

# CYBER MONDAY MARKETING TIPS

Cyber Monday is one of the biggest shopping events of the year, surpassing even Black Friday. What was an online tech focussed event has expanded to encompass everything from food to fashion. For brands and retailers, it's the perfect opportunity to win new customers and boost sales. But with everyone competing for a slice of the pie, how do you ensure you get your fair share? Discover our top tips for Cyber Monday marketing success, with innovative examples from forward-thinking brands.

## CYBER MONDAY STATISTICS

 43%

**Mobile Closes the Gap**  
Mobile drives 43% of Cyber Monday purchases

 \$11.3B

**Cyber Monday Trumps Black Friday**  
Consumers spent \$11.3B during Cyber Monday 2022, \$2B more than Black Friday

 \$100+

**Healthy Average Spend**  
Over 50% of US consumers spend \$100 or more during Cyber Monday

 85%

**Buy Now, Pay Later Explodes**  
Buy now, pay later orders up 85% on Cyber Monday

 \$12.8M

**8 - 9pm Is The Most Popular Time To Shop**  
\$12.8M every minute during peak shopping times

## 7 TACTICS FOR CYBER MONDAY MARKETING SUCCESS

**21%** of Millennials and Gen Zs say social media "buy now" buttons drive impulse purchases

### #1 Double Down on Social Commerce

Include a "buy now" button on your social media channels to give online consumers a seamless shopping experience for always-online campaigns.

**28%** of Cyber Week online sales are driven by paid search

### #2 De-risk Your Deals

Reduce returns by offering free shipping and no questions asked returns on Cyber Monday purchases.

**94%** of UK consumers say free shipping makes them more likely to buy online

**200%** is the increase in click-through rates for brands that add countdown timers to their website

### #3 Invest in Paid Search

Stand out in a competitive marketplace and target your ideal customers with a Cyber Monday pay-per-click (PPC) campaign.

**Snipp Tip**  
Consider "soft sell" purchase (CWP) with a giveaway for an offer that's hard to refuse

**22%** of consumers are interested in experiencing and exploring products in virtual shops

### #4 Layer Your Promotions

Layer additional promotions to incentivize consumers to engage with your Cyber Monday offering, and boost sales with enticing layered promotions.

### #5 Harness FOMO

Create a "sneak peek" or "sneak peek" to your Cyber Monday landing page to create a sense of urgency among your customers and increase impulse buys.

**82%** of consumers say they'll try, buy, or request a product based on influencer content

### #6 Partner with Influencers

Partner with influencers to get people talking about your products, build trust, and drive sales. Don't have a big budget? Micro-influencers have more engaged followers to harness their connection with important audience groups.

### #7 Make the Most of the Metaverse

Create unique digital experiences that allow customers to explore your products and engage with your brand in exciting new ways.

## CYBER MONDAY MARKETING EXAMPLES TO INSPIRE YOUR NEXT CAMPAIGN

**dyson**

### Dyson Brings the In-Store Experience into the Living Room

Global home appliance brand Dyson lets customers test its hair straighteners, hairdryers, and vacuums in virtual reality environments where you can discover, shop, and learn about our technology from the comfort of your home.

### MeUndies: Live from Facebook

MeUndies, a men's underwear brand, hosted a live stream event to provide a fresh Black Friday/Cyber Monday shopping experience for its army of followers. Featuring a DJ and seven live-streamed performances, the event drew over 100,000 viewers, with over 1,000 people joining, encouraging customers to invite their friends. The event started 13,000 people, with a conversion rate of 25%.

**MeUndies**

**Timberland**

### Timberland Harnesses the Power of Influencer Marketing

To support its vision of reaching a positive net environment impact by 2030, fast-fashion brand Timberland launched a Black Friday/Cyber Monday campaign that raised awareness of the brand's sustainable eyewear line and created a more authentic connection with its customers.

# Cyber Monday Tips Customer Service

**Daniela Niemeyer**

A red circular graphic with a gradient, appearing as a partial circle or a stylized arrow pointing to the right, located to the right of the name bar.

## **Cyber Monday Tips Customer Service:**

**2024 Holiday Customer Service Blueprint** Jelisaveta Sapardić, 2024-08-20 Did you know that customer service requests can increase by 65% during Black Friday and Cyber Monday compared to a typical day? This staggering surge can overwhelm even the most prepared customer support teams as they struggle to manage a flood of repetitive questions, keep response times low, and maintain high levels of customer satisfaction all at the same time. However, this surge also presents a critical opportunity to boost revenue and acquire new customers, with over 87% of consumers shopping during Black Friday and 61 million people globally purchasing from Shopify-powered brands. Drawing from our experience supporting over 300,000 businesses worldwide, we understand the importance of a seamless customer experience, especially for e-commerce companies and SMBs. We've developed strategies that help businesses overcome customer service challenges during peak shopping times. In this ebook, we'll share practical tips and insights from industry experts to help you manage customer demands during these critical periods. Learn how to navigate and thrive during the busiest seasons with our proven advice.

**42 Rules for Outsourcing Your Call Center** Geoffrey A. Best, 2011-09 A foundation for anyone considering outsourcing their call center, this volume provides a path for companies outsourcing their first call center with a logical sequence of steps for moving an existing operation to an outsourced organization.

**How to Save Money - Tips & Strategies for Saving Money** Vijay Kumar Gupta, 2024-02-07 Welcome to *How to Save Money*, your comprehensive guide to mastering the art of saving and achieving financial stability. In today's fast-paced world, saving money has become more crucial than ever, empowering individuals to achieve their financial goals, build wealth, and secure their future. Whether you're looking to create an emergency fund, pay off debt, or achieve financial independence, this ebook is designed to provide you with practical strategies, tips, and insights to help you save more effectively and take control of your financial future. From budgeting and cutting expenses to increasing income and investing wisely, you'll learn how to make informed financial decisions, cultivate healthy saving habits, and achieve lasting financial success. Get ready to embark on a journey towards financial freedom and peace of mind. Let's start saving.

**Revolutionizing Retail Analytics: Harnessing AI and Machine Learning for Business Growth** Shashank Shekhar Katyayan Dr. Jhankar Moolchandani, 2025-01-15 In the fast-paced and ever-evolving world of retail, staying ahead of the competition requires more than intuition and experience; it demands the power of data-driven insights. As consumers grow more tech-savvy and their expectations rise, retail businesses face the challenge of delivering personalized, efficient, and impactful customer experiences. This book, *Revolutionizing Retail Analytics: Harnessing AI and Machine Learning for Business Growth*, is a guide to navigating this transformative era using the tools of tomorrow. The integration of Artificial Intelligence (AI) and Machine Learning (ML) into retail analytics has unlocked opportunities previously unimaginable. From dynamic pricing and demand forecasting to personalized marketing and supply chain optimization, these technologies are reshaping how businesses operate. Yet for many, the journey to adopting AI-driven strategies can seem complex and daunting.

This book aims to demystify the world of AI and ML for retail professionals business leaders and analytics enthusiasts Whether you are an experienced data scientist looking to explore retail applications or a retailer seeking to understand how AI can solve real world challenges this book bridges the gap between technology and business outcomes Throughout the chapters you ll find A foundation in the principles of AI and ML tailored to retail contexts Case studies showcasing successful implementations across diverse retail domains Practical strategies for integrating AI tools into existing systems Insights on ethical considerations and best practices in data handling and AI deployment Our journey begins by understanding the seismic shifts reshaping the retail landscape and progresses to exploring actionable strategies for leveraging AI and ML effectively By the end you ll not only grasp the transformative potential of these technologies but also be equipped with the knowledge to implement them within your own organization The retail industry stands at the crossroads of innovation and tradition The decisions we make today will shape the shopping experiences of tomorrow With this book as your guide we invite you to be part of the revolution unlocking growth efficiency and a deeper connection with your customers through the power of AI and ML Welcome to the future of retail Let s transform it together Authors Informationweek ,2005 **Chain Store Age** ,2008-07 Systems Analysis and Design Course Technology,Gary B. Shelly,Thomas J. Cashman,Harry J. Rosenblatt,2002-08 This title allows students to do systems analysis and design right from the start Examples and cases are drawn from actual systems projects that enable students to learn in the context of solving problems much like the ones they will encounter on the job A blend of traditional development and current techniques such as client server and object oriented development graphical user interfaces and electronic data interchange are provided The clear writing style makes systems analysis and design easy to understand and the Student Study Tools provides the reinforcement needed E-commerce Kenneth C. Laudon,Carol Guercio Traver,2007 In today s evolving business environment E commerce business technology society introduces students to the concepts and practice of electronic commerce This book emphasizes the three major forces behind e commerce business fundamentals technology opportunities and social issues In every chapter these three themes come alive with the discussion of e commerce concepts in the areas of economics marketing and information technology and with the presentation of real world e commerce business cases and stories The result is a coherent framework for organizing a complex topic which promotes a clear understanding of how e commerce is evolving Book jacket **Cyber Esq** ,1999 University Computing Times ,1989 Mike Meyers' CompTIA Network+ Certification Passport, Seventh Edition (Exam N10-008) Mike Meyers,Jonathan S. Weissman,2022-07-01 Fully updated coverage of every topic on the latest version of the CompTIA Network exam Get on the fast track to becoming CompTIA Network certified with this affordable portable study tool Inside a certification training expert guides you on your career path providing expert tips and sound advice along the way With an intensive focus only on what you need to know to pass the CompTIA Network Exam N10 008 this certification passport is your ticket to success on exam day Inside Practice questions and content review after each objective prepare you

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