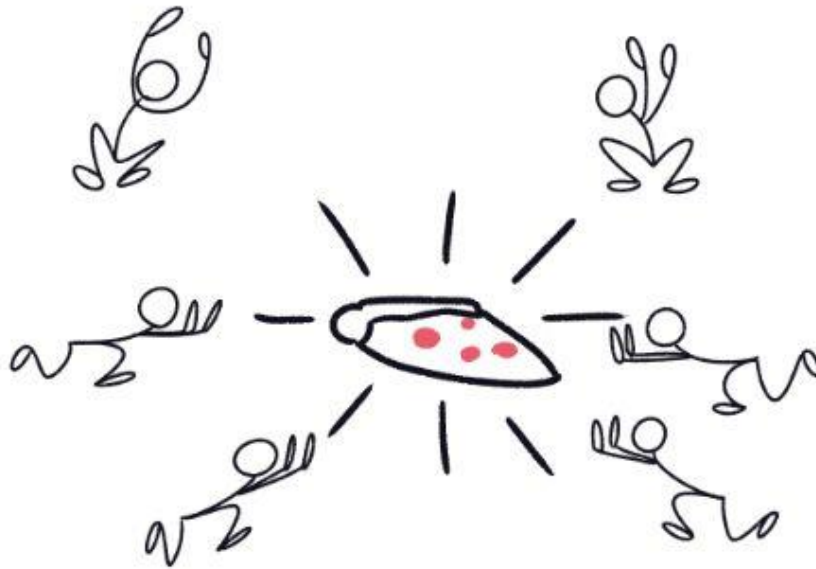
By being absent one can also miss some crucial knowledge, which may be vital in the future. People prefer to "know things", simply.

In case of Black Friday, they don't want to miss such great discounts, which might not occur again.

## 2. Scarcity

### SCARCITY

HUMANS PLACE A HIGHER VALUE ON AN OBJECT  
IN LIMITED SUPPLY



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Scarcity can also increase the perceived value of the item or service you're providing.

On the products page, show there's low stock available, but don't overuse it, otherwise, this will be seen as fishy practices.

To gamify the scarcity effect you can add stepping stones with increased pricing. Example:

- a. \$39 - 17/50 left in stock
- b. \$49 - 100/100 left in stock
- c. \$69 - 100/100 left in stock

### 3. Humor Effect

## HUMOR EFFECT

PEOPLE REMEMBER HUMOROUS INFORMATION BETTER



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Humor makes things easier to remember. It connects the brand with our positive feelings created by the ad.

Using humor in your ads can increase your conversion rate by [28%](#)

Remember the first [Slack ad](#)? Yep, they did a great job there.

## 4. Affect Heuristic

### AFFECT HEURISTIC

PEOPLE'S CURRENT EMOTIONS  
INFLUENCE THEIR DECISIONS



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The affect heuristic is a type of mental shortcut in which people make decisions that are heavily influenced by their current emotions.

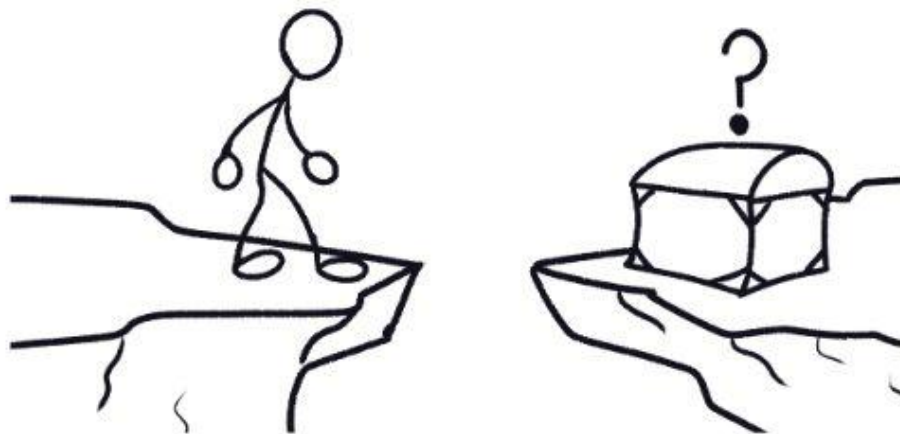
When consumers are upbeat they are 24% more receptive to content in general.

## 5. Curiosity Gap

### CURIOSITY GAP

THE SPACE BETWEEN WHAT WE KNOW AND WHAT WE WANT  
OR EVEN NEED TO KNOW.

PEOPLE HAVE A DEEP DESIRE TO SEEK OUT MISSING INFORMATION



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The curiosity gap is the space between what we know and what we want or even need to know.

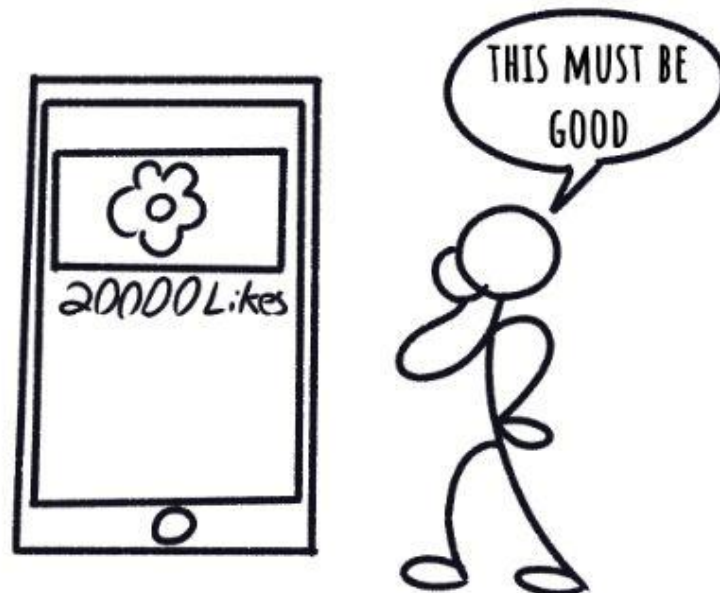
By creating a curiosity gap, you're teasing people to look inside of what you're offering.

The curiosity gap can be used to compel people to click on a blog post they see on Twitter, an ad on Facebook, or a marketing email in their inbox

## 6. Social Proof

# SOCIAL PROOF

PEOPLE WILL FOLLOW THE ACTIONS OF OTHER PEOPLE



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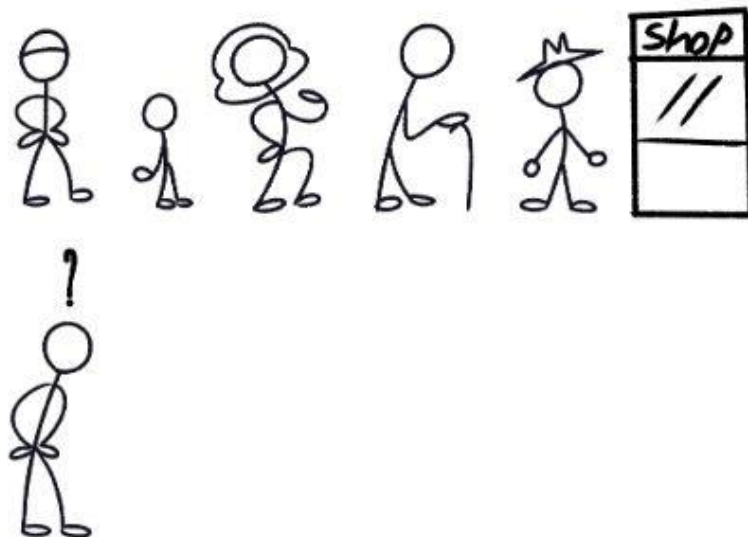
Social proof is a psychological phenomenon when people adapt their behavior according to what other people are doing.

Over [70% of Americans](#) look at product reviews before making a purchase and [83% of consumers](#) say they trust recommendations over any other form of advertising

## 7. Bandwagon Effect

### BANDWAGON EFFECT

PEOPLE DO SOMETHING  
PRIMARILY BECAUSE OTHER PEOPLE ARE DOING IT



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The bandwagon effect is a psychological phenomenon in which people do something primarily because it seems like everybody else is doing it, regardless of their own beliefs, which they may ignore or override.

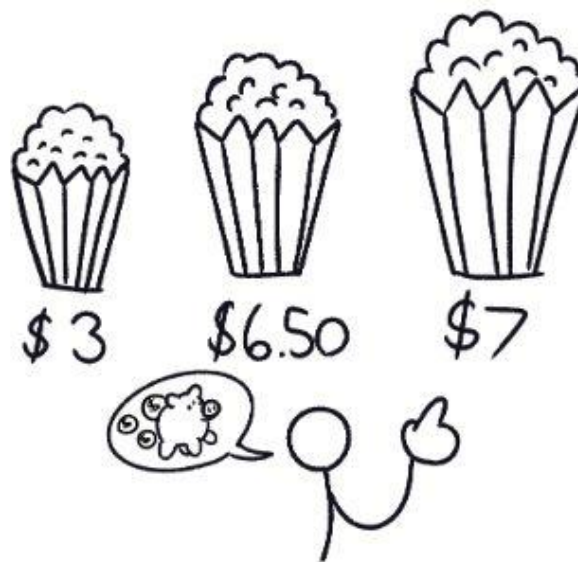
At the core of the Bandwagon Effect is **social proof**.

When people see other people have bought and tested the product, they are more likely to purchase.

## 8. Decoy

### DECOY EFFECT

INFLUENCING PEOPLE'S CHOICE BETWEEN TWO OPTIONS  
BY ADDING A THIRD OPTION



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People change their preference between two options when presented with a third option (the decoy) that is “asymmetrically dominated”.

The decoy effect can make us spend more than we want.

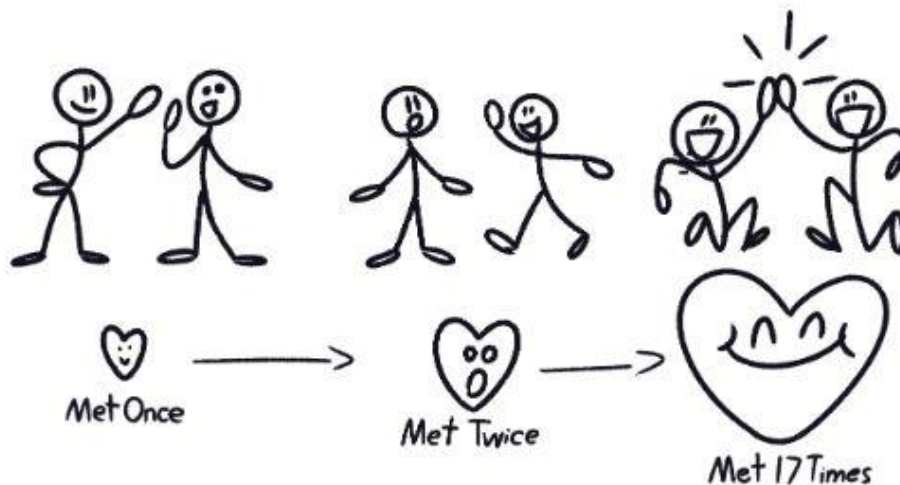
Decoy option makes us make decisions not on what we need, but based on what feels like the most advantageous choice.



## 9. The Mere Exposure Effect

### MERE EXPOSURE EFFECT

THE MORE WE SEE SOMETHING  
THE MORE WE TRUST IT



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The Mere Exposure Effect is one of the most widely used techniques in advertising and marketing.

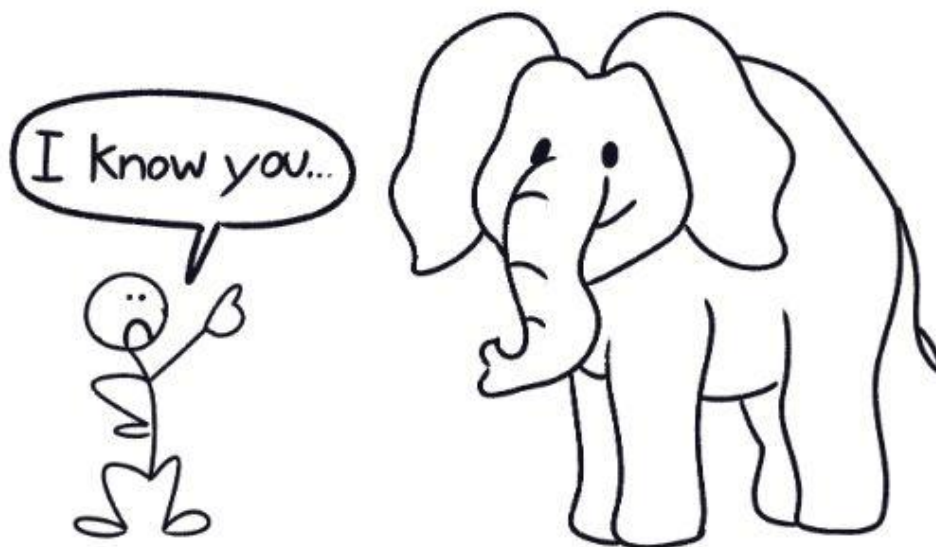
Frequent repetition makes people believe. Familiarity is not easily distinguished from the truth.

It takes an average of 7 interactions with your brand before a person buys from you.

## 10. Recognition over Recall

# RECOGNITION OVER RECALL

MEMORY FOR RECOGNIZING THINGS  
IS BETTER THAN MEMORY FOR RECALLING THINGS



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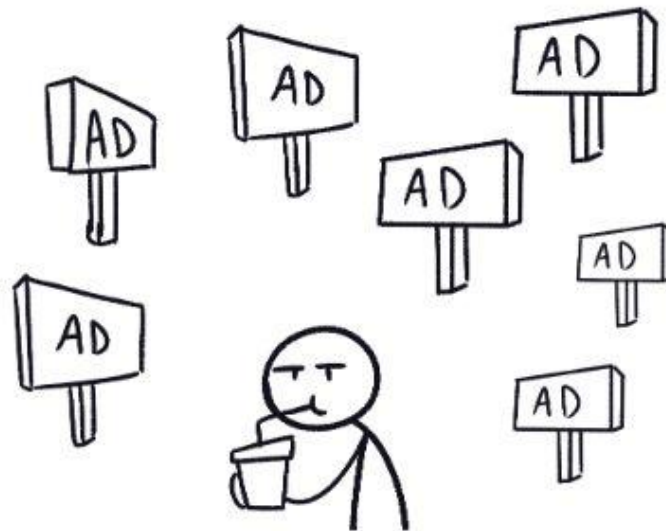
Recognition memory is much easier to access than recall memory.

It's easier for people to recognise something than recall it. This is why it's so important to remind people about your product's existence.

Don't simply assume they will recall you and come back to your when they need you.

## 11. Sensory Adaptation

**SENSORY ADAPTATION**  
PEOPLE IGNORE THE THINGS  
THEY GET REPEATEDLY EXPOSED TO



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Sensory adaptation occurs when consumers get exposed to one ad for a long period of time. That ad no longer provides sensory input to be noted.

To snap consumers out of this state, you need to offer them a novel, previously unseen, experience.

Create Facebook ad sequences releasing different ads to the user, depending on the user's actions or timing.

# Thanks

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