



12 ECOMMERCE TACTICS TO SKYROCKET BLACK FRIDAY & CYBER MONDAY SALES

Effortlessly convert motivated searchers, undecided browsers, and die-hard bargain-hunters this holiday season

What's in store for Black Friday and Cyber Monday 2021?

Black Friday shopping has changed irreversibly. The crowds, the lines around the block, the stampedes as doors open - these are all scenes that most will happily resign to the history books. But, that's not to say the traditional spending spree is going anywhere. The same shoppers are simply flocking to ecommerce instead.

It's very good news if you're an online retailer. An end-of-year revenue boost is yours for the taking, but only if you can cut through the noise and capture shoppers' attention. In a crowded landscape, during the busiest shopping weekend of the year, you need to give customers a compelling reason to shop with you instead of your competitors.

This guide breaks down the three different types of Black Friday shoppers, and how you can captivate them with a buying journey that's effortless to navigate, personalized to their preferences, and fueled by insights.

Don't miss this opportunity to close 2021 strong. Now is the time to bolster your store for what is sure to be a record-breaking season.

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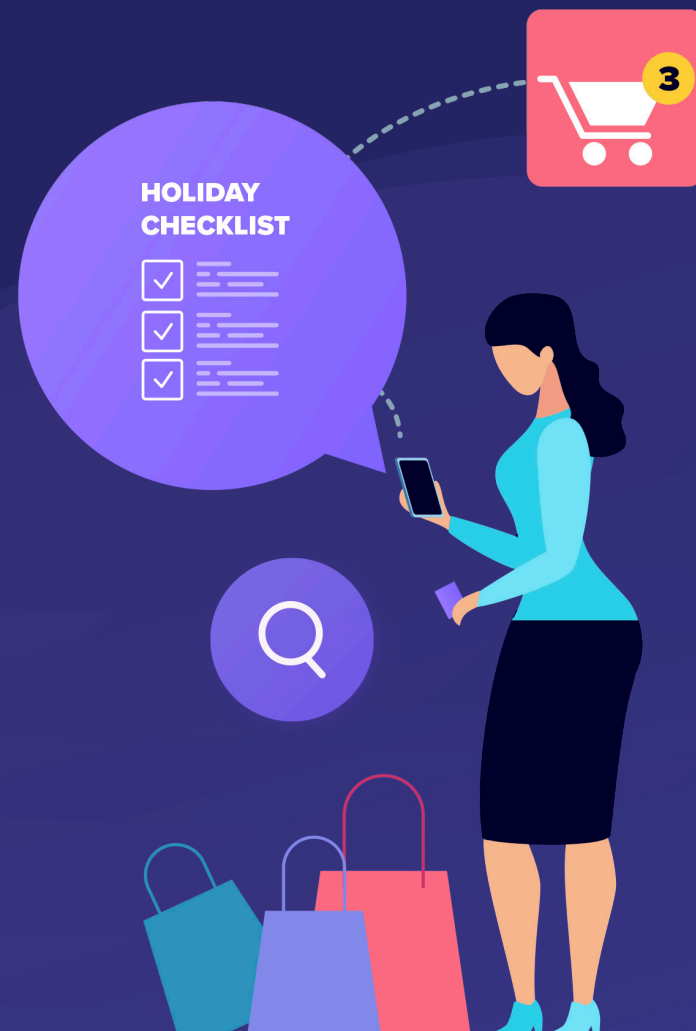
CHAPTER ONE

THE SEARCHER

The Searcher has a list, a deadline, and a credit card in-hand.

This Black Friday shopper is on a mission. They know exactly what they want and they head straight to your search bar to find it. Deliver the right results quickly, and you've got yourself an easy conversion. Provide a confusing or irrelevant search experience, and this highly motivated shopper will quickly bounce to a competitor.

Don't drive your highest-converting traffic away with a poor search experience. Help this shopper check off their wish list with stress-free search and they're sure to convert.



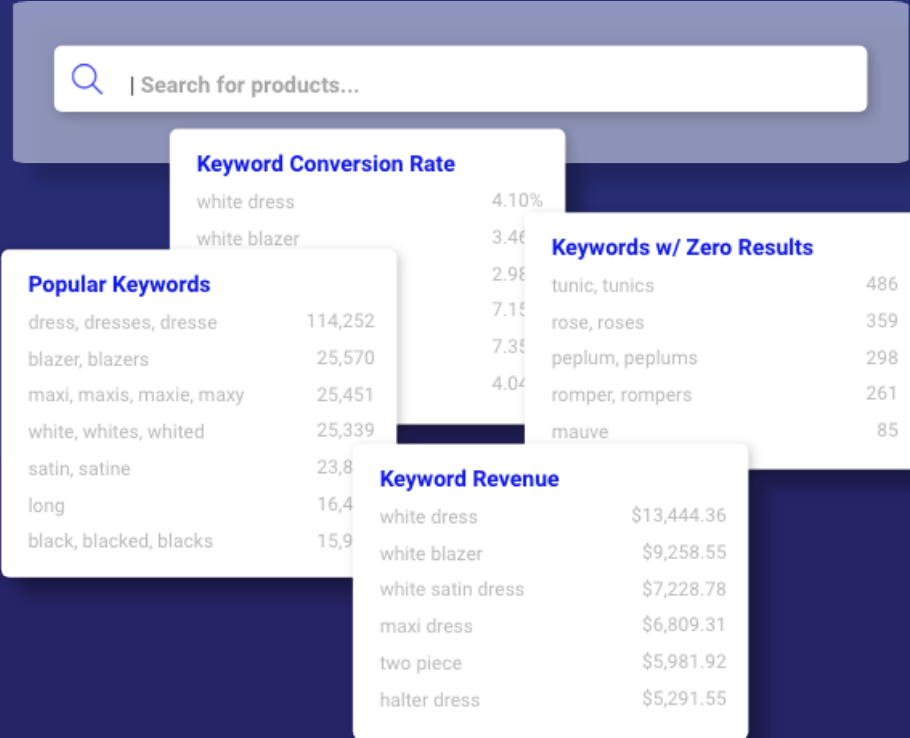
CHAPTER ONE: THE SEARCHER

1.1 Start with insights from Black Fridays past

Dig into last year’s reports to identify your most common search terms, searches that produced no results, and some of your most commonly misspelled terms.

This isn’t just about correcting typos, these insights are an opportunity to learn more about the language your customer speaks. Do you label your products “gift boxes” when your customers are searching for “gift sets”?

Keep an eye on these reports in the weeks leading up to Black Friday and other key dates in your calendar. Shoppers often start researching their wishlist long before the sales to compare sites and offers. Your search trends from late October to early November could provide an early indicator of what your most popular products of the season will be.

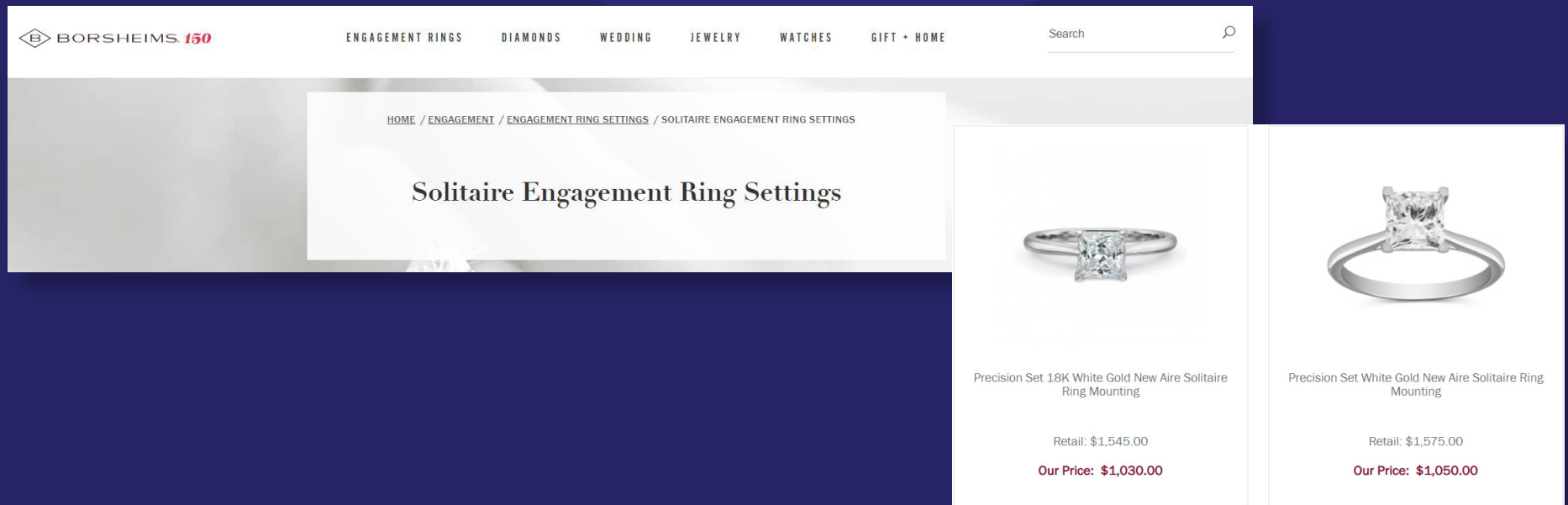


CHAPTER ONE: THE SEARCHER

1.2 Turn your data into landing page magic

For your top searches, consider whether dedicated landing pages with carefully curated products would be more effective than your standard results. Some shoppers may head straight to your search bar to find “gifts for her”, for example. Send them to your beautifully merchandised landing pages with synonyms or redirects. More on this in chapter three.

Those searches that regularly turn up “no results”? They’re another opportunity for redirects. If you see a high volume of searches for a brand that you don’t carry, consider curating a landing page of products that you *do* carry, which may be relevant to those shoppers. **Borsheims**, an independent jeweler, does an excellent job of this by sending searches for “Tiffany” to a page highlighting their solitaire engagement rings.

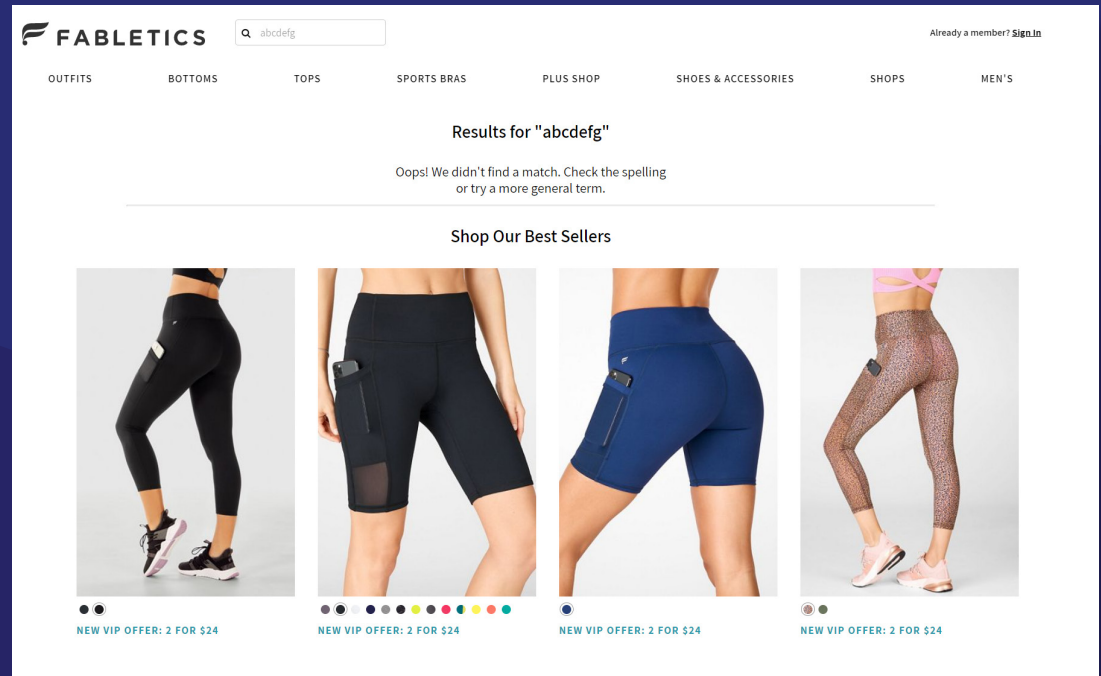


CHAPTER ONE: THE SEARCHER

1.3 Ensure there's no such thing as no results

You've taken all possible steps to avoid shoppers hitting your no results found page, but it's inevitable that there will be the occasional term that you didn't anticipate or simply don't have a relevant result for. With a carefully optimized no results found page, you can still keep that shopper engaged.

Take **Fabletics**' lead and feature some of your best-selling products and categories on this page to entice shoppers with popular alternatives. If you have a holiday gift catalog, landing page, or product finder, link to it here. Another often-overlooked tactic is to promote gift cards on your no results found page. All of these options immediately diffuse the frustration that can come from encountering "no results".



CHAPTER ONE: THE SEARCHER

1.4 Read your customers' minds with autocomplete

Smart autocomplete predictions that drop down from your search bar can guide shoppers to relevant products in even fewer clicks. Customers are often unsure of the best search terms to use, especially if they're taking advantage of Black Friday deals to shop for holiday gifts. Incorporating spell correct and synonyms into your suggestions is a rapid way to overcome those not-quite-right search terms without interrupting the shopping process.

When a shopper clicks in the search bar, your drop down should prompt them with popular predictions before they even begin to type. As they enter a search term, these suggestions should dynamically update in response. With the right tool, you can also pull merchandising rules into this box and adorn the additional space with promotions. **GolfBox** achieves all of this by featuring top reviewed results and sale badges.

ball

SEARCH

LOGIN

Category

Accessories

Balls

Ladies

Clubs

Gloves

Categories

Accessories

Bags

Ball Alignment

Ball Markers

Ball Retrievers

Player

Mens

Unisex

Ladies

RESULTS FOR 'BALL'

On Sale!

★★★★★

[TaylorMade TP5x 19 Golf Balls - 1 Doz...](#)

~~\$84.99~~ **\$64.99**

★★★★★

Callaway Supersoft Golf Balls - 1 Doz...

\$34.99

On Sale!

★★★★★

TaylorMade TP5 19 Golf Balls - 1 Doze...

~~\$84.99~~ **\$64.99**

On Sale!

★★★★★

Callaway Chrome Soft Golf Balls - 1 D...

~~\$67.99~~ **\$54.99**

On Sale!

★★★★★

Srixon Soft Feel Golf Balls - 1 Dozen...

~~\$34.99~~ **\$27.99**

★★★★★

Callaway ERC Soft Golf Balls - 1 Doze...

\$59.99

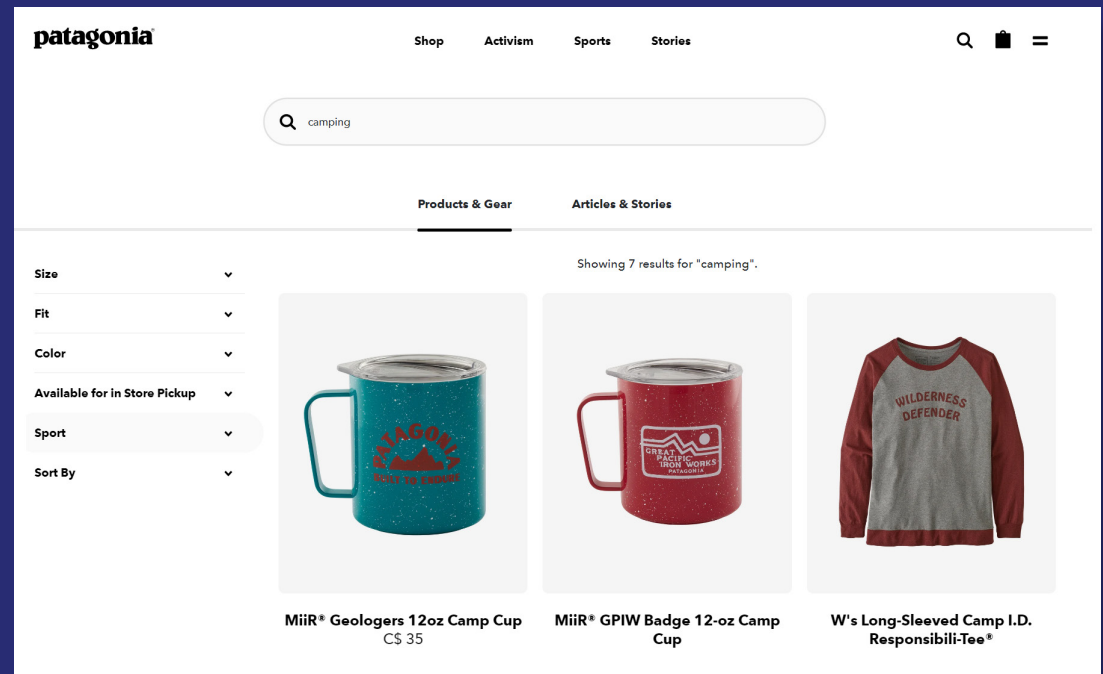
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CHAPTER ONE: THE SEARCHER

1.5 Content search = contented shoppers

Search isn't just for products. Don't forget to make important customer service pages searchable so shoppers can quickly locate your return policies and delivery costs. Content like blog posts and buyer's guides can also provide reassurance that shoppers are making the right purchase.

Patagonia gets this right by offering shoppers the option to filter their search results by products or content. In-depth blog posts covering topics related to their product line can help educate shoppers to the point of purchase if they're still researching the perfect option.



CHAPTER TWO

THE BROWSER

The Browser isn't sure where to start, and needs a little help finding the perfect gift.

We've all been this shopper in the run up to the holiday season. Fending off the creeping panic that comes with browsing unfamiliar products, trying to remember our loved one's obscure preferences. Or worse still, shopping for a distant in-law, awkward colleague, or friendly neighbor whose name you can't recall. Haven't we all almost fallen at the knees of a store assistant who immediately produced the perfect suggestion?

Solid website navigation and clever product finders are the online equivalent for those difficult gifts. Take the stress out of your customers' holiday shopping and watch your conversions skyrocket.



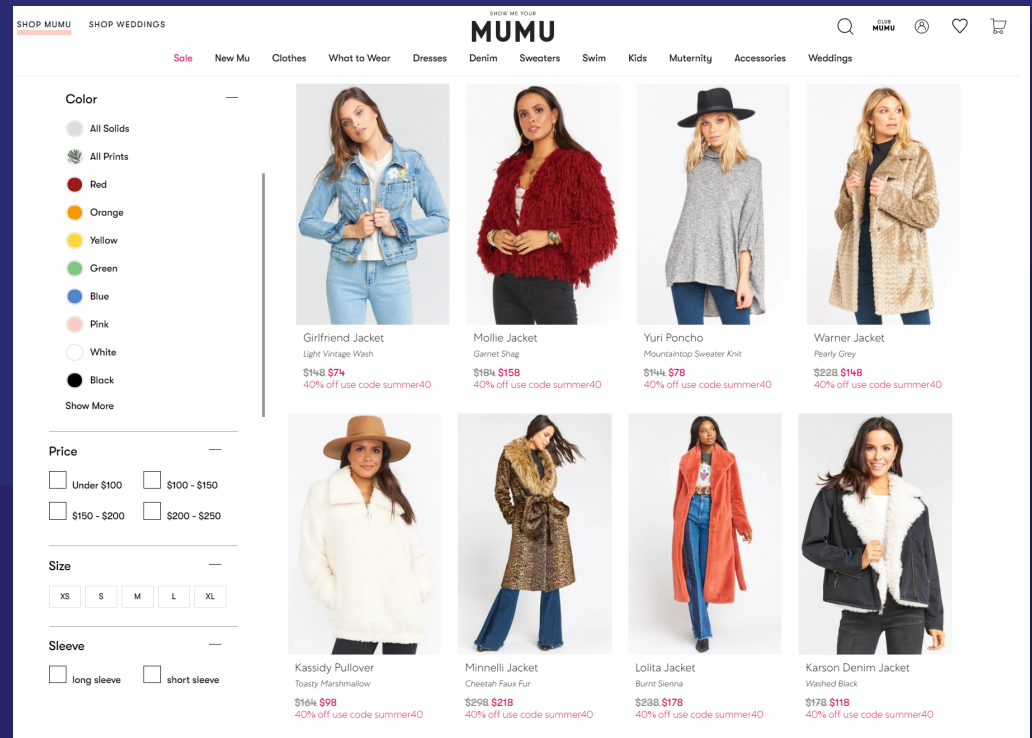
CHAPTER TWO: THE BROWSER

2.1 Focus your facets on the Black Friday shopper

Shoppers browse differently when they're buying for someone else - as many Black Friday shoppers are - meaning your facets should be adjusted accordingly. Allow shoppers to filter by "gifts" as a product type, and if you're offering in-store or curbside pickup for select online orders, enable last-minute shoppers to find those results quickly.

There's more to facet displays than a standard list. Get visual with color palettes and grid options to make the filtering experience more interactive and intuitive. Range facets are useful for shoppers who want to filter their gift search by price brackets, or by products with specified review ratings.

Show Me Your Mumu is one brand that makes good use of a variety of facet displays.

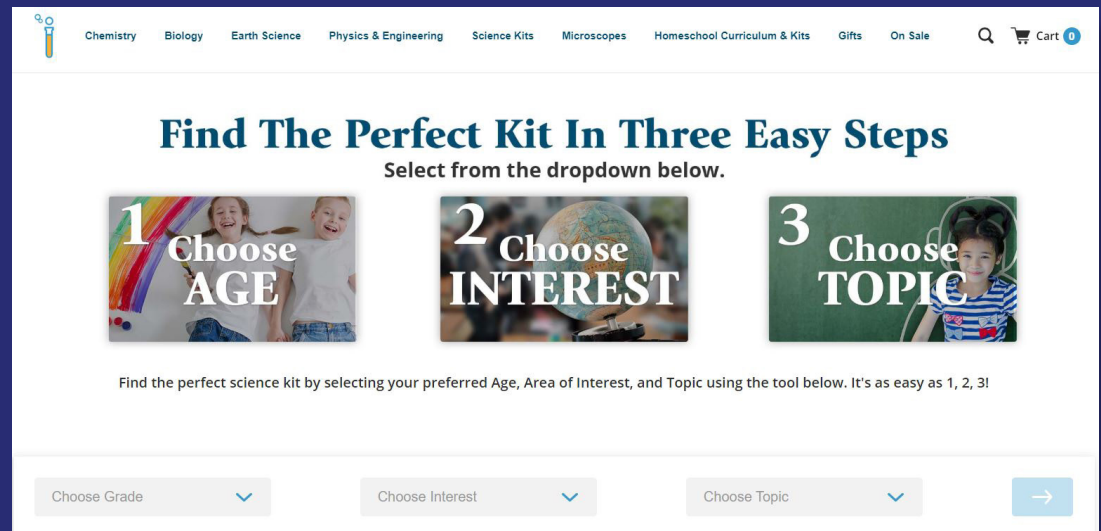


CHAPTER TWO: THE BROWSER

2.2 Repurpose your product finders

If you don't already have a product finder tool on your store, you should. They're useful all year round, but they're especially effective as gift finders during the holidays. If you do have one, review its positioning. Whether featured on your homepage, globally in your website header, or on specified category and landing pages, make sure it's easy to find and use.

Your no results page is another smart location to help out shoppers who aren't finding success with the search bar. **Home Science Tools** simplifies the process of finding the right kit for the little scientist in your life with one such finder.



The screenshot shows the Home Science Tools website's product finder. At the top is a navigation bar with links for Chemistry, Biology, Earth Science, Physics & Engineering, Science Kits, Microscopes, Homeschool Curriculum & Kits, Gifts, and On Sale. There is also a search icon and a cart icon with a '0' indicator. The main heading is 'Find The Perfect Kit In Three Easy Steps' with the instruction 'Select from the dropdown below.' Below this are three numbered steps: 1. Choose AGE (with an image of two children), 2. Choose INTEREST (with an image of a globe), and 3. Choose TOPIC (with an image of a child in a lab coat). A line of text states: 'Find the perfect science kit by selecting your preferred Age, Area of Interest, and Topic using the tool below. It's as easy as 1, 2, 3!' At the bottom are three dropdown menus labeled 'Choose Grade', 'Choose Interest', and 'Choose Topic', each with a downward arrow. To the right of these is a blue button with a right-pointing arrow.

CHAPTER TWO: THE BROWSER

2.3 Ask the right questions, show the right products

Even better, level up your product finder with a guided selling feature. By asking shoppers to answer a sequence of questions, you can help them filter their way to the right product, even when they don't know the relevant brands or product names.

Think of it like an unobtrusive sales assistant who knows exactly what to ask an overwhelmed shopper. **Dia&Co** nails this process with their denim style quiz, helping shoppers navigate their way to the perfect jeans based on how and when they wear them.

Denim Quiz

Looking for new jeans? We'll help you find the right pair!



Let's Go

CHAPTER THREE

THE BARGAIN-HUNTER

The Bargain-Hunter is on a mission to save and isn't afraid to shop around.

Site merchandising is crucial for locking down those flighty bargain-hunters whose heads are easily turned by offers elsewhere. Many savvy holiday shoppers do their research long before Black Friday, deciding in advance which sites to shop from on the day.

Merchandising is key to catching the bargain-hunter's eye and letting your holiday promotions shine. Make sure shoppers can immediately spot your sales, special offers, and product highlights to build anticipation, keep them engaged, and drive those conversions.



CHAPTER THREE: THE BARGAIN-HUNTER

3.1 Captivate shoppers from the homepage

Your Black Friday or Cyber Monday offers should be instantly identifiable when a shopper lands on your homepage. Get creative with your banners and introduce the messaging and promotions that can be found across the rest of your site. Update your homepage frequently over the extended holiday season to keep your site fresh and your returning visitors engaged.

Follow **Alex and Ani**'s example and spotlight flash sales or limited edition products to build urgency around purchases. Whatever banners you have on display, make sure they're consistent with your current marketing and social campaigns to reinforce your promotions across all touchpoints.

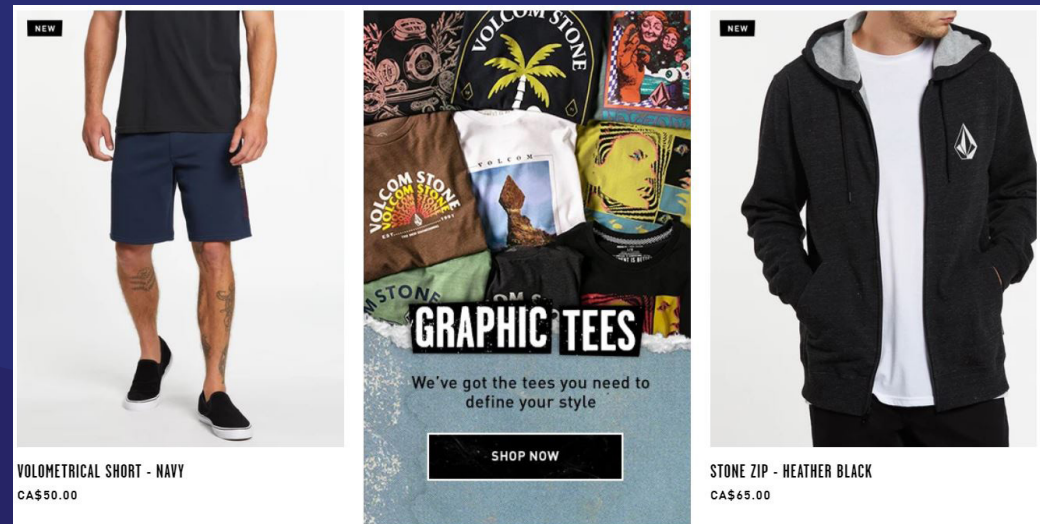


CHAPTER THREE: THE BARGAIN-HUNTER

3.2 Merchandise category and product listing pages

You don't need us to tell you that you're going to be busy. Too busy to manually update product placement while monitoring which products are selling well. Automation is your friend. Set up global campaigns to boost the products you want to promote site-wide. This could be your best sellers, popular products, and latest arrivals; or it might be your house brand, high-margin items, and excess inventory. Then, consider focused boost rules for specific category pages where different promotions or objectives apply. Lastly, don't forget to demote items as they sell out.

Complement your boost rules with badges to highlight discounts or label products that are sold out, almost gone, and selling fast. And don't forget banners on your category and landing pages - they're not just for your homepage. **Volcom** takes this to the next level by displaying promotional banners in-line with product results.

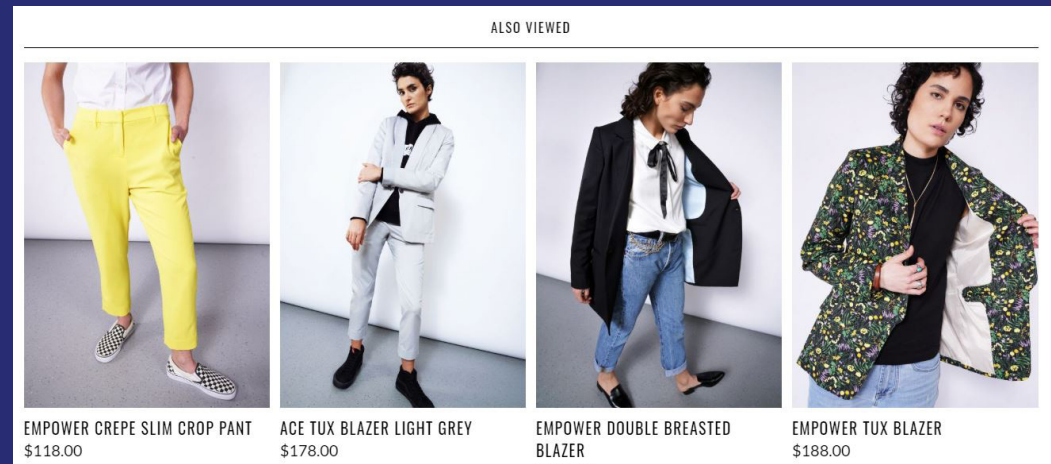


CHAPTER THREE: THE BARGAIN-HUNTER

3.3 Accentuate product detail pages with recommendations

You've drawn the shopper in with your homepage, highlighted the most relevant products on your result pages, and now they've clicked on something that caught their eye. Keep the merchandising magic going by featuring badges and highlighting discounts on individual product detail pages. Even if the shopper doesn't purchase the first product they click on, you now have an indication of their preferences. Use it to cross or upsell similar products so they don't have to click back to keep browsing.

Wildfang does this by prompting viewers of a yellow blazer to check out the matching pants, as well as other blazers in a similar style. Bonus points if you bundle products together in your recommendations to increase AOV.



CHAPTER THREE: THE BARGAIN-HUNTER

3.4 Curate landing pages for flash sales and promotions

Sometimes, your standard categories just won't cut it when it comes to flash sales or special offers. Create dedicated landing pages to showcase gift guides and direct targeted marketing traffic to carefully curated results. Add banners to reinforce the messaging that attracted shoppers in the first place and voilà, you have yourself a conversion machine. Don't forget to drive up that AOV with bonus gifts or free shipping if shoppers reach a certain spending threshold. For particularly hot deals, schedule your landing pages for custom time ranges to achieve the flash sale effect.

Wine Enthusiast makes good use of visual banners on its dedicated gift category, directing shoppers to various landing pages focused on the recipients' preferences and interests. Shoppers also have the option to view gifts by budget and personalization options.



Ready to supercharge your store for Black Friday & Cyber Monday?

Whether your customers are motivated searchers, overwhelmed browsers, or devoted bargain-hunters, it's imperative that you deliver a shopping experience that intuitively meets their expectations.

Take the guesswork and manual intervention out of your ecommerce strategy with Searchspring's site search, navigation, merchandising, and personalized recommendations.

Our Customer Success team already works with sites just like yours, and knows exactly what your shoppers need. Let them review your site, share their secrets, and guide you toward your most successful Black Friday to date.

Visit searchspring.com to request a live demo and see it in action.

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LAGOS

Peet's Coffee

SKIMS

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