



5 AWESOME WAYS TO SMASH SALES & YOUR COMPETITION THIS BLACK FRIDAY WEEKEND WITH FACEBOOK ADS!

The Black Friday & Cyber Monday Weekend is **the eCommerce event of the year**. Despite this, most online brands will leave preparation to the last minute and miss out big time! Facebook, Instagram and social media present an enormous opportunity for every eCommerce business to **10X your monthly revenue**.

With our 5 awesome tips, tried and tested over the last 5 BFCM weekends by our team of eCommerce experts, you'll be ahead of the pack!

Here are our Top 5 AWESOME Ways to Smash Sales & Your Competition This BFCM with Facebook Ads!





CREATE AN AWESOME DIGITAL OFFER

Offers are essential for **grabbing attention on social media** when it comes to Black Friday. Everyone is on the hunt for the best deal. Any other year, the crowds alone are enough to deter people from stepping foot in their local shopping centre.

With the added concern of COVID-19, the consumer attention will be shifting towards **100% online**.

Amidst the distraction, it's important you make your brand stand out. Make your prospective customers an offer they can't refuse and... well... **they won't refuse it**.

BUT DON'T JUST DISCOUNT!

Discounting can take away from the perceived value of your service. **Add value to your offer.** Buy X, get Y. Sign up today & receive bonus X.

Using an offer in your ads will ultimately increase the number of clicks your ad receives and the amount of revenue you generate!





02

USE VIDEO IN YOUR ADS WITH CAPTIONS

For many brands, your customers rely on physically viewing your shopfront, products or speaking with a member of your team face to face. This provides a high level of tangibility, helping them buy with confidence.

But in an online marketplace, your customers can't touch or feel your products. **How can we overcome this?**

SIMPLE.

By using compelling video to showcase your products in the best light, you can educate potential customers about why they should buy from you this Black Friday Weekend and not your competition!

Help people connect with you on a personal level. It will help immeasurably when you ask for a commitment from them.

Finally, make sure you use captions! **Over 95% of videos on social media are watched on silent.**

P.S. Keep an eye out, we'll send you an email very soon with our absolute top tips for creating winning video ads on Facebook!





03

INCLUDE TESTIMONIALS IN YOUR AD COPY!

We buy what our friends buy and value the recommendations of others highly. There's **no better way to build trust in your service** than to provide testimonials for your prospects to read.

Marketers call this social proof, a term coined by Robert Cialdini in his 1984 book Influence. Social proof describes a psychological and social phenomenon where **people copy the actions of others** in an attempt to undertake behavior in a given situation.

The fact is, **90% of consumers** read online reviews before making a purchase decision. Yelp records 26,380 new reviews every minute!

Reviews have the power to gain customer trust and they encourage people to interact with the company. Customer interaction ultimately leads to **improved profits for brands**.

With the fast paced nature of Black Friday and Cyber Monday, consumers don't have as much time to make calculated decisions, **every second is precious!**

So give your prospects exactly what they'll be looking for straight upfront. It puts your brand on the front foot and creates a very positive first impression with your Facebook ad.

Keep an eye out for #5 at the end of this report - it'll help you put your testimonial front and centre in the most effective way we've found yet!





04

RUN A COMPETITION & GET PEOPLE EXCITED!

This is **our absolute #1 tip** for eCommerce businesses, especially during busy periods where it's easy to get lost in everyone else's noise!

Putting together a giveaway that includes a collection of your best selling products is a **sure fire way to generate plenty of interest** with your Facebook ads.

Running this competition leading up to Black Friday, you not only get potential customers excited and engaged ahead of launching all your discounts and deals, you also have their attention until the day the winner is announced.

Announcing the winner in the days leading up to Black Friday gives you the perfect opportunity to **remind all of the engaged and excited entrants** who missed out that they can get their hands on your products at a better price than ever come Friday.

The added bonus about running a giveaway competition is that you get to **build your mailing list with people who want your products** at the same time! Email is a great way to advertise deals and with Black Friday, Cyber Monday and even Christmas around the corner, finding the content won't be hard.





05

STEAL OUR #1 ECOM AD COPY FORMULA THAT IS SMASHING IT RIGHT NOW!

We're always searching for new and exciting ways to showcase our clients. Our agency tests **thousands of new headlines, creatives and ad copies every month** across our client portfolio. When we find a winner, you know it's good!

In the past few weeks, there is **one single ad copy formula** that's been consistently out-performing all others and generating consistently exceptional results across our eCommerce clients.

When something works this well for so many online brands, **you'd be crazy not to try it!**

Here goes...



(Your Best Testimonial!)

(Your Offer + scarcity)

(Call To Action)

 *(Link)*





05

STEAL OUR #1 ECOM AD COPY FORMULA THAT IS SMASHING IT RIGHT NOW!

It's so damn good, you'd be crazy not to try it!

To help Aussie eCommerce brands 10X this year, we are currently offering a **Black Friday Weekend Strategy Session** with our senior eCommerce team (*these are usually \$249*) to help businesses make the most of the HUGE opportunity barely a month away.

Click the link below and choose your best time for a catch up with our senior eCommerce strategy team - we'll show you exactly what we did in 2019 to **generate awesome results** for our eCommerce clients!

The boss has limited us to 25 freebies, so don't miss out! **Book your Black Friday Weekend Strategy Session before our team's appointments are full.**

To book your spot, click here 🖱️ <https://bit.ly/cwadbfc-m-strategy>

Chat strategy soon,

Cooper & Westwood Advertising

