



# The Black Friday Brief

Winning moves, actionable tips and expert insight

# What is 'The Black Friday Brief'?

We've written 'The Black Friday Brief' for those of you looking to **elevate your Black Friday performance** this year.

Our expert digital marketers share how they're continuing to **deliver outstanding results** for clients.

We've broken down our advice by channel, so you can quickly see how to improve performance across your digital mix, not just in the lead-up to Black Friday, but afterwards too. **Turning Black Friday traffic into long-term customers** is where the real value lies.

If you're ready to make this your most effective Black Friday yet, and **keep leads engaged well beyond the sales spike**, get in touch with us today.

[Contact us](#)



## Tips on how to prepare for Black Friday

- Feed disapprovals, warnings, and any other technical issues need to be eradicated before early November.
- One. That's how many clicks a user should take to access your sale.
- Create relevant category pages and filters to display products.
- Use a percentage of your budget to run YouTube and Demand Gen campaigns.
- An early access link can increase data capture and drive demand.

## Top tip on how to manage your PPC budget for Black Friday

- The post-Black Friday slump is real. Scale back your account to avoid spending all your hard-earned revenue.

Expert opinion from our Head of PPC, **George Noon:**



Preparation is everything. Success starts way before the sale begins. When it comes to PPC, if you're not ready ahead of time, you're already behind.

The teams that win are the ones who've been planning, testing and preparing ahead of time.

We make sure our clients are set up to win by the time Black Friday comes around.





## Tips on how to optimise your campaign for Black Friday

- In paid search, things start to get going the Monday before Black Friday and run all the way through to Cyber Monday.
- Use positive and negative seasonality adjustments. On average, you should increase ad spending by 20% in the week before Black Friday to anticipate higher conversion rates and intent. After Cyber Monday, reduce the budget by around 20% to prevent Google from continuing to spend at the same rate.
- Promotion feeds are essential for product-specific discounts. 6 pm to 10 pm are 'The Power Hours', reserve budget for them.

## Top tip on how to effectively apply discounts for Black Friday

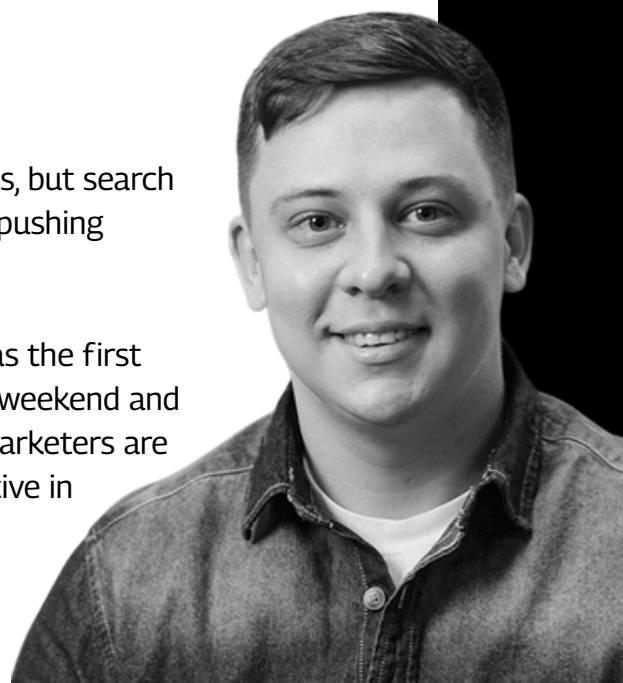
- Small discounts won't work. Anything below 20% won't make an impact. Watch out for competitors increasing prices so they can make fake, larger discounts.

Expert opinion from our Senior PPC Account Manager,  
**Kristian Lowe:**



Black Friday still holds significance for many businesses, but search interest has steadily declined over the past five years, pushing advertisers and brands to rethink their approach.

Larger brands are now launching promotions as early as the first week of November, diluting the impact of Black Friday weekend and contributing to promotion fatigue. As a result, digital marketers are increasingly guiding business strategy to stay competitive in a rapidly evolving landscape.





## Black Friday case study

For our client specialising in **luxury mattress manufacturing**, we generated...

Conversion value  
**increase** YoY of ...

**73%**

By closely monitoring  
spend, we **increased**  
ROAS by ...

**62%**



# Affiliates

## Tips on how to get your timing right for Black Friday

- As you'll be well aware by now, Black Friday is no longer just a Friday, discounts are released throughout November. Protect margins by not heavily discounting too early. Instead, tease discounts using a tiered approach (e.g., the first week of November - 10%, second week - 15%, third week - 20%, Black Friday/Cyber Monday - 25%).
- Build excitement with content partners in the months leading up to Q4.
- Q3 is the best time to run affiliate content pieces. In Q3, people are interested in deals but will want to wait for a good deal on Black Friday.
- By Q4 and Black Friday, the customer is in 'the buying phase' and will be more likely to convert.

## Top tip on how to leverage testing for Black Friday

- Black Friday isn't a time to test, as performance is inflated and data will be skewed. Q1 and Q2 are better for testing and onboarding, giving you more time to gain momentum before Q4 and the Black Friday period.

Expert opinion from our Senior Affiliates Executive, **Jess Gears:**



Black Friday is no longer just a one-day event, brands are teasing discounts earlier, making it harder to stand out amid the noise. To cut through, focus on upper-funnel activity in Q2 and Q3 to build brand and product awareness among new audiences.

Nurture these customers throughout their buying journey, then ramp up incentives during Black Friday once they're ready to purchase.



# Affiliates

## Tips on when to review your campaigns

- Measuring the success of the affiliate channel during Black Friday and Cyber Monday needs to be done at the campaign and publisher level.
- Review your historical paid exposure and partners who were strong organically. If ROAS was strong, give budget again.
- Scale performance, not spend. Keep tenancy spending relatively similar to the previous year and make efficiencies where necessary. For example, add more budget to a strong 2023 partner and scale back on others.

## Tips if you are a luxury brand

- Mid-premium and luxury brands can get involved in the Black Friday campaign without directly discounting or damaging the brand's prestige. For example, brands can run incentives through gift cards post purchase, competitions, or referral discounts.
- Run exclusive sale landing pages for segmented customers that have completed an action - e.g. customers who have signed up, or customers who are members.
- However, make sure you do what's right for your brand. If it doesn't fit with your brand ethos, you can make just as much of an impression by removing yourself from this type of sale activity.

# Affiliates

## Black Friday case study

For a well known home retailer, we prioritised incremental partners and worked to secure placements with key publishers throughout the Black Friday period ...

Doing so resulted in a revenue **increase** of ...

**179%**

By closely monitoring spend, we **increased** ROAS by ...

**155%**



based on previous year

To encourage sales, we adopted a conversion-led approach. This involved optimising mid-to-lower-funnel partners such as those that offer cash back, incentives and vouchers



# Paid Social

## Tips on how to manage increasing costs

- The cost of running ads on social media is more expensive in Q4.
- More brands running ads create more 'noise,' making it harder to reach people effectively.
- Important to have the right budget.
- Despite increased costs, conversion rates and average order value tend to increase.

## Tips on how to create effective time frames

- As mentioned already, it's key to remember that Black Friday is no longer just one Friday, on paid social it's a month-long event.
- Cut through the noise on social media by launching teaser campaigns in October.
- Poor paid social revenue in October doesn't mean that the Black Friday period will be bad too, as consumers often pull back spend in October, in anticipation of seeking a Black Friday deal. Encourage sign-ups by offering early discounts to make the most of this trend.

Expert opinion from our Head of Paid Social, **Harriet Tuite:**



The sooner you get planning for Black Friday, the better. Make sure that by the end of September at the latest, you have completed any audience or creative testing, so that you go into Q4 with a view of what does and doesn't work for your brand. Usually, we see costs soar during Black Friday, but the way to combat that is by being prepared and having built up momentum within your account in the months prior. You can't launch ads in November for the first time and expect to see results!



# Paid Social

## **Tips on how to use creative in your paid social campaigns**

- AI and machine learning determine advertising reach, this is why controlling your creative is so important.
- Use the Meta Ads library to look at your competitors ads from last year to find new ways of standing out.

## **Top tip on how to capture data from your campaigns**

- Black Friday on paid social doesn't always have to be about sales. It is a great time to collect data via app downloads and sign-ups to mailing lists (a cheaper alternative to paid ads during this expensive period).
- If you're a new business, aim to build data and glean insights during your first Black Friday.

## **Top tip on utilising different channels alongside paid social**

- Make sure you're working with other channels during Black Friday e.g. you can use social to create awareness and then PPC to capture demand.
- With that you need to balance the competition levels and costs on each platform (e.g. PPC also gets very expensive during BFCM).

# Paid Social

## Black Friday case study

Black Friday - Cyber Monday weekend saw great performance across all our e-commerce clients generating strong YOY stats.

We saw an average revenue **increase** of ...

**72%**

By closely monitoring spend, we **increased** average ROAS by ...

**22%**



based on previous year

For one of our home, leisure and garden clients, despite a 7% decrease in average order value, we generated...

Revenue

**332k**

ROAS

**40**

# Digital PR

## Tips on how to get your timing right for Black Friday

- Contact journalists between September and October. This is the pre-pitching period when journalists are looking to plan their Black Friday coverage.
- Consider pitching a media intro ahead of the peak period, to get your brand in front of key publications.
- Be prepared to have samples on hand as well as hi-res imagery of the products - journalists will likely ask for these.

## Tips on how to find the right journalists

- Research articles about Black Friday and find the journalists who write about this sale.
- Create a bespoke, targeted media list.
- Monitor the publications you want to secure coverage on to find the journalists covering it right now and add them to your media list.

Expert opinion from our **CCO James Guerin:**



September to October is your window to get ahead of the curve.

Journalists are planning Black Friday content early, so a well-timed pitch with strong visuals and samples can make all the difference.

It's about being visible before inboxes are flooded.



# Organic

## Ensure a technically sound website with this checklist:

### Have one, dedicated Black Friday page.

- This should sit directly under the root domain to ensure authority example.com/black-friday-deals will inherit more authority than example.com/products/sale/black-friday-deals.
- The page title should include Black Friday keywords e.g. Black Friday Deals 2024 | Sale Now On | Brand Names

### Include a prominent link to the Black Friday page on the homepage.

- Utilise banner imagery to drive clicks.

### Once Black Friday is over do not remove or '404' the page.

- Keep it live but remove it from the website navigation and remove internal links that point to it.

## Expert opinion from our Head of Organic, **Jessica Atkinson**:



I'm expecting to see a slight shift in search behaviour this Black Friday, as the search journey becomes more fragmented brands need to build visibility beyond Google in order to get noticed.

Brands need to be visible at every touchpoint, we need to capture the audience when they are passive scrollers to turn them into active shoppers.

You can't measure your Black Friday performance if you're ranking #1 for "Black Friday" terms, how visible are your deals elsewhere and is this turning into brand search?





## Turning Black Friday success into long-term growth:

It can be very powerful to provide loyal customers with early access or sign up to increase the window for sign up pre-black Friday. As well as this, CRM can be a game-changer post Black Friday. Black Friday may get them through the door, but CRM is what keeps them coming back. Here are some top tips when it comes to using CRM to ensure your customers stick around:

### 1. Segment your audience based on behaviour.

Don't treat all Black Friday customers the same. Use your CRM to separate first-time buyers from loyal customers, then tailor your messaging based on their journey.

### 2. Automate post-purchase communication.

Follow up with thank-you emails, product recommendations, or care tips. This keeps your brand front-of-mind and helps build trust beyond the initial sale.

### 3. Build longer-term retention flows.

Set up automated campaigns to re-engage customers throughout Q4—like exclusive offers, early access to new collections, or loyalty rewards.

### 4. Turn insights into smarter campaigns.

Use CRM data to spot buying patterns and peak engagement times. This helps you plan future campaigns with greater accuracy and relevance.

Expert opinion from our Head of CRM, **Claire Zulu:**



Black Friday attracts a surge of traffic to your website, making it an ideal time to capture customer data like email addresses and shopping behavior. This information helps you understand your audience better and allows for more targeted marketing.

Email marketing, in particular, lets you reward loyal subscribers with early access and exclusive discounts, strengthening brand loyalty and encouraging repeat purchases long after Black Friday ends.



# Black Friday is just around the corner.

## Are you **ready?**

The topics covered in 'The Black Friday Brief' address just a few of the things our expert team are working on with our clients to ensure maximum success in this economic climate.

If you're worried about your agency or in-house team's performance, **why not reach out to us for an audit?**

### Contact us



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